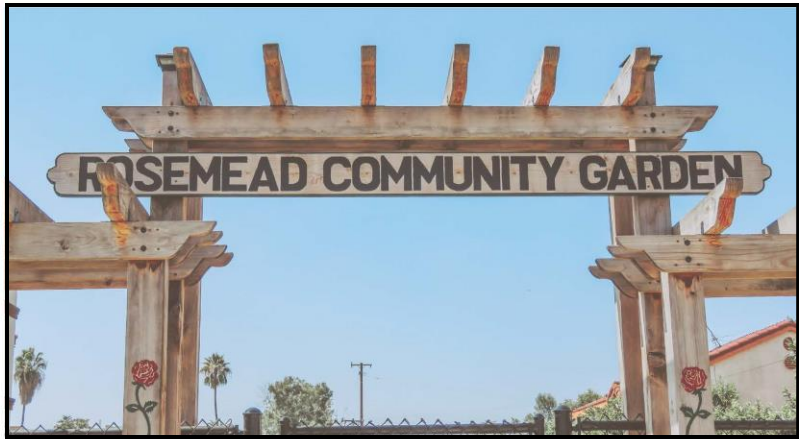




Rosemead

**Freeway Corridor
Mixed-Use Overlay Zone**

*Background Research
and Analysis Report*



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I. Introduction

Project Overview and Objectives

This Background Research and Analysis Report for the Freeway Corridor Mixed-Use Overlay Zone Existing Conditions and Opportunities Analysis Study (Study) is intended to provide an understanding of existing policies and programs related to the six opportunity areas identified as part of the Freeway Corridor Mixed-Use Overlay Area (Study Area). This includes local policies and programs, as well as those from larger regional and, in some instances, statewide agencies.

The impetus for this Study was identified within the City's 2018–2020 Strategic Plan as part of the identified Strategies and Action Items related to economic development. Action Item C for economic development was to:

“C. Create an Overlay Zoning District for opportunity sites along the I-10 Freeway with freeway ingress and egress off ramps.”

This concept is further supported by the Vision 2020 General Plan and establishment of Mixed-Use Residential/Commercial land use categories, among other policies.

Senate Bill 2 (SB 2) Grant Funding

To aid in the implementation of the Overlay Zoning District, the City applied for and received a Senate Bill 2 (SB 2) grant from the State of California. The Overlay Zoning District intends to provide new opportunities for housing, economic revitalization, and attractive placemaking. Moreover, the Overlay Zoning District will position the City to better address the anticipated increases in Southern California Association of Government (SCAG) Regional Housing Needs Assessment (RHNA) allocations for the upcoming 6th cycle (October 2021 – October 2029). Specific goals related to the SB 2 grant funding are provided below:

- a) The principal goal of this program is to make funding available to all local governments in California for the preparation, adoption and implementation of plans that streamline housing approvals and accelerate housing production.
- b) This grant program is meant to facilitate planning activities that will foster an adequate supply of homes affordable to Californians at all income levels. It is designed to help local governments meet the challenges of preparing and adopting land use plans and integrating strategies to promote housing development.
- c) Funded activities are intended to achieve the following program objectives:
 - Accelerate housing production
 - Streamline the approval of housing development affordable to owner and renter households at all income levels
 - Facilitate housing affordability for all income groups
 - Promote development consistent with the State Planning Priorities (Government Code section 65041.1)
 - Ensure geographic equity in the distribution and expenditure of allocated funds

Based on the findings in this report as well as feedback received from stakeholders and community members, conceptual development concepts that consider current development approaches,

placemaking, and design opportunities and constraints will be prepared along with a list of recommendations for consideration. This will provide the City with identification of key concepts applicable to mixed-use development and individual elements that could be brought forward into the Freeway Corridor Mixed-Use Overlay Zone.

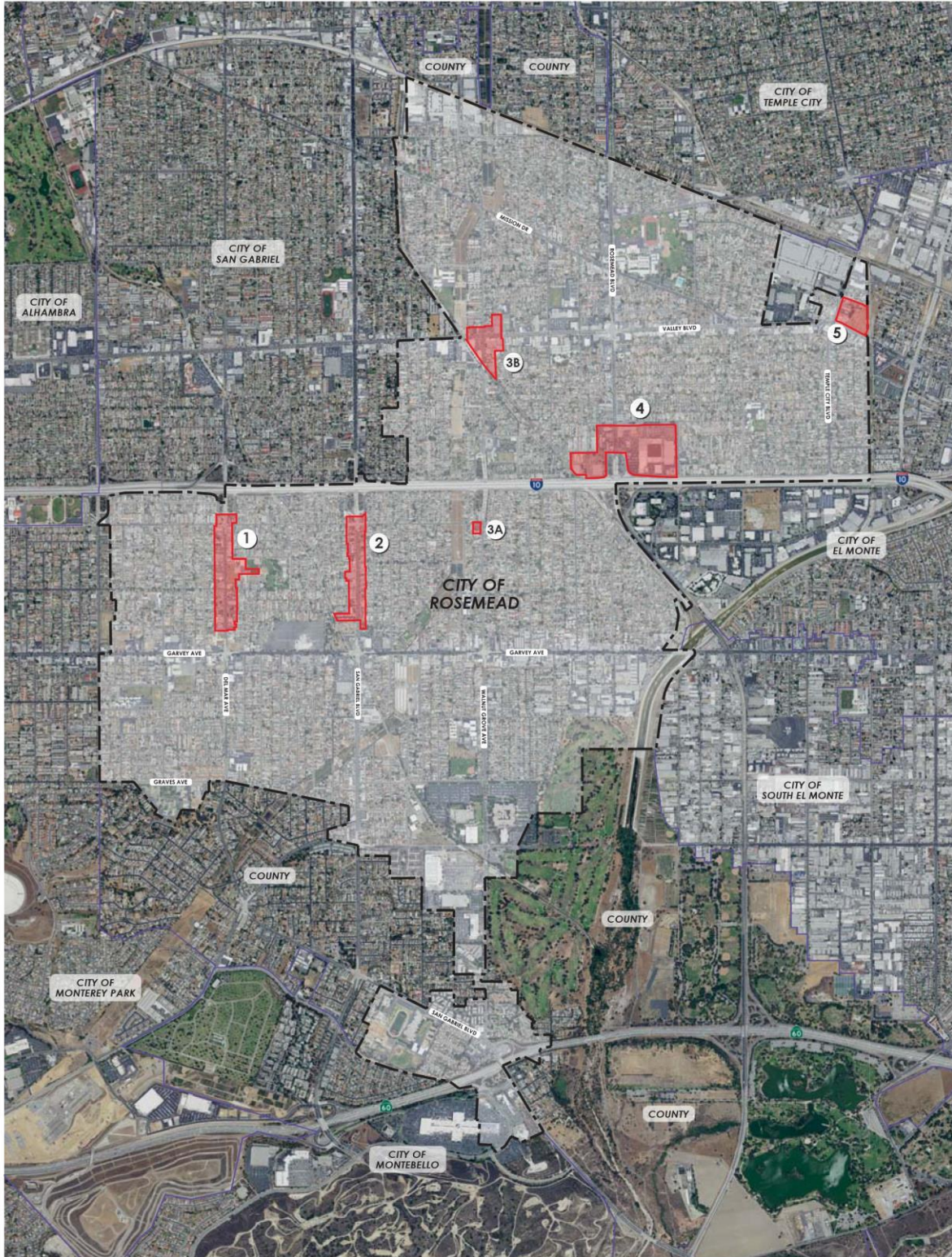
Community Outreach

As part of this Study, the City's Consultant completed stakeholder interviews virtually via Lifesize in eight 30- to 45-minute-long virtual interview sessions on June 4, 2020, June 18, 2020, and June 25, 2020. These interviews were held with a range of participants familiar with the City of Rosemead and its current development review processes to better understand any issues or concerns associated with ongoing mixed-use development in the City and adoption of a new mixed-use overlay zone designation. The stakeholders interviewed encompassed a variety of individuals, which included landowners, developers, architects, real estate professionals, business owners, and institutional representatives. Themes heard relevant to this Study have been summarized below, with the full summary located within Appendix A.

- 1. Development standard requiring certain percentages for commercial/retail and residential space in mixed-use developments is seen as restrictive and limiting development potential.**
 - *Residential/Commercial Mixed-Use Overlay: Residential/Commercial – 33% commercial, 67% residential; and Mixed-Use High Density Residential/Commercial – 25% commercial, 75% residential; unless otherwise modified by the Planning Commission.*
 - *Garvey Avenue Specific Plan (GSP-MU): Residential/Commercial – 35% nonresidential, 65% residential. If community benefits are provided, may be modified to 30% nonresidential, 70% residential.*
- 2. Primary mixed-use development standards should be modified to be in keeping with the surrounding region (i.e., height, floor area ratio, parking requirements).**
- 3. Location of required commercial/retail uses in mixed-use development should be more strategic (i.e., intersection corners vs. midblock locations).**
- 4. New mixed-use developments are desirable to provide new housing and business options and increase City revenue.**
- 5. City review processes and administration are business-friendly and proactive.**

Study Area Boundary

The Study Area comprises six individual and geographically separated opportunity areas (refer to Exhibit 1). These individual opportunity areas were selected based on their proximity to the Interstate 10 corridor, location along primary City corridors, and adjacency to public transit lines.



CITY OF ROSEMEAD
 FREEWAY CORRIDOR MIXED-USE OVERLAY ZONE

LOS ANGELES COUNTY
 CA

Opportunity Areas
 Adjacent City Boundary

NOTES:
 1. Aerial photo from the NAD - 2018.
 2. Boundary data from the City of Rosemead.

JOB# 1748-01-UR19
 March 8, 2020



P3

OPPORTUNITY AREAS

Exhibit 1: Opportunity Areas Map

Existing Conditions and Character

The following section provides a summary of existing conditions and characteristics of each opportunity area within the Study Area. While a majority of the opportunity areas are defined by existing commercial uses, the existing conditions and character of the Study Area vary greatly due to their geographic dispersion and underlying land uses that have allowed for their incremental development over time.

Opportunity Area One (Del Mar Avenue)

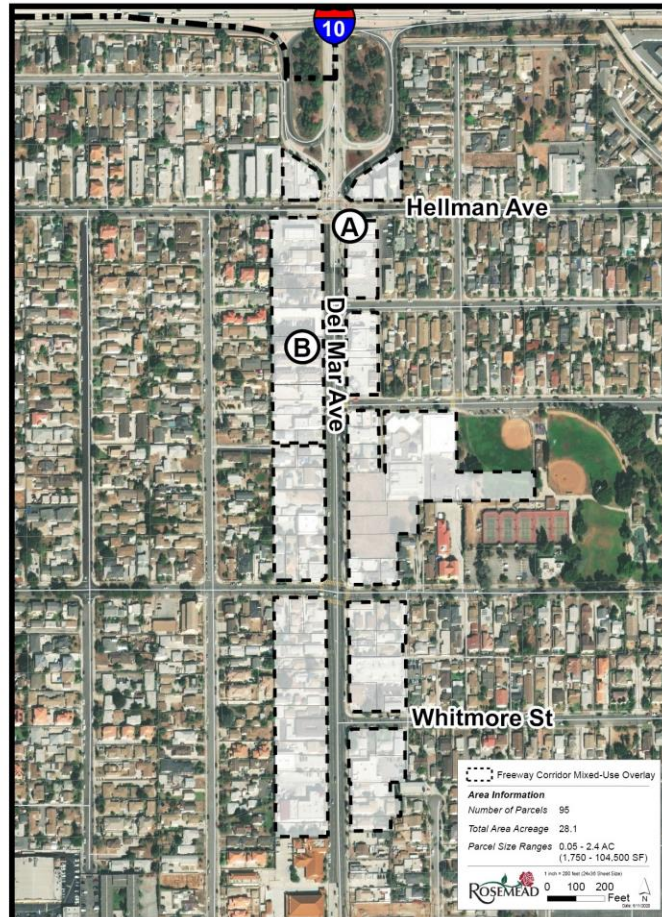
Located along Del Mar Avenue, south of Interstate 10, Opportunity Area One begins just north of Hellman Avenue and continues south to the boundary of the Garvey Avenue Specific Plan, just north of Garvey Avenue. It largely contains parcels fronting directly onto Del Mar Avenue, with a few additional parcels extending beyond the immediate street fronting parcels.

Existing Conditions	
Land Uses	Single-Family Residential, Multi-Family Residential, Commercial/Retail, Restaurant, and Office
Height	Predominantly 1- and 2-stories
Number of Parcels	95
Total Area Acreage	28.1
Parcel Size Range	0.05 - 2.4 acres (1,750 - 104,500 SF)
Additional Info	Large undeveloped parcel(s) are located north of Emerson Place

Existing Context



Location Map



Opportunity Area Two (San Gabriel Boulevard)

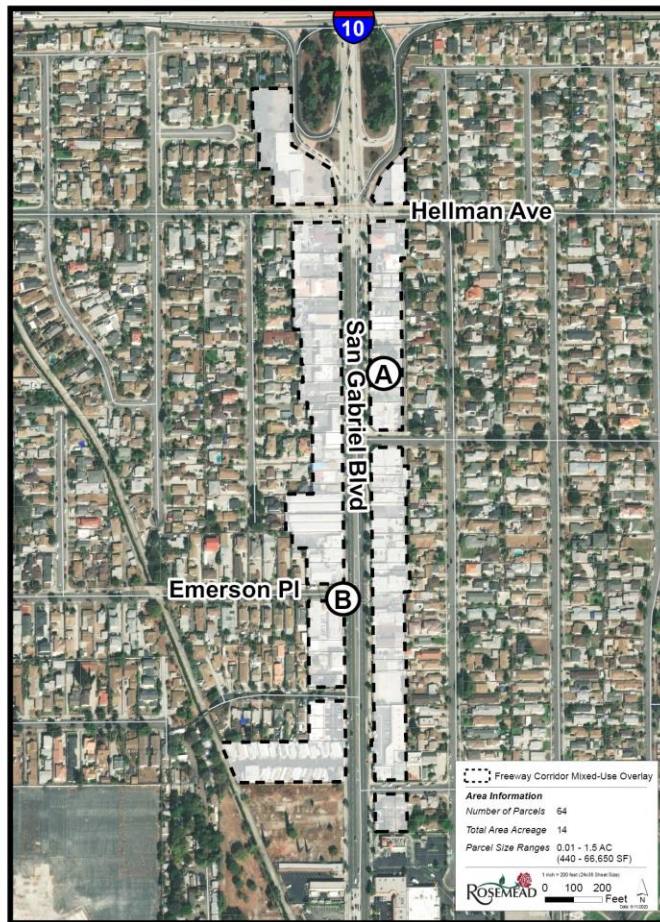
Opportunity Area Two is located along San Gabriel Boulevard, south of Interstate 10, and begins just north of Hellman Avenue and continues south to the boundary of the Garvey Avenue Specific Plan, just north of Garvey Avenue. It largely contains parcels fronting directly onto San Gabriel Boulevard, with a few additional parcels extending beyond the immediate street fronting parcels.

Existing Conditions	
Land Uses	Single- and Multi-family Residential, Commercial/Retail, Restaurant, Office, and Light Industrial
Height	Predominantly 1- and 2-stories
Number of Parcels	64
Total Area Acreage	14
Parcel Size Range	0.01 - 1.5 acres (440 - 66,650 SF)
Additional Info	Largely built-out

Existing Context



Location Map



Opportunity Area Three A (Walnut Grove Avenue/Hellman Avenue)

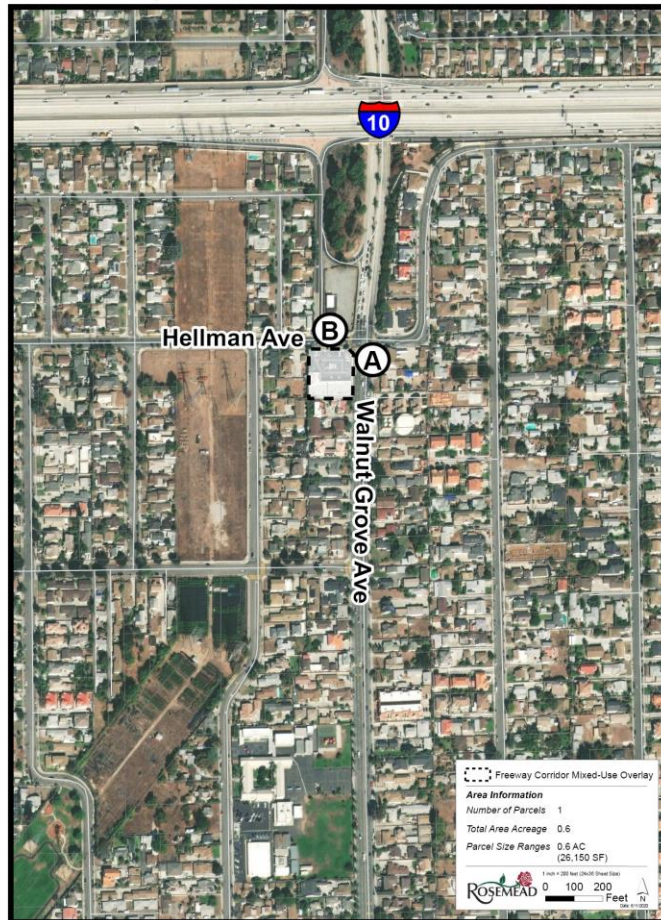
Opportunity Area Three A is located along Walnut Grove Avenue, south of Interstate 10, and includes the existing commercial center located at the southwest corner of the Hellman Avenue and Walnut Grove Avenue intersection.

Existing Conditions	
Land Uses	Commercial/Retail
Height	1-story
Number of Parcels	1
Total Area Acreage	0.6
Parcel Size Range	0.6 acres (26,150 SF)

Existing Context



Location Map



Opportunity Area Three B (Valley Boulevard/Walnut Grove Avenue)

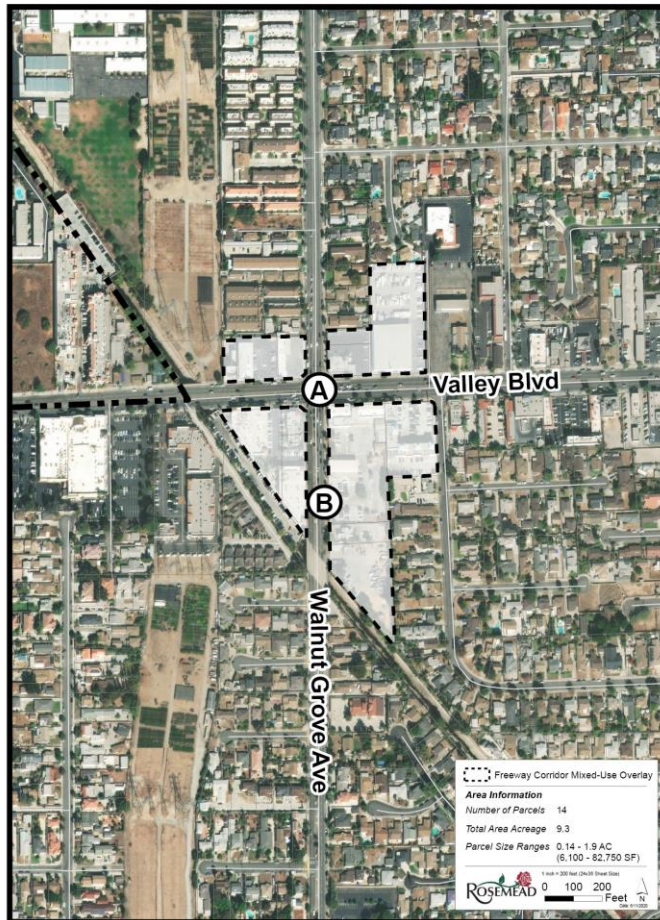
Opportunity Area Three B is located at the intersection of Walnut Grove Avenue and Valley Boulevard, north of Interstate 10. It includes parcels fronting directly onto Walnut Grove Avenue and Valley Boulevard.

Existing Conditions	
Land Uses	Commercial/Retail, Restaurant, and Self-Storage
Height	Predominantly 1- and 2-stories
Number of Parcels	14
Total Area Acreage	9.3
Parcel Size Range	0.14 - 1.9 acres (6,100 - 82,750 SF)
Additional Info	Large redevelopment potential noted at old lumber yard site to the southeast of Walnut Grove Avenue and Valley Boulevard intersection.

Existing Context



Location Map



Opportunity Area Four (Rosemead Boulevard/I-10)

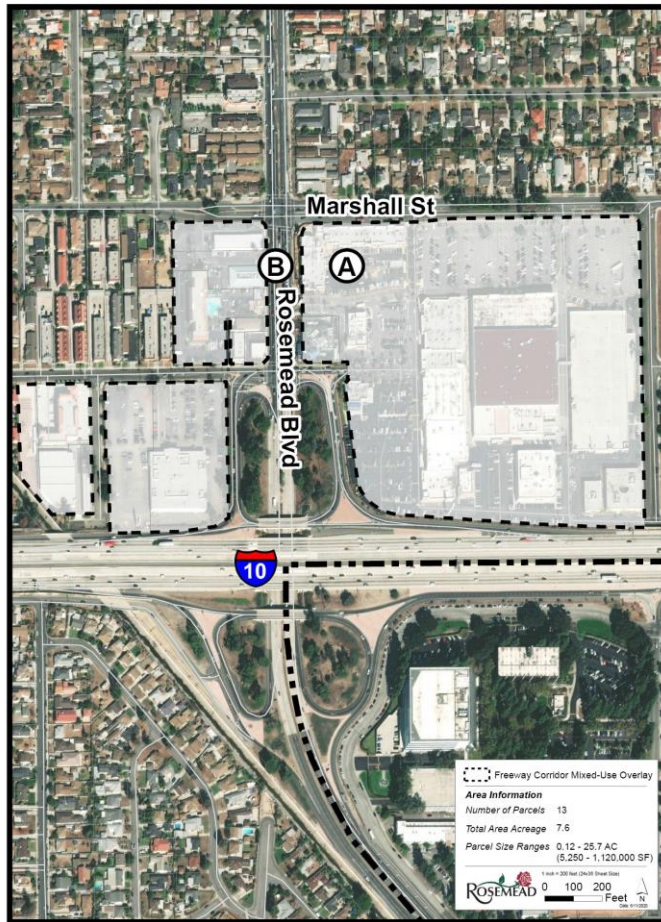
Opportunity Area Four is located along Rosemead Boulevard and begins just north of Interstate 10 and continues to Marshall Street. It contains the prominent Rosemead Place Shopping Center, as well as parcels to the west of Rosemead Boulevard.

Existing Conditions	
Land Uses	Commercial, Restaurant, and Hospitality
Height	Predominantly 1- and 2-stories, with a few 3-story buildings noted
Number of Parcels	13
Total Area Acreage	37.2
Parcel Size Range	0.12 - 25.7 acres (5,250 - 1,120,000 SF)

Existing Context



Location Map

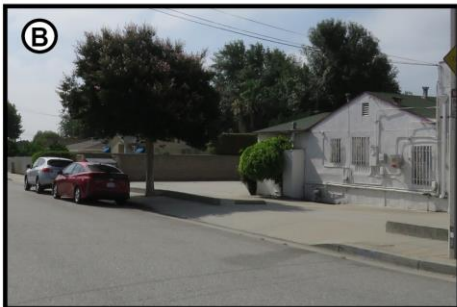


Opportunity Area Five (Valley Boulevard/Temple City Boulevard)

Opportunity Area Five is located northeast of the Valley Boulevard and Temple City Boulevard intersection, north of Interstate 10, and terminates at Abilene Street to the north.

Existing Conditions	
Land Uses	Single-Family Residential and Commercial/Retail
Height	Primarily One-Story
Number of Parcels	16
Total Area Acreage	7.6
Parcel Size Range	0.13 - 2.2 acres (5,660 - 95,800 SF)
Additional Info	Large undeveloped parcels are noted at northeast of Temple City Boulevard and Valley Boulevard intersection.

Existing Context



Location Map



II. Land Use Policy Review

Land Use Goals and Policies

The following section outlines goals and policies from the City’s existing planning documents that are relevant to the Study Area.

General Plan

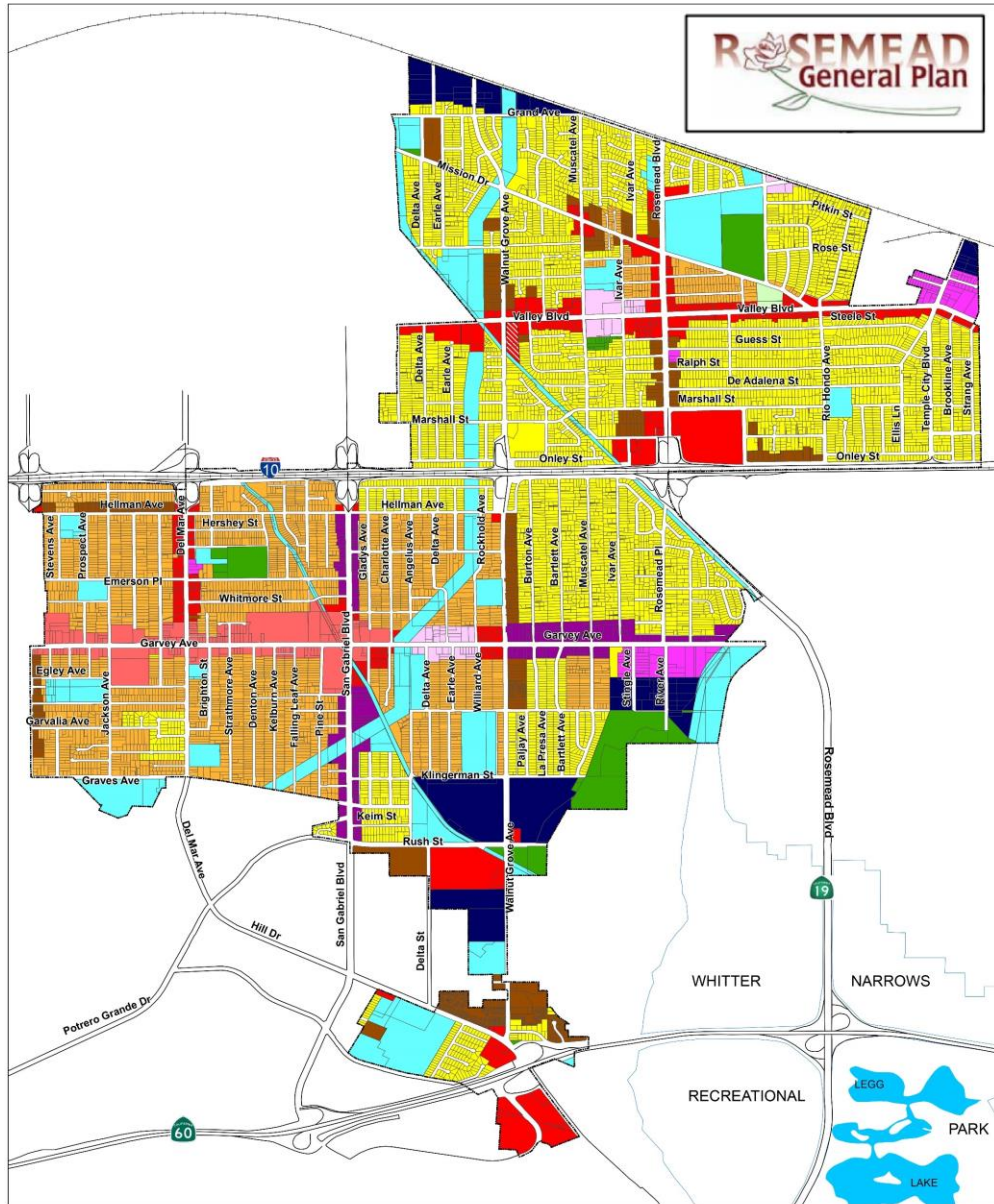
The General Plan discussion below includes the Land Use and Housing Elements of the City as it relates to the Study Area. While discussion on these elements has been completed in a general manner, greater emphasis has been placed on the Land Use Element within this section due to its current and future evolution of the Study Area. It should be noted that the Land Use Element touches upon Economic Development and Revitalization within the City, and relevant components have been included under the Land Use Element section below.

Land Use Element

The Land Use Element designates the distribution and general location of land uses, such as residential, commercial, mixed-use, open space, and public uses within the City. The Land Use Element also addresses the permitted density and intensity of these various land use designations, as reflected on the City’s General Plan Land Use Policy Map.

As shown in Exhibit 2 and described in more detail below, current land use designations within the Study Area include:

Opportunity Area	Current Land Use Designations
<i>One (Del Mar Avenue)</i>	<ul style="list-style-type: none"> • Commercial • Public Facilities • Mixed-Use: Residential/Commercial (60 du/ac, 4 stories)
<i>Two (San Gabriel Boulevard)</i>	<ul style="list-style-type: none"> • Commercial • Mixed-Use: Industrial/Commercial
<i>Three A (Walnut Grove Avenue/Hellman Avenue)</i>	<ul style="list-style-type: none"> • Commercial
<i>Three B (Valley Boulevard/Walnut Grove Avenue)</i>	<ul style="list-style-type: none"> • Commercial • High Intensity Commercial (Area 2)
<i>Four (Rosemead Boulevard/I-10)</i>	<ul style="list-style-type: none"> • Commercial
<i>Five (Valley Boulevard/Temple City Boulevard)</i>	<ul style="list-style-type: none"> • Mixed-Use: Residential/Commercial (60 du/ac, 4 stories)



Legend

- City Boundary
- Low Density Residential (0-6 du/ac)
- Medium Density Residential (0-12 du/ac)
- High Density Residential (0-30 du/ac)
- Garvey Avenue Specific Plan
- Commercial
- High Intensity Commercial
- Mixed Use:Residential/Commercial (30 du/ac; 3 stories)
- Mixed Use:Residential/Commercial (60 du/ac; 4 stories)
- Mixed Use:Industrial/Commercial
- Office/Light Industrial
- Open Space
- Public Facilities
- Cemetery



Amended by Ordinance No. 978 on February 13, 2018.

Data Source: City of Rosemead

Exhibit 2: General Plan Land Use Map (dated February 2018)

Mixed-Use Land Use Categories

The City has three existing mixed-use land use categories, which include Mixed-Use Residential/Commercial (MRC), Mixed-Use High Density Residential/Commercial (MHRC), and Mixed-Use Industrial/Commercial (MIC). Portions of Opportunity Areas One and Five are designated Mixed-Use High Density Residential/Commercial, while portions of Opportunity Area Two are designated Mixed-Use Industrial/Commercial. Descriptions of the mixed-use land use categories identified in the General Plan Land Use Element have been provided below.

Mixed-Use Residential/Commercial (MRC)

The Mixed-Use Residential/Commercial category allows vertically or horizontally mixed commercial, office, and residential uses, with an emphasis on retail uses along the ground floor. Pedestrian connections among the uses, and as appropriate to surrounding neighborhoods, should be provided. The Mixed-Use designation will allow for mixed-use and commercial infill development. Furthermore, parcels may be assembled and consolidated to create larger, integrated development sites. All mixed-use projects are subject to review and compliance with the City's adopted mixed-use design guidelines.

Mixed-Use High Density Residential/Commercial (MHRC)

The Mixed-Use High Density Residential/Commercial category permits vertically or horizontally mixed-use commercial, office, and residential uses, but greater residential densities are permitted and encouraged. Retail uses shall be emphasized along the ground floor of street frontages, and pedestrian connections among the uses and surrounding neighborhoods should be provided.

Mixed-Use Industrial/Commercial (MIC)

The Mixed-Use Industrial/Commercial category accommodates light industry, research and development, and office uses. The emphasis is on businesses that provide career-oriented and trade jobs. Commercial uses should be limited to those that support the primary industrial and office uses.

High Intensity Commercial Land Use Category

It is worth mentioning that Opportunity Area Three B currently has an existing High Intensity Commercial (HIC) land use designation, specifically identified within the General Plan Land Use Element (refer to Exhibit 3). This specific land use designation includes land use and building size requirements. Descriptions of this land use category have been provided below.

High Intensity Commercial Area 2 (HIC-2)

This area is located on the southeast corner of Valley Boulevard and Walnut Grove Avenue, and includes three parcels totaling approximately 3.3 acres. Rubio Wash is located just south of site, and a combination of commercial and single-family residential land uses are located to the east.

Table 2-4
High Intensity Commercial/Commercial Designation
Land Use and Building Size Requirements
For High Intensity Commercial Area 2

The primary use of the site shall have a minimum of one general retail outlet and/or an overnight accommodation	
Allowed Land Uses	Allowable Building Pad Sizes
General Retail Outlets Home furnishing and housewares retail; music, video, book and entertainment retail; office products retail; sporting and recreational equipment retail; hobby and craft retail; and other specialty retail	15,000 – 35,000 square feet
Restaurant-Related Uses Casual dining restaurants, specialty eateries, and upscale dining	5,000 – 10,000 square feet
Overnight Accommodations: Overnight accommodations, such as hotels, shall have the following minimum amenities: a restaurant, bar, lounge, meeting room(s), and business center.	100 guest rooms (minimum)
Ancillary Uses	As outlined in Zoning Ordinance

Exhibit 3: *High Intensity Commercial/Commercial Designation Land Use and Building Size Requirements for High Intensity Commercial Area 2 (Land Use Element (Apr. 2010): Table 2-4)*

Land Use Goals and Policies

Overarching goals and supporting policies of the Land Use Element that guide the growth and development of mixed-use developments in the City have been identified below. In addition, relevant goals and policies related to mixed-use developments but relevant to other land use categories have been included.

Relevant Goals and Policies

Goal 3: Creation of vibrant, attractive mixed-use development.

Policy 3.1: Encourage mixed-use development as a means of upgrading established uses and developing vacant parcels along arterials and providing new commercial, residential, and employment opportunities.

Policy 3.2: Use the Mixed-Use High Density Residential/Commercial land use designation as a vehicle to help strengthen and revitalize Rosemead's central business district.

Policy 3.3: Provide adequate buffering between existing residential and commercial or light industrial uses within designated Mixed-Use areas, as well as in adjacent areas.

Policy 3.4: Encourage pedestrian friendly commercial and residential planned developments wherever possible.

Policy 3.5: Promote lively and attractive ground-floor retail uses that will create public revenues needed to provide for City services and the City's tax base.

Other Relevant Policies

Policy 1.2: Provide guidelines and standards to ensure adequate buffering and screening between lower density residential uses and adjacent higher density residential or non-residential uses to mitigate potential land use conflicts.

Policy 2.1: Establish a well-balanced and carefully planned collection of signature retail anchors, general retail outlets, casual to upscale restaurants, and upscale overnight accommodations which can take advantage of the High Intensity Commercial designated sites' accessibility to major roadway corridors.

Economic Development Goals and Policies

In addition to the City's 2018-2020 Strategic Plan that included strategies related to economic development, the City's General Plan includes economic development related goals and policies. As previously mentioned, rather than a standalone Element of the General Plan, the City's economic development related goals and policies are located within the Land Use Element. The Land Use Element includes proactive strategies that are intended to facilitate and encourage the revitalization of the City's commercial and industrial corridors. In particular, the Land Use Element specifically identifies strategies for facilitating mixed-use development along commercial corridors to increase the quality of commercial offerings to residents, retain important industrial districts, and focus on regional commercial activity at key locations that are easily accessible. Goal 5 highlighted below identifies strategies specifically related to mixed-use developments.

Relevant Goals and Policies

Goal 5: Targeted land use changes that improve housing and economic opportunities for residents and businesses and achieve City fiscal and environmental objectives.

Policy 5.1: Encourage revitalization of Garvey Avenue east of the SCE easement by promoting mixed-use development that integrates commercial uses with higher-density multiple-family residential uses.

Policy 5.2: Encourage revitalization of the San Gabriel Boulevard corridor south of Hellman Avenue to Park Street and then again south of the SCE easement to Rush Street by promoting mixed-use development that integrates light industrial and office/business park uses.

Policy 5.3: Preserve the established Central Business District along Valley Boulevard, and establish opportunities for large commercial and residential mixed-use developments.

Policy 5.4: Establish a specific plan to create a "downtown" Rosemead between Walnut Grove Avenue and Rosemead Boulevard.

Policy 5.5: Continue to support development of Rosemead Place as a commercial center, placing emphasis on improved freeway access and visibility and high-quality landscaping design.

Policy 5.6: Require that future commercial projects adjacent to the San Bernardino Freeway, south of Marshall Street, be developed in a manner that:

- *complements established commercial uses;*
- *capitalizes on the high visibility provided by the adjacent freeway through high quality design and signage; and*
- *incorporates the highest construction standards possible.*

Policy 5.7: Encourage development of high quality commercial or mixed-use center in the vicinity of the intersection of Valley Boulevard and Temple City Boulevard.

Mixed-Use Overlay Zones

Table 1 provides a summary of both the maximum allowable as well as typical mixed-use build-out potential as identified in the City’s Land Use Element.

Table 1: Summary of Mixed-Use Buildout Potential by Land Use Designation

	<i>Mixed-Use Residential/Commercial (MRC)</i>	<i>Mixed-Use High Density Residential/Commercial (MHRC)</i>	<i>Mixed-Use Industrial/Commercial (MIC)</i>
Maximum DUs/Acre or FAR	25-30 DU/Acre 1.6:1 FAR	40-60 DU/Acre 2.0:1 FAR	2.5:1 FAR
Typical DUs/Acre or FAR	30 DU/Acre 1.6:1 FAR	48 DU/Acre 2.0:1 FAR	1.0:1 FAR

Housing Element

The 2014–2021 Housing Element provides for the identification and analysis of existing and projected housing needs and articulates the City’s official strategies and programs for conserving and improving existing affordable housing, providing adequate housing sites, assisting in the development of affordable housing, and promoting equal housing opportunities. Of note, the Study Area contains several opportunity sites, alternative sites, and vacant land that are intended to aid the City in meeting the low-income housing needs of the community (refer to Exhibit 4 and Exhibit 5). Those low-income housing sites within the Study Area include portions of Opportunity Area One identified as vacant, portions of Opportunity Area Three B identified as an alternative site, and portions of Opportunity Area Five identified as an opportunity site that is vacant.



Exhibit 4: Housing Inventory Sites (Housing Element (Oct. 2013): Appendix C)

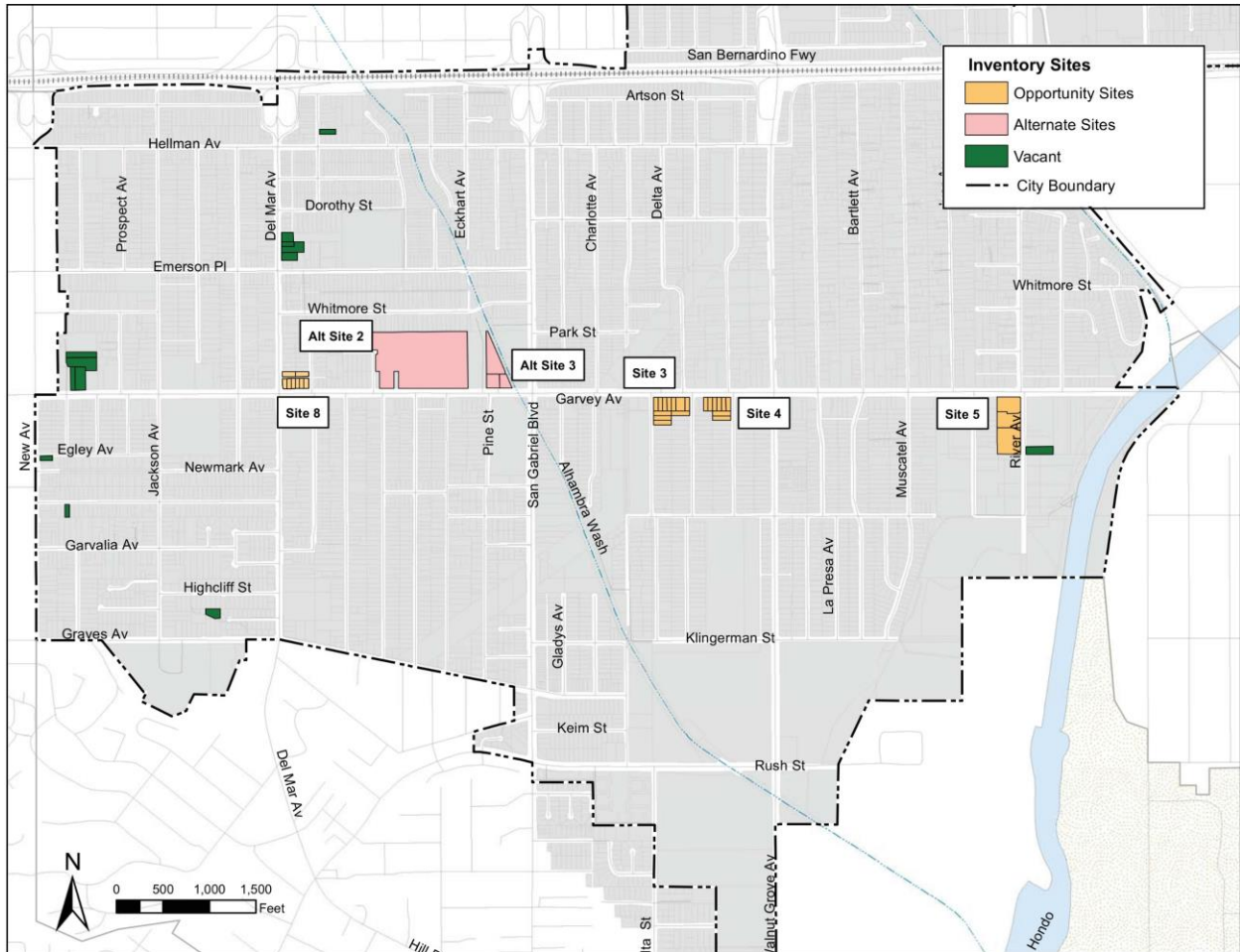


Exhibit 5: Housing Inventory Sites (Housing Element (Oct. 2013): Appendix C)

Garvey Avenue Specific Plan

Relevant to this Study is the Garvey Avenue Specific Plan (GSP), adopted in February 2018. Opportunity Areas One and Two are located just north of the GSP area. The GSP established a new community vision for a mixed-use environment along one of the City’s primary corridors to better serve the surrounding area and to create an attractive and convenient shopping and entertainment destination for local and subregional residents. The community vision statement for the GSP area is:

To revitalize the Garvey Avenue corridor from a commercial/industrial area into a vibrant commercial, residential, and mixed-use district, with a compliment of local and sub regional serving retail, entertainment, and service businesses, office space, and community uses, all tied together with public improvements that create a vibrant and enjoyable pedestrian environment.

As part of the GSP, new land use and development standards were established for those properties located within the specific plan area. This included establishment of the Garvey Avenue Specific Plan Incentivized Mixed-Use (GSP-MU) zoning district. The GSP-MU zoning district is intended to allow for development of a wide range of uses, provide the greatest possible flexibility in development choices, and

enable carefully integrated buildings with active ground-floor commercial uses in vertical and horizontal orientations. Exhibit 6 below portrays the zoning designations within the GSP area.

Table 2 (page 22) provides a cross comparison of key development standards between the City's existing mixed-use overlay zones and the GSP-MU zone within the GSP.

LAND USE, ZONING, AND DEVELOPMENT STANDARDS

Figure 3.1 Zoning

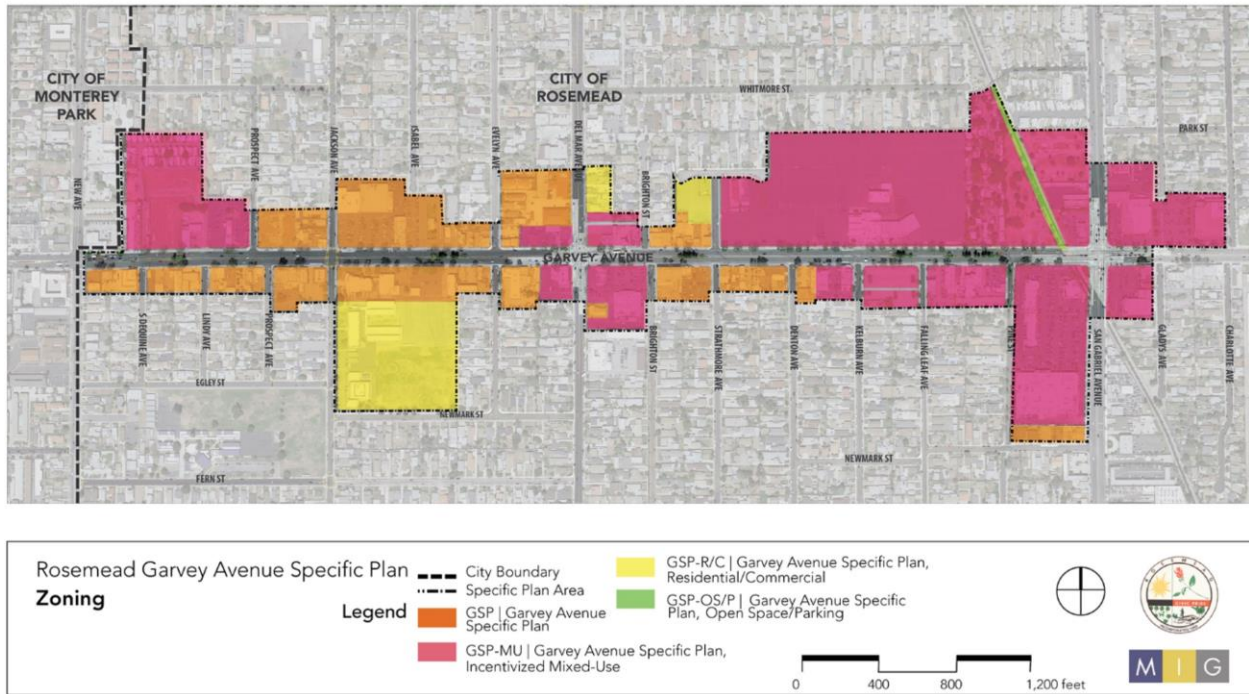


Exhibit 6: GSP Zoning Map (Garvey Avenue Specific Plan (February 2018) – Figure 3.1)

Zoning Code

The Zoning Code promotes growth of the City in an orderly manner, preserves and protects the integrity and character of its residential neighborhoods, maintains vital areas for business activities and protects the quality of life, enhances its visual character and avoids land use conflicts, creates a comprehensive plan for which public services and infrastructure can be planned, and ensures that existing properties are well maintained. Current zoning designations within the Study Area include:

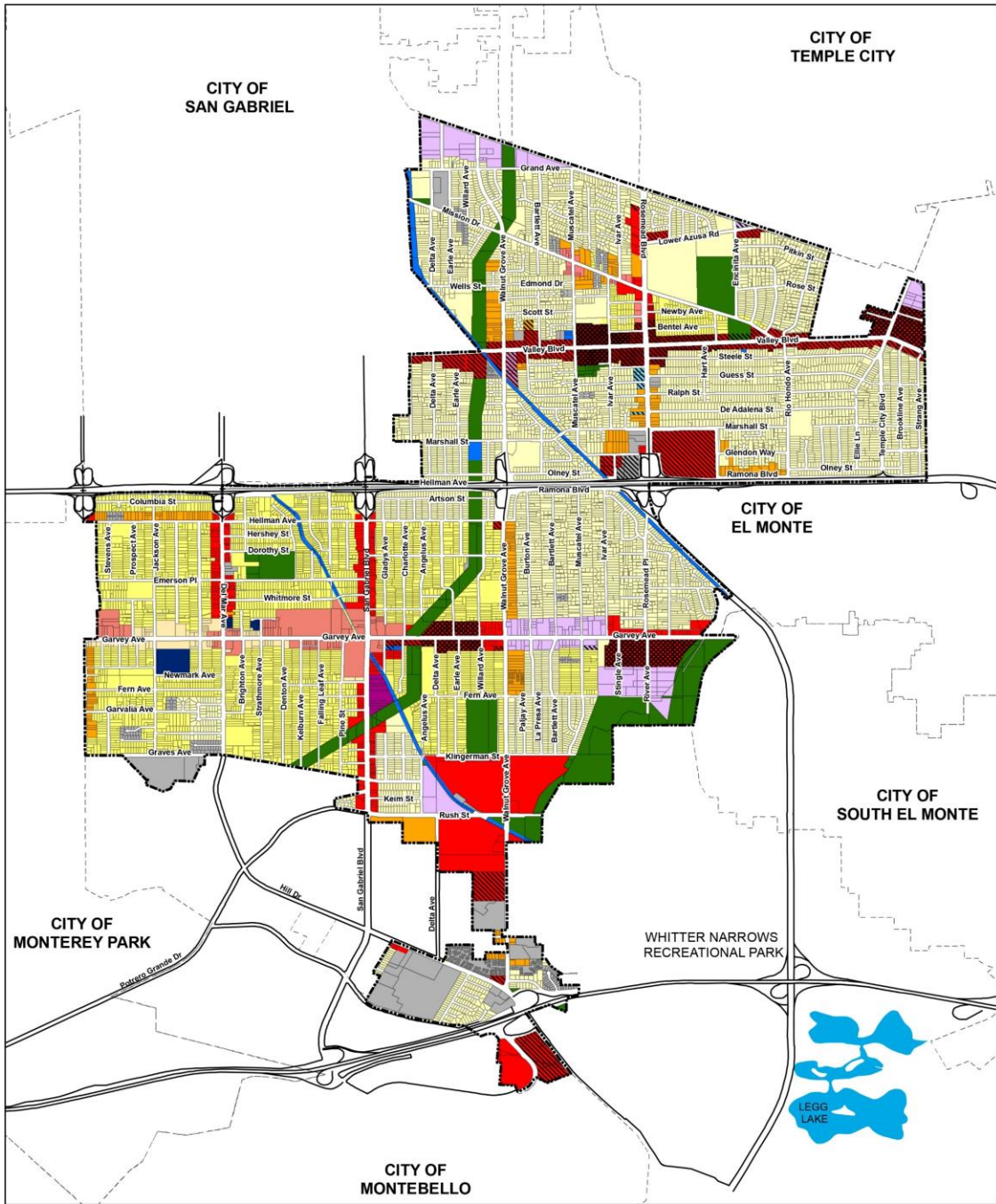
Opportunity Area	Current Zoning Code Designations
<i>One (Del Mar Avenue)</i>	<ul style="list-style-type: none"> • Medium Commercial (C-3) • Light Multiple Residential (R-2) • Medium Multiple Residential (R-3) • Planned Development (P-D)
<i>Two (San Gabriel Avenue)</i>	<ul style="list-style-type: none"> • Medium Commercial (C-3)
<i>Three A (Walnut Grove Avenue/Hellman Avenue)</i>	<ul style="list-style-type: none"> • Medium Commercial (C-3) with a Design Overlay (D-O)
<i>Three B (Valley Boulevard/Walnut Grove Avenue)</i>	<ul style="list-style-type: none"> • Medium Commercial (C-3) with a Design Overlay (D-O) • Regional Commercial (C-4) with a Design Overlay • Planned Development (P-D)
<i>Four (Rosemead Boulevard/I-10)</i>	<ul style="list-style-type: none"> • Medium Commercial (C-3) with a Design Overlay (D-O) • Planned Development (P-D)
<i>Five (Valley Boulevard/Temple City Boulevard)</i>	<ul style="list-style-type: none"> • Medium Commercial (C-3) with a Design Overlay (D-O) and a Residential/Commercial Mixed-Use Overlay (RC-MUDO)

In reviewing the locations of the above-mentioned zones on the City Zoning map (refer to Exhibit 7), it became apparent that the Study Area is predominantly zoned for commercial-related uses. However, several Planned Development designations are also associated with the opportunity areas. Moreover, Opportunity Area Five specifically contains an existing mixed-use overlay, the Residential/Commercial Mixed-Use Overlay (RC-MUDO). As noted in Chapter 17.28 – Overlay Zones of the Zoning Code, the purpose of the RC-MUDO is:

...to provide opportunities for well-designed development projects that combine residential with nonresidential uses, including office, retail, business services, personal services, public spaces and uses, and other community amenities designated with the mixed-use land use designations in the City of Rosemead General Plan, and consistent with the policy direction in the General Plan. The intent of this overlay zone is to accomplish the following objectives:

1. *Create a viable, walkable urban environment that encourages pedestrian activity and reduces dependence on the automobile, through a streetscape that is connected, attractive, safe and engaging.*

2. *Provide complementary residential and commercial uses within walking distance of each other.*
3. *Develop an overall urban design framework to ensure that the quality, appearance and effects of buildings, improvements and uses are compatible with the City design criteria and goals.*
4. *Create quality residential/commercial mixed-use development that maintains value through buildings with architectural qualities that create attractive street scenes and enhance the public realm.*
5. *Provide a variety of open space, including private, recreation areas and public open space and parks.*
6. *Revitalize commercial corridors with residential/commercial mixed-use developments that attract and encourage market-driven private investment.*
7. *Encourage parking solutions that are incentives for creative planning and sustainable neighborhood design.*



- | | | |
|---------------------------------|---------------------------------------|--|
| R-1 Single Family Residential | P Parking | GSP: Garvey Avenue Specific Plan |
| R-2 Light Multiple Residential | P-O Professional Office | GSP-MU: Garvey Avenue Specific Plan, Incentivized Mix-Use |
| R-3 Medium Multiple Residential | M-1 Light Industrial | GSP-OS/P: Garvey Avenue Specific Plan, Open Space/Parking |
| C-1 Neighborhood Commercial | CI-MU Commercial/Industrial Mixed-Use | GSP-R/C: Garvey Avenue Specific Plan, Residential/Commercial |
| C-3 Medium Commercial | P-D Planned Development | RC-MUDO Residential/Commercial Mixed Use Development Overlay |
| C-4 Regional Commercial | O-S Open Space | D-O Design Overlay |
| CBD Central Business District | City Boundary | |



**City of Rosemead
Official Zoning Map**

Adopted by Ordinance No. 891 on May 11, 2010.
 Amended by Ordinance No. 915 on May 24, 2011.
 Amended by Ordinance No. 923 on September 25, 2012.
 Amended by Ordinance No. 926 on January 8, 2013.
 Amended by Ordinance No. 932 on October 22, 2013.
 Amended by Ordinance No. 978 on February 13, 2018.



Exhibit 7: Zoning Map (dated February 2018)

Existing Mixed-Use Overlay Zone Comparison

Table 2 provides a summary of key development standards for the existing mixed-use zoning designation within the City in comparison to the Garvey Avenue Specific Plan. In addition to these summarized standards, the Zoning Code also contains additional standards related to parking and loading, landscaping and screening, and signage, among others that have not been identified here.

Table 2: Summary of Key Mixed-Use Standards

	Zoning Code	Garvey Avenue Specific Plan
	<i>Residential/Commercial Mixed-Use Development Overlay (RC-MUDO)</i>	<i>Incentivized Mixed-Use (GSP-MU)</i>
<i>Maximum Density</i>	GP MRC Des. 25-30 du/ac GP MHRC Des. 40-60 du/ac	W/o Community Benefits 25 du/ac With Community Benefits 80 du/ac
<i>Floor Area Ratio (FAR)</i>	GP MRC Des. 1.6:1 GP MHRC Des. 2.0:1	W/o Community Benefits Comm - 0.75 max.; MU – 1.6 max. With Community Benefits Comm – 1.0 max.; MU – 3.0 max.
<i>Land Use Mix</i>	GP MRC Des. 67% Res, 33% Comm. GP MHRC Des. 75% Res., 25% Comm.	W/o Community Benefits 65% Res., 35% Non-Res. With Community Benefits 70% Res., 30% Non-Res.
<i>Maximum Height</i>	GP MRC Des. 45 ft., three stories GP MHRC Des. 55 ft., four stories	75 ft.
<i>Ground Floor Height</i>	8 ft. min.	Non-Res. – 14-ft. min. Res. – 10-ft. min.
<i>Setbacks</i>		
<ul style="list-style-type: none"> • <i>Front</i> • <i>Side</i> 	<ul style="list-style-type: none"> • 12-feet from back of curb • On Arterial: 0 min., 3 ft. max. • Interior: May be 0 but otherwise shall be 10-ft. min; Adj. to Res., park, or school: 10-ft. min. • Side Street: No min. unless abutting res., park, or school – 20-ft. min. within 25-ft. of property line. 	<ul style="list-style-type: none"> • Non-Res.: No min. • Res.: 10 ft. min. • Adj. to Non-Res.: No min. • Adj. to Res., park, or school: 10-ft. min. • Adj. to R-1 or R-2 Zone: 10-ft min. from property line, increasing at a 60-degree angle.

	Zoning Code	Garvey Avenue Specific Plan
<ul style="list-style-type: none"> • <i>Rear</i> 	<ul style="list-style-type: none"> • 10-ft. min. if abutting res., park, or school; otherwise no min. 	<ul style="list-style-type: none"> • Adj. to Res., park, or school: 20-ft. min.; otherwise no min. • Adj. to R-1 or R-2 Zone: 25-ft from property line, increasing at a 60-degree angle.
<i>Variable Height Setbacks Adjacent to R-1 or R-2 Zoning District</i>		
<ul style="list-style-type: none"> • <i>Front</i> 	<ul style="list-style-type: none"> • When the RC-MUDO zone street frontage is opposite R-1 or R-2 zones, the inclined plane set forth in subsection (a)(1) of this section shall be used, commencing at a height of 35 feet and located 20 feet from the front property line facing the residential zone. 	<ul style="list-style-type: none"> • n/a
<ul style="list-style-type: none"> • <i>Side</i> 	<ul style="list-style-type: none"> • Establishing a height 15 feet above the finished grade of adjacent residential property line and located 10 feet from the side property line, a 60-degree incline plane is projected that establishes the height limitation. 	<ul style="list-style-type: none"> • All res., non-res., and mixed-use developments shall have a side variable height when abutting R-1 or R-2 zones. This specifies a setback minimum of 10 feet from the property line, with the height increasing at a 60 degree angle from that point.
<ul style="list-style-type: none"> • <i>Rear</i> 	<ul style="list-style-type: none"> • Establishing a height 15 feet above the finished grade of adjacent residential property line and located 25 feet from the rear property line, a 60-degree incline plane is projected that establishes the height limitation. 	<ul style="list-style-type: none"> • All res., non-res., and mixed-use developments shall have a side variable height when abutting R-1 or R-2 zones. This specifies a setback minimum of 25 feet from the property line, with the height increasing at a 60 degree angle from that point.

Mixed-Use Overlay Zone Comparison

The following tables provide a summary of key mixed-use development standards from cities located in the vicinity of the City of Rosemead. These key mixed-use development standards are intended to provide a baseline understanding of what other municipalities are looking for when considering mixed-use developments. These cities include Alhambra, El Monte, San Gabriel, and Temple City.

Table 3: City of Alhambra – Alhambra Pacific Plaza and Alhambra Place Specific Plans

	Alhambra Pacific Plaza¹	Alhambra Place²
<i>Height</i>	Min: n/a Max: 65 feet	Min: n/a Max: 75 feet
<i>Density</i>	Min: n/a Max: 72 du/ac	Min: n/a Max: 43 du/ac
<i>F.A.R.</i>	Min: n/a Max: 2.5	Min: n/a Max: Res. - 0.8 / Comm. – 0.3
<i>Good Neighbor</i>	Guidance provided in Design Guidelines.	Guidance provided in Design Guidelines.

¹ [Alhambra Pacific Plaza Specific Plan](#); ² [Alhambra Place Specific Plan](#)

Table 4: City of El Monte - Mixed/Multiuse Zone

	Mixed/Multiuse Zone (MMU)¹
<i>Height</i>	Min: n/a Max: 4-stories/50 ft
<i>Density</i>	Min: 25 du/ac Max: 35 du/ac
<i>F.A.R.</i>	Min: n/a Max: 1.0
<i>Good Neighbor</i>	Distance between buildings: 10 ft with increase of 5 ft for every 10 ft of height, or fraction thereof, above 25 ft.

¹ [Chapter 17.45 - Mixed/Multiuse Zone](#)

Table 5: City of San Gabriel – Valley Boulevard Specific Plan (VBSP)¹

	Mixed-Use Transit Oriented (MU-T)	Mixed-Use Corridor (MU-C)	Mixed-Use Corridor/ Residential (MU-C/R)
<i>Height</i>	>50,000 square feet of retail – 5 stories (67 ft); <50,000 square feet of retail – 4 stories; Adjoining Single-Family zone - 3 stories.		
<i>Density</i>	20 to 40 du/ac	20 to 40 du/ac	20 to 40 du/ac
<i>F.A.R.</i>	3.0 with max of 0.7 for nonresidential uses	2.0 with a maximum of 0.7 for nonresidential uses	2.0 with maximum 0.7 for nonresidential uses
<i>Good Neighbor</i>	Minimum 15-foot setback required next to residential zones.		

¹ [VBSP](#) Note: Standards vary if residential or retail/office only.

Table 6: City of Temple City - Mixed-Use Districts¹

	Mixed-Use Low (MU-L)	Mixed-Use Medium (MU-M)
<i>Height</i>	Min: n/a Max: 3 stories/45 ft	Min: n/a Max: 4 stories/60 ft
<i>Density</i>	Min: 10 du/ac Max: 20 du/ac	Min: 20 du/ac Max: 40 du/ac
<i>F.A.R.</i>	Min: none Max: 1.5	Min: 1.5 Max: 2.0
<i>Good Neighbor</i>	Minimum 15-foot setback required adjacent to residential zones.	

¹ [Mixed-Use Districts](#) Note: Standards differ if Multi-Family only or Commercial only.

Mixed-Use Design Guidelines

Mixed-Use Design Guidelines were adopted by the City on September 25, 2007. They are intended to serve as a guide to ensure that mixed-use developments are designed in a sensitive manner, are respectful of adjacent properties, and exhibit the degree of architectural and design integrity desired by the City. The design guidelines touch on several individual design topics including:

- Public Realm and the Pedestrian Environment
- Site Design
- Building Design
- Building Height
- Storefront
- Lighting
- Common Areas/Open Space
- Compatibility with Adjacent Properties
- Parking
- Access

As noted in both the City’s General Plan and the Mixed-Use Design Guidelines documents, all mixed-use developments within the City are subject to adherence to and compliance with these design guidelines. However, it should be noted that while design guidelines provide a baseline framework for ensuring quality design in new developments, they are generally subjective in nature and may be interpreted differently by various individuals. Moreover, several hybrid development standards exist within the Mixed-Use Design Guidelines, which may be confusing or misconstrued by developers, property owners, and the community.

III. Mobility Review

The City's General Plan Circulation Element identifies transportation and mobility related components as well as relevant goals and policies for the Study Area. The following section provides a high-level overview of the existing transportation and mobility related components within the Study Area as it relates to the individual opportunity areas. Refer to Exhibit 8 for the location of the following Roadway Classifications within the City.

Roadway Classifications

Freeways

Interstate 10, or the San Bernardino Freeway, is a six-lane freeway with high-occupancy vehicle lanes and high-speed bus lanes in both directions. It bisects the commercial/retail areas of the City and provides direct access to nearby Interstate 710 and Interstate 605, with direct connection to the City of Los Angeles. Interstate 10 is adjacent to or near Opportunity Areas One, Two, Three A, and Four.

Major Arterials

Major arterials connect traffic from minor arterials and collectors to other parts of the City and nearby freeway interchanges. Relevant to the Study Area, San Gabriel Boulevard, Valley Boulevard, and Rosemead Boulevard are all classified as major arterials and are directly adjacent to Opportunity Areas Two, Three B, Four, and Five.

Minor Arterials

Minor arterials carry traffic between local streets and major arterials. Relevant to the Study Area, Del Mar Avenue, Walnut Grove Avenue, and Temple City Boulevard are all classified as minor arterials and are directly adjacent to Opportunity Areas One, Three A, Three B, and Five.

Collector Roads

Collector roads primarily function to connect a neighborhood area with nearby arterials. Relevant to the Study Area, Hellman Avenue is classified as a collector road and is directly adjacent to Opportunity Areas One, Two, and Three A.

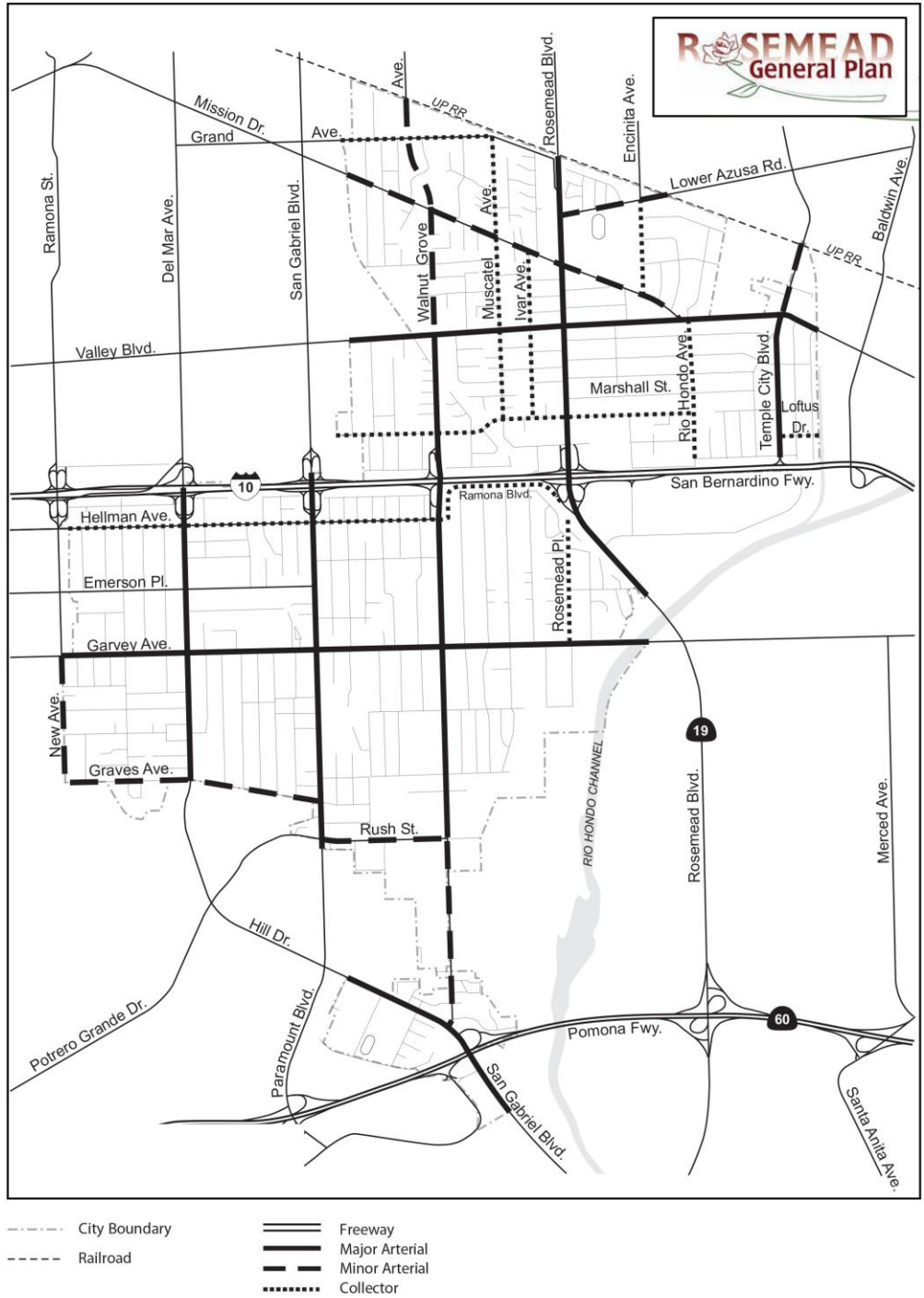


Figure 3-4
**Circulation Plan for
 Major Rosemead Roadways**

NOT TO SCALE
 Source: KOA Corporation, 2010.

City of Rosemead
 General Plan Update

February 2010

Exhibit 8: Circulation Plan for Major Roadways (Circulation Element (Feb. 2010)
 – Figure 3-4)

Transit Network

METRO

METRO is the primary public transit provider within the City. It operates a number of transit lines throughout the City that service the larger San Gabriel Valley while also providing connections to regional transit facilities, such as the El Monte Regional Bus Transfer Station. The El Monte Station, a part of the METRO Silver Line, provides express service to regional destinations along Interstate 10 Freeway such as San Pedro and Downtown Los Angeles.

METRO bus lines that service roadways adjacent to the Study Area include the following Local or Limited and Express lines (refer to Exhibit 9):

- *Opportunity Area One (Del Mar Avenue)*
 - *Line 487 (Express)*
 - *Line 489 (Express)*
- *Opportunity Area Two (San Gabriel Boulevard)*
 - *Line 176 (Local or Limited)*
- *Opportunity Area Three A (Walnut Grove Avenue/Hellman Avenue)*
 - *Line RX (Express)*
- *Opportunity Area Three B (Valley Boulevard/Walnut Grove Avenue)*
 - *Line 76 (Local or Limited) – peak, weekday headways under 15 minutes.*
 - *Line RX (Express)*
- *Opportunity Area Four (Rosemead Boulevard/I-10)*
 - *Line 266 (Local or Limited)*
- *Opportunity Area Five (Valley Boulevard/Temple City Boulevard)*
 - *Line 76 (Local or Limited) – peak, weekday headways under 15 minutes.*
 - *Line 267 (Local or Limited)*

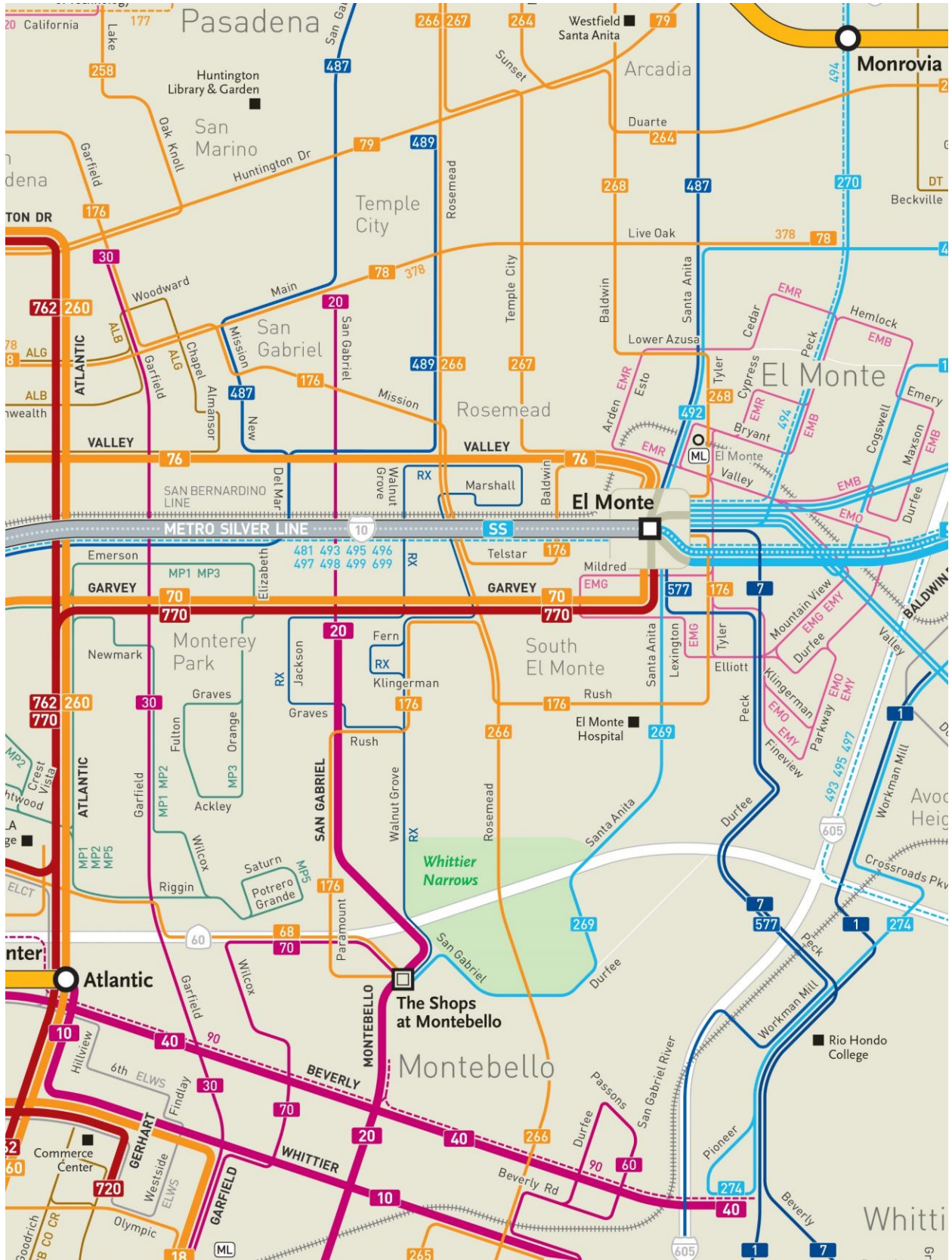


Exhibit 9: METRO San Gabriel Valley Regional System Map (2017)

Other Transit Providers

A number of other transit providers operate within or through the City. These include both the Rosemead Explorer as well as the Montebello Bus Lines, as further described below.

Rosemead Explorer

The Rosemead Explorer offers affordable transportation with flexible hours for local residents. It operates on a fixed-route system and is funded by the City through Proposition A transportation funding. The City also provides an affordable Dial-A-Ride component for residents who are 55 years or older or have permanent disabilities, with the option to travel anywhere within a 5-mile radius of the City.

The Rosemead Explorer fixed-route system currently operates along roadways adjacent to all of the identified Opportunity Areas (refer to Exhibit 10). These include Del Mar Avenue, San Gabriel Boulevard, Hellman Avenue, Walnut Grove Avenue, Valley Boulevard, Temple City Boulevard, and Rosemead Boulevard.

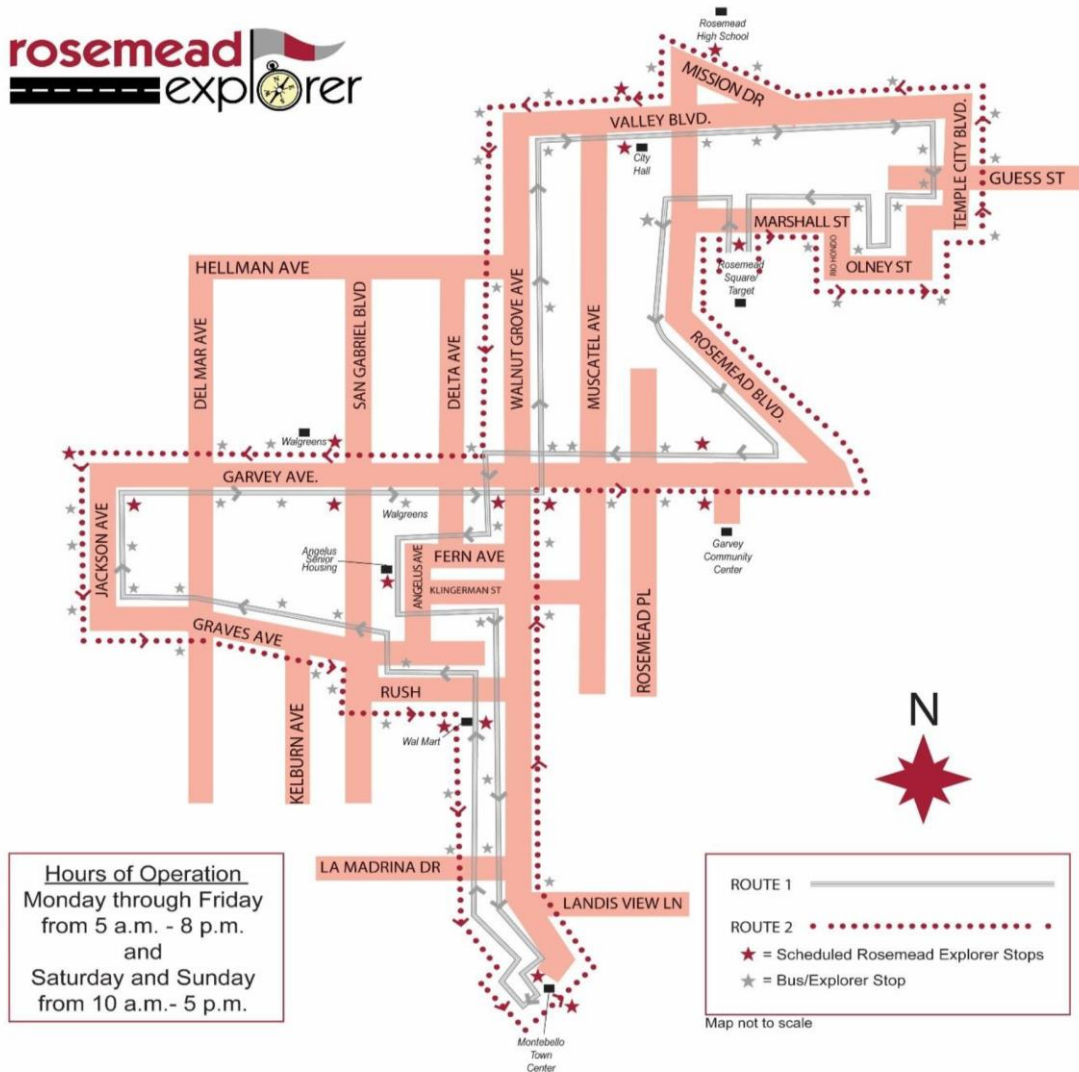


Exhibit 10: Rosemead Explorer Map (Jan. 2013)

Montebello Bus Lines

Montebello Bus Lines provides transportation services to residents of Montebello and neighboring cities, including the City of Rosemead. Line 20 is a local route that operates between the City of San Gabriel and the southern boundary of the City of Montebello along San Gabriel Boulevard and provides weekday and weekend service with headways less than 15 minutes (refer to Exhibit 11).



Exhibit 11: Montebello Bus Line 20 Map (2020)

Bikeway Network

The General Plan Circulation Element identifies potential bicycle infrastructure related improvements along cross-town routes that overlap with major roadways. As seen in Exhibit 12 below, potential on-street, Class II bicycle facilities relevant to the Study Area include Del Mar Avenue, Walnut Grove, and Valley Boulevard.

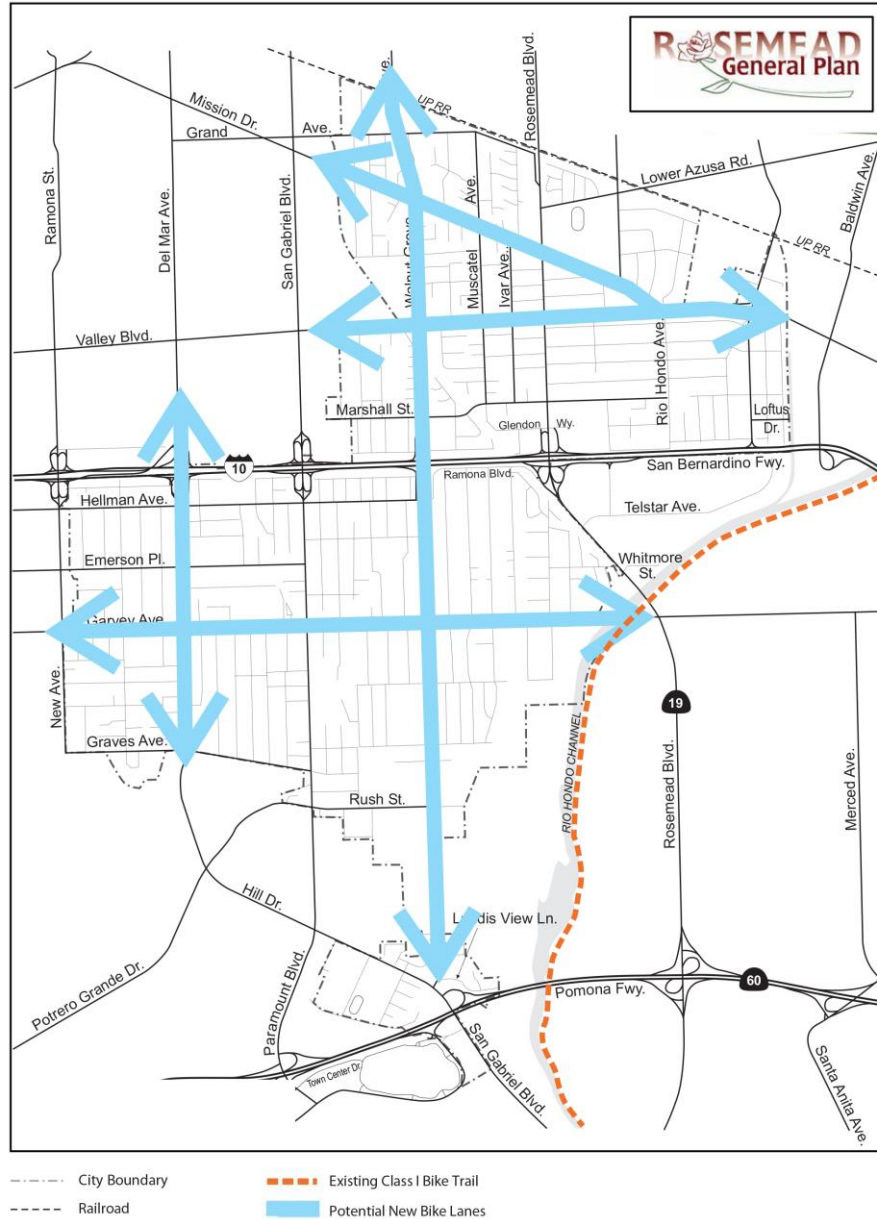


Figure 3-6

Existing Bicycle Routes and Potential Future Routes

NOT TO SCALE
Source: KOA Corporation, 2010.

Exhibit 12: Existing and Potential Future Bicycle Routes Map (Circulation Element (Feb. 2010) – Figure 3-6)

Pedestrian Network

While the individual opportunity areas are geographically disconnected, it is worth mentioning the existing pedestrian network conditions within the vicinity of the individual areas. Existing conditions were assessed at a high-level utilizing Google Street View, dated February 2019.

- *Opportunity Area One
(Del Mar Avenue)*

- Existing sidewalk network in place, generally 4 to 5 feet in width, with overhead powerlines limiting sidewalk width in some locations.
- Tree canopy limited with some sidewalk areas containing newer street tree plantings.
- Numerous driveway cuts.
- Limited pedestrian amenities.
- Streetlights present on all streets, with some gaps.



Looking south on Del Mar Avenue

- *Opportunity Area Two
(San Gabriel Boulevard)*

- Existing sidewalk network in place, generally 4 to 5 feet in width, with some areas appearing as wide as 6 feet.
- More mature and continuous street tree canopy, some pockets with no trees.
- Numerous driveway cuts.
- No overhead power lines.
- Newer bus shelters with pedestrian amenities. Area generally has limited pedestrian amenities.
- Streetlights present on all streets.



Looking south on San Gabriel Boulevard

- *Opportunity Area Three A
(Walnut Grove/Hellman Avenue)*

- Existing sidewalk network in place, generally 4 to 5 feet in width, with overhead powerlines limiting sidewalk width in some locations.
- No street trees.
- Newer bus shelters with pedestrian amenities.
- No streetlights in immediate vicinity.



Looking west on Hellman Avenue

- **Opportunity Area Three B**
(Valley Boulevard/Walnut Grove Avenue)
 - Existing sidewalk network in place, generally 4 to 5 feet in width, with overhead powerlines and ground mounted electrical equipment limiting sidewalk width in some locations.
 - Continuous and newer street tree plantings in some areas, some pockets with no trees.
 - Numerous driveway cuts.
 - Newer bus shelters with pedestrian amenities. Area generally has limited pedestrian amenities.
 - Streetlights present in most areas, noticeable gaps.



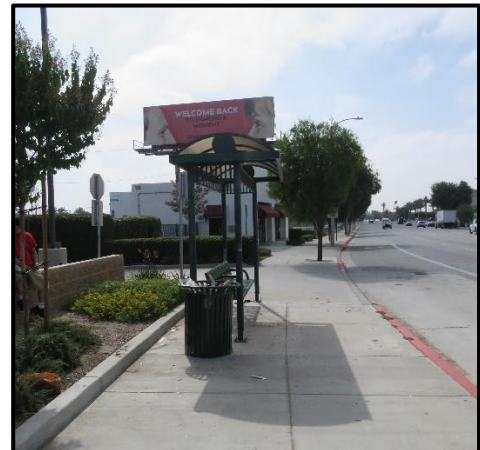
Looking east on Valley Boulevard

- **Opportunity Area Four**
(Rosemead Boulevard/I-10)
 - Existing sidewalk network in place, generally 4 to 5 feet in width, with some areas as narrow as 3-feet. Overhead powerlines and ground mounted electrical equipment limiting sidewalk width in some locations.
 - Little to no tree canopy.
 - Portions with numerous driveway cuts.
 - Newer bus shelters with pedestrian amenities. Area generally has limited pedestrian amenities.
 - Streetlights present on all streets, with some gaps.



Looking south on Rosemead Boulevard

- **Opportunity Area Five**
(Valley Boulevard/Temple City Boulevard)
 - Existing sidewalk network in place, generally 4 to 5 feet in width, with some areas appearing as wide as 6 feet. Overhead powerlines and ground mounted electrical equipment limiting sidewalk width in some locations.
 - Tree canopy limited with some sidewalk areas containing newer street tree plantings, with pockets of more mature trees.
 - Portions with numerous driveway cuts.
 - Newer bus shelters with pedestrian amenities. Area generally has limited pedestrian amenities.
 - Streetlights present on all streets.



Looking east on Valley Boulevard

IV. Infrastructure Review

Existing Utility Facilities

As part of this background report, a high-level analysis of the City's existing infrastructure conditions was undertaken in relation to the individual opportunity areas. This includes sewer, storm drain, water, electric, and gas utilities.

The six individual opportunity areas contain a wide range of existing land uses, including single-family and multi-family residential, commercial/retail, restaurant, hospitality, office, and light industrial, among others. As part of future entitlement project submittals to the City, applicants will need to coordinate with the various utility providers to ensure adequate infrastructure capacity is available to support their individual projects.

Existing Studies References

The following infrastructure-related documentation was reviewed as part of this background report analysis:

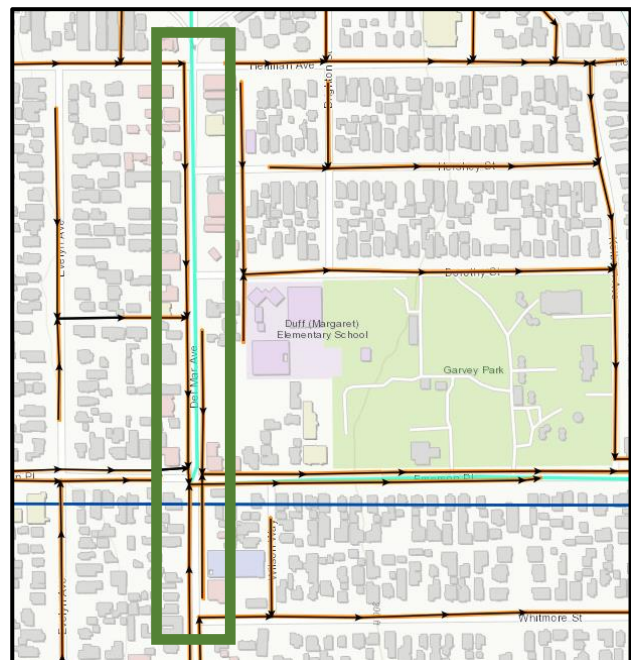
- Los Angeles County Sewer Maps dated 09/18/2012, 06/19/2017, 09/18/2012
- Los Angeles County Flood Control District Storm Drain Maps dated 07/1963
- City of Rosemead Storm Drain Improvements dated 04/15/1992, 07/18/1994, 06/15/1993

Sewer Infrastructure Overview

The following is a high-level overview of existing sewer infrastructure conditions located adjacent to individual opportunity areas. Sewer service in the City is provided by Consolidated Sewer Maintenance District of Los Angeles, while the infrastructure is maintained by the Los Angeles County Department of Public Works.

Opportunity Area One

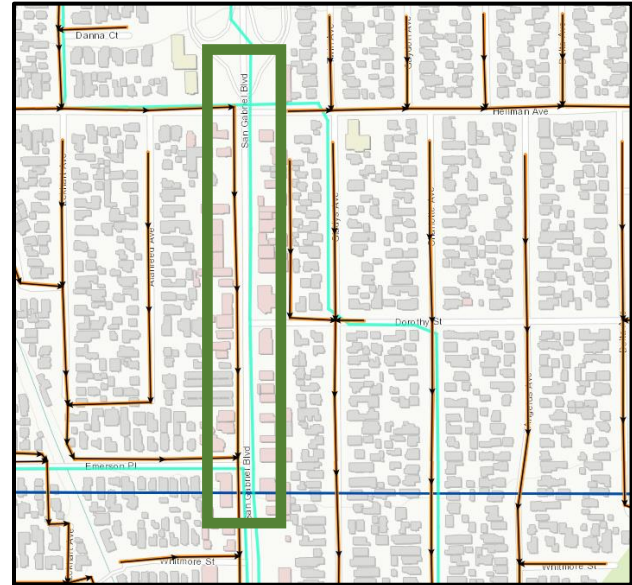
Along Del Mar Avenue, a 12" vitrified clay pipe (VCP) sanitary sewer line slopes south to the intersection of Del Mar Avenue and Emerson Place, where it turns east along Emerson Place. Also along Del Mar Avenue, another 12" VCP sanitary sewer line slopes from Garvey Avenue north to Emerson Place, where it joins the northerly pipe and flows east on Emerson Place.



Los Angeles County Sewer Network (date 09/18/2012)

Opportunity Area Two

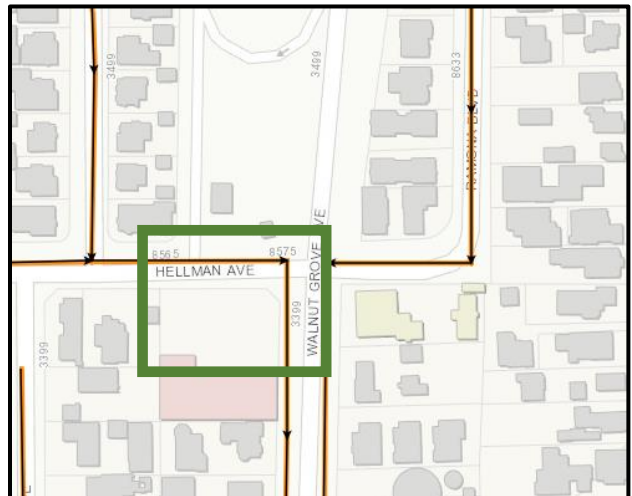
Along San Gabriel Boulevard starting at Hellman Avenue and continuing beyond Emerson Place, an 8" VCP sanitary sewer line slopes south on San Gabriel Boulevard.



Los Angeles County Sewer Network (date 09/18/2012)

Opportunity Area Three A

At the intersection of Walnut Grove Avenue and Hellman Avenue, there are two sewer lines. Along Hellman Avenue west of Walnut Grove Avenue, the 8" VCP sanitary sewer line slopes east and then turns south down Walnut Grove Avenue. East of Walnut Grove Avenue, the 8" VCP sanitary sewer line slopes south along Ramona Boulevard before turning west onto Hellman Avenue. This line continues west along Hellman Avenue before turning south onto Walnut Grove Avenue.



Los Angeles County Sewer Network (date 09/18/2012)

Opportunity Area Three B

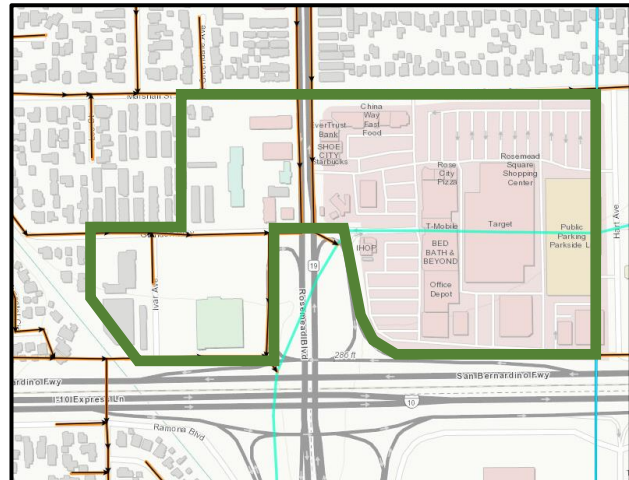
Along Walnut Grove Avenue, an 8" VCP sanitary sewer line slopes north from the Rubio Wash before turning east onto Valley Boulevard. Along Walnut Grove Avenue, an 8" VCP sanitary sewer line flows south to Valley Boulevard where it connects into the 8" VCP sanitary sewer line that flows east.



Los Angeles County Sewer Network (date 09/18/2012)

Opportunity Area Four

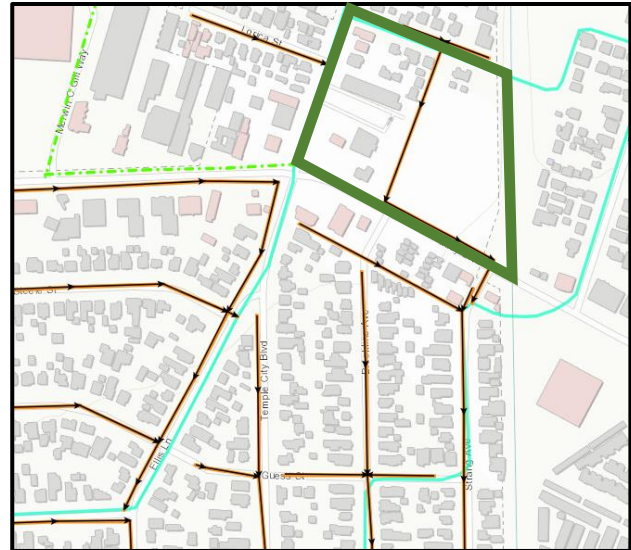
Along Marshall Street, a 12" VCP sanitary sewer line slopes east to Rosemead Boulevard where it connects into another 12" VCP sanitary sewer line that slopes south along Rosemead Boulevard on the westerly side of the street. Along the easterly side of Rosemead Boulevard, another 8" VCP sanitary sewer line slopes south.



Los Angeles County Sewer Network (date 09/18/2012)

Opportunity Area Five

Along Valley Boulevard, an 8" VCP sanitary sewer line slopes west to Temple City Boulevard. Along Temple City Boulevard, a 15" trunk sewer that is maintained by the Sanitation District. This line slopes south as well.



Los Angeles County Sewer Network (date 09/18/2012)

Storm Drain System Overview

The following is an overview of existing storm drain infrastructure conditions located adjacent to individual opportunity areas. Storm drain infrastructure in the City is provided by the Los Angeles County Flood Control District. Maintenance of the storm drain infrastructure is provided by the City of Rosemead or the Los Angeles County Flood Control District. Maintenance responsibility is noted in each Opportunity Area.

Opportunity Area One

Along Del Mar Avenue, a 33" reinforced concrete pipe (RCP) storm drain slopes south from Hellman Avenue to just north of Emerson Place, where it increases to a 54" RCP as it connects to the storm drain on Emerson Place.

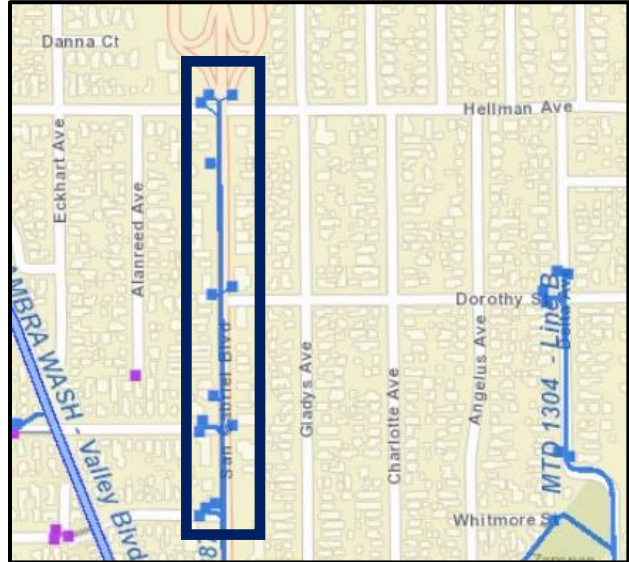
Just south of the intersection of Del Mar Avenue and Whitmore Street, a 48" RCP storm drain runs along Del Mar Avenue north to Emerson Place, where it joins with the 54" RCP storm drain on Emerson Place that runs east to the Alhambra Wash. The storm drain Infrastructure in this opportunity area is owned and maintained by the Los Angeles County Flood Control District.



L.A. County Storm Drain Network (date 06/15/1993)

Opportunity Area Two

Beginning at the intersection of Hellman Avenue and San Gabriel Boulevard, a 24" RCP storm drain runs south along San Gabriel Boulevard. The 24" RCP line continues until approximately 280 feet south of the intersection of San Gabriel Boulevard and Dorothy Avenue, where it increases to a 30" RCP as it continues south along San Gabriel Boulevard until discharging into the Alhambra Wash. The storm drain infrastructure in this opportunity area is owned and maintained by the Los Angeles County Flood Control District.



L.A. County Storm Drain Network (date 06/15/1993)

Opportunity Area Three A

Walnut Grove Avenue and Hellman Avenue do not have storm drain facilities in the intersection. The closest storm drain facilities are located to the west at the intersection of Rockhold Avenue and Hellman Avenue. A 42" RCP storm drain runs south on Rockhold Avenue, west on Hellman Avenue, and continues south on Rockhold Avenue until it discharges into the Alhambra Wash. The storm drain infrastructure adjacent to this opportunity area is owned and maintained by the Los Angeles County Flood Control District.



Los Angeles County Storm Drain Network (date June 1965)

Opportunity Area Three B

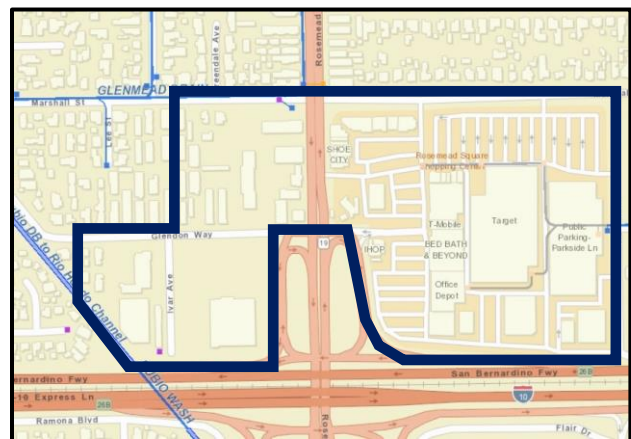
At the intersection of Valley Boulevard and Walnut Grove Avenue, there is a 48" RCP storm drain on the west side of the street coming from the north. The 48" RCP continues south through the intersection to its termination point into the Rubio Wash. This storm drain facility is owned and maintained by the Los Angeles County Flood Control District. At the intersection of Walnut Grove Avenue and Valley Boulevard are two catch basins on the northwest corner and two catch basins on the northeast corner. These catch basins are owned and operated by the City of Rosemead. They convey runoff into a 27" RCP storm drain that slopes south along the east side of Walnut Grove Avenue and terminates into the Rubio Wash. Coming from the east along Valley Boulevard, a 27" RCP slopes west and connects into the 27" RCP at the intersection of Walnut Grove Avenue and Valley Boulevard. In the image below, the blue lines denote facilities owned and maintained by the Los Angeles County Flood Control District, and the purple lines denote facilities maintained by the City of Rosemead.



L.A. Storm Drain Network (date 07/18/1994)

Opportunity Area Four

Rosemead Boulevard between Marshall Street and the I-10 Freeway does not have storm drain facilities. The closest storm drain facilities are on Rosemead Boulevard north of Marshall Street. The 30" RCP line slopes from the north on Rosemead down to Marshall Street where it turns into a 48" RCP and slopes west onto Marshall Street. The storm drain infrastructure adjacent to this opportunity area is owned and maintained by the Los Angeles County Flood Control District.



L.A. Storm Drain Network (date 04/12/1993)

Opportunity Area Five

At the intersection of Temple City Boulevard and Valley Boulevard is a 36" RCP storm drain on Temple City Boulevard that slopes south to Valley Boulevard where it is intercepted by a 90" RCP from the west, sloping east. The 90" RCP terminates east of the intersection at the Eaton Wash. The storm drain infrastructure adjacent to this opportunity area is owned and maintained by the Los Angeles County Flood Control District.



L.A. Storm Drain Network (date 01/29/1968)

Water Distribution System Overview

The following is an overview of existing water infrastructure conditions located adjacent to individual opportunity areas. Water service in the City is provided and maintained by a number of individual water companies including Golden State Water Company, San Gabriel County Water District, San Gabriel Valley Water District, California American Water Company, Amarillo Mutual Water Company; Adams Ranch Mutual Water Company previously operated within the City but was purchased by California American Water Company (refer to Exhibit 13).

- LEGEND**
- San Gabriel County Water District (626) 287-0341
 - San Gabriel Valley Water Company (626) 448-6183
 - Golden State Water Company 1-800-999-4033
 - California American Water Company (626) 614-2500
 - Amarillo Mutual Water Company (626) 571-7533
 - Adams Ranch Mutual Water Company (626) 233-4043 Victor Ybarra



Exhibit 13: *City of Rosemead Water Districts Map*

Opportunity Area One

Del Mar Avenue has a 6" water main that runs along the west side of the street. Water lines branch off this line onto Hellman Avenue to the west along the the north side of the street as well as two additional lines that branch off onto Hellman Avenue to the east along the south side of the street. At the intersection of Hershey Avenue, a 6" line branches off the 6" line in Del Mar Avenue and runs along the south side of the street. At Dorothy Avenue, a 6" branch runs east on Dorothy on the north side of the street. All of these water lines are owned and operated by Golden State Water Company.

Opportunity Area Two

San Gabriel Boulevard has two water mains that are owned and maintained by two different water purveyors. Golden State Water Company has a 6" water main that runs from the south on the east side of the street until Emerson Place, where it turns west crossing San Gabriel Boulevard and continues west into Emerson Place along the southern portion of the road. The other water line on San Gabriel Boulevard is owned and operated by the San Gabriel County Water District. This 8" main runs north along San Gabriel Boulevard on the west side of the street. At the intersection of Hellman Avenue and San Gabriel Boulevard, a 6" branch comes off this line and runs west on Hellman Avenue.

Opportunity Area Three A

At the intersection of Hellman Avenue and Walnut Grove Avenue, a 6" water main owned and operated by the San Gabriel County Water District runs along the south edge of the road. There is also an 8" water line that runs along the north side of the street and is owned and operated by Golden State Water Company.

Opportunity Area Three B

Walnut Grove Avenue has two water mains that run north/south. On the east side of Walnut Grove Avenue is a 6" water line that is owned and operated by the California American Water Company. This line continues north of Valley Boulevard, but an 8" line branches off onto Valley Boulevard and runs on the south edge of the street. On the west side of Walnut Grove Avenue is an 8" line that runs north to Valley Boulevard where it branches into an 8" line and a 6" line, and runs west on Valley Boulevard on both the north and south edges of the street. These lines are owned and operated by the San Gabriel County Water District.

Opportunity Area Four

Marshall Street has a 6" water main that crosses Rosemead Boulevard. At this intersection, Rosemead Boulevard has a 12" water main that runs north/south along the east side of the road. Both water lines are owned and maintained by California American Water Company.

Opportunity Area Five

At the intersection of Temple City Boulevard and Valley Boulevard, a 6" water line runs along the west side of the street. Two lines branch off this line at the intersection. A 12" water line branches off on the southwest corner of the intersection and continues west on the south end of Valley Boulevard. An 8" water line branches off on the northeast corner of the intersection and continues east on the north end

of Valley Boulevard. At the intersection of Strang Avenue and Valley Boulevard, this line branches farther with a 6" line that runs south on Strang Avenue on the east side of the street. These lines are owned and maintained by California American Water Company.

Electrical Services Infrastructure Overview

The following is a high-level overview of existing power infrastructure conditions located adjacent to individual opportunity areas. Power service in the City is owned, operated, and maintained by Southern California Edison.

Opportunity Area One

Along Del Mar Avenue, overhead power lines run along the east and west sides of the street within the City right of way.

Opportunity Area Two

San Gabriel Boulevard has underground dry utilities for the area between Hellman Avenue and Emerson Place.

Opportunity Area Three A

At the intersection of Walnut Grove Avenue and Hellman Avenue, overhead power lines run along the south edge of Hellman Avenue. North of Hellman Avenue on Walnut Grove Avenue, the electrical facilities are underground and south of Hellman Avenue. On Walnut Grove Avenue, the overhead power lines run along the west side of the road within the City right of way.

Opportunity Area Three B

North of Valley Boulevard, overhead power lines run along the west side of Walnut Grove Avenue. There are no overhead powerlines crossing Valley Boulevard within the intersection. Slightly south of the intersection on Walnut Grove Avenue, overhead powerlines run along the west side of the road. Within the study area, the electrical facilities on Valley Boulevard are underground.

Opportunity Area Four

Along Rosemead Boulevard south of Marshall Street, overhead power lines run along the east side of the street within the City right of way. North of Marshall Street along Rosemead Boulevard, there are overhead power lines within the City right of way on the east and west sides of the street. The electrical facilities in Marshall Street are underground.

Opportunity Area Five

At the intersection of Valley Boulevard and Temple City Boulevard, electrical utilities cross the intersection underground. North of the intersection on Temple City Boulevard, there are overhead power lines within the City right of way. Along Valley Boulevard, the electrical utilities are underground.

Gas Services Infrastructure Overview

The following is a high-level overview of existing gas infrastructure conditions located adjacent to individual opportunity areas. Gas service in the City is owned, operated, and maintained by the Southern California Gas Company.

Opportunity Area One

Hellman Avenue has a 6" gas main line that runs from the west to Del Mar Avenue and then proceeds south on Del Mar Avenue on the east side of the street. Two-inch laterals stem from this line east on Hellman Avenue, Hershey Avenue, Dorothy Avenue, and Whitmore Street. Along Del Mar Avenue just south of Dorothy Avenue, a lateral that jogs west, north on Del Mar Avenue, and west down the alley.

Opportunity Area Two

San Gabriel Boulevard has two gas lines that run along the east and west edges of the road. The east side of the road has a 2" gas line, and the west side of the road has a 4" gas line. The 2" gas line on the east side of the road has a 2" branch that goes east on Hellman Avenue. The 4" gas line has 2" laterals that branch off to the west on Whitmore Street and Emerson Place.

Opportunity Area Three A

At the intersection of Walnut Grove Avenue and Hellman Avenue, a 6" gas line runs along the south edge of Hellman Avenue.

Opportunity Area Three B

At the intersection of Valley Boulevard and Walnut Grove Avenue, a 2" gas line runs along Valley Boulevard on the southern edge of the road. This line has 2" branches that run along Walnut Grove Avenue for a very short distance north and south.

Opportunity Area Four

At the intersection of Marshall Street and Rosemead Boulevard, two 2" gas lines run north south along the western and eastern edges of Rosemead Boulevard, one line on each side of the street. Marshall Street has a 2" gas line that runs east west on the north side of the street.

Opportunity Area Five

Valley Boulevard has a 4" gas line that runs along the north side of the street. At Strang Avenue, the line crosses Valley Boulevard and increases to an 8" line as it continues southeast on Valley Boulevard. At the intersection of Valley Boulevard and Temple City Boulevard, a 6" gas line branches off the 4" line in Valley Boulevard and goes north on Temple City Boulevard on the east edge of the road. Also, at the intersection of Valley Boulevard and Temple City Boulevard, a 3" lateral branches off onto Temple City Boulevard and goes south on the west side of the road.

V. Development Review Process

Zoning Code provisions, governing development review and other administrative matters create the procedural environment through which the City can achieve the goals and policies laid out in its General Plan and other adopted policies. At their best, development review provisions can promote the types of development a community wants by providing a clear, predictable path to project approval; conversely, vague review processes with unclear requirements can cause developers a high level of anxiety, frustrate community residents, and severely dampen a City's ability to attract desirable growth.

Generally, prospective investors value three central qualities in any Zoning Code: 1) certainty in the requirements and structure of the review process, 2) built-in flexibility to adjust development standards to the needs of individual projects, and 3) opportunities to request relief from requirements that constitute a substantial burden. Certainty about the types of development they can expect to see in their community is also important to residents.

Existing Procedures

Section 17.28 – Overlay Zones of the Zoning Code identifies the purposes and procedures for development projects with an overlay zone designation. These overlay designations include the Design Overlay (D-O) and the Residential/Commercial Mixed-Use Development Overlay (RC-MUDO) zones.

Projects within the RC-MUDO zone are processed according to the procedures outlined within the D-O zone. As part of these requirements, applicants are required to submit a precise plan of design covering the parcel(s) proposed to be developed, as well as an application for design review. Each project is reviewed based upon the relevant design standards in the Zoning Code's Design Review criteria outlined in Chapter 17.28(B)(3), as well as any applicable design guidelines—in this case, the Mixed-Use Design Guidelines. After the Community Development Director determines that a project conforms to the provisions of Chapter 17.28 and any adopted City Council policies, the Community Development Director endorses the project in writing to the Planning Commission for them to approve, conditionally approve, or deny.

For projects that require approval by the Planning Commission, the following findings must be made:

1. The plans indicate proper consideration for the relationship between the proposed building and site developments that exist or have been approved for the general neighborhood;
2. The plan for the proposed building and site development indicates the manner in which the proposed development and the surrounding properties are protected against noise, vibrations and other factors that may have an adverse effect on the environment, and the manner of screening mechanical equipment, trash, storage, and loading areas;
3. The proposed building or site development is not, in its exterior design and appearance, so at variance with the appearance of other existing buildings or site developments in the neighborhood as to cause the nature of the local environment to materially depreciate in appearance and value;
4. The proposed building or structure is in harmony with the proposed developments on land in the general area, especially in those instances where buildings are within or adjacent to land shown on the General Plan as being part of the Civic Center or in public or educational use, or are within

or immediately adjacent to land included within any precise plan that indicates building shape, size or style;

5. The proposed development is in conformity with the standards of this Code and other applicable ordinances insofar as the location and appearance of the buildings and the structures are involved; and
6. The site plan and the design of the buildings, parking areas, signs, landscaping, luminaires, and other site features indicate that proper consideration has been given to both the functional aspects of the site development, such as automobile and pedestrian circulation, and the visual effect of the development when viewed from the public streets.

VI. Recent State Legislation

As California's housing supply and homelessness crisis continues, the State Legislature has for the past several years passed numerous pieces of housing legislation in each legislative session. Most recent legislation is aimed at approving housing projects and reducing barriers to the creation of housing.

Housing Developments

SB330, the Housing Crisis Act, limits cities' and counties' ability to regulate housing developments, including residential development, mixed-use development with two-thirds of the square footage for residential, and transitional and supportive housing. It creates a preliminary application process where existing objective development standards are those in effect when a preliminary application is submitted, establishes time frames for when a historic determination and project approval must be made, and limits the number of hearings.

A number of provisions address housing density. General Plan and zoning densities may not be reduced below 2018 numbers. This includes changes to development standards that lessen intensity of housing. Zoning may not be changed to remove housing, and there may be no on-site reduction in the number of units.

The Housing Crisis Act prohibits local jurisdictions from imposing or enforcing new subjective design standards.

Affordable Housing

The State Density Bonus Law (California Government Code §65915) allows for density bonuses and additional incentives for affordable housing. California government Code §65913 expedites state and local residential development, assuring that local agencies can sufficiently zone for affordable housing, and encourage and incentivize affordable housing. Recent changes to the State Density Bonus Law increase the density bonus and other concessions for 100 percent affordable housing projects. Housing projects with a minimum of 80 percent low income units and up to 20 percent moderate income units are eligible for a density bonus of up to 80 percent the maximum allowed density or a density bonus with no limit if located within one-half mile of a major transit stop and qualify for at least four concessions, reduced parking requirements, and a height increase of up to 3 stories or 33 feet when located within one-half mile of a major transit stop.

Objective Design Standards

The State of California has adopted recent legislation to address the statewide housing shortage and now requires a streamlined and ministerial process for specific residential developments, including multi-unit residential development and mixed-use development with two-thirds of the square footage for residential use. These types of projects must be reviewed against existing objective standards rather than through a discretionary entitlement process. An Objective Standard per state law is defined as:

One that involves no personal or subjective judgement by a public official and uniformly verifiable by reference to an external and uniform benchmark or criterion available and knowable by both the development applicant and the public official prior to submittal.

VII. Conclusion

This Background Research and Analysis Report will inform development of the Freeway Corridor Mixed-Use Overlay Zone. Feedback and comments received from the Stakeholder Interviews have been integrated into Appendix A of this document to capture local insights on mixed-use developments in the City, such as what is and is not working with the existing mixed-use zoning overlay, in order to better inform this effort.

It should be mentioned that a number of common themes emerged as part of the literature review related to the Study Area. These common themes include:

- Small, individual parcels with likely individual ownership;
- Generally lower, one- and two-story building heights;
- Varying pedestrian environment conditions;
- Adjacency to existing single-family residences;
- Building stock generally older in nature, with some appearing to have upkeep and maintenance concerns; and
- Ongoing vacancy issues noted in 2019 Google Street View review.

The future Freeway Corridor Mixed-Use Overlay Zone will need to consider these existing Study Area conditions as it is developed and provide creative solutions to ensure that future mixed-use development is realistic, viable, and context sensitive. Moreover, to ensure the City continues to get projects that meet the expected level of character and design, objective design standards will need to be crafted, rather than relying on the existing Mixed-Use Guidelines.

VIII. Appendices

A. Stakeholder Interviews Summary

Introduction

As part of the initial evaluation of the City's existing mixed-use development standards and overlay districts, the consultant team conducted a series of interviews with a range of participants familiar with the City of Rosemead and its current development review processes. These interviews were conducted to understand the concerns and issues associated with development and adoption of a new mixed-use overlay zone designation. The stakeholders interviewed encompassed a variety of individuals, which included landowners, developers, architects, real estate professionals, business owners, and institutional representatives.

The City's consultant team conducted eight 30- to 45-minute-long virtual stakeholder interview sessions via Lifesize on June 4, 2020, June 18, 2020, and June 25, 2020. A total of 11 interviewees in groups of one to two people were interviewed. The confidential interviews were conducted by the consultant team—Diane Bathgate and Matt Ottoson of RRM Design Group. To encourage candid responses, no City staff members were present during the interviews. Participants were asked a series of questions regarding overarching goals and concerns as well as specific topics related to mixed-use developments. Individuals attending were given the opportunity to discuss issues of significance to them that were not otherwise discussed or addressed from the facilitated questions.

Themes

A number of similar themes emerged from stakeholders about major issues related to mixed-use development in the City. While stakeholders may have ultimately differed on precise changes to make, there was clear agreement that a number of the existing mixed-use development standards require modifications to be more responsive to reflect existing market conditions, make projects feasible, and achieve City policy goals. Generally, stakeholders thought the City's existing mixed-use regulations were for the most part in keeping with contemporary design standards. However, a number of specific development standards were identified that were perceived to be outdated and in need of improvement to achieve the desired vision for the Freeway Corridor Mixed-Use Overlay. The following is a list of themes heard during the interviews. A comprehensive list of comments received, organized by topic, has also been included.

1. **Development standard requiring certain percentages for commercial/retail and residential space in mixed-use developments is seen as restrictive and limiting development potential.**
 - *Residential/Commercial Mixed-Use Overlay: Residential/Commercial – 33% commercial, 67% residential; and Mixed-Use High Density Residential/Commercial – 25% commercial, 75% residential; unless otherwise modified by Planning Commission.*
 - *Garvey Avenue Specific Plan (GSP-MU): Residential/Commercial – 35% nonresidential, 65% residential. If community benefits provided, may be modified to 30% nonresidential, 70% residential.*
2. **Primary mixed-use development standards should be modified to be in keeping with the surrounding region (i.e., height, floor area ratio, parking requirements).**
3. **Location of required commercial/retail uses in mixed-use development should be more strategic (i.e. intersection corners vs. midblock locations).**

- 4. New mixed-use developments are desirable to provide new housing and business options and increase City revenue.**
- 5. City review processes and administration are business-friendly and proactive.**

Comments

General Comments

- A lot of development potential along the commercial corridors – Valley Boulevard good example and has exploded in recent years.
- Vertical mixed-use desirable – commercial at bottom, with housing on top. Would allow City to grow and mature, attract businesses, and increase sales tax dollars.
- Consider undergrounding powerlines to enhance sidewalks.
- High demand for new residential in the area.
- Mixed-Use Overlay will help City achieve goals to provide new residential uses with increased tax/economic revenue.
- Enhance walkability and pedestrian access along the corridors. Work with property owners on site specific basis.
- Retail has been hit very hard recently, lots of restaurants and retail on Garvey Avenue and Valley Boulevard that could see tough times. Potential opportunity for new housing in future.
- Need more industrial jobs to attract employment in Rosemead. This will support additional retail/office growth.
- Limited ground-up, new single-story commercial development in Rosemead in recent years.
- New construction in the San Gabriel Valley area costs upwards of \$300/square foot. This generally translates to \$3/square foot rent to future tenants. It is hard for new development to compete when older, existing commercial/retail spaces are currently asking \$1.25/square foot for rent in the City. While the residential portion of the new mixed-use development projects on Garvey Avenue and elsewhere in the San Gabriel Valley have been successful, often times the non-residential portions in mid-block locations are hard to rent and those that have been able to find tenants often rent them at a loss in order to fill these nonresidential spaces.
- Strong interest for commercial/retail in Rosemead at highly visible, accessible, and well parked locations.
- Minimal office interest in area; however, medical office has been stable.
- Senior housing and multi-generational housing in demand. Consider retirement condos or active senior living.
- Consider last-mile warehouse distribution, if it makes sense.
- There is a lingering vacancy rate of commercial/retail space in City, and new development just adds to vacancy.
- New development limited by poor perception of surrounding areas.
- Mixed-use overlay areas are appealing as they are easily accessible to freeways.
- Would prefer to see additional transit stops next to opportunity areas. Need to coordinate with transit providers if new residential development occurs.
- Ensure street frontages along Valley Boulevard are active.
- High demand for restaurants in the area but must have outdoor dining component.
- Streetscape improvements desired along opportunity areas.

- Improve freeway offramp aesthetics.
- Developers providing affordable housing in mixed-use projects to avoid commercial/retail percentage requirements.
- City should pursue destination retail experience in new mixed-use developments.
- Rather than requiring percentage of commercial/retail, why not a certain monetary City return on an annual basis?
- Don't require LEED for buildings, building code already requires.
- Make sure new projects provide community benefits.
- Consider eliminating Christian Assembly church property from overlay, no desire to redevelop with housing.
- Provide flexibility for non-conforming properties to do improvements.
- Consider addressing property inconsistencies between General Plan and zoning in overlay zone.
- Consider expanding Opportunity Area Four across Hart Avenue.
- New housing would be good for Rosemead, in demand. Del Mar and San Gabriel Boulevard good areas to look at.

Design and Development Standards

- Would like to redevelop in next 5 years – minimum of 4 stories desirable to make feasible.
- Rosemead lacks uniformity in design. Design all over the place in terms of aesthetic. How do you know you're in Rosemead?
- Need to address compatibility of single-family residences located next to future mixed-use and multi-family uses.
- Provide incentives for lot consolidations – too many small lots.
- Expand allowed uses – reduce requirements for restaurants.
- Revise mixed-use design guidelines – too restrictive.
- Percentage of residential and commercial requirement for mixed-use projects too strict and is “one size fits all” approach.
- City's current approach to addressing compatibility of single-family residences with multi-family and mixed-use projects is good.
- Current FAR allowances okay but think the dwelling units per acre may be low. Would prefer 20-30 dwelling units/acre at a minimum.
- Parking adjacency to commercial/retail can be limiting.
- Focus commercial/retail within mixed-use at intersection corners. Majors and other commercial/retailers not interested in mid-block location due to poor visibility.
- Percentage ratio of commercial/retail in mixed use is too high, not enough population yet to support. Forces commercial/retail onto second-story on small sites, which is infeasible from market perspective.
- Reduce restrictions on restaurant uses.
- Consider shared parking or reduce parking ratios where it makes sense.
- Increase height allowed, 55-feet seems too low.
- Parking requirements too high, forces smaller lots to go underground, which increases cost. Maybe City-provided parking structures could offset cost.
- Allow live-work use to meet commercial/office requirements.

- Revise required percentages of residential/commercial – would like to see more residential allowed.
- No minimum density might be a good option.
- Lot consolidation incentives would be well received; however, may also encourage owners to wait longer to redevelop.
- Current development standards flexible. Covenants, Conditions and Restrictions placed on property are limiting factor for redevelopment.
- Commercial/retail should be located at intersection corners, mid-block might work if you have an attractive corner tenant.
- Provide flexible options for meeting ratios of commercial/residential in mixed-use projects.
- Allow smaller restaurants spaces with outdoor dining to accommodate decreased demand for indoor dining.
- Consider allowing common areas in mixed-use developments – offices, clubhouse, meeting rooms – to count towards required commercial/retail percentages.
- Allow dark kitchens as use.
- Allow hotel use in mixed-use developments.
- FAR and height standards stricter than surrounding cities. Surrounding cities allow FAR up to 2 or 3.
- Allow seven-stories height as maximum, or 80-90 feet height limit. May choose 4 or 5 but developers will provide affordable housing to increase height.
- Increase allowable height closer to freeway. Could provide gateway to City.
- Look at Garvey Avenue Specific Plan – good parking requirements. Older commercial areas struggling to attract new tenants due to high parking demand.
- Increase height allowed to six stories.
- Don't allow commercial/retail to be buried at back of lot. Require at street frontage.
- Provide greater flexibility in development standards.
- Approach required setbacks on project by project basis.
- Make sure churches are an allowed use.

Zoning Administration and Process

- Sometimes tough when proposing a project and building officials not on same page, having to work through that to receive building permits can be tough.
- Would like to see City coordinate with outside agencies ahead of time for future projects – for example, Caltrans. Could expedite permit processing time.
- City review processes more traditional - planning commission first, then City Council as needed.
- Would like to see EIR wrapped into this effort in order to avoid having to go through CEQA review as it saves time and minimizes risk.
- City administration and review processes very business-friendly and proactive. Like that they are open to new ideas.
- Appreciate upfront, clear process and project expectations.
- Rosemead processes better than surrounding cities.
- Feel there are too many hoops to jump through in current City processes.
- In general, City departments work well together, with good projects happening.

Example References

- Hollywood on Sunset project as mixed-use example.
- Old Town Pasadena as consistent design aesthetic example.
- Atlantic Times Square and adjacent hotel project as mixed-use example.
- Garvey Avenue Specific Plan as parking requirement example.
- Cities of San Gabriel and Alhambra as land to building ratio example.

List of Interviewees

Barry Liu

James Lin

Jim Notley

Leo Chuang

Liang Zhong

Patric Pan

Patsy Ma

Shyamal Patel

TC Pan

Timothy Liang

Victor Tung

B. Case Studies

The following case studies are intended to provide examples of mixed-use projects relative to the context of the City of Rosemead. This information is intended to provide insights on what has and has not worked well in other mixed-use projects.

Prospect Village Mixed-Use/Live-Work Development Tustin, CA

Approved in 2004, the Prospect Village project is located within the Downtown area of Tustin, CA. It contains a variety of land uses in both vertical and horizontal mixed-use arrangements. The project's location along Main Street, near El Camino Real, provides it nearby access to public transit bus lines that service the area. Due to its Downtown location, its architectural design direction is informed by the historic character and design motifs of the surrounding area.

Project Information	
Mixed-Use Land Uses	Commercial/Retail, Restaurant, Office, Live-Work Townhomes
Acreage	+/- 1
Number of Residential Units	Live-Work: 12
Non-Residential Square Footage	+/- 12,200 square feet
Height/Stories	Res: +/-32 ft / 3-stories Comm: +/-26 ft / 2-stories
Density	16 du/ac
FAR	1.28

Site Plan



Photo Locations



Circa Mixed-Use/Live-Work/Multi-Family Development Anaheim, CA

Approved in 2013, the Circa project is located along Anaheim Boulevard, one of the City's primary thoroughfares. It contains a variety of land uses in horizontal and vertical arrangements. The project's location provides direct access to public transit bus lines that service the area. Due to its general proximity to the Center City area of Anaheim, its architectural design direction is informed by the 'Main Street' commercial motifs along Anaheim Boulevard and the historic Colony District along South Street.

Project Information	
Mixed-Use Land Uses	Commercial/Retail, Office, Live-Work Townhomes, Standalone Townhomes
Acreage	+/- 1.7
Number of Residential Units	Standalone: 33 Live-Work: 9
Non-Residential Square Footage	+/- 3,000 square feet
Height/Stories	+/- 24 to 32 ft / 2- and 3-stories
Density	24 du/ac
FAR	0.3

Site Plan



Photo Locations

