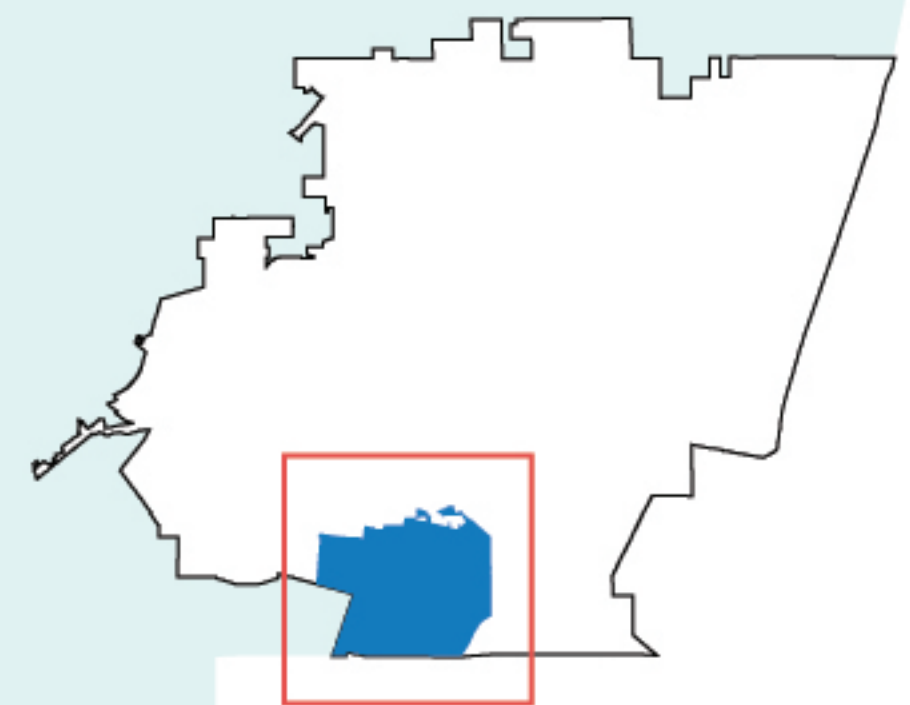


# ROWLAND HEIGHTS



**EAST  
SAN GABRIEL VALLEY  
AREA PLAN**



# ROWLAND HEIGHTS

## INTRODUCTION



Rowland Heights is an unincorporated community located in the southern part of the East San Gabriel Valley Planning Area. It is approximately 13 square miles in area. Its boundaries are shared with the Cities of Industry on the north, Brea on the south, Diamond Bar on the east, and La Habra Heights on the west. The unincorporated community of Hacienda Heights is found to the west and South Diamond Bar to the east.

Rowland Heights is part of the original Rancho La Puente land grant given to John Rowland by the Mexican Governor of California in 1842. Rowland used the land for cattle ranching, orange groves, and agriculture. Much of the present-day development results from the post-World War II building boom.

**For more information, please visit:** [planning.lacounty.gov/esgvap](http://planning.lacounty.gov/esgvap)



# ROWLAND HEIGHTS

## COMMUNITY CHARACTERISTICS



### Community Layout

The community of Rowland Heights has been developed around the car, with many cul-de-sacs and few through streets due to its hilly topography.



### Land Use

The community is mostly developed with residences. Commercial areas are located at the major road intersections. Industrial areas are located near SR-60 and the railroad tracks, in the northern part of the community.



### Open Space

The Puente Hills are a popular natural open space. They provide important wildlife habitat in the area. About 20% of the area's land is dedicated to parks and open space.



### Significant Ecological Areas (SEA)

The southern hillside areas make up part of the Puente Hills SEA. The SEA areas are part of a larger system of designated land with high levels of biodiversity needing additional protections.



### Community Plan

The Rowland Heights Community Plan was adopted in 1981 with objectives to guide development, preserve ecological resources, and improve mobility.



### Community Standards District (CSD)

The Rowland Heights CSD provides additional development regulations specific to Rowland Heights to preserve the residential character of the area and improve commercial areas.







13.04 sq. mile

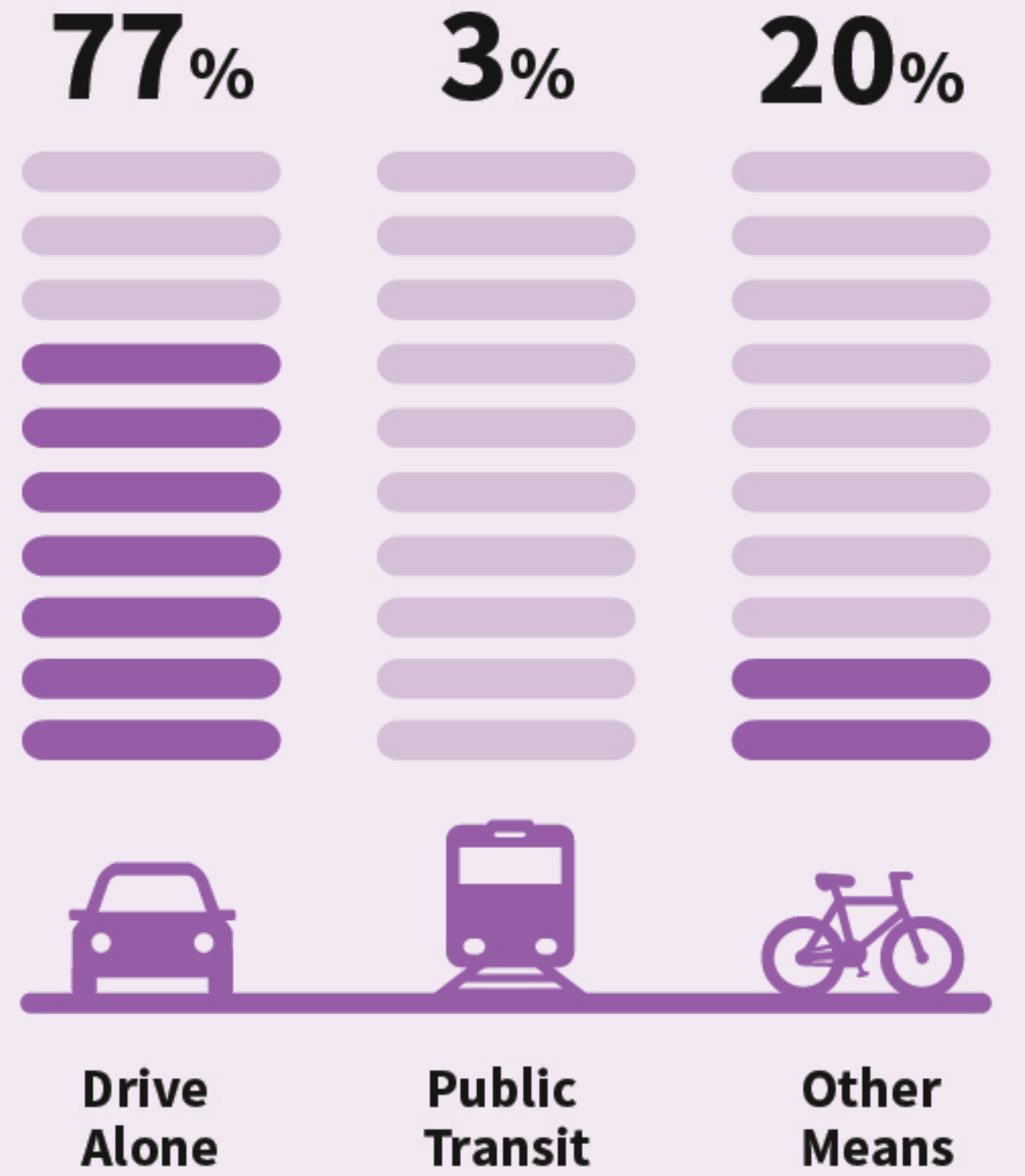
# ROWLAND HEIGHTS

POPULATION = 50,448 (3,869 per sq. mile)

## AGE



## MOST COMMON COMMUTE



## LANGUAGE SPOKEN AT HOME



## AVERAGE COMMUTE TIMES

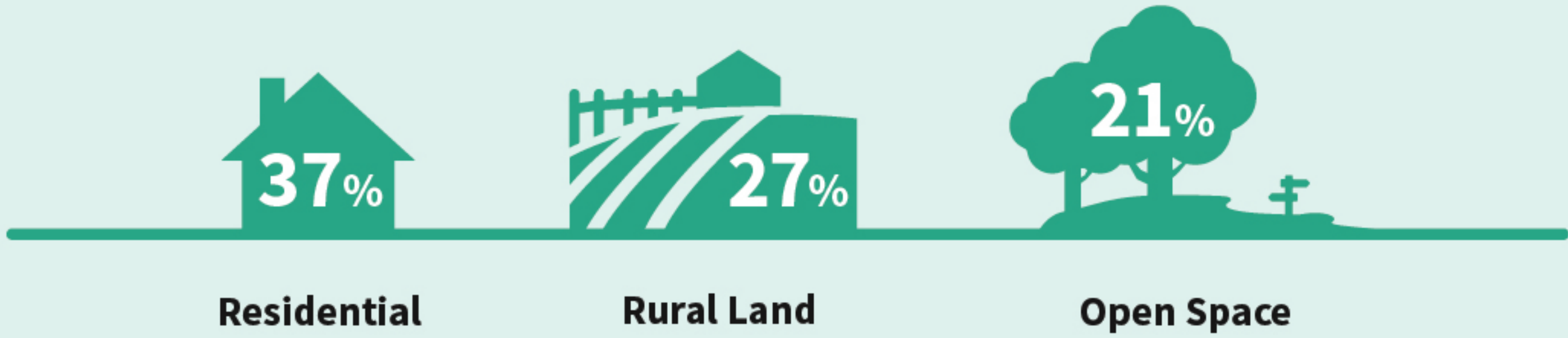
	< 15 minutes	15-29 minutes	30-59 minutes	60+ minutes
Los Angeles County	18%	33%	36%	13%
Rowland Heights	19%	31%	35%	16%



EAST SAN GABRIEL VALLEY AREA PLAN

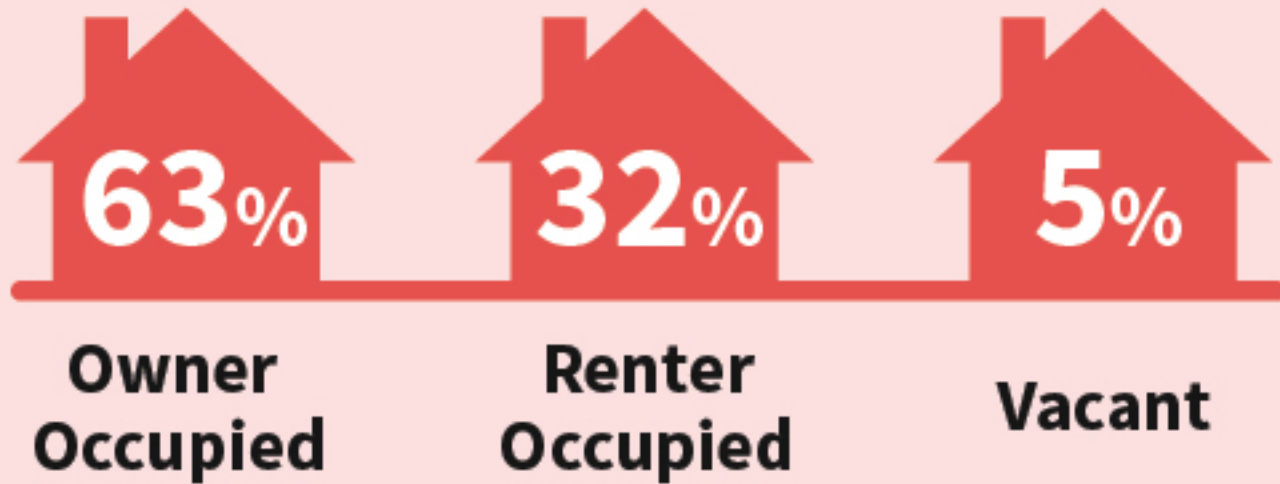


## LAND USE



## HOUSEHOLDS

2017 Housing Unit Total: **15,546**



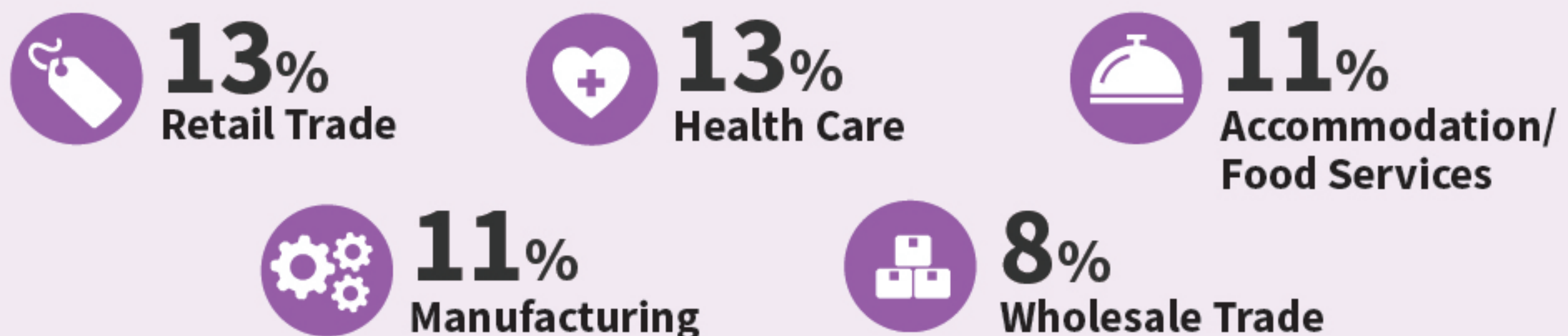
## RACE/ETHNICITY



## INCOME FACTORS

	4-Year Degree or Higher	Median Household Income	Unemployment Rate
Los Angeles County	<b>32%</b>	<b>\$59,613</b>	<b>5%</b>
Rowland Heights	<b>37%</b>	<b>\$69,182</b>	<b>3%</b>

## TOP 5 EMPLOYMENT INDUSTRIES







# Rowland Heights Community Plan

## Land Use Policy Map

Miles  
0 0.5 1

Prepared by DRP GIS Section / October 2018

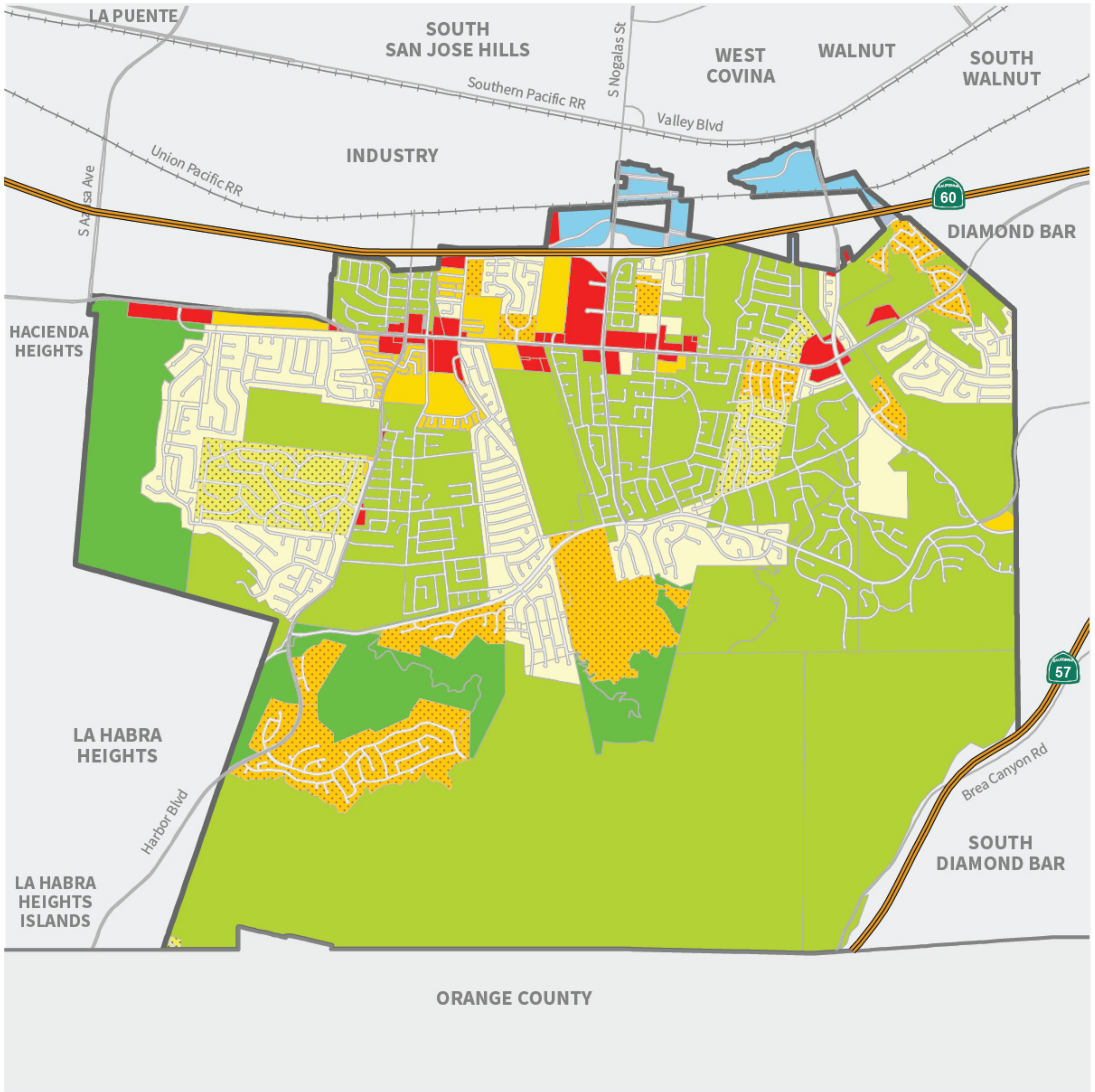
### Base Layers

- Railroad
- City / Community Boundary
- Major Road
- Freeway

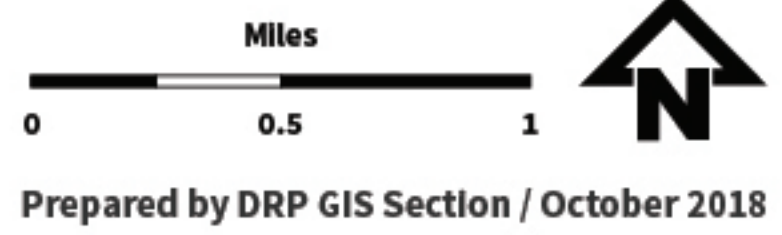
### Land Use Policy Designations

- |                  |                |                                       |
|------------------|----------------|---------------------------------------|
| N1 - Non-Urban 1 | U4 - Urban 4   | P - Public and Semi-Public Facilities |
| N2 - Non-Urban 2 | U5 - Urban 5   | TOS - Transitional Open Space N1      |
| U1 - Urban 1     | C - Commercial | TOS - Transitional Open Space N2      |
| U2 - Urban 2     | I - Industrial | TOS - Transitional Open Space U1      |
| U3 - Urban 3     | O - Open Space |                                       |





# Rowland Heights Zoning Map



### Base Layers

- Railroad
- City / Community Boundary
- Major Road
- Freeway

### Zoning Designations

- Single- and Two-Family Residential
- Residential Agricultural
- Ltd and Med Density Multiple Residential
- Residential Planned Development
- Light / Heavy Agricultural
- Commercial
- Light Manufacturing
- Heavy Manufacturing
- Industrial Planned Development
- Buffer Strip / Corner
- Open Space





## CONTACT US



### WEBSITE

[planning.lacounty.gov/esgvap](http://planning.lacounty.gov/esgvap)



### PHONE

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### EMAIL

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