



City of Rosemead California



Welcome to the City of Rosemead
~ Envision the Opportunities ~

Rosemead has been named as one of the most business friendly cities in the Los Angeles County. Rosemead's appeal as a new kind of small town in the heart of an urban environment is accomplished by honoring tradition, uniting in diversity, and evolving for the future. This is evident in Rosemead's Key Organizational Goals which aim to: improve public areas including infrastructure and community facilities; enhance public safety and the overall community environment and opportunities for residents through programs, services, education, and recreation; and ensure the City's financial stability in order to continually meet these goals and provide basic services to the community.



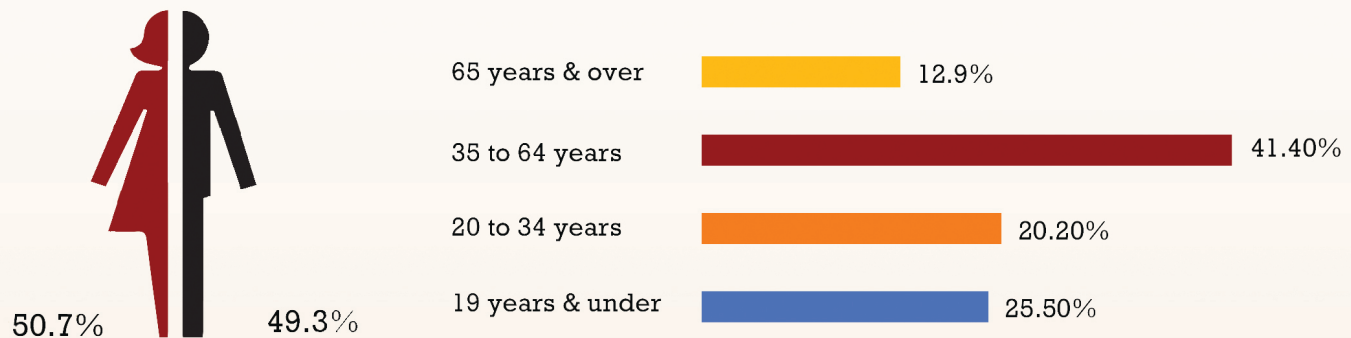


Demographics*

Population

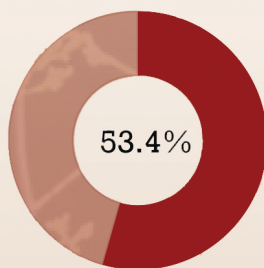
Population: **53,746**

Median Age: **38.1**

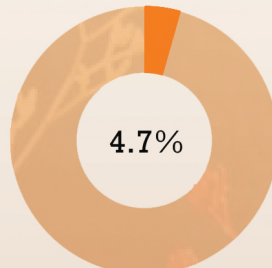


Employment

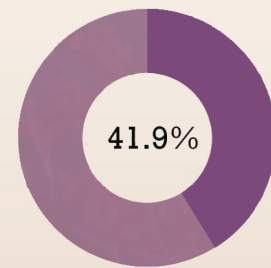
Population 16 Years and Over: **45,091**



Employed

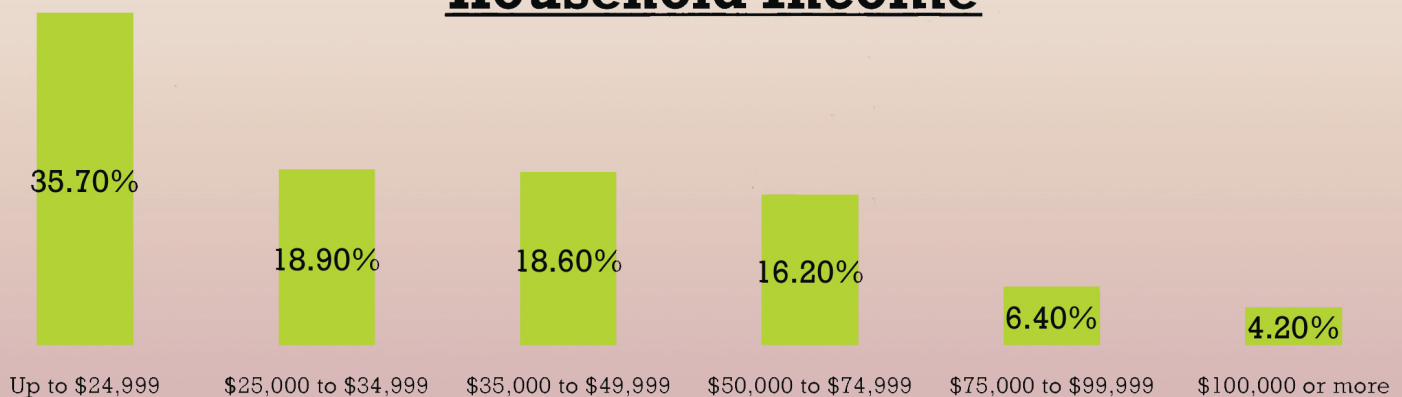


Unemployed



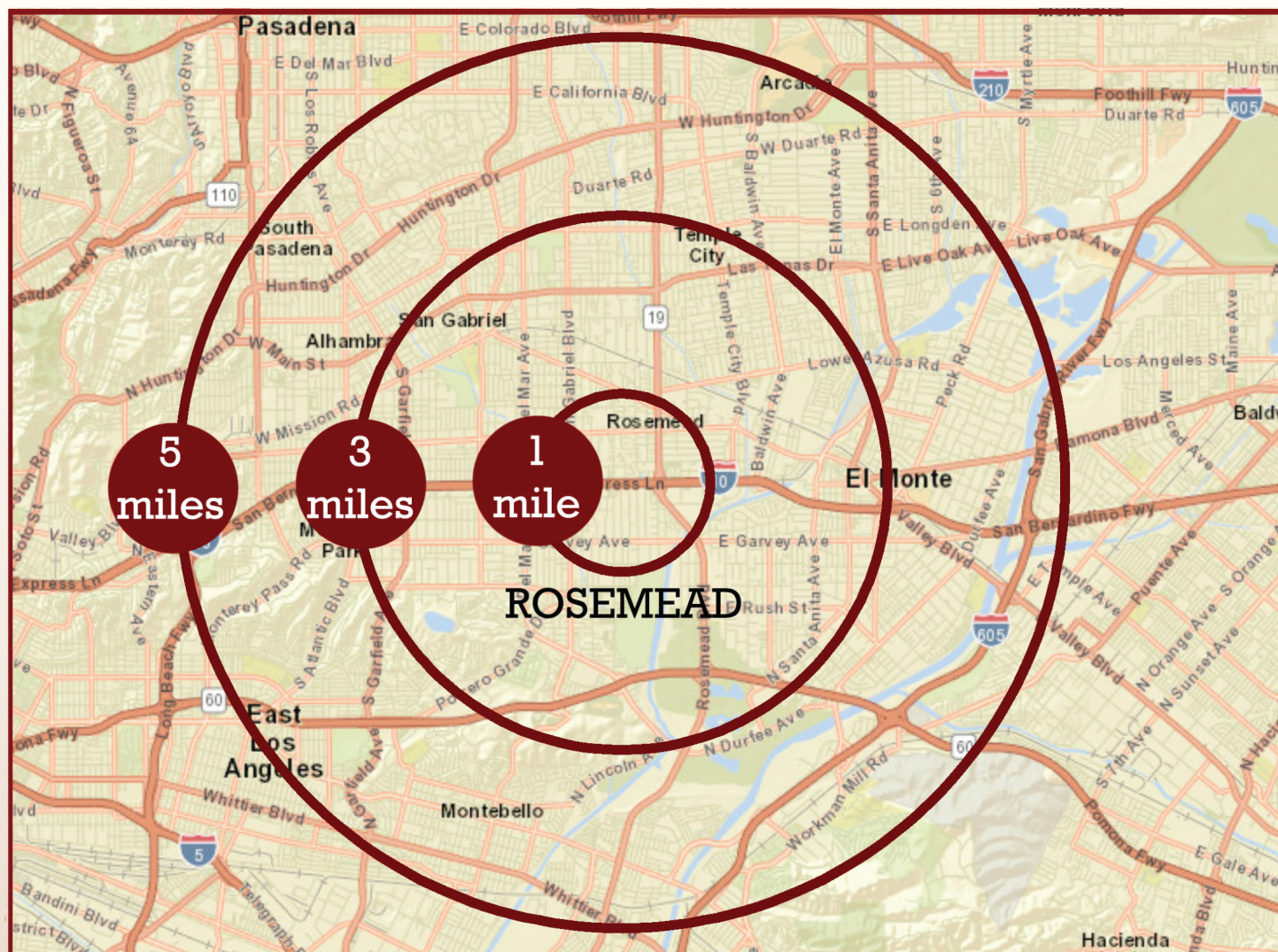
Not in Labor Force

Household Income



A Dynamic Market with High Retail Demand

Market research shows residents of the trade area have the means to spend more. Whether your shoppers are seeking a business suit or quality dining, Rosmead's trade area has opportunities for you to attract available customers with millions of dollars to spend.



TRADE AREA	1 Mile	3 Miles	5 Miles
Population	26,891	268,507	598,077
Median Age	39.8	38.1	38.4
Median Household Income	\$50,395	\$46,405	\$51,117
Average Household Income	\$63,249	\$62,020	\$69,712
Per Capita Income	\$17,755	\$18,235	\$21,654
Households	7,114	75,248	182,000
Family Households	6,066 (82.6%)	61,165 (81.3%)	140,391(77.1%)
Households over \$75,000	29.1%	28.3%	32.7%

National Retailers



Other Major Retailers

Macy's • CVS Pharmacy • Rite Aid

Home to Several Regional and National Hotels



DoubleTree Hotel

202 Guest Rooms



Fairfield Inn & Suites

70 Guest Rooms



**Marriott Residence Inn &
Marriott Courtyard**

202 Guest Rooms



Quality Inn

54 Guest Rooms



Hampton Inn & Suites

123 Guest Rooms

Evolving for the Future



Garvey Del Mar Mixed Use

7801-7825 Garvey

- 60-Unit Residential
- 14,565 Square Feet Commercial



Garvey Garden Mixed Use

8408 Garvey Avenue

- 46-Unit Residential
- 11,795 Square Feet Commercial



Garvey Earle Mixed Use

8449 Garvey Avenue

- 35-Unit Residential
- 7,200 Square Feet Commercial



Garvey Willard Mixed Use

8479 Garvey Avenue

- 28-Unit Residential
- 10,300 Square Feet Commercial



Mixed Use

9048 Garvey Avenue

- 48-Unit Residential
- 6,500 Square Feet Commercial

Corporate Headquarters



Southern California Edison

Southern California Edison is the largest subsidiary of Edison International and is the primary electricity supply company for much of Southern California.



Panda Restaurant Group

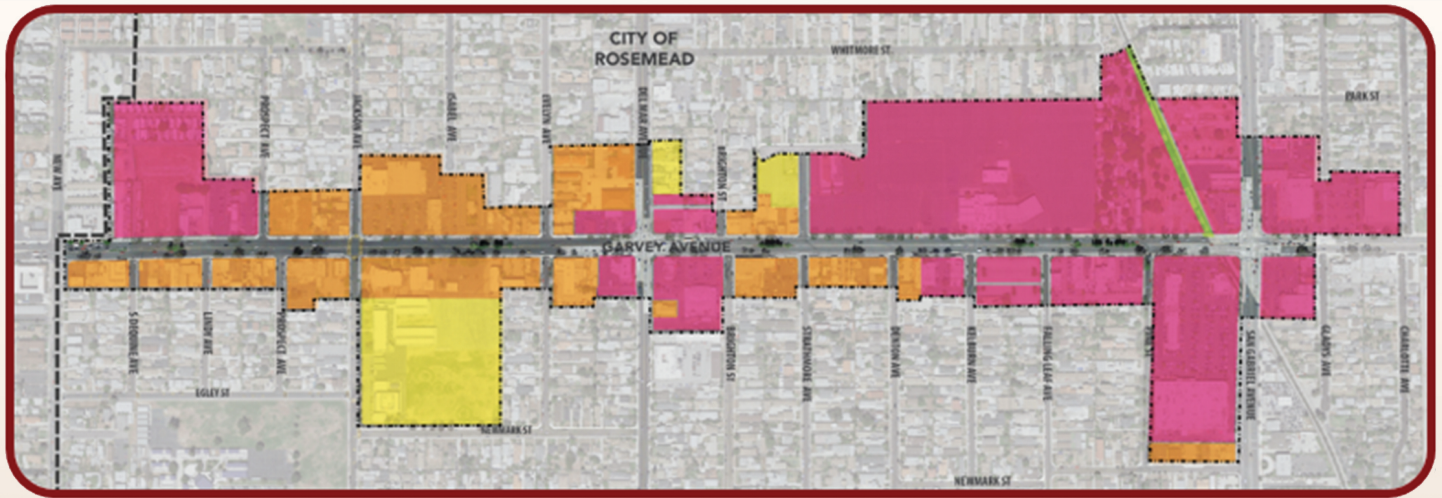
Panda Restaurant Group is the world leader in Asian dining experiences and parent company of Panda Inn., Panda Express, and Hibachi-San.

Garvey Avenue Specific Plan

The Garvey Avenue Specific Plan streamlines the development approval process as the City has pre-entitled the development of 892 residential units and approximately 1.1 million square foot of commercial development. As such, new developments may not be required to go through a lengthy and time consuming planning entitlement process and additional environmental studies.

The Garvey Avenue Specific Plan provides a vision for:

- Attracting high quality private development to promote economic development that respects and reflects community character and is in balance with infrastructure, traffic, and parking demands.
- Creating a walkable center with an attractive “sense of place” and providing the neighborhood with a place to shop, dine, and entertain.
- Promoting transit, bicycle, and pedestrian use and facilities.



In addition to streamlined development, the Garvey Avenue Specific Plan introduces a menu of “Community Benefit Incentives” to augment the City’s ability to guide development projects and to assist with community improvements on qualifying applications. The Garvey Avenue Community Benefit program allows for substantial redevelopment or new development projects to have an increased residential density and/or nonresidential intensity with the provision of specific community benefits. The Garvey Avenue Community Benefit Program is applicable to all parcels within the Garvey Avenue Specific Plan corridor.

Maximum FAR or Density Permitted With the Provision of Community Benefits

Community Benefit Points Earned	GSP-R/C Zone		GSP Zone	GSP-MU Zone		
				Commercial Land Use	Mixed Use Land Use	
	FAR	Density	FAR	FAR	FAR	Density
0	0.75	7	0.75	0.75	1.6	25
1-20	0.8	11	0.8	0.8	1.78	32
21-40	0.85	14	0.85	0.85	1.96	39
41-60	0.9	18	0.9	0.9	2.14	46
61-80	0.95	21	0.95	0.95	2.32	53
81-100	1.0	25	1.0	1.0	2.5	60
101-115	N/A	N/A	N/A	1.0	2.68	67
116-130	N/A	N/A	N/A	1.0	2.86	74
130 and above	N/A	N/A	N/A	1.0	3.0	80





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www.cityofrosemead.org