Unincorporated Rowland Heights – Area Overview

Physical Description
Unincorporated Rowland Heights includes two strategy areas. Unincorporated Rowland Heights III and Rowland Heights II. Unincorporated Rowland Heights III is the southern strategy area and contains a mixture of housing in fair to standard condition. The commercial uses in the area are in standard condition. Unincorporated Hacienda Heights II is the northern strategy area that runs along Highway 60 and has a variety of housing types, including a mobile home park in standard condition. There are also commercial and heavy industrial uses in this area in standard condition. However, a few of the commercial lots are vacant.

Community Development Needs
Residential investment is needed in specific areas to encourage private property improvements, including minor or major rehabilitation. There are a few commercial lots that are vacant and need new tenants.

IV-30
**Physical Description**
This strategy area contains a mixture of single family and multi-family housing all in fair to standard condition. Commercial in standard condition exists along Colima Road, Fullerton Road, and Nogales Street.
Community Development Needs
Intensive investment, specifically residential rehabilitation, is needed in some parts of the area. Most of the units are in standard condition, but certain areas exhibit signs of deferred maintenance. The apartments and commercial development generally appear to be in standard condition. Some graffiti removal is needed around apartment buildings and commercial strips.

Public/Private Investment Opportunities
- Housing rehabilitation/minor home repairs
- Graffiti removal

Commercial Businesses
Strategy Area: Unincorporated Rowland Heights III

Census Tracts/Block Groups: 4087.04/all: 1, 4087.23/all: 1, 4087.24/all: 1-2

Designation: Level III

Demographic Characteristics

Total Population (2010): 11,342

Race/Ethnicity (% of Pop):
- Asian: 42.7%
- White: 7.0%
- Hispanic: 44.5%
- Two or More Races: 2.2%
- Black: 1.5%
- American Indian: 1.1%
- Native Hawaiian: 0.9%
- Some Other Race: 0.1%
- Not Reported: 0.1%

Low- and Moderate-Income Persons: 68.5%

Median Income: $43,423
  Compare to County Median: 77.7%

Education Level (% of Pop):
- Less than 9th grade: 12.5%
- Some High School: 10.2%
- High school diploma: 28.1%
- Some college: 27.5%
- College degree: 17.7%
- Advance Degree: 4.0%

Unemployed: 6.3%

Households Receiving Public Assistance: 3.0%

Persons in Poverty: 17.5%

Persons Disabled: 8.1%

Housing Characteristics

Total Units (2010): 3,418

Occupancy:
- Owner Occupied: 39.2%
- Renter Occupied: 60.8%

Vacancy:
- Vacant Units: 3.2%

Type of Units:
- Single Family: 46.6%
- Multi-Family: 52.9%
- Mobile Homes Boats RV: 0.5%

Age of Units:

<table>
<thead>
<tr>
<th>Built Since</th>
<th>% of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990 or later</td>
<td>6%</td>
</tr>
<tr>
<td>1980 to 1990</td>
<td>16%</td>
</tr>
<tr>
<td>1970 to 1979</td>
<td>28%</td>
</tr>
<tr>
<td>1960 to 1969</td>
<td>38%</td>
</tr>
<tr>
<td>1950 to 1959</td>
<td>8%</td>
</tr>
<tr>
<td>1940 to 1949</td>
<td>1%</td>
</tr>
<tr>
<td>Before 1940</td>
<td>3%</td>
</tr>
</tbody>
</table>

Persons Per Occupied Unit: 3.5

Overcrowded Total:
- Overcrowded Owners: 6.1%
- Overcrowded Renters: 29.6%

Bedrooms by Gross Rent:

<table>
<thead>
<tr>
<th>Gross Rent</th>
<th>None</th>
<th>1</th>
<th>2</th>
<th>3+</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-199</td>
<td>0.0%</td>
<td>0.0%</td>
<td>1.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>$200-299</td>
<td>0.0%</td>
<td>0.3%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>$300-499</td>
<td>0.0%</td>
<td>4.6%</td>
<td>0.5%</td>
<td>0.8%</td>
</tr>
<tr>
<td>$500-749</td>
<td>1.2%</td>
<td>2.9%</td>
<td>0.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>$750-999</td>
<td>2.2%</td>
<td>4.4%</td>
<td>2.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>$1000 or More</td>
<td>5.3%</td>
<td>13.7%</td>
<td>43.1%</td>
<td>14.2%</td>
</tr>
<tr>
<td>No Cash Rent</td>
<td>0.0%</td>
<td>0.5%</td>
<td>0.0%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

IV-34
Physical Description
The northerly portion of this strategy area contains light and heavy industry, heavy equipment rental, storage facility, and scrap metal yards. The larger southerly portion of this area is comprised of apartments in the northwest quadrant and single family dwellings with a park, schools, and churches throughout the remaining area. Colima Road and Nogales Street is bordered by commercial development in standard condition. Newer commercial development is located along Gale Avenue and Fullerton Road with limited investment needed. This area also contains a few vacant commercial lots that can be used to enhance the area with new business opportunities. Major housing rehabilitation is needed in a portion of Census Tract 4082.11. A mobile home park is also located in this area and is in standard condition.
Community Development Needs
Residential investment is needed in specific areas to encourage private property improvements. Most of the units are in standard condition, but certain areas exhibit signs of deferred maintenance. The apartments and commercial development generally appear to be in standard condition.

Public/Private Investment Opportunities
- Housing rehabilitation/minor home repairs
- Commercial investment opportunity
Commercial Businesses

Heavy and Light Industrial

Vacant Commercial Properties
Strategy Area: Unincorporated Rowland Heights II

Census Tracts/Block Groups: 4082.11/all: 1-3, 4082.12/all: 1-2

Designation: **Level II**

### Demographic Characteristics

- **Total Population (2010):** 5,728
- **Race/Ethnicity (% of Pop):**
  - White: 12.0%
  - Hispanic: 34.8%
  - Asian: 51.7%
  - Black: 0.1%
  - Two or More Races: 1.0%
  - American Indian: 0.2%
  - Some Other Race: 0.2%

- **Low- and Moderate-Income Persons:** 59.1%
- **Median Income:** $51,133
  - Compare to County Median: 91.5%

- **Education Level (% of Pop):**
  - Less than 9th grade: 12.3%
  - High school diploma: 22.7%
  - Some college: 29.6%
  - College degree: 21.5%
  - Advance Degree: 5.3%

- **Unemployed:** 6.5%

### Housing Characteristics

- **Total Units (2010):** 1,741
- **Occupancy:**
  - Owner Occupied: 59.6%
  - Renter Occupied: 40.4%
- **Vacancy:**
  - Vacant Units: 5.2%

- **Type of Units:**
  - Single Family: 54.9%
  - Multi-Family: 23.6%
  - Mobile Homes Boats RV: 21.2%

- **Age of Units:**
  - Built 1990 or later: 44%
  - Built 1980 to 1989: 21%
  - Built 1970 to 1979: 15%
  - Built 1960 to 1969: 11%
  - Built 1950 to 1959: 7%
  - Built 1940 to 1949: 1%
  - Built Before 1940: 1%

- **Persons Per Occupied Unit:** 3.7

- **Overcrowded Total:** 15.6%
  - Overcrowded Owners: 7.1%
  - Overcrowded Renters: 28.2%

- **Bedrooms by Gross Rent:**

<table>
<thead>
<tr>
<th>Range</th>
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<th>2</th>
<th>3+</th>
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<td>2.1%</td>
</tr>
<tr>
<td>$750-999</td>
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<td>0.0%</td>
<td>1.5%</td>
<td>6.5%</td>
</tr>
<tr>
<td>$1000 or More</td>
<td>13.0%</td>
<td>13.9%</td>
<td>21.3%</td>
<td>27.6%</td>
</tr>
<tr>
<td>No Cash Rent</td>
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<td>1.5%</td>
<td>7.5%</td>
</tr>
</tbody>
</table>

IV-39