



CITY COUNCIL

GLORIA OLMOS
MAYOR

HECTOR DELGADO
MAYOR PRO TEM

MANNY ACOSTA
COUNCILMEMBER

RUDY BOJORQUEZ
COUNCILMEMBER

LARRY RODRIGUEZ
COUNCILMEMBER

CITY ADMINISTRATION

RENE SALAS
CITY MANAGER

COMMUNITY DEVELOPMENT

GERARDO MARQUEZ
INTERIM DIRECTOR OF
COMMUNITY DEVELOPMENT



2025 INVESTMENT OPPORTUNITIES

South El Monte (SEM) is a vibrant working community located just 8 miles from downtown Los Angeles. The residential population is approximately 20,000 with a weekday workforce population of over 50,000 and a recreational visitor weekend population of 75,000.

SEM has a strong manufacturing-based business community that delivers finished products from textiles and consumer electronics to research and development of medical instruments and technological devices commissioned by aeronautical and maritime industries. Key business corridors include Rosemead Blvd (aka SR 164), Santa Anita Ave, Peck Rd, Chico Ave, Portrero Ave, Rush St, Fawcett Ave and Garvey Ave. These business corridors have 1950s and 60s post-war industrial developments that are prime for multi-tenant industrial, commercial, and vertical mixed-use redevelopment.

For business and development inquiries, please contact Interim Director of Community Development Gerardo Marquez at (626) 274-3338 or via email at gmarquez@soelmonte.org



INVESTMENT OPPORTUNITY SITES

- A** 1225 Durfee Ave. "Cindy's" Restaurant (21,484 sf - Commercial)
- B** 10816-10900 Fawcett Ave. (1.14 ac - Commercial)
- C** 10817-10925 Fawcett Ave. Block (North side of street)
- D** 1127 Santa Anita Ave. (2.164 ac - Commercial Residential) Possible 3,300 sf QSR available
- E** 9647 Garvey Ave. (34,083 sf - Commercial Residential)
- F** 1606 Durfee Ave. (18,100 sf - Commercial)
- G** 1915 Durfee Ave. (3.62 acres - Commercial)
- H** 2532 Rosemead Blvd. (1.23 ac - Commercial)
- I** 1612 Tyler Ave. (1.41 ac - Commercial)
- J** 1081-89 Santa Anita Ave. (2.09 ac - Commercial Residential) (Ramada by Wyndham)
- K** 1414 Santa Anita Ave. (.52 ac - Manufacturing - Santa Anita Corridor Overlay Zone)

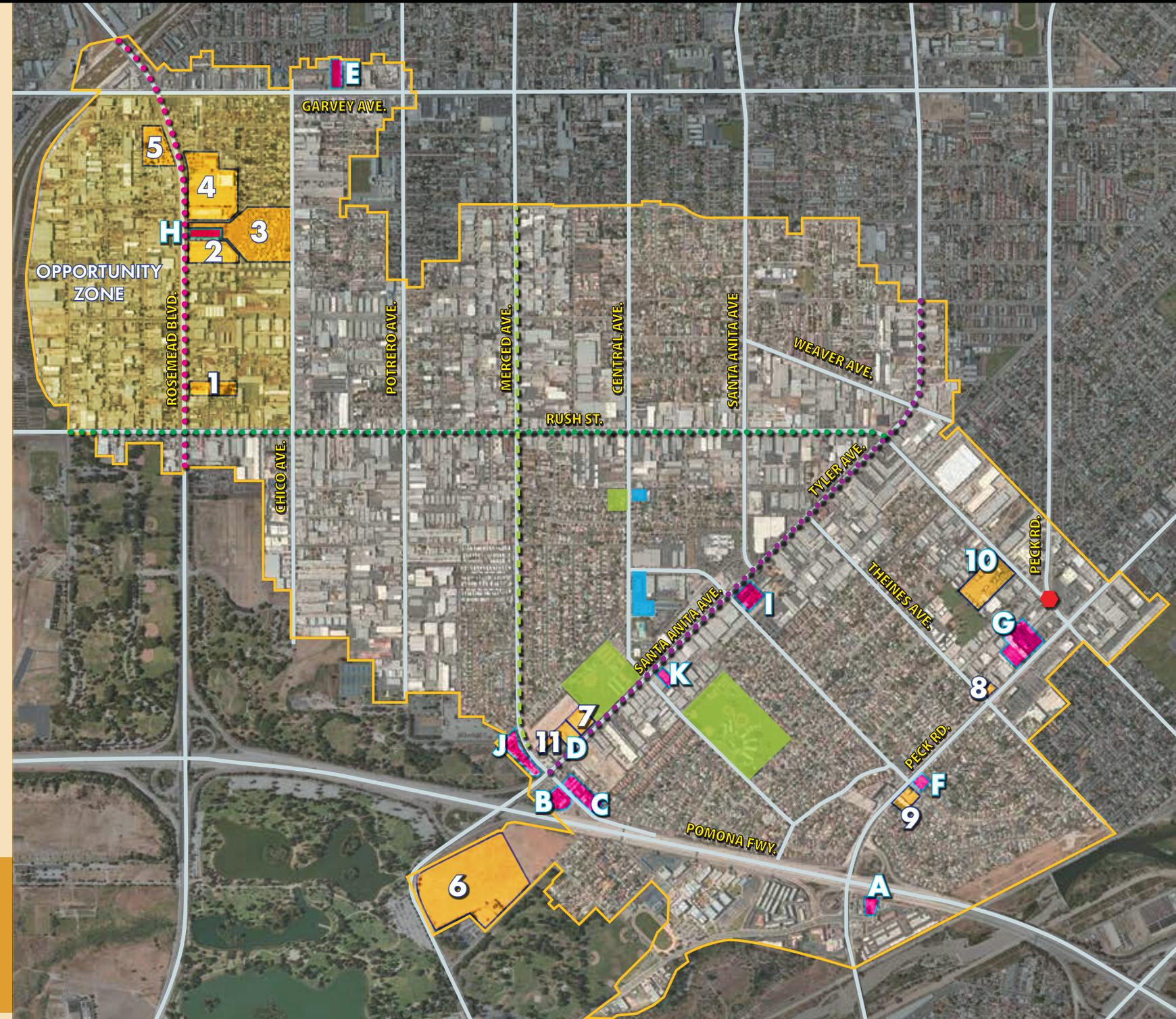
PUBLIC CAPITAL INVESTMENTS

-  **Santa Anita Avenue Complete Streets Revitalization (\$7.3M)**
Features include: underground utilities, LED decorative streetlights and full intersection improvements at Rush Street, Klingerman Street, and Central Avenue.
-  **Merced Avenue Greenway / Sustainable Multi-modal Corridor (\$20M Phase I & II)**
-  **Rosemead Boulevard Corridor Enhancement Plan (TBD)**
Multi-modal/ complete streets and corridor rehabilitation
-  **Rush Street Corridor Enhancement Plan (TBD)**
Multi-modal/ complete streets and corridor rehabilitation
-  **Rush Street & Peck Road Intersection Improvements (TBD)**
-  **Energy Efficient Building System Upgrades (\$1.15M)**
-  **Citywide Park Improvements (\$2M CNRA Grant)**
-  **Citywide Roadway Rehabilitation (\$4M)**

ACTIVE DEVELOPMENT INVESTMENTS

- 1** 2222 Rosemead Blvd. (5.14 ac)
151,940 sf multi-tenant building for retail, office, warehouse
- 2** 2512 Rosemead Blvd. (2.54 ac)
65,084 sf building suited for mixed-use (office/retail and warehouse)
- 3** 2540 Rosemead Blvd. (12.3 ac) KB Homes
207 mixed-income and density residential development
- 4** 2650 Rosemead Blvd. (10 ac)
308,426 sf mixed-use consisting of 172 residential units and supermarket
- 5** 2727 Rosemead Blvd. (1.73 ac)
Mixed-use with 16,800 sf of ground-level retail/restaurant space and 91 residential units
- 6** 825 Lexington Gallatin Rd. (21 ac - Industrial)
New 221,800 sf industrial building
- 7** 1223 Santa Anita Ave. (1.42 AC)
New 3,886 sf drive-through restaurant IN-N-OUT
- 8** 1809 Durfee Ave. (16,550 sf - Commercial)
1,950 sf drive-through restaurant Popeyes
- 9** 1536 Peck Rd., 1510 Peck Rd. (1.16 ac)
162,133 sf mixed-use consisting of 8,261 sf of commercial and 78 residential units
- 10** 11214 Rush St. (4.6 ac)
New 103,000 sq. ft. industrial building
- 11** 1127 Santa Anita Ave. (2.164 ac - Commercial Residential)
New 14,131 square foot, multi-tenant commercial buildings on 2.164 acre vacant site.

Additional information on City Investments can be obtained by scanning the following QR



CITY FACTS

INCORPORATED: 1958

20K Population in 2022

50K Workforce Population

2.8 Square Miles

FREEWAY ACCESS

I-10 FWY

I-605 FWY

SR-60 FWY

ADJACENT TO:

Whittier Narrows Park
and Recreation Area

San Gabriel River Bike Trail

**MEDIAN HOUSEHOLD
INCOME: \$67,245**

**TOTAL NUMBER OF
BUSINESSES: 2,014**



CITY HALL

1415 SANTA ANITA AVE.
SOUTH EL MONTE, CA 91733
PHONE: 626-579-6540

WWW.CITYOFSOUTHELMONTE.ORG

PLANNING FOR THE FUTURE

The City of South El Monte is reimagining the future of its business and residential communities through a comprehensive overhaul of the Zoning Code and of the General Plan. In addition, the City is in the process of implementing the Merced Greenway, Santa Anita Avenue, Rosemead Boulevard and Rush Street Corridor Enhancement plans. These significant policy projects will guide South El Monte towards a future of economic sustainability with the development of balanced, vibrant communities.



In 2024, the City of South El Monte invested over \$8.2 million in critical infrastructure projects to improve resident's quality of life and sustainability. This includes 4.9 million for Merced Greenway, and 1.7 million for street improvements with a focus on environmental conservation and safety. An additional \$7 million dollars of funding has been secured for the Santa Anita Interjurisdictional bikeway and Street Improvements project.

