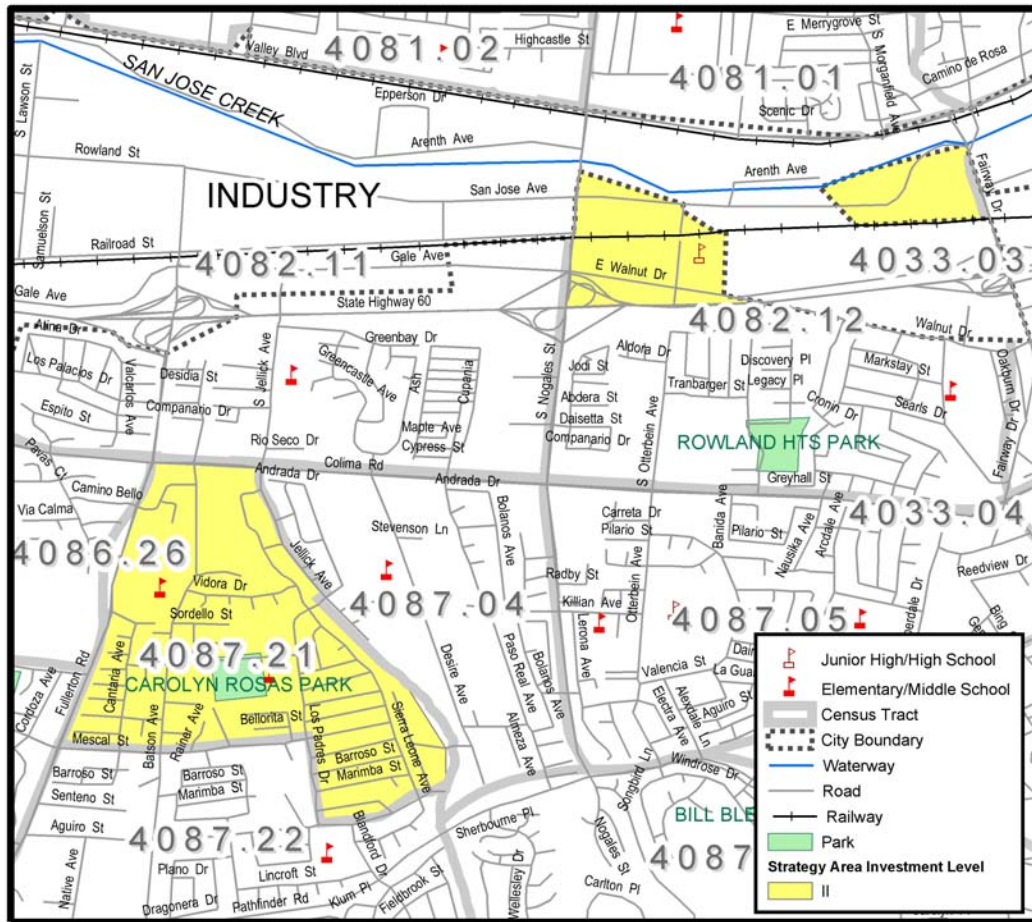


Rowland Heights



Physical Description

The northerly portion of this strategy area contains light and heavy industry, heavy equipment rental, storage 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. More than 70% of the dwellings are renter-occupied. Colima Road is bordered by commercial development in standard condition.

Community Development Needs

Selective investment is needed in some segments of the residential community for rehabilitation of dwellings. 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.

STRATEGY AREA: Rowland Heights

DISTRICT: 4

CENSUS TRACT(S)/BLOCK GROUP(S): 4082.12/1, 4087.21/all: 1

DESIGNATION: II – Selective Investment

<p>PUBLIC/PRIVATE INVESTMENT OPPORTUNITIES Housing rehabilitation/minor home repairs Removal of inappropriate land uses</p>
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<u>POPULATION</u>		<u>HOUSING</u>				
Total Population	8,382	Total Units				2,320
Race/Ethnicity (% of Pop.)		Occupancy				
White	11.4%	Renter-Occupied				70.3%
Black	3.0%	Owner-Occupied				29.7%
Asian	37.8%	Vacant Units				41
American Indian/Alaskan Native	0.0%	(% of Total Units)				1.8%
Native Hawaiian/Other Pacific Islander	1.3%	Type of Units				
Some other Race	0.0%	Single-family units				39.9%
Two or more Races	1.0%	Duplex/Multifamily				60.1%
Hispanic	45.5%	Mobile Home, Boat, RV, etc				0.0%
Low-Income persons	56.7%	Age of Units				
Median Income	\$32,265	Built before 1940				1.2%
Compared to County Median	76.5%	Built 1940 to 1949				1.1%
Education Level (% of Pop.)		Built 1950 to 1979				83.5%
Less than 9th grade	11.9%	Built 1980 or later				14.2%
Some High School	16.7%	Persons per Occupied Unit				3.7
High School Diploma	23.4%	Overcrowded				27%
Some College	24.7%	Renters				36.5%
College Degree	18.0%	Owners				5.7%
Advanced/Graduate Degree	5.3%	Bedrooms by Gross Rent				
Unemployed	5.9%	(% of Total Rentals)	None	1	2	3
Male (of % employable males)	4.9%	\$0-199	0.0%	0.4%	0.7%	0.0%
Female (of % employable females)	7.1%	\$200-299	0.0%	0.0%	0.0%	0.0%
Households receiving Public Assistance	8.5%	\$300-499	0.0%	1.4%	0.0%	0.0%
Persons in Poverty	24.3%	\$500-749	13.1%	22.4%	20.1%	0.5%
		\$750-999	1.4%	9.1%	15.2%	1.3%
		\$1000+	0.0%	1.6%	4.7%	8.1%