Chapter 2
LAND USE

Introduction

Rosemead accommodates a diversity of land uses to maintain a balanced community with vibrant residential neighborhoods, a healthy economic base, and quality services for residents and visitors. The Land Use Element establishes policies for the types and location of land uses citywide. The Zoning Ordinance implements these policies by establishing detailed use regulations and development standards for all properties.

State planning law requires that the Land Use Element designate "the proposed general distribution and general location and extent of the uses of the land" for a variety of purposes (Government Code Section 65302[a]). Through maps and text, this Element defines the distribution and intensity of development for residential, commercial, industrial, parks/open space, and public facility land uses within Rosemead and its sphere of influence areas. Finally, the Element describes the relationship between General Plan land use policy, zoning, and other plans.

Relationship to Other Elements and Plans

The Land Use Element provides the framework for all other General Plan elements, as the manner in which land is used in Rosemead affects:

- The location and design of roadways, bicycle paths, and pedestrian walkways;
- The location, type, and design of new housing development (Housing Element); and
- Park location and use, and environmental resource protection and use (Resources Management Element).

Although the Land Use Element is often the most referred element in the General Plan, it represents only one part of the General Plan. Coordination between and among all of the General Plan Elements is required to comprehensively address long-range community goals.

According to State law as revised in 2007 (AB162), land use elements shall identify and annually review the areas covered by the General Plan that are subject to flooding as identified by floodplain mapping by either the Federal Emergency Management Agency (FEMA) or the Department of Water Resources (DWR). This is accomplished by reference to the Public Safety Element, where flooding is discussed in further detail.

Zoning Ordinance

The City's zoning ordinance, which is part of the Municipal Code, divides the City into areas called zoning districts. The zoning ordinance establishes regulations for each district with respect to permitted uses, allowable density, building height, development character, etc. The zoning ordinance consists of a map that delineates the district boundaries, plus text that explains each district's purpose, specifies permitted and conditional uses, and establishes development, maintenance, and performance standards. The zoning ordinance serves as the primary implementation tool for the Land Use Element. Under California law, the zoning ordinance must be consistent with the General Plan.

Regional Comprehensive Plan and Guide

The Southern California Association of Governments (SCAG) undertakes regional planning efforts for the six-county SCAG region consisting of Los Angeles, Orange, Riverside, San Bernardino, Ventura, and Imperial counties. SCAG's planning efforts focus on developing strategies to minimize traffic congestion, protect environmental quality, and provide adequate housing throughout the region. The Regional Comprehensive Plan and Guide – developed with active participation from local agencies, elected officials, the business community, community groups, private institutions, and private citizens – sets forth broad goals and objectives intended to be implemented by participating jurisdictions and agencies such the South Coast Air Quality Management District and Los Angeles County Metropolitan Transportation Authority.

Garvey Avenue Specific Plan

The City adopted the Garvey Avenue Specific Plan in 2017. To create the Specific Plan vision, the Community Development Department embarked a meaningful community engagement process through community surveys, stakeholder interviews, and workshops. A five-person Ad Hoc Committee drawn from the City Council, Planning Commission, Traffic Commission, and Beautification Committee provided oversight of the project's development. The outcome of the community engagement process created not only the vision, but also produced eight objectives.

Specific Plan Objectives:

1. Create a neighborhood "main street" that will serve as a focal point for the neighborhoods surrounding Garvey Avenue.
2. Provide new opportunities for commercial and residential uses in mixed use settings.
3. Facilitate opportunities for catalytic developments that provide desired retail, entertainment, and service businesses, employment opportunities, and support the local community.
4. Provide for the gradual phasing out of industrial uses that create conflicts with the surrounding neighborhoods.
5. Support design that contributes to enhancing the character of the City and Garvey Avenue in particular.
6. Create "place making" public plazas, gathering spaces, parks, and parklets that serve as focal points for the corridor.

7. Enrich the pedestrian and bicycle environment along Garvey Avenue through well-designed and appropriately scaled paths and pleasing streetscapes.
8. Encourage investment, maintenance, and pride in the Garvey Avenue Specific Plan area.

The Specific Plan is the City's first, and its requirements for adoption include updating the General Plan to eliminate inconsistencies between the two planning documents.

Rosemead Downtown Vision Plan

The City is currently considering a Rosemead Downtown Vision Plan. This plan focuses on urban design opportunities on Valley Boulevard. The Plan calls for:

- Enhancing existing resources – add landscaping and streetscape along Valley Boulevard and encouraging "focal point" buildings at opportunity sites or parcels.
- Creating potential districts – identify opportunity parcels along Valley Boulevard near Walnut Grove Avenue and Temple City Boulevard to create image-making public spaces and focal point buildings.
- Emphasizing public space – expand the use of public space including the use of courtyards, plazas, outdoor dining, and pedestrian friendly retail.
- Enhance Wayfinding – improve signage and placemaking images to encourage the feel of separate districts and distinct places along Valley Boulevard.

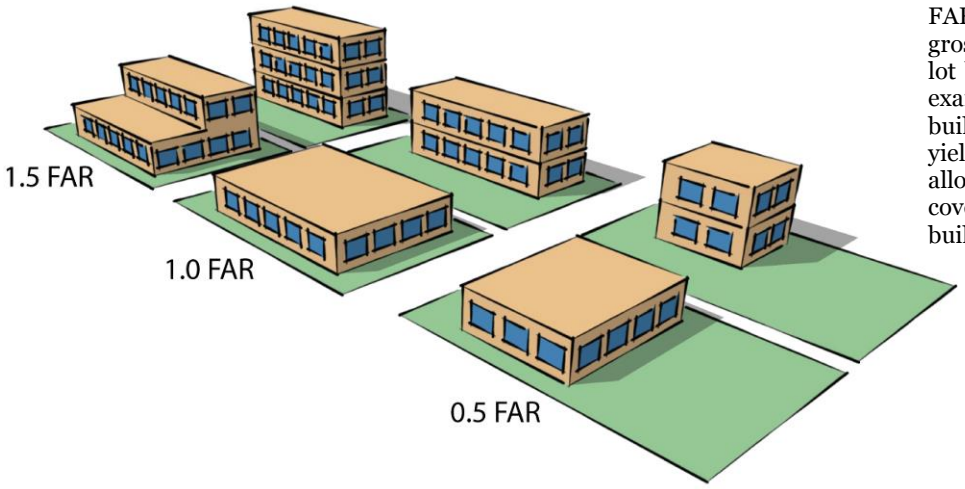
Measuring Density and Intensity

While people generally understand land use terms like "residential," "commercial," and "industrial," State law requires a clear and concise description of these categories. In addition, population and intensity standards must be specified. To describe the intensity of use – how much development exists on a property – land use planners have developed the quantitative measures of *density* and *intensity*.

The term *density* describes the development capacity of residential land. The General Plan describes density in terms of dwelling units per net acre of land (du/ac), exclusive of present

or planned streets and other public rights-of-way. Density is also used to describe population density in terms of the number of persons per net acre.

Development *intensity* refers to the extent of development on a parcel of land or lot. Intensity may be calculated using several measures, such as the total building floor area, building height, floor-area ratio, or the percent of lot coverage. The General Plan uses floor-area ratio, or FAR, as a measure of non-residential intensity. The floor-area ratio is the ratio between the total gross floor area of all buildings on a lot and the total land area of that lot. This measure does not include area within parking structures.



This diagram illustrates how FAR controls the intensity of use on a lot. FAR is determined by dividing the gross floor area of all buildings on a lot by the land area of that lot. For example, a 20,000 square foot building on a 40,000 square foot lot yields an FAR of 0.5:1. A 0.5:1 FAR allows a single-story building which covers half the lot, or a two-story building with reduced lot coverage.

Land Use Plan

This Land Use Element addresses how properties will be developed over time and the extent to which private and public redevelopment efforts will change, intensify, or otherwise modify uses of property citywide. This section describes the planned distribution and development intensities of all land uses, and identifies specific goals the City will pursue relative to each designated use.

Land Use Policy Map

To maintain the desired balance of uses in the community and achieve goals regarding housing, economic development, parks, and education, the City will make land use decisions in conformance with the Land Use Policy Map, illustrated in **Figure 2-1**. The Land Use Policy Map provides a two-

dimensional description of land use policy, indicating the preferred location and types of permitted uses throughout the City.

Land Use Categories

This Land Use Element designates five major categories of land use: (1) residential, (2) commercial, (3) office/light industrial, (4) mixed-use, ~~and~~ (5) public facilities, and (6) the Garvey Avenue Specific Plan. The residential designation is further subdivided into three density ranges: Low, Medium, and High. To provide for a diversity of mixed-use approaches, the Mixed-Use designation includes three subcategories: Residential/Commercial, High Density Residential/ Commercial, and Industrial/Commercial.

Table 2-1 summarizes the density and intensity associated with each land use category and the aggregate acreage for each. The table indicates a maximum density or intensity for each category, which indicates the maximum development potential of any individual parcel. However, not every parcel in Rosemead will be developed to the maximum density or intensity due to physical and other constraints such as public right-of-way needs, placement of buildings, zoning requirements, market desires, and other factors. Also, many residential neighborhoods in Rosemead are fully developed and not expected to experience any significant new development or "recycling" where an existing structure is removed and a new structure is built in its place. Thus, Table 2-1 also indicates typical densities and intensities that can be expected over the life of this General Plan. Altogether, these factors are used to estimate the possible buildout capacity of the City in terms of population, housing units, and square feet of commercial, industrial, and other nonresidential uses. The typical densities and intensities are for planning purposes only. Any development proposal involving a density/intensity in excess of the minimum but equal to or below the maximum should not require a General Plan Amendment.

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Figure 2-1
Land Use Policy Map
11x17

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Table 2-1
Land Use Categories and Buildout Potential

Land Use Categories		Maximum DUs/AC (a) or FAR (b)	Typical DUs/AC (a) or FAR (b)	Typical Population Density (c)
Residential Categories				
LDR	Low Density Residential	7 DU/AC	7 DU/AC	28 Persons/AC
MDR	Medium Density Residential	12 DU/AC	8.5 DU/AC	34 Persons/AC
HDR	High Density Residential	30 DU/AC	19.8 DU/AC	79 Persons/AC
Commercial / Business Categories				
C	Commercial (d)	0.35:1 FAR	0.33:1 FAR	N/A
HIC	High Intensity Commercial	0.35:1 FAR	0.33:1 FAR	N/A
OLI	Office/Light Industrial	0.5:1 FAR	0.42:1 FAR	N/A
Mixed-Use Category				
MRC	Mixed-Use Residential/Commercial (e)	25-30 DU/AC 1.6:1 FAR	30 DU/Acre and 1.6:1 FAR	119 Persons/AC
MHRC	Mixed-Use High Density Residential/Commercial (f)	40-60 DU/AC 2.0:1 FAR	48 DU/Acre and 2.0:1 FAR	191Persons/AC
MIC	Mixed-Use Industrial/Commercial	2.5:1 FAR	1.0:1 FAR	N/A
Public/Institutional Category				
PF	Public Facilities	N/A	N/A	N/A
Open Space Categories				
OS	Open Space/Natural Resources	N/A	N/A	N/A
CEM	Cemetery	N/A	N/A	N/A
Garvey Avenue Specific Plan (GSP) Zoning Districts – refer to the Specific Plan				

Notes:
a) DUs/AC: Dwelling Units Per Net Acre (net acres does not include public streets or right-of-ways)
b) FAR: Floor-Area Ratio
c) Population Density is estimated based on an average household size of 3.981 persons per household and a vacancy rate of 3.02% according to the 2009 California Department of Finance, Demographic Unit.
d) Maximum of 1.0:1 FAR allowed for hotel uses that meet the requirements in Table 2-2.
e) Mixed-Use Residential/Commercial assumes a 67% residential, 33% commercial land use mix.
f) Mixed-Use High Density Residential/Commercial assumes a 75% residential, 25% commercial land use mix.

Residential Categories

Three land use categories are established to accommodate a range of housing types and densities. Preservation and enhancement of single-family residential neighborhoods is a key goal. New development must be compatible with and complement established residential neighborhoods. In residential areas, in addition to the primary residential use,

accessory structures, group homes, religious and charitable organizations are permitted consistent with State law and zoning ordinance requirements.

Low Density Residential

The Low Density Residential (LDR) land use category is characterized by low-density residential neighborhoods consisting primarily of detached single-family dwellings on individual lots. The minimum permitted density is 0 dwelling units per acre. The maximum permitted density is 7.0 dwelling units per acre. The typical population density is approximately 28 persons per acre.

Low Density Single Family Residential Development

Medium Density Residential

The Medium Density Residential (MDR) land use category allows for densities of up to 12 units per acre with a minimum of 0 dwelling units per acre. Housing types within this density range include single-family detached homes on smaller lots, duplexes, and attached units. The typical population density is approximately 34 persons per acre.

High Density Residential

The High Density Residential (HDR) category accommodates many forms of attached housing – triplexes, fourplexes, apartments, and condominiums/ townhouses – and small-lot or clustered detached units. The maximum permitted density is 30 units per acre with a minimum of 0 dwelling units per acre, and the typical population density is 79 persons per acre.

Southern California Edison building

Commercial Categories

Businesses in Rosemead's commercial districts provide important services to residents and contribute substantially to the City's tax revenue base. The three Commercial categories are intended to support business activity and to provide incentives to property owners to improve areas that function below their economic potential.

Commercial properties

Commercial

The Commercial designation applies to retail and service commercial centers located along major arterials in the City: (1) Valley Boulevard west of

Muscatel, (2) Valley Boulevard near and east of Rosemead Boulevard, , ~~(3) Garvey Avenue between New Avenue and Charlotte Avenue~~, (~~4~~3) San Gabriel Boulevard between Park Street and Newark Avenue, (~~5~~45) just west of the Walnut Grove and Garvey Avenue intersection, (~~6~~56) along Rosemead Boulevard from Mission Drive to Valley Boulevard, and (~~7~~67) Del Mar from the I-10 freeway interchange to Garvey Avenue.

Permitted uses include a broad range of retail, office, and service uses that serve local and regional needs. Prohibited uses include warehousing, manufacturing, industrial uses, and similar uses. The maximum permitted FAR is 0.35:1.

Overnight accommodations, such as hotels, may be developed up to maximum permitted FAR of 1.0:1 if their projects include higher design standards, the "required hotel amenities" and a minimum of two "additional hotel amenities" as identified in **Table 2-2**. If a hotel project does not meet the amenities in Table 2-2, they can only build up to 0.35:1 FAR. The Garvey Avenue Specific Plan contains additional requirements and standards for permitted hotel uses.

Table 2-2
Required Hotel Amenities (a)

Required Hotel Amenities	Additional Hotel Amenities	
▪ Ballroom ▪ Business center services ▪ Meeting rooms ▪ Restaurant, bar, and lounge	▪ Concierge desk ▪ Convenience store/ snack shop ▪ Daycare services ▪ Day spa ▪ Fitness center	▪ Florist and gift shop ▪ Laundry service ▪ Pavilion lounge ▪ Pool or spa/jacuzzi ▪ Valet parking

Note:

a) To obtain higher FAR standard (maximum permitted 1.0:1 FAR), projects must provide all of the amenities listed under the Required Hotel Amenities column and a minimum of two amenities listed under the Additional Hotel Amenities column.

Development approaches for Commercial designations include multi-story structures with underground or structured parking. Where commercial development abuts residential neighborhoods, new projects must be designed with sensitivities to the residential uses in terms of massing, siting of parking and loading facilities, and lighting.

High Intensity Commercial

The High Intensity Commercial designation consists ~~of approximately 19.2~~3.3 acres ~~acres within~~ the following ~~two~~ project area~~s~~:

- ~~**The High Intensity Commercial Area 1.** This area consists of 10 parcels of land totaling approximately 15.6 acres, located on the north side Garvey Avenue between Del Mar Avenue and San Gabriel Avenue. This site is bounded by Garvey Avenue to the south, Strathmore Avenue to the west, single-family residential land uses to the north, and Paradise Trailer Park and Apartments to the east.~~

- **High Intensity Commercial Area 2.** This area is located on the southeast corner of Valley Boulevard and Walnut Grove Avenue, 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.

~~The High Intensity Commercial provides up to 270,000 square feet of commercial retail and restaurant related uses.~~ The plan envisions complimentary mix of land uses and building sizes as identified in ~~**Table 2-3 and**~~ **Table 2-~~43~~**. The formerly High Intensity Commercial 1 parcels has been included in the Garvey Avenue Specific Plan, and is designated in the Land Use Policy Map as "GSP – Garvey Avenue Specific Plan".

~~Table 2-3~~
~~High Intensity Commercial/Commercial Designation~~
~~Land Use and Building Size Requirements~~
~~For High Intensity Commercial Area 1~~

~~The primary use of the site shall have a major anchor tenant (75,000-140,000 square feet) and/or an overnight accommodation use~~	
~~**Allowed Land Uses**~~	~~**Allowable Building Pad Sizes**~~
~~**Large Retail Center with Anchor Tenants** Consumer electronics and appliances retail, department store, discount and variety retail, home improvement, and hardware store~~	~~75,000-140,000 square feet~~
~~**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~~

~~The minimum site area requirement within High Intensity Commercial Area 1 shall be 15 acres. The minimum site area requirement within High Intensity Commercial Area 2 shall be 3 acres. The mix of land uses and building sizes for each of the project areas are outlined in Table 2-3 and Table 2-4.~~

Table 2-43
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

Office/Light Industrial

The Office/Light Industrial (O/LI) designation applies to properties generally located at the north and south edges of the City. This category provides suitable locations for manufacturing, assembly, and limited food processing uses, as well as office buildings and business parks. Zoning regulations specify the uses permitted and performance standards for industrial uses. The maximum permitted FAR is 0.5:1.

Industrial Use

Mixed-Use Categories

Rosemead has established three Mixed-Use General Plan land use categories outside the Garvey Avenue Specific Plan area to provide options for innovative approaches to land use and development. These categories allow for a mix of land uses in the same building, on the same parcel of land, or side by side within the same area. Such complementary use stimulates business activity, encourages pedestrian patronage, and provides a broader range of options to property owners to facilitate the preservation, re-use and redevelopment of structures.

Mixed-Use Residential/Commercial

Generally mixed-use development performs best when it is located near other mixed-use development. This configuration gives the residents more retail and office choices located and designed for pedestrian activity. Similarly, business may prefer to locate near each other to gain the synergistic benefits of serving the same clientele. As such, the mixed-use designations are located in such a manner to maximize or capitalize on that synergy.

Office Development

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. Further, parcels may be assembled and consolidated to create larger, integrated development sites. All mixed-use projects are also subject to review and compliance with the City's adopted mixed-use design guidelines.

This designation applies to areas of Rosemead with historically less intensive commercial and office development. The Mixed-Use Residential/Commercial category is located on Valley Boulevard between Muscatel Avenue and Valley Boulevard, and on Garvey Avenue between Charlotte Avenue and Walnut Grove Avenue. Residential densities are limited to a maximum of 25 to 30 units per acre. For stand-alone commercial use and integrated mixed-use projects, the maximum permitted FAR is 1.6:1. The typical population density is approximately 119 persons per acre.

Mixed-Use High Density Residential/Commercial

Similar to the Mixed-Use Residential/Commercial category, 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.

This designation applies to the eastern end of Valley Boulevard and south of Garvey Avenue, just west of the eastern boundary. Residential densities are limited to a maximum of 36 to 60 units per acre. For stand-alone commercial use and integrated mixed-use projects, the maximum permitted FAR is 2:1. The typical population density is approximately 191 persons per acre.

Mixed-Use Industrial/Commercial

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.

Areas designated for Mixed-Use Industrial/Commercial are limited to properties along San Gabriel Boulevard south of Hellman Avenue to Park Street, along San Gabriel Avenue south of the SCE easement to Rush Street, and on Garvey Avenue from Walnut Grove to Muscatel Avenue (south side of Garvey Avenue) or City limit (north side of Garvey Avenue). The maximum FAR is 2.5:1. Site design shall take into consideration any adjacent residential neighborhoods with regard to parking lot entrances, location of parking and loading facilities, building massing, and lighting.

Garvey Avenue Specific Plan - GSP

The Garvey Avenue Specific Plan adopted in 2017 encompasses the 1.2-mile portion of Garvey Avenue New Avenue and Charlotte Avenue. The area includes 88 acres (153 parcels) that abut Garvey Avenue. The area is characterized by long established community institutions (Garvey Intermediate School, Arlene Bitely Elementary School, and Jim's Burgers), and newer icons (Boca Dharma Temple, the Square Shopping

Center, and China Islamic Restaurant), which are interspersed among largely auto-oriented land uses.

The General Plan allows the adoption of the Garvey Avenue Specific Plan including its land use, transportation, parking, infrastructure, and implementation plan and policies; development potential; Community Benefit Incentives; requirements of economic feasibility studies; urban design and streetscape concepts, standards, and guidelines; and the type and design of projects envisioned on the "development opportunity sites".

The public engagement process that began in 2014, as described in the Specific Plan's Chapter 1, led to the formulation of the Vision guiding the subsequent Specific Plan:

"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 subregional 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."

The Specific Plan will support the development of over 1.18 million square feet of commercial development, 892 dwelling units (DU), and 0.77 acres of open space. These estimates represent a realistic building of the planning area based on an analysis of existing development that will persist through the life of the proposed Specific Plan plus anticipated redevelopment. Street improvements in the Specific Plan area remodels the 100-foot wide Garvey Avenue with street landscaping, multimodal improvements, and lane reconfigurations. Planned restoration of a street grid system at the LA Auto Auction Site and Landwin Properties connecting Garvey Avenue and new neighborhood streets adds to the roadway network of the area.

Public Facilities Category

The Public Facilities designation applies to those land uses that are operated and maintained for public benefit. Public facilities include educational facilities, parks, utilities, and buildings or areas that support government activities. This land use category also includes quasi-public uses such as private utilities easements, private schools, and institutional activities. A portion of the Alhambra Wash has been redesignated as the Garvey Avenue Specific Plan.

Los Angeles County Public Library: Rosemead Branch

Open Space Categories

Open Space /Natural Resources

This category applies to public properties set aside for diverse recreational interests, including parks, baseball/soccer fields, and picnicking areas, as well as open lands required for resource protection.

Cemetery

This category applies to the Savannah Memorial Park Cemetery (aka El Monte Cemetery) property located along Valley Boulevard. Permitted uses are limited to those ordinarily associated with a cemetery, as defined specifically in the zoning ordinance.

Rosemead City Hall

Goals and Policies

These Land Use Element goals and policies address four citywide issues that include: (1) enhancing and maintaining existing single-family neighborhoods; (2) providing housing opportunities for all segments of the population; (3) preserving and encouraging a variety of commercial and industrial activities; and (4) revitalizing underperforming commercial corridors.

Open Space

Single-Family Neighborhoods

In some neighborhoods, apartments and townhomes have replaced older single-family residences. This transition has generally improved neighborhoods with the introduction of higher-quality housing. However, it has also created

neighborhoods where single-family residences are directly adjacent to apartments and condominiums, and residents have expressed concern regarding privacy and the change in neighborhood character.

Maintaining housing conditions and protecting the privacy of single-story homes are key challenges in established single-family residential neighborhoods. House sizes and heights have increased over time, leading to inconsistency within neighborhoods when newer homes are constructed adjacent to or between older homes. Many of the larger, multi-story homes have a line of sight into an adjacent home or back yard. The City is committed to preserving established single-family neighborhoods by regulating development and encouraging both property maintenance and rehabilitation. The City has adopted Ordinance No. 851, commonly known as the anti-mansionization ordinance, which amended the zoning code to limit FAR and include design standards to eliminate the looks of excessive density. The City has also adopted and will promote guidelines for new development that encourages high quality site and building design compatibility with surrounding uses.

Goal 1: Maintain stable and attractive single-family residential neighborhoods.

Policy 1.1:	Discourage the entitlement and construction of multiple-family units in neighborhoods that are predominately single-family.
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 1.3:	Actively promote the maintenance of properties and buildings through code enforcement.
Policy 1.4:	Through the Conditional Use Permit process, Design Review process, residential design guidelines, ~~or~~ zoning enforcement, regulate new and large single-family residential structures that compromise neighborhood quality.
Policy 1.5:	Require that new single-family residential construction, additions, and renovations be

	designed to protect the privacy of adjacent residential properties and the quality of established neighborhoods.
Policy 1.6:	Where the housing stock and neighborhood design are of high quality, maintain and provide the foundation for strong neighborhood interaction, and ensure that the bulk and mass of new single-family residential buildings or additions be of the same scale as surrounding units within established residential neighborhoods.
Policy 1.7:	Foster housing stock and neighborhood revitalization, renovation, and good site/architectural design.
Policy 1.8:	Require that new single-family units utilize detailed architectural articulations to promote the visual character of neighborhoods and comply with the adopted single family design guidelines.

Commercial and Industrial Districts

Commercial and industrial districts in Rosemead and the jobs and tax revenues they provide contribute significantly to the City's financial well-being. Economically viable commercial and industrial businesses generate tax revenue, provide a variety of shopping and commercial activities, and ensure the long-term fiscal health of the City. Preserving, retaining, and building the City's sales tax base through diverse and successful commercial and industrial uses allow Rosemead to continue to provide high level of public services, and to construct public improvements that enhance the community.

The Land Use Element and Plan will maintain, enhance, and invigorate commercial development by:

- Concentrating commercial and industrial businesses in established commercial, office, and industrial districts;
- Minimizing the "commercial sprawl" of strip commercial development; and
- Enhancing high quality commercial building and site design while allowing for increased intensities of use.

Commercial development

With regard to industrial uses, limited areas in Rosemead are designated for such businesses, and the City's focus is on retaining and attracting clean industrial uses that have minimal impact on surrounding residential neighborhoods, that provide quality jobs, and that contribute to the tax base.

Goal 2:	**Expanded opportunities for concentrated commercial and industrial uses that contribute jobs and tax revenues to the community**
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.
Policy 2.2:	Revitalize commercial strip corridors by creating attractive and dynamic pedestrian-friendly activity nodes and commercial centers.
Policy 2.3:	Encourage continued development of self sustaining commercial uses within centers located at strategic intersections.
Policy 2.4:	Discourage further strip commercial development along major arterials.
Policy 2.5:	Discourage the rezoning of commercial and industrial districts to residential uses outside of Specific Plan areas~~.~~
Policy 2.6:	Rigorously enforce property maintenance standards for commercial and industrial properties.
Policy 2.7:	Establish and apply architectural design review to additions, remodel of existing buildings and new commercial and industrial development.
Policy 2.8:	Encourage the reconfiguration and development of neighborhood shopping centers by offering modified development standards, more intense floor-area ratios, and other tools.

Mixed-Use

The City of Rosemead encourages mixed uses at key locations as discussed on pages 2-15 to 2-16 and shown on Figure 2-1. The Mixed-Use land use designations will promote stronger and enhanced commercial business districts. The discussion of this section focuses on Mixed-Use projects outside the Garvey Avenue Specific Plan, which contains a thorough set of policies on mixed-use developments that complements the Specific Plan's vision and objectives. Enhanced features should include a livelier streetscape, pedestrian-friendly street frontages for new buildings, revitalization of building façades, creation of active and attractive public spaces, street furniture, and other improvements.

A key opportunity exists to revitalize commercial corridors with mixed-use developments that provide both needed housing and commercial retail services. Mixed-use development has several tangible benefits, most importantly:

- attracting private investment that can help revitalize older commercial uses;
- increasing patronage within the area, which translates to economic benefits to businesses and the community;
- bringing residential and commercial uses within walking distance to each other; and
- promoting pedestrian-friendly mixed-use projects with public spaces and lively street fronts where people can meet and interact.

For residential and commercial mixed-use projects, tax-generating restaurants, retail uses, and services are required on the ground floor street frontages to create a lively street front.

Mixed-use projects often revitalize older commercial districts, but it is important that the design of new mixed-use developments reflect the established character of Rosemead. New mixed-use buildings should be compatible with the scale and massing of adjacent buildings and respect a site's context within the overall community. The City has adopted design guidelines for mixed-use development that provide design criteria to assist developers and City staff on the review of such projects, and to ensure that development is of high quality and reflective of Rosemead's goals.

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.

Economic Development and Revitalization

Creating business and employment opportunities will strengthen the City's economic health and provide funds necessary to provide desired public facilities and services. Spending money locally increases the success of local businesses and employers, and improves private investment in the community. Proactive economic development strategies will facilitate and encourage the revitalization of the City's commercial and industrial corridors. Economic development activities include facilitating mixed-use development along commercial corridors to increase the quality of commercial offerings for residents, retaining important industrial districts, and focusing regional commercial activity at key locations that are easily accessible.

Goal 4:	**A financially healthy City that can meet residents' desires for public services and facilities**
Policy 4.1:	Retain and attract commercial and industrial businesses that contribute positively to the overall tax base.
Policy 4.2:	Continue to attract industrial businesses that provide quality jobs for skilled workers.
Policy 4.3:	Exclude commercial and industrial activities that adversely impact the City and its residents without providing corresponding benefits.

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.

Zoning and Land Use Policy

The City's zoning ordinance serves as the primary tool to implement General Plan land use policies. Under California law, the zoning ordinance must be consistent with the General Plan, meaning that each land use category must have one or more corresponding zone districts, and development standards and land use regulations in the zoning ordinance must reflect the policies in the General Plan. While General Plan discussion of permitted land uses and development intensities is by nature somewhat general, the zoning ordinance provides the specificity property owners and developers seek in identifying how particular properties can be used and developed. **Table 2-~~54~~** identifies the relationships between land use categories and zone districts in Rosemead. The Zoning Ordinance will be amended to include the mixed-use land use categories.

Table 2-~~54~~
General Plan and Zoning Ordinance Consistency

General Plan Land Use Category (a)		Corresponding Zone Districts (b)	
LDR	Low Density Residential	R-1 P-D	
MDR	Medium Density Residential	R-2 P-D	
HDR	High Density Residential	R-3 P-D P-O D-O	
C	Commercial	C-1 C-3 CBD	P-D P D-O
GSP	Garvey Avenue Specific Plan	Refer to the Garvey Avenue Specific Plan	
HIC	High Intensity Commercial	C-4	
MRC	Mixed-Use Residential/Commercial	CBD RC-MUDO P-D	P D-O C-3
MHRC	Mixed-Use High Density Residential/Commercial	CBD RC-MUDO P-D	P D-O C-3
MIC	Mixed-Use Industrial/Commercial	P-D P C-3	D-O M-1
OLI	Office/Light Industrial	C-3 P-O M-1	P-D D-O
PF	Public Facilities	All Zones	
OS	Open Space/Natural Resources	O-S	
CEM	Cemetery	O-S	

Notes:

a) This table compares the General Plan land use categories with the zoning districts and overlay districts. It is anticipated that the Zoning Ordinance will be updated and these zoning districts, shown here, may be changed.

b) **Zone Districts:**

R-1: Single Family Residential
R-2: Medium Multi-Density Residential
R-3: Medium Multiple Residential
C-1: Neighborhood Commercial
C-3: Medium Commercial
C-4: Regional Commercial
CBD: Central Business District
P-O: Professional Office
M-1: Light Manufacturing
RC-MUDO: Residential/Commercial Mixed-Use Development Overlay
CI-M: Commercial/Industrial Mixed
OS: Open Space
P-D: Planned Development
D-O: Design Overlay

Development Capacity

Table 2-~~5~~6 identifies the planned distribution of land uses resulting from implementation of the Land Use Plan. Over time, as properties transition from one use to another or property owners rebuild, land uses and intensities will gradually shift to align with the intent of this Land Use Element. Table 2-~~5~~6 summarizes the land use distribution, typical level of development anticipated, and the resultant residential and nonresidential levels of development that can be expected from full implementation of land use policies established by this General Plan. Given the almost built-out character of Rosemead, significant redevelopment activities may not occur over the life of this General Plan. Average development densities and potential presented in Table 2-3 reflect primarily established densities, with limited opportunities for recycling to more intensified development. As shown in the Table 2-5, the estimated population for Rosemead is approximately 61,480 in approximately 15,924 housing units.

Garvey Avenue Specific Plan

The General Plan contains goals and policies that allow the transition of certain parts of the City's planning area into more intense and dense developments than outlined in the buildout tables presented in the "Development Capacity" section, such as in the case of the adoption of the Garvey Avenue Specific Plan (GSP). The GSP amends the General Plan designation for approximately 88 parcels to support the development of over 1.18 million square feet of commercial development, 892 dwelling units (DU), and 0.77 acres of open space. These estimates represent a *realistic* building of the planning area based on an analysis of existing development that will persist through the life of the proposed Specific Plan plus anticipated redevelopment. The certified Final Environmental Impact Report (SCH: 2015041067) contains the development capacity, and environmental analysis of the impact of the Specific Plan's buildout.

Table 2-~~65~~
Land Use and Population 2009 Estimates for General Plan Buildout

General Plan Land Use Category		Net Acres	Estimated Density/ Intensity (a)	Estimated Dwelling Units	Estimated Population (b)	Estimated Potential Square Feet
LDR	Low Density Residential	965	7.0 DU/AC	6,756	26,084	0
MDR	Medium Density Residential	582	8.5 DU/AC	4,947	19,100	0
HDR	High Density Residential	116	19.8 DU/AC	2,297	8,869	0
C	Commercial	244	0.33 FAR	0	0	3,500,000
HIC	High Intensity Commercial	19	0.33 FAR	0	0	270,000
OLI	Office/Light Industrial	132	0.42 FAR	0	0	2,400,000
MRC	Mixed-Use Residential/Commercial (c)	25	30.0 DU/AC; 1.60 FAR	509	1,965	580,000
MHRC	Mixed-Use High Density Residential/ Commercial (d)	39	48.0 DU/AC; 2.00 FAR	1,415	5,462	850,000
MIC	Mixed-Use Industrial/Commercial	61	1.00 FAR	0	0	2,660,000
PF	Public Facilities	368	N/A	0	0	0
OS	Open Space/Natural Resources	83	N/A	0	0	0
CEM	Cemetery	4	N/A	0	0	0
Total		**2,638**		**15,924**	**61,480**	**10,260,000**

Notes:
a) DU/AC: Dwelling Unit Per Acre, FAR: Floor Area Ratio.
b) Population is estimated based on an average household size of 3.981 persons per household and a vacancy rate of 3.02% according to the 2009 California Department of Finance, Demographic Unit.
c) Mixed-Use Residential/Commercial category assumes 67% residential and 33% commercial mix.
d) Mixed-Use High Density Residential/Commercial category assumes 75% residential and 25% commercial mix.

Table 2-~~76~~ summarizes the projected dwelling units, estimated population, and estimated square footage for existing conditions in 2009, and what the Land Use Plan of the General Plan will yield at buildout.

Table 2-~~76~~
Development and Population – 2009 Conditions and General Plan

	Dwelling Units	Population	Square Feet of Nonresidential
Existing 2009 Development (a)	14,758	57,594	7,010,000
General Plan Land Use Policy	15,924	61,480	10,260,000
Estimated Increase in Development	**1,166**	**3,886**	**3,250,000**

Notes:
a) Dwelling units and population estimates are from the 2009 California Department of Finance, Demographic Unit. Square Feet of Nonresidential is based on GIS data.

Implementation Actions

The following actions will implement Land Use Element policies and provide guidance to City decision makers, staff, and the public. Each action relates directly to one or more policies.

Goal 1: Stable and attractive single-family residential neighborhoods.

Action 1.1 Revise the Zoning Map and zoning ordinance to provide consistency between the map and the General Plan.

Action 1.2 Enhance code enforcement program to require property owners to maintain their homes and property.

Action 1.3 Use zoning regulations, and design guidelines, and design review to require new residential development use detailed architectural articulations and to provide adequate buffering

between lower density residential uses and non-residential uses.

Action 1.4 Conduct a housing and neighborhood survey to determine those areas that:

- Are strong and should be maintained as they exist today. Typically in these areas the housing is well maintained and has good architectural design and site design; the neighborhood has sidewalks, landscaping, and is pedestrian friendly and safe. These neighborhoods should be maintained through continued code enforcement; new development should be designed to respect existing setbacks, neighborhood character, architectural style and materials, etc.
- Are encouraged to revitalize through the introduction of new or renovated housing stock that is designed to promote a higher quality of architectural and site design. This may include improving housing materials, architectural design, site orientation, parking and garage location, setbacks, landscape requirements, etc.

Action 1.5 Develop a series of design guidelines and standards to facilitate strong housing and neighborhood maintenance for the appropriate neighborhoods as determined by Action 1.4.

Action 1.6 Develop housing and neighborhood design guidelines and standards for those areas (as determined by Action 1.4) that should be encouraged to be revitalized, renovated, and remodeled. In addition, establish new design guidelines that restrict mansionization.

Action 1.7 Consult with the AQMD when siting new facilities with dust, odor emissions to avoid siting those facilities near sensitive receptors and avoiding siting sensitive receptors near sours of air pollution.

Goal 2: Expanded opportunity for concentrated commercial and industrial uses that contribute jobs and tax revenues to the community

Action 2.1 Prepare a specific plan, development standards, and/or design guidelines to plan for future development and for both private and public realm design features in the High Intensity Commercial areas.

Action 2.2 Create incentive programs to encourage the renovation and rehabilitation of older commercial areas.

Action 2.3 Prepare a specific plan, design guidelines, and/or development standards to plan for existing development's ~~revitalziation~~revitalization and for future development and to plan for both private and public realm design features in the Mixed-Use area located on Valley Boulevard between Walnut Grove and Rosemead Boulevard.

Action 2.4 Implement the Rosemead Downtown Vision Plan or other urban design plans, if adopted by the City Council, for new projects and the rehabilitation and revitalization of existing development on Valley Boulevard.

Action 2.5 Prepare development standards encouraging the inclusion of public plazas and spaces in new and existing commercial areas.

Action 2.6 Develop a marketing program that identifies needed commercial goods and services; actively pursue such businesses to locate within existing commercial and new mixed-use areas.

Goal 3 Creation of vibrant, attractive mixed-use development

Action 3.1 Encourage, whenever appropriate, land use conversion from marginal commercial, industrial or residential uses to mixed-use development along major arterials in areas of the City designated for Mixed-Use Residential/Commercial. Mixed-use development of this type should be encouraged when a proposal will result in the following:

- The assembling of existing lots;
- A reduction of the number of access points or "curb cuts" along an arterial;

- No negative impact on surrounding land uses.

Criteria for evaluating a proposal within these guidelines could include:

- Conformance to Residential/Commercial Mixed-Use development standards and adopted Mixed-Use Design Guidelines.

Action 3.2 Require an integrally-colored decorative six foot tall CMU block wall, landscaped buffers with mature landscaping, and/or a vine-covered wall, on those sides abutting a residentially zoned area. Agreements between property owners should be encouraged whereby the applicant installs the wall and/or landscaping and the adjacent property owner maintains it because the wall is on their property. The landscaped buffer strip will have a minimum width of three feet between the property line wall and adjacent property.

Action 3.3 Encourage land use conversions to commercial uses, particularly along major arterials, only when a proposal:

- Assembles contiguous lots;
- Limits the number of curb cuts along major arterials;
- Provides adequate on-site parking and on-site circulation;
- Operates in conformance with the City's Noise Ordinance and other applicable environmental regulations; and
- Will not negatively impact surrounding land uses.

Action 3.4 Whenever and wherever possible, encourage the grouping of certain types of commercial activities that would benefit from this type of a development.

Action 3.5 To maximize commercial synergy and to minimize the development of small, stand alone commercial buildings, such as mini-malls, direct new commercial development smaller than 5,000 square feet of gross floor area to shopping centers with a combined floor area of at least 15,000 square feet. This implementation action

shall not preclude the development of or discriminate against small businesses in established commercial areas.

Action 3.6 Require owners to maintain their property according to current codes and ordinances.

Action 3.7 Apply design standards for industrial and commercial uses Citywide.

Action 3.8 During the site development review process, require attractive and revenue generating ground-floor retail uses for all mixed-use projects.

Goal 4: A financially healthy City that can meet residents' desires for public services and facilities

Action 4.1 Inventory structures and parcels in industrial areas available for redevelopment, and incorporate this information into a guide or book to be distributed to industrial real estate brokers and developers.

Action 4.2 The City will restrict industrial activities that may result in significant and detrimental environmental impacts to the City and its residents. The significance will be determined through the preparation of a CEQA Initial Study (IS) and any subsequent environmental analysis.

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

Action 5.1 Develop design standards for the Rosemead Square site that enhance freeway visibility and access.

Action 5.2 Underground utilities in commercial areas and require developers to contribute.

Action 5.3 Promote art in public places and require developers to contribute.

Action 5.4 Ensure that new developments incorporate both local and regional transit measures into project

design that promote the use of alternative modes of transportation and/or construct, contribute or dedicate land for the provision of on-site bicycle trails linking the facility to designated bicycle commuting routes.

Action 5.5 Ensure that new developments construct buildings that exceed minimum statewide energy construction requirements beyond Title 24 energy requirements.

Action 5.6 In new residential developments, promote and/or provide incentives for the use of Energy-Star rated appliances.

Action 5.7 Promote the use of shade producing trees, particularly those that shade paved surfaces such as streets and parking lots and buildings. These strategies will minimize the heat island effect and thereby reduce the amount of air conditioning required.

Action 5.8 Encourage new development to employ passive heating and cooling design strategies to the extent feasible. Strategies to be considered include orientation; natural ventilation, including cross-ventilation in residential units; high insulation values, energy efficient windows including: high performance glass; light-colored or high-albedo (reflective) roofing and exterior walls; window shading; and landscaping that provides shading during appropriate seasons.

Action 5.9 Encourage new developments to implement U.S. EPA Certified WaterSense labeled or equivalent faucets and high-efficiency toilets (HETs) in residential uses, and implement water conserving shower heads to the extent feasible.

Action 5.10 Consider targeting local funds, including redevelopment, Community Development Block Grant, and HOME Investment Partnerships funds, to assist affordable housing developers in incorporating energy efficient designs and features.

Action 5.11 Strengthen local building codes for new construction and renovation to require a higher level of energy efficiency.

Action 5.12 Encourage all new government buildings, and all major renovations and additions, meet identified green building standards.

Action 5.13 Consider adopting a "Green Building Program" requiring or encouraging green building practices and materials. The program could be implemented through, e.g., a set of green building ordinances.

Action 5.14 Encourage the orientation of buildings to maximize passive solar heating during cool seasons, avoid solar heat gain during hot periods, enhance natural ventilation, and promote effective use of daylight. Orientation should optimize opportunities for on-site solar generation.

Action 5.15 Consider to provide permitting-related and other incentives for energy efficient building projects, e.g., by giving green projects priority in plan review, processing and field inspection services.

Action 5.16 Consider adopting a "heat island" mitigation plan that requires cool roofs, cool pavements, and strategically placed shade trees.

Action 5.17 Consider expanding building permit enforcement to include re-roofing thereby ensuring compliance with existing state building requirements for cool roofs on non-residential buildings.

Action 5.18 Strengthen local building codes for new construction and implement a program to renovate existing buildings to require a higher level of water efficiency.

Action 5.19 Consider adopting energy and water efficiency retrofit ordinances that require upgrades as a condition of issuing permits for renovations or additions, and on the sale of residences and buildings.

Action 5.20 Discourage projects that impede bicycle and walking access, e.g., large parking areas that cannot be crossed by non-motorized vehicles, and new residential communities that block through access on existing or potential bicycle and pedestrian routes.

ROSEMEAD General Plan

Union Pacific Railroad
Grand Av
Mission Dr
Lower Azusa Rd
Eaton Wash
Delta Av
Earle Av
Walnut Grove Av
Muscatel Av
Ivar Av
Encinita Av
Arica Av
Valley Blvd
Steele St
Charlotte Av
Guess St
Ralph St
Rosemead Blvd
Rio Hondo Av
Temple City Blvd
Strang Ave
Marshall St
Rubio Wash
Glendon Wy
San Bernardino Fwy
Union Pacific Railroad
10
Artson St
Hellman Av
Prospect Av
Del Mar Av
Dorothy St
Eckhart Av
San Gabriel Blvd
Bartlett Av
Emerson Pl
Whitmore St
Park St
Garvey Av
Egley Av
Jackson Av
Newmark Av
New Av
Garvalia Av
Highcliff St
Graves Av
Denton Av
Falling Leaf Av
Pine St
Alhambra Wash
Gladys Av
Fern Av
River Av
Klingerman St
Keim St
Rush St
Hill Dr
Delta St
Rosemead Blvd
19
Rio Hondo
WHITTIER NARROWS
Pomona Fwy
RECREATIONAL
LEGG PARK
LAKE
Potrero Grande Dr
Arroyo Dr
60
Pomona Fwy
Montebello Blvd

Legend

- Low Density Residential (0-6 du/ac)
- Medium Density Residential (0-12 du/ac)
- High Density Residential (0-30 du/ac)
- Commercial
- Mixed Use:Residential/Commercial (30 du/ac; 3 Stories)
- Mixed Use:Residential/Commercial (60 du/ac; 4 Stories)
- Mixed Use:Industrial/Commercial
- High Intensity Commercial

High Intensity Commercial Areas

- Office/Light Industrial
- Public Facilities
- Open Space
- Cemetery
- GSP - Garvey Avenue Specific Plan

❷ High Intensity Commercial Area 2

Source: City of Rosemead

0 2,000 4,000 Feet

Figure 2-1
Land Use Plan

City of Rosemead

August 2017
GPA 17-001

Chapter 3
CIRCULATION

The Circulation Element addresses anticipated mobility needs, and the ability of the roadway network and the various transportation modes to meet future travel demands through the buildout year of the Land Use Element (2025). Incremental increases in development intensity increase the use of local and regional roadways by passenger vehicles and trucks. The plan and policies presented in this Element identify strategies that the City will pursue to maintain good service levels wherever possible.

As local roadway facilities are linked to regional roadways, the policies within this Element highlight Rosemead's continued need to work within the region and with neighboring jurisdictions to alleviate traffic congestion. Reduced dependency on the automobile for typical trips supports these objectives and improves overall environmental quality in terms of noise and air quality. As there are alternatives to the passenger vehicle, this Element examines the transportation options available to Rosemead residents and establishes appropriate policies to promote diverse trip modes.

California State law requires that each city undertake a periodic review of its General Plan. The law also requires an update of the Circulation Element as part of the overall process. The

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specific code sections and the related requirements are as follows:

- *Government Code Section 65302 (b):* (The general plan shall include) a circulation element consisting of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, and other local public utilities and facilities, all correlated with the land use element of the plan.
- *Government Code Section 95303:* The general plan may address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the county or city.

Relationship to Other Elements

According to California planning law, the Circulation Element must be independent but consistent with other elements. The Circulation Element is most closely related to the Land Use Element, as changes in trip patterns and increases in local trip generation are caused by increases in land use intensity over time.

The planned development areas identified in the Land Use Element served as the basis for the analysis of future traffic levels, and then needed roadway improvements were identified. Implementation of the Circulation Element ensures that existing transportation facilities will be improved to adequately serve traffic generated by future development, where the improvements are both warranted and feasible. Additionally, projected noise contours from transportation sources are included in the Noise Element.

Other Plans

Regional Transportation Plan

The *Regional Transportation Plan* is a component of the *Regional Comprehensive Plan and Guide* prepared by the Southern California Association of Governments (SCAG) to address regional issues, goals, objectives, and policies into the middle of the 21st century. The Plan, which SCAG periodically updates to address changing conditions, has been developed

with active participation from local agencies throughout the region, elected officials, the business community, community groups, private institutions, and private citizens. The Plan sets broad goals for the region and provides strategies to reduce problems related to congestion and mobility.

Congestion Management Plan

The Los Angeles County Metropolitan Transportation Authority (LACMTA or officially known as "Metro") is responsible for planning and operating regional transit facilities and services in Los Angeles County. As required by State law, Metro prepares a Congestion Management Plan (CMP) for Los Angeles County. The CMP identifies the future regional transportation network, establishes acceptable service levels for network routes, and identifies strategies to reduce congestion. Local jurisdictions within the County are responsible for implementing the CMP. The CMP roadway network includes the following roadways that serve Rosemead:

- San Bernardino Freeway (Interstate 10)
- Pomona Freeway (State Route 60)
- Rosemead Boulevard (State Route 19)

In addition, the intersection of Rosemead Boulevard at Valley Boulevard is classified as a CMP arterial monitoring station. The performance of this intersection is regularly tracked for CMP report updates.

Air Quality Management Plan

The federal Clean Air Act requires preparation of plans to improve air quality in any region designated as a non-attainment area (A non-attainment area is a geographic area identified by the Environmental Protection Agency and/or California Air Resources Board as not meeting State or federal standards for a given pollutant). The plan must outline specific programs, strategies, and timelines for bringing the area into compliance with air quality standards. The *Air Quality Management Plan* prepared by the South Coast Air Quality Management District, first adopted in 1994 and updated on a three-year cycle, contains policies and measures designed to achieve federal and State standards for healthier air quality in the South Coast Air Basin. Many of the programs address circulation improvements, since fossil-fuel-powered vehicles account for more than 60 percent of the nitrogen oxide emissions and 70 percent of the carbon monoxide emissions within the Basin.

Roadway Classifications

Roadways within Rosemead, as in any typical urbanized area, are defined using a hierarchical classification system. Each type of roadway is generally described by purpose and capacity. Rosemead's circulation system is defined by five types of roadway facilities, for which the general standards are described below.

Freeways

Freeways are controlled access, high-speed roadways with grade-separated interchanges. They are intended to carry high volumes of traffic from region to region. The planning, design, construction, and maintenance of freeways in California are the responsibility of the California Department of Transportation (Caltrans).

Interstate 10 – The San Bernardino Freeway is a six-lane freeway with high-occupancy vehicle lanes in both directions. The facility bisects the commercial/retail areas of the city. Interstate 10 provides a full-access interchange with Interstate 710 (Long Beach Freeway) approximately four miles to the west, and also with Interstate 605 (San Gabriel River Freeway) approximately four miles to the east. Via Interstate 10, direct access is provided to Los Angeles on the west and San Bernardino County on the east.

State Route 60 – The Pomona Freeway traverses the southern end of Rosemead, with an interchange at San Gabriel Boulevard. The facility generally parallels the San Bernardino Freeway and has nearby interchanges with the Interstate 710 and Interstate 605 freeways.

Major Arterials

The function of a Major Arterial is to connect traffic from minor arterials and collectors to other parts of the city, freeway interchanges, and adjacent major land uses. They are the principal urban thoroughfares and provide a linkage between activity centers in the City and to adjacent communities. Major Arterials are designed to move large volumes of traffic, typically in the range of 40,000 to 60,000 vehicles per day. They are generally served by regional transit routes and are the primary truck routes in the community. The adoption of the Garvey Avenue Specific Plan in 2017 introduced multimodal transportation and infrastructure for bicycles, pedestrians, and transit into the portion of Garvey Avenue within the Specific Plan area.

There are currently four Major Arterials within the City of Rosemead: Valley Boulevard, Garvey Avenue, San Gabriel Boulevard, and Rosemead Boulevard.

Minor Arterials

The primary purpose of Minor Arterials is to serve as an intermediate route carrying traffic between local streets and major arterials. They are designed to carry moderate levels of traffic, generally in the range of 15,000 to 25,000 vehicles per day. Within Rosemead, these roadway facilities were previously referred to as Secondary Arterials. The roadway plan within this Element introduces the Minor Arterial designation, as it is a more descriptive name for the function of these facilities.

Minor Arterials within the City include Del Mar Avenue, Graves Avenue, New Avenue, Rush Street, Temple City Boulevard, Lower Azusa Road, Mission Drive, and Walnut Grove Avenue. These well-placed streets complete the well-balanced arterial circulation system, which the City has constructed to provide an efficient flow of traffic to places of importance while protecting residential neighborhoods.

Collector Roads

The primary function of a collector street is to connect a neighborhood area with nearby arterials. Collector roads are intended to move traffic between local streets and arterials and commonly carry less than 15,000 vehicles per day.

Roadways classified as collector streets include Encinita Avenue, Grand Avenue, Hellman Avenue, Ivar Avenue, Loftus Drive, Marshall Street, Muscatel Avenue, Ramona Boulevard, Rio Hondo Avenue, and Rosemead Place.

Local Streets

Local streets are designed to principally provide vehicular, pedestrian, and bicycle access to individual parcels throughout the City. They are intended to carry low volumes of traffic, and are typically two-lane roadways.

The established hierarchy of roadway facilities within Rosemead is illustrated within **Figure 3-1**.

Figure 3-1: Existing Roadway Classifications

Measurement of Traffic Flow

The traffic study for this element was primarily based on two traffic engineering concepts – Intersection Capacity Utilization (ICU) values and Level of Service (LOS) values. Both of these are used to measure the adequacy of roadway facilities, but the ICU methodology was specifically developed to gauge the operations at signalized roadway intersections. The ICU methodology is based on specific calculations that include the number of approach lanes and approach volumes by turning movement.

The ICU output value correlates directly with a more common term in traffic engineering, the volume to capacity (V/C) ratio.

Traffic volumes for existing conditions at the analyzed locations are defined by traffic counts, conducted manually at roadway intersections or by automatic tube counters at mid-block roadway segments. Traffic volumes for future or forecast conditions are defined by annual increases in ambient/area traffic and specific traffic increases calculated for planned land use intensity/use changes under the Land Use Element.

Capacity refers to the maximum vehicle carrying ability of a roadway, and is a critical component of roadway design. A roadway that carries 16,000 vehicles per day, with the capacity to accommodate 20,000 vehicles within the same timeframe, has a V/C value of 0.80 for the analyzed time period.

The V/C value is used in turn to establish Level of Service (LOS) categories describing the performance of roadways and intersections throughout the community. Six categories of LOS – the letter designations A to F – are used to identify traffic conditions, with LOS A representing excellent conditions and LOS F representing extreme congestion. For roadways, the LOS designations are based on V/C ratios calculated based on the roadway's capacity at the LOS E/LOS F threshold of 1.00. **Table 3-1** provides V/C ranges, the corresponding LOS, and a description of expected traffic conditions for roadway segments.

For intersections, LOS is based on Intersection Capacity Utilization (ICU) ratios, which take into account the volume-to-capacity ratios of all of the critical turning movements that take place at an intersection. **Table 3-2** provides ranges of ICU values (equivalent to V/C values), the corresponding LOS, and a description of expected traffic conditions for intersections.

Table 3-1
Level of Service Descriptions for Roadways

Level of Service	Flow Conditions	Volume to Capacity Ratio
A	LOS A describes primarily free-flow operations at average travel speeds, usually about 90 percent of the free-flow speed for the arterial classification. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Stopped delays at signalized intersections are minimal.	0-0.60
B	LOS B represents reasonably unimpeded operations at average travel speeds, usually about 70 percent of the free-flow speed for the arterial classification. The ability to maneuver within the traffic stream is only slightly restricted and stopped delays are not bothersome. Drivers are not generally subjected to appreciable tension.	0.61-0.70
C	LOS C represents stable operations; however, ability to maneuver and change lanes in midblock locations may be more restricted than at LOS B, and longer queues, adverse signal coordination, or both may contribute to lower average speeds of about 50 percent of the average free-flow speed for the arterial classification. Motorists will experience appreciable tension while driving.	0.71-0.80
D	LOS D borders on a range in which small increases in flow may cause a substantial increase in delay and hence decreases in arterial speed. LOS D may be due to adverse signal progression, inappropriate signal timing, high volumes, or some combination of these factors. Average travel speeds are about 40 percent of free-flow speed.	0.81-0.90
E	LOS E is characterized by significant delays and average travel speeds of one-third the free-flow speed or less. Such operations are caused by some combination of adverse progression, high signal density, high volumes, extensive delays at critical intersections, and inappropriate signal timing.	0.91-1.00
F	LOS F characterizes arterial flow at extremely low speeds below one-third to one-fourth of the free-flow speed. Intersection congestion is likely at critical signalized locations, with high delays and extensive queuing. Adverse progression is frequently a contributor to this condition.	Over 1.00

Table 3-2
Level of Service Descriptions for Signalized Intersections

Level of Service	Description	Intersection Capacity Utilization (ICU) Ratio
A	Excellent operation. All approaches to the intersection appear quite open, turning movements are easily made, and nearly all drivers find freedom of operation.	0-0.60
B	Very good operation. Many drivers begin to feel somewhat restricted within platoons of vehicles. This represents stable flow. An approach to an intersection may occasionally be fully utilized and traffic queues start to form.	0.61-0.70
C	Good operation. Occasionally drivers may have to wait more than 60 seconds, and back-ups may develop behind turning vehicles. Most drivers feel somewhat restricted.	0.71-0.80
D	Fair operation. Cars are sometimes required to wait more than 60 seconds during short peaks. There are no long-standing traffic queues. This level is typically associated with design practice for peak periods.	0.81-0.90
E	Poor operation. Some long-standing vehicular queues develop on critical approaches to intersections. Delays may be up to several minutes.	0.91-1.00
F	Forced flow. Represents jammed conditions. Backups form locations downstream or on the cross street may restrict or prevent movement of vehicles out of the intersection approach lanes; therefore, volumes carried are not predictable. Potential for stop and go type traffic flow.	Over 1.00

Source: Highway Capacity Manual, Special Report 209, Transportation Research Board, Washington, D.C., 1985 and Interim Materials on Highway Capacity, NCHRP Circular 212, 1982.

Future Circulation Issues

The local circulation system within Rosemead has evolved over time to provide travel routes for both local and regional trips. Major roadways provide access to the I-10 freeway and the State Route (SR) 60 freeway. The I-10 and SR-60 freeways are both east-west trending facilities within the city that have access ramps at major north-south roadways. These freeways link Rosemead residents and businesses to destinations throughout the Los Angeles area and the Southern California region.

Rosemead Boulevard, Walnut Grove Avenue, San Gabriel Boulevard, and Del Mar Avenue are the major north-south roadways within the City. All four major north-south roads provide connections to Interstate 10. In addition, San Gabriel Boulevard connects to SR-60 within the southern area of the city. Valley Boulevard, Garvey Avenue, Graves Avenue, and Rush Street are the major east-west roadways within the City. Although these arterials often act as relief valves to the freeways during peak commute periods, they also provide good alternative travel routes to destinations throughout the San Gabriel Valley.

A safe and convenient circulation system is needed to support the variety of land uses in Rosemead and to manage through traffic that originates in and is destined for locations outside the City.

Four major issues are addressed by the goals, policies, and implementation actions of the Circulation Element:

(1) Efficient movement of vehicles and pedestrians throughout the city;

(2) Promoting alternative modes of travel;

(3) Separating traffic associated with commercial and industrial uses from residential neighborhoods; and

(4) Ensuring that adequate parking exists for all commercial and industrial development.

Future Land Use Intensification

Development outside of the City limits will generate additional increases in area traffic volumes. Such development has been incorporated into the ambient annual growth rate within the Circulation Element traffic analysis, added to existing volumes and compounded over the period between existing (year 2009) and future buildout (year 2025) conditions. Traffic generated from developments envisioned under the updated Land Use Element was added to the analysis after the creation of future ambient growth volumes.

Relationship of Trip Generation to Land Use Makeup

All development creates vehicle trips of some measurable total per unit of intensity (floor area increment or residential unit). The trip generation methodology used within the traffic study, and the assumptions utilized for trip reductions, are discussed below. The potential for increased use of transit, bicycles, or other trip modes was not included in the analysis in order to provide a conservative estimate of impacts.

Conservative Nature of Development Analysis

The trip generation totals used within the traffic analysis prepared for the Circulation Element update were conservative, both by design and by necessity. The traffic analysis methodology was designed to plan for a conservative level of trip generation from each area of intensified development that would be allowed under the updated Land Use Element. It is also necessary to provide this conservative analysis, as additional trip generation reductions, beyond those taken for 7mixed-use developments (discussed below) cannot be substantiated without intense transit service levels or established and active trip reduction programs.

With increasing land use densities that commonly occur during the maturation of an urban-area city, there is an increasing potential for higher transit use or an increasing potential for higher percentage shares of walking trips and bicycle trips. Infrastructure and programs must support these changes in trip patterns, however.

As Rosemead is entering a new phase of urbanization through establishment of major mixed-use centers within the updated Land Use Element and the current predominant makeup of the City is lower density, single-use developments, credits were only taken for internal trip capture between uses within mixed-

use projects and for pass-by or linked trips. These deductions, typical to traffic studies, are based on national standards for related trip reductions and characteristics.

Pass-by reductions were taken for commercial retail trips during the p.m. peak hour only. These reductions were based on typical percentages of these occurrences (unplanned side trips that take place between a planned or regular daily origin and destination). These primary trips already exist on the area roadways, and the pass-by trips would become an additional linked trip along the route of the overall primary trip, so these are not included in the impact calculations.

Additional reductions were taken for internal trip capture within mixed-use developments. There are multiple mixed-use project zones envisioned within the updated Land Use Element. These mixed-use developments – most typically consisting of retail and residential uses in one building – capture some residential-to-commercial trip demand internally and such trips are therefore not generated on area roadways.

Further trip reductions were not taken. A methodology that established trip reduction estimates for developments along transit corridors are provided within the CMP document. However, existing transit levels within Rosemead, and transit levels envisioned for the near future, would not support the use of these additional trip reductions in the analysis.

Potential Trip Generation Intensity Reductions

The synergy that is possible between multiple mixed-use and higher-density development projects has not been factored into the trip generation calculations. When this synergy occurs, more walking trips occur between different nearby developments and more non-auto trips can be generated. These aspects, however, are difficult to estimate at the level of analysis undertaken for the city-wide traffic study conducted for this Element. In addition, estimates for such reductions can only be defined through surveys at similar uses which were not conducted for this macro-level analysis. As trip reductions for these types of trips were not taken, the analysis provides a conservative (or worst-case) estimate of potential traffic impacts.

Traffic Circulation Analysis

According to the Circulation Element Update traffic impact study report, completed by KOA Corporation on February 19, 2010, multiple roadway segments and major intersections would operate at LOS values of E or F in the year 2025 with

implementation of land use intensification that would be allowed by the updated Land Use Element of the General Plan.

Table 3-~~3~~4 provides a summary of future conditions with the projected General Plan land use development, without the proposed circulation roadway network improvements, as analyzed within the traffic study. Within the table headings, the term "V/C" refers to the calculated volume-to-capacity ratio provided by the Intersection Capacity Utilization (ICU) analysis methodology. Values of 1.000 or greater define at-capacity operations. The term "LOS" refers to the related level of service values, ranging from A to F. The Garvey Avenue Specific Plan Traffic Impact Analysis included in the certified Final Environmental Impact Report (SCH: 2015041067) updated the Levels of Service for the intersections identified in Table 3-3

Table 3-3
Garvey Avenue Specific Plan – Traffic Impact Study Intersections

Intersection
Del Mar Avenue/Hellman Avenue
San Gabriel Blvd/Hellman Ave
New Avenue/Garvey Avenue
Jackson Avenue/Garvey Avenue
Del Mar Avenue/Garvey Avenue
Kelburn Avenue/Garvey Avenue
San Gabriel Blvd/Garvey Avenue
Delta Avenue/Garvey Avenue
Walnut Grove Avenue/Garvey Avenue

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Table 3-~~34~~
Future (year 2025) Area Intersection Levels of Service *

Intersection		AM Peak Hour		PM Peak Hour	
		V/C	LOS	V/C	LOS
1	Walnut Grove Ave at Mission Dr.	0.858	D	0.871	D
2	Rosemead Blvd. at Lower Azusa Rd.	0.889	D	0.942	**E**
3	Rosemead Blvd. at Mission Dr.	1.220	**F**	1.155	**F**
4	Walnut Grove Ave, at Valley Blvd.	1.132	**F**	1.171	**F**
5	Rosemead Blvd. at Valley Blvd.	1.155	**F**	1.123	**F**
6	Valley Blvd. at Mission Dr.	0.615	B	0.614	B
7	Valley Blvd. at Rio Hondo Ave.	0.631	B	0.929	**E**
8	Valley Blvd. at Temple City Blvd.	1.079	**F**	0.942	**E**
9	Walnut Grove Ave. at Marshall St.	1.432	**F**	1.586	**F**
10	Rosemead Blvd. at Marshall St.	1.051	**F**	1.107	**F**
11	Rosemead Blvd. at Glendon Way	1.005	**F**	0.898	D
12	Temple City Blvd. at Loftus Dr.	0.799	C	0.952	**E**
13	Del Mar Ave. at Hellman Ave.	0.958	**E**	0.898	D
14	San Gabriel Blvd. at Hellman Ave.	1.014	**F**	0.906	**E**
15	Walnut Grove Ave. at Hellman/Ramona	0.989	**E**	1.207	**F**
16	Rosemead Blvd. at Telstar Ave.	0.931	**E**	1.056	**F**
17	Rosemead Blvd. at Whitmore St.	0.742	C	0.831	D
18	New Ave. at Garvey Ave.	0.916	**E**	1.013	**F**
19	Del Mar Ave. at Garvey Ave.	0.948	**E**	1.084	**F**
20	San Gabriel Blvd. at Garvey Ave.	1.078	**F**	1.123	**F**
21	Walnut Grove Ave. at Garvey Ave.	1.009	**F**	1.143	**F**
22	San Gabriel Blvd. at Rush St./Potrero Grande	0.587	A	0.776	C
23	Walnut Grove Ave. at Rush St.	0.641	B	0.741	C
24	Walnut Grove Ave. at Landis View Ln.	0.490	A	0.507	A
25	Walnut Grove Ave. at San Gabriel Blvd.	0.923	**E**	1.069	**F**
26	San Gabriel Blvd. at SR-60 WB Ramps	0.945	**E**	0.921	**E**
27	Town Center Dr. at SR-60 EB Ramps	0.628	B	0.649	B
28	San Gabriel Blvd. at Town Center Dr.	0.750	C	0.778	C

** Projected General Plan land use development without General Plan circulation roadway network improvements.*

The following degradations in intersection peak-hour LOS values would occur with full implementation of the updated Land Use Element:

- Valley Blvd. at Rio Hondo Ave. – Operations would worsen from LOS D to E within the p.m. peak hour.
- Walnut Grove Ave. at Marshall St. – Operations would worsen from LOS E to F within the a.m. peak hour.
- Rosemead Blvd. at Marshall St. – Operations would worsen from LOS E to F within the a.m. peak hour.
- Rosemead Blvd. at Glendon Wy. – Operations would worsen from LOS E to F within the a.m. peak hour.
- San Gabriel Blvd. at Hellman Ave. – Operations would worsen from LOS E to F within the a.m. peak hour and from LOS D to E in the p.m. peak hour.
- Walnut Grove Ave. at Hellman Ave./Ramona Ave. – Operations would worsen from LOS D to E within the a.m. peak hour.
- Rosemead Blvd. at Telstar Ave. – Operations would worsen from LOS D to E within the a.m. peak hour.
- New Ave. at Garvey Ave. – Operations would worsen from LOS D to E within the a.m. peak hour and from LOS E to F within the pm. peak hour.
- Del Mar Ave. at Garvey Ave. – Operations would worsen from LOS D to E within the a.m. peak hour.
- Walnut Grove Ave. at Garvey Ave. - Operations would worsen from LOS E to F within the a.m. peak hour.
- Walnut Grove Ave. at San Gabriel Blvd. – Operations would worsen from LOS D to E within the a.m. peak hour.
- San Gabriel Blvd. at SR-60 westbound ramps – Operations would worsen from LOS D to E within the p.m. peak hour.

Figure 3-2 illustrates the level of service values at the study intersections during the a.m. and p.m. peak hour for the future with General Plan development scenario without roadway improvements.

Table 3-~~45~~ provides the results of the level of service calculations for each of the study roadway segments, based on this analysis scenario. LOS values of E or F are displayed in bold text on the right side of the table.

Table 3-54
Future (year 2025) Area Roadway Segment Levels of Service *

	Primary Street	N/E End of Segment	S/W End of Segment	Roadway Class	No. of Lanes	Roadway Capacity	Future (2025) w/ Development		
							Volume	V/C	LOS
1	Walnut Grove Av	Grand Ave	Mission Drive	Secondary	4	30,000	15,608	0.520	A
2	Walnut Grove Av	Wells/Edmond	Valley Blvd	Secondary	4	30,000	21,710	0.724	C
3	Walnut Grove Av	Valley Blvd	Marshall St	Secondary	4	30,000	30,614	1.020	F
4	Walnut Grove Av	Hellman Ave	Garvey Ave	Secondary	4	30,000	29,107	0.970	E
5	Walnut Grove Av	Fern Ave	Klingerman St	Secondary	4	30,000	22,982	0.766	C
6	Walnut Grove Av	Rush St	Landis View Lane	Secondary	4	30,000	20,322	0.677	B
7	San Gabriel Blvd	Hellman Ave	Emerson Place	Major	4	40,000	36,520	0.913	E
8	San Gabriel Blvd	Garvey Ave	Klingerman St	Major	4	40,000	26,000	0.650	B
9	San Gabriel Blvd	Delta Ave	Walnut Grove Ave	Major	4	40,000	20,525	0.513	A
10	Del Mar Ave	Hellman Ave	Emerson Place	Secondary	4	30,000	27,137	0.905	E
11	Del Mar Ave	Garvey Ave	Newmark Ave	Collector	2	15,000	19,273	1.285	F
12	New Ave	Newmark Ave	Graves Ave	Collector	2	15,000	9,467	0.631	B
13	Valley Blvd	Muscatel Ave	Ivar Ave	Major	4	40,000	33,212	0.830	D
14	Valley Blvd	Hart Ave	Mission Drive	Major	4	40,000	21,519	0.538	A
15	Valley Blvd	Rio Hondo Ave	Temple City Blvd	Major	4	40,000	31,573	0.789	C
16	Temple City Blvd	Valley Blvd	Marshall St	Secondary	4	30,000	25,000	0.833	D
17	Garvey Ave	New Ave	Del Mar Ave	Major	4	40,000	36,095	0.902	E
18	Garvey Ave	Del Mar Ave	San Gabriel Blvd	Major	4	40,000	35,744	0.894	D
19	Garvey Ave	San Gabriel Blvd	Walnut Grove Ave	Major	4	40,000	37,381	0.935	E
20	Garvey Ave	Walnut Grove Ave	Rosemead Blvd	Major	4	40,000	32,728	0.818	D
21	Rosemead Blvd	Lower Azusa Road	Mission Drive	Major	5	50,000	56,505	1.130	F
22	Rosemead Blvd	Valley Blvd	Marshall St	Major	4	40,000	60,035	1.501	F
23	Rosemead Blvd	Telstar Ave	Whitmore St	Major	6	60,000	71,215	1.187	F

** Projected General Plan land use development without General Plan circulation roadway network improvements.*

Figure 3-2
Level of Service Values at Study Intersections

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The following degradations in roadway segment daily LOS values would occur with full implementation of the updated Land Use Element:

- Walnut Grove Ave., between Valley Blvd. and Marshall St. – LOS would worsen from E to F
- Walnut Grove Ave., between Hellman Ave. and Garvey Ave. – LOS would worsen from D to E
- Garvey Ave., between New Ave. and Del Mar Ave. -LOS would worsen from C to E.
- Garvey Ave., between San Gabriel Blvd. and Walnut Grove Ave. -LOS would worsen from D to E.

Figure 3-3 illustrates the levels of service based on the analyzed daily volumes at the study roadway segments, for the future with General Plan development scenario.

Traffic Incursion onto Residential Roadways

In residential neighborhoods, there is a growing trend to design and implement traffic control measures to enhance the livability for residents that live along local streets. Some of the control measures include speed humps, speed cushions, curb extensions, traffic diverters, chokers, and traffic circles. The intent of such measures is to slow traffic or prevent through traffic, which should remain on collector or arterial streets and not infiltrate residential neighborhoods.

This Element acknowledges the potential for significant traffic increases on residential roadways due to nearby intensification of corridor commercial or industrial development.

Figure 3-3
Level of Service Values – Study Roadway Segments,
Future with General Plan Development

Circulation Plan

The goals and policies in this Element emphasize the need for a circulation system capable of serving the travel traffic needs within Rosemead. These needs are discussed within this section.

General Plan Roadway System

The updated roadway plan for the city is illustrated on **Figure 3-4**. The updates to the roadway plan are based on needs for increased roadway corridor capacity in the future analysis period with General Plan development, as identified by the Circulation Element update traffic study.

Roadway improvements, outside of those required as mitigation for individual development projects, are prioritized, funded, and completed using the City's Capital Improvement Plan process. Many of the recommended mitigations for significant impacts of the Circulation Element update would need to be provided by individual developments as they trigger impacts, or otherwise would need to be funded through the Capital Improvement Plan or another source.

The Circulation Policy Plan for Rosemead is illustrated in Figure 3-4. This Plan includes the following roadway classification updates, for certain segments of these roadways, based on the recommended addition of lanes within this section:

- Walnut Grove Avenue, from the I-10 freeway north to Valley Boulevard – Reclassified from Minor Arterial to Major Arterial.

For some roadways, an increase in the number of lanes does not translate to a change in classification (for example, a four-lane major arterial upgraded to a six-lane major arterial stays at the same classification). The Garvey Avenue Specific Plan for the LA Auto Auction and Landwin Property Sites Mixed Use Destination "Restore the Street Grid" diagram envisions extending Denton Avenue, Kelburn Avenue, Falling Leaf Avenue, and Pine Street across Garvey Avenue and into the development opportunity site. It also envisions extending Virginia Street east to San Gabriel Blvd. Implementation of this envisioned roadway system is through the Garvey Avenue Specific Plan.

Figure 3-4 -
Circulation Plan for Major
Rosemead Roadways

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Addressing Traffic Congestion

Although many of the policies within this Element concentrate on reducing trips and promoting alternate modes of travel within Rosemead, the base of any urban circulation system is a roadway network that provides enough capacity to avoid peak-period gridlock and allow for economic functions, resident/visitor and commercial customer access, and emergency access to continue in as efficient a manner as possible.

The land area within Rosemead has not been developed within a vacuum. The city has grown up and urbanized along with the surrounding communities and the Southern California region as a whole. Traffic volumes will continue to increase on Rosemead roadways whether local development is intensified or not. Capacity enhancements will be necessary to accommodate both regional trips that traverse Rosemead and for trips generated by new development within the city.

Traffic congestion continues to be a key issue affecting the quality of life in Rosemead. Although Rosemead will experience limited growth outside of planned mixed-use project areas, regional influences will continue to contribute to traffic congestion. Over time, the City will pursue two primary courses of action to improve congestion:

(1) Focused physical improvements that enhance the capacity of roadways and intersections; and
(2) Creative programmatic solutions to manage trip generation and congestion.

These two sets of actions are discussed further within the remainder of this section.

Physical Capacity Improvements

The first set of physical capacity improvements that were evaluated for the Circulation Element update were aimed at reducing traffic congestion at major intersection approaches. Identified capacity improvements at major intersections, for implementation through the buildout analysis year of 2025, are listed within **Table 3-5** below.

Table 3-~~56~~
Identified Intersection Approach Improvements

Intersection		Recommended Intersection Improvement
3	Rosemead Blvd. at Mission Dr.	NB & SB thru lane; EB additional left turn lane
4	Walnut Grove Ave, at Valley Blvd.	EB & WB thru lane
5	Rosemead Blvd. at Valley Blvd.	NB & SB thru lane
9	Walnut Grove Ave. at Marshall St.	EB & WB left turn lane; NB right turn lane
10	Rosemead Blvd. at Marshall St.	NB & SB thru lane
11	Rosemead Blvd. at Glendon Way	SB shared thru-right lane (near I-10 on & off ramps)
14	San Gabriel Blvd. at Hellman Ave.	Restripe SB shared thru-right lane to new thru lane and right turn lane
15	Walnut Grove Ave. at Hellman/Ramona	Restripe right turn lane to EB shared left-thru-right, and exclusive left turn
16	Rosemead Blvd. at Telstar Ave.	NB thru lane
18	New Ave. at Garvey Ave.	WB thru lane
19	Del Mar Ave. at Garvey Ave.	Restrict parking providing an additional EB & WB thru lane
20	San Gabriel Blvd. at Garvey Ave.	EB & WB thru lane
21	Walnut Grove Ave. at Garvey Ave.	WB thru lane
25	Walnut Grove Ave. at San Gabriel Blvd.	SB all-way into thru-right turn lane; new second left turn

Also included in the analysis was the configuration of mid-block segments of major roadways. These also represent capacity increases for the reduction of congestion. The identified physical improvements to major roadway corridors, for implementation through the buildout analysis year of 2025, are listed within **Table 3-~~67~~** below.

Table 3-~~67~~
Identified Roadway Segment Improvements

Primary Street		N/E End of Segment	S/W End of Segment	Roadway Class	No. of Lanes	IMPROVEMENT	
						Description	No. of Lanes
3	Walnut Grove Av	Valley Blvd	Marshall St	Secondary	4	On-street parking removal would likely be required.	6
21	Rosemead Blvd	Lower Azusa Road	Mission Drive	Major	5	On-street parking removal on west curb would likely be required.	6
22	Rosemead Blvd	Valley Blvd	Marshall St	Major	4	Widening and on-street parking removal would likely be required.	8
23	Rosemead Blvd	Telstar Ave	Whitmore St	Major	6	Widening would likely be required.	8

Additional Potential Capacity Improvements

Other general operational improvements were identified for the study intersections that focus on turn lane configurations. Improvements can be made at these locations as operational improvements, but they are not required to mitigate study intersection impacts. The improvements are based on general traffic engineering standards. It is general traffic engineering practice to consider a separate right-turn lane when movement traffic volumes exceed 200 vehicles in the peak hour, and a single left-turn lane is considered when traffic volumes exceed 100 vehicles during the peak hour. For dual turn lanes, the standard is to consider additional turn lanes when the movement traffic volumes exceed 300 vehicles in either peak hour.

Based on these additional potential improvements, widening would likely occur at most intersections. Land dedications should be considered to implement these measures as new adjacent development occurs.

Table 3-~~7~~8 provides a summary of additional potential capacity improvements based on the turn volumes at the study intersections.

Alternative Capacity Enhancements

An alternate strategy for traffic improvement is the implementation of corridor traffic signal synchronization with adaptive control technology. Adaptive signal control technologies have the goals of reducing travel times, vehicle delay, and overall congestion. According to studies conducted by the City of Los Angeles Department of Transportation (LADOT), increases in roadway capacity by as much as ten percent can be achieved through the implementation of these signal system technologies. This gain appears in the form of less congestion, delays, and stops at the included roadway intersections.

Table 3-~~78~~
Additional Potential Capacity Improvements

	Intersection	Potential Mitigation Measure			
		Right-turn lane	Additional right-turn lane	Left-turn lane	Additional left-turn lane
1	Walnut Grove Ave at Mission Dr.	NB			
2	Rosemead Blvd. at Lower Azusa Rd.	WB	NB *		WB *
3	Rosemead Blvd. at Mission Dr.	EB/SB			
4	Walnut Grove Ave, at Valley Blvd.	NB/SB			
5	Rosemead Blvd. at Valley Blvd.		SB		WB
6	Valley Blvd. at Mission Dr.		WB		
7	Valley Blvd. at Rio Hondo Ave.	NB		NB	
8	Valley Blvd. at Temple City Blvd.	SB/WB			
9	Walnut Grove Ave. at Marshall St.	NB	NB	WB	WB
10	Rosemead Blvd. at Marshall St.		EB		
11	Rosemead Blvd. at Glendon Way	NB/SB *			
12	Temple City Blvd. at Loftus Dr.		NB/WB		
13	Del Mar Ave. at Hellman Ave.				
14	San Gabriel Blvd. at Hellman Ave. *	SB			
15	Walnut Grove Ave. at Hellman/Ramona	SB	WB		
16	Rosemead Blvd. at Telstar Ave.				SB/WB
17	Rosemead Blvd. at Whitmore St.				
18	New Ave. at Garvey Ave.	WB			SB
19	Del Mar Ave. at Garvey Ave.	SB/WB			SB
20	San Gabriel Blvd. at Garvey Ave.				SB
21	Walnut Grove Ave. at Garvey Ave.	SB/WB			
22	San Gabriel Blvd. at Rush St./Potrero Grande	SB/WB			
23	Walnut Grove Ave. at Rush St.	NB/SB	SB		EB
24	Walnut Grove Ave. at Landis View Ln.				
25	Walnut Grove Ave. at San Gabriel Blvd. *				SB
26	San Gabriel Blvd. at SR-60 WB Ramps	NB	WB		
27	Town Center Dr. at SR-60 EB Ramps		WB		
28	San Gabriel Blvd. at Town Center Dr.		EB/SB		

* - Overlaps with recommended mitigation measures for identified impacts

Notes:

EB - Eastbound

NB - Northbound

SB - Southbound

WB - Westbound

Corridor synchronization improvements, however, can only be effective in implementation where there are multiple traffic signals along a corridor that can facilitate movements of platoons of vehicles while minimizing delay on the major street.

Figure 3-5 provides an illustration of the corridors recommended for traffic signal coordination and centralized control within the traffic study for this Element.

The post-improvement operations at the study intersection are provided within **Table 3-~~89~~** (a.m. peak) and **Table 3-~~109~~** (p.m. peak). The analyzed improvements include operational benefits for those intersections within the recommended synchronization corridors, and approach capacity improvements for locations outside of those corridors.

With the implementation of signal synchronization and adaptive control within the recommended corridors, the following intersections within the corridors would continue to have significant impacts and would require traditional widening improvements:

- Walnut Grove Ave. at Marshall St. – a.m. peak and p.m. peak hours
- Walnut Grove Ave. at San Gabriel Blvd. – p.m. peak hour

Implementation of a centralized and adaptive traffic signal control system, while not eliminating the need for physical capacity increases at all major area intersections, will provide alternative remedy for traffic impacts of the Land Use Element update at many local intersections.

Local implementation of such a system in Rosemead can be implemented as an extension of the Intelligent Transportation System (ITS) projects currently being planned and implemented by the County of Los Angeles Department of Public Works. Rosemead will become part of the San Gabriel Valley ITS system, and would potentially have the ability (with additional funding sources) to build upon the initial sub-regional system set up by the County.

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Figure 3-5 -
Corridors Recommended for Signal Synchronization and Adaptive Control (color)

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Table 3-~~89~~
Post-Synchronization and Roadway Improvement Operations at Study Intersections – AM Peak

	Intersection	Recommended Mitigation Measure	Future With Mitigation Conditions Year (2025)		Diff.	V/C Impact?
			V/C	LOS		
1	Walnut Grove Ave at Mission Dr.	Corridor Signal Synchronization and Adaptive Control	0.758	C	-0.074	No
2	Rosemead Blvd. at Lower Azusa Rd.	Corridor Signal Synchronization and Adaptive Control	0.789	C	-0.087	No
3	Rosemead Blvd. at Mission Dr.	Corridor Signal Synchronization and Adaptive Control	1.120	F	-0.059	No
4	Walnut Grove Ave, at Valley Blvd.	Corridor Signal Synchronization and Adaptive Control	1.032	F	-0.040	No
5	Rosemead Blvd. at Valley Blvd.	Corridor Signal Synchronization and Adaptive Control	1.055	F	-0.055	No
6	Valley Blvd. at Mission Dr.	Corridor Signal Synchronization and Adaptive Control	0.515	A	*	No
7	Valley Blvd. at Rio Hondo Ave.	Corridor Signal Synchronization and Adaptive Control	0.531	A	*	No
8	Valley Blvd. at Temple City Blvd.	Corridor Signal Synchronization and Adaptive Control	0.979	E	-0.082	No
9	Walnut Grove Ave. at Marshall St.	Corridor Signal Synchronization and Adaptive Control	1.332	F	0.348	**Yes**
10	Rosemead Blvd. at Marshall St.	Corridor Signal Synchronization and Adaptive Control	0.951	E	-0.048	No
11	Rosemead Blvd. at Glendon Way	Corridor Signal Synchronization and Adaptive Control	0.905	E	-0.047	No
12	Temple City Blvd. at Loftus Dr.	N/A	0.799	C	**	No
13	Del Mar Ave. at Hellman Ave.	Corridor Signal Synchronization and Adaptive Control	0.858	D	-0.074	No
14	San Gabriel Blvd. at Hellman Ave.	Corridor Signal Synchronization and Adaptive Control	0.914	E	-0.071	No
15	Walnut Grove Ave. at Hellman/Ramona	Corridor Signal Synchronization and Adaptive Control	0.889	D	-0.006	No
16	Rosemead Blvd. at Telstar Ave.	Corridor Signal Synchronization and Adaptive Control	0.831	D	-0.046	No
17	Rosemead Blvd. at Whitmore St.	Corridor Signal Synchronization and Adaptive Control	0.642	C	*	No
18	New Ave. at Garvey Ave.	Corridor Signal Synchronization and Adaptive Control	0.816	D	-0.063	No
19	Del Mar Ave. at Garvey Ave.	Corridor Signal Synchronization and Adaptive Control	0.848	D	-0.045	No
20	San Gabriel Blvd. at Garvey Ave.	Corridor Signal Synchronization and Adaptive Control	0.978	E	-0.071	No
21	Walnut Grove Ave. at Garvey Ave.	Corridor Signal Synchronization and Adaptive Control	0.909	E	-0.002	No
22	San Gabriel Blvd. at Rush St./Potrero Grande	N/A	0.587	A	**	No
23	Walnut Grove Ave. at Rush St.	N/A	0.641	B	**	No
24	Walnut Grove Ave. at Landis View Ln.	N/A	0.490	A	**	No
25	Walnut Grove Ave. at San Gabriel Blvd.	No feasible mitigation	0.923	E	0.091	No
26	San Gabriel Blvd. at SR-60 WB Ramps	N/A	0.945	E	**	No
27	Town Center Dr. at SR-60 EB Ramps	N/A	0.628	B	**	No
28	San Gabriel Blvd. at Town Center Dr.	N/A	0.750	D	**	No

** These intersections would not have significant traffic impacts. These locations would be included in the synchronized corridors, for necessity of corridor completeness. There would continue to be an absnece of impacts at these locations after implementation*

*** These intersections would not require mitigation measures, and they would not be included within the recommended sychronization corridors.*

Table 3-~~9~~10
Post-Synchronization and Roadway Improvement Operations at Study Intersections – PM Peak

	Intersection	Recommended Mitigation Measure	Future With Mitigation Conditions Year (2025) V/C	LOS	Diff.	V/C Impact?
1	Walnut Grove Ave at Mission Dr.	Corridor Signal Synchronization and Adaptive Control	0.771	C	-0.051	No
2	Rosemead Blvd. at Lower Azusa Rd.	Corridor Signal Synchronization and Adaptive Control	0.842	D	-0.078	No
3	Rosemead Blvd. at Mission Dr.	Corridor Signal Synchronization and Adaptive Control	1.055	F	-0.017	No
4	Walnut Grove Ave, at Valley Blvd.	Corridor Signal Synchronization and Adaptive Control	1.071	F	-0.007	No
5	Rosemead Blvd. at Valley Blvd.	Corridor Signal Synchronization and Adaptive Control	1.023	F	-0.017	No
6	Valley Blvd. at Mission Dr.	Corridor Signal Synchronization and Adaptive Control	0.514	B	*	No
7	Valley Blvd. at Rio Hondo Ave.	Corridor Signal Synchronization and Adaptive Control	0.829	D	*	No
8	Valley Blvd. at Temple City Blvd.	Corridor Signal Synchronization and Adaptive Control	0.842	D	-0.065	No
9	Walnut Grove Ave. at Marshall St.	Corridor Signal Synchronization and Adaptive Control	1.486	F	0.452	**Yes**
10	Rosemead Blvd. at Marshall St.	Corridor Signal Synchronization and Adaptive Control	1.007	F	-0.012	No
11	Rosemead Blvd. at Glendon Way	Corridor Signal Synchronization and Adaptive Control	0.798	C	-0.055	No
12	Temple City Blvd. at Loftus Dr.	SB left turn lane	0.952	E	**	No
13	Del Mar Ave. at Hellman Ave.	Corridor Signal Synchronization and Adaptive Control	0.798	C	-0.072	No
14	San Gabriel Blvd. at Hellman Ave.	Corridor Signal Synchronization and Adaptive Control	0.806	D	-0.086	No
15	Walnut Grove Ave. at Hellman/Ramona	Corridor Signal Synchronization and Adaptive Control	1.107	F	-0.001	No
16	Rosemead Blvd. at Telstar Ave.	Corridor Signal Synchronization and Adaptive Control	0.956	E	-0.069	No
17	Rosemead Blvd. at Whitmore St.	Corridor Signal Synchronization and Adaptive Control	0.731	D	*	No
18	New Ave. at Garvey Ave.	Corridor Signal Synchronization and Adaptive Control	0.913	E	-0.009	No
19	Del Mar Ave. at Garvey Ave.	Corridor Signal Synchronization and Adaptive Control	0.984	E	-0.022	No
20	San Gabriel Blvd. at Garvey Ave.	Corridor Signal Synchronization and Adaptive Control	1.023	F	-0.087	No
21	Walnut Grove Ave. at Garvey Ave.	Corridor Signal Synchronization and Adaptive Control	1.043	F	0.008	No
22	San Gabriel Blvd. at Rush St./Potrero Grande	N/A	0.776	C	**	No
23	Walnut Grove Ave. at Rush St.	N/A	0.741	C	**	No
24	Walnut Grove Ave. at Landis View Ln.	N/A	0.507	A	**	No
25	Walnut Grove Ave. at San Gabriel Blvd.	No feasible mitigation	1.069	F	0.066	**Yes**
26	San Gabriel Blvd. at SR-60 WB Ramps	N/A	0.921	E	**	No
27	Town Center Dr. at SR-60 EB Ramps	N/A	0.649	B	**	No
28	San Gabriel Blvd. at Town Center Dr.	N/A	0.778	C	**	No

** These intersections would not have significant traffic impacts. These locations would be included in the synchronized corridors, for necessity of corridor completeness. There would continue to be an absnece of impacts at these locations after implementation*

*** These intersections would not require mitigation measures, and they would not be included within the recommended sychronization corridors.*

Demand and Alternative Mode Enhancements

As an alternative to physical roadway improvements, Rosemead must begin actively promoting a diversity of trip modes to and from local developments, the use of transit for a higher proportion of local and commuter trips, and encouragement of trip management programs at the individual development level. Such actions have been included in the list of implementation goals and policies within this Element.

The potential for the reduction of vehicle trip generation from commercial developments is described below for each of these categories:

- Promoting a diversity of trip modes: All potential trip modes including passenger vehicles, walking, bicycling, and transit must be considered in the evaluation of major development projects within Rosemead. As major roadway projects are considered in the future, the provision of bicycle lanes should be considered where additional lanes or on-street parking would normally be provided. Provision of these facilities must be balanced, however, with the management of congestion and the parking needs of adjacent land uses.

- Promoting higher use of transit: Rosemead is served by a basic network of regional transit lines and the local shuttle lines operated by the City. A movement of transit's role within Rosemead into a viable mode of local and commuter travel must occur. The City should develop a centralized transit center that includes a bus transfer center that links local routes with commuter routes to downtown Los Angeles and other major job centers. A park-and-ride facility could also be a part of the larger transit center development. In-lieu mitigation measures should be considered for major developments, where contributions would be made toward the establishment or frequency increase of transit service to and from those developments, providing support to transit development as new development occurs.

- Promoting the use of trip management programs: Trip generation can often only be effectively managed at the source. Transportation Demand Management (TDM) programs have been used for many years in local jurisdictions as an avenue to provide in-lieu mitigation measures for commercial developments. Resources are allocated by the developer to subsidization of transit passes, the promotion of carpooling and alternate trip modes, and the infusion of transit awareness into the workplace. The City should begin requiring TDM

programs where physical traffic mitigation measures are infeasible or where roadway widening at the associated loss of parking or sidewalk areas would be undesirable. Post-implementation monitoring of trip reduction targets must be tied to development approvals when TDM plans are involved.

Trips by bicycle can be encouraged by both on-street and off-street facilities. On-street facilities would include striped and signed (Class II) bicycles lanes on cross-town routes that overlap with major roadways and bicycle loops/sensors at traffic lights. Off-street facilities can include bicycle racks and kiosks with bicycle route maps at small public facilities or private developments, up to bicycle enclosures, showers/lockers, and bicycle rentals at large facilities.

The existing bicycle route network within Rosemead, and the potential future bicycle network, is illustrated within **Figure 3-6**. This potential bicycle lane network is for illustrative purposes only, but provides an example of how a bicycle network can be spaced across the city while providing access to most residential neighborhoods and commercial districts. Ideally, bicycle lanes would be placed on low-volume roadways that traverse the City.

The potential routes would need further study, to determine if parking or travel lanes can be removed or adjusted to provide for the bicycle facilities, or if future roadway widening and improvements can include such facilities in the approved cross-sections. The study would examine whether arterials or continuous but lower-volume collector roadways would be appropriate for the provision of bicycle facilities.

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Figure 3-6 -
Existing Bicycle Routes and Potential Future Routes

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Controlling Truck Traffic Through Routes

The existing truck route network within Rosemead provides for truck access to local businesses, and to some extent, provides routes for trucks to travel through the City to other destinations.

Where truck traffic is intruding on areas where walking trips and other modes are being promoted, it should be prohibited. Where truck traffic is impeding resident access to neighborhoods, other roadway facilities, or the freeways, access routes should be reconsidered.

Truck route locations and the potential adverse traffic impacts that would result from a consolidation of routes on specific corridors should be examined in more detail in a special study, which on completion would serve as an update to the Circulation Element. Truck route signage should also be studied and updated as necessary as part of the special study.

Goals and Policies

Based on the issues and potential solutions presented within this Circulation Element update document, the following goals and policies were developed to guide implementation of the identified solutions.

Goal 1:	**Maintain efficient vehicular and pedestrian movements throughout the City.**
Policy 1.1:	Annually monitor and review the function of Rosemead's primary roadway system to identify any major capacity bottlenecks.
Policy 1.2:	Annually review and update, via special study, truck route designations within the City.
Policy 1.3:	Assure that traffic studies for individual developments, and traffic studies conducted for sectors of the community and specific plans by the City, make every effort to provide LOS D operations or better on arterial roadways and collector roadways if a nexus to the project exists.
Policy 1.4:	Preparation of a traffic impact report shall be required for major development projects located

	in designated mixed-use areas, which generate trips that would meet a predetermined trip threshold.
Policy 1.5:	Encourage the development of Transportation Demand Management (TDM) programs for all major office and commercial developments.
Policy 1.6:	Cooperate with neighboring jurisdictions to craft resolutions to regional traffic problems. Special emphasis should be devoted to Rosemead Boulevard, Valley Boulevard, Garvey Avenue, and San Gabriel Boulevard.
Policy 1.7:	Identify appropriate improvements to the Del Mar Avenue at Garvey Avenue intersection for the relief of congestion, while supporting transit use and walking, as individual area mixed-use developments are reviewed.

Goal 2:	**Development of infrastructure and service to support alternatives modes of travel.**
Policy 2.1:	To identify areas of traffic spillover as new developments occur, monitor traffic patterns in residential neighborhoods that are adjacent to commercial or industrial corridors.
Policy 2.2:	The provision of Class II (striped and signed) bicycle lanes along minor arterial or collector roadway corridors during roadway re-construction projects should be evaluated and implemented if feasible.
Policy 2.3:	Formal transit improvements should be considered when bus stops are adjacent to development projects and within roadway re-construction corridors. Amenities such as shelters, lighting, bus schedule kiosks, and similar amenities should be considered and implemented as feasible.
Policy 2.4:	Transportation Demand Management (TDM) programs should be actively promoted for major projects as in-lieu mitigation measures, where physical traffic mitigations are either infeasible or undesirable to the City.

Policy 2.5:	All site plans for new commercial or industrial development shall be reviewed for the provision of pedestrian connectivity to sidewalks and nearby bus stops, and the provision of bicycle and racks and transit information for larger projects.
Policy 2.6:	Walkable areas of the city, such as in the downtown area or the proposed mixed-use districts, should be reviewed for ways to improve pedestrian access (driveway access point reductions, buffers between roadways and sidewalks, crosswalks, etc.).
Policy 2.7:	Promote the linking of local public transit routes with that of adjacent jurisdictions and other transit agencies.
Policy 2.8	Include safe and convenient bicycle and pedestrian access in all transportation improvement projects. Ensure that non-motorized transportation systems are connected and not interrupted by impassable barriers, such as freeways and include amenities such as secure bicycle parking.

Goal 3:	**Vehicular traffic associated with commercial and industrial uses should not intrude upon adjacent residential neighborhoods.**
Policy 3.1:	Develop neighborhood traffic control plans for those neighborhoods experiencing spillover traffic impacts that may result from intensification of commercial or industrial areas.
Policy 3.2:	Annually review on-street parking in neighborhoods adjacent to the downtown area and mixed-use districts, and develop parking and control plans for those areas adversely affected by spillover traffic and parking.
Policy 3.3:	Require that traffic studies for individual developments along commercial corridors examine the potential impacts on nearby residential roadway segments. Consider residential parking permit programs if necessary to mitigate potential area parking impacts.

Policy 3.4:	Develop standards for significant impacts to residential roadways, and include these standards within the adopted traffic study guidelines for the City.
Policy 3.5:	Discourage the use of local residential roadways as through routes. This type of traffic movement shall be discouraged through traffic calming planning that involves the local residents.

Goal 4:	**Provide quality commercial and industrial development with adequate parking for employees and visitors.**
Policy 4.1:	Private and public parking shall be provided in sufficient amount to adequately meet local needs and to minimize congestion on arterial streets.
Policy 4.2:	Conduct periodic reviews of parking code standards and evaluate the standards for adequacy and applicability to changing development trends within the city.
Policy 4.3:	Require projects in revitalization/redevelopment areas to provide adequate off-street parking, even in re-use projects.
Policy 4.4:	Establish in-lieu parking fees for downtown areas. The City could utilize these fees to build parking lots or structures as needed, or to create a designated parking district.

Implementation Actions

The following implementation actions put the Circulation Element policies and plans into practice for City elected officials, staff and the public. Each action relates directly to one or more policies established within the Circulation Element update.

Goal 1:	**Maintain efficient vehicular and pedestrian movements throughout the city.**
Action 1.1	Adopt an ordinance establishing the street classification changes as described within the Circulation Element.
Action 1.2	Identify feasible near-term roadway improvements that fulfill identified Circulation Element measures, and incorporate those improvements into the next update to the five-year Capital Improvements Program (CIP).
Action 1.3	Make every feasible effort to provide LOS D operations or better on arterial roadways and collector roadways.
Action 1.4	Require TDM plans as a mitigation strategy component within the City traffic impact study guidelines.
Action 1.5	Prohibit truck traffic on local and collector streets unless such streets provide the only access to a site.
Action 1.6	Conduct a citywide study of truck routes to determine if truck routes can be consolidated without creating adverse impacts due to concentrations of truck traffic.
Action 1.7	Evaluate the appropriateness of identification signage on truck routes, including truck route turn signs at major intersections.
Action 1.8	Study alternatives for improving circulation in the vicinity of Rosemead Square including the addition of travel lanes on Rosemead Boulevard through prohibition of parking and a possible redesign of the adjacent ramp approaches at the I-10/Rosemead Boulevard interchange.

Goal 2: **Development of infrastructure and services to support alternative modes of travel.**

Action 2.1 Develop neighborhood traffic control plans for those neighborhoods experiencing spillover traffic impacts that may result from intensification of commercial or industrial areas.

Action 2.2 Conduct a study of the potential for the inclusion of bicycle lanes along major roadway corridors. If such facilities cannot be included along commercial thoroughfares, bicycle lanes on adjacent parallel but minor roadways should be considered.

Action 2.3 Develop a Long-Range Transportation Plan for transit service within Rosemead, which evaluates potential locations for a centralized transit center and park-and-ride facility. The center should tie in regional local and commuter transit lines and the City transit shuttle.

Action 2.4 Require Transportation Demand Management (TDM) programs for major projects as in-lieu mitigation measures, where physical traffic mitigations are either infeasible or undesirable to the City.

Action 2.5 Design guidelines and roadway improvement policies within the downtown area and the planned mixed-use district should promote the reduction of driveway access points, the provision of buffer space or objects between roadways and sidewalks, and provide for safe mid-point crosswalks, as needed and as feasible within available right-of-way and within existing roadway/control configurations.

Action 2.6 Collaborate with local transit agencies to:

- Develop programs and educate employers about employee rideshare (carpooling) and transit.
- Establish mass transit mechanisms for the reduction of worker-related and nonwork related vehicle trips.

Action 2.7 Work with AQMD and other agencies to receive grants for alternative modes of transportation and improved traffic flow.

Action 2.8 In conjunction with measures that encourage public transit, ride sharing, bicycling and walking, implement circulation improvements that reduce vehicle idling. For example, coordinate controlled intersections so that traffic passes more efficiently through congested areas.

Action 2.9 Create an interconnected transportation system that allows a shift in travel from private passenger vehicles to alternative modes, including public transit, ride sharing, car sharing, bicycling and walking. Before funding transportation improvements that increase vehicle miles traveled, consider alternatives such as increasing public transit or improving bicycle or pedestrian travel routes.

Action 2.10 Consider giving funding preference to investment in public transit over investment in infrastructure for private automobile traffic.

Action 2.11 Consider providing public transit incentives, including free and reduced fare areas.

Action 2.12 Consider adopting a comprehensive parking policy that discourages private vehicle use and encourages the use of alternative transportation. For example, reduce parking for private vehicles while increasing options for alternative transportation; eliminate minimum parking requirements for new buildings; "unbundle" parking (require that parking is paid for separately and is not included in rent for residential or commercial space); and set appropriate pricing for parking.

Goal 3: Vehicular traffic associated with commercial and industrial uses should not intrude upon adjacent residential neighborhoods.

Action 3.1 Require evaluation of potential parking overflow onto adjacent residential roadways for traffic and parking studies for new commercial and industrial developments.

Action 3.2 Consider programs to prohibit on-street parking for demand generated by commercial and industrial activities, using permit programs and related signage for affected local streets.

Action 3.3 Periodically review on-street parking in neighborhoods adjacent to revitalization/redevelopment districts and develop parking and control plans for those areas adversely affected by spillover traffic and parking.

Goal 4: Provide quality commercial and industrial development with adequate parking for employees and visitors.

Action 4.1 Require that any re-use of commercial or industrial redevelopment or reuse project must demonstrate that adequate on-site parking and loading will be provided for the proposed use.

Action 4.2 Examine potential on-street parking demand within the immediate vicinity of proposed projects as part of the parking analyses conducted for projects in the mixed-use and downtown districts.