

Starlite Community



Haggai Mazler

Vice President of Land and Entitlements

SGVEP Housing Summit

▪ **Focus on Attainable Housing**

- 57% of all KB Home buyers are **first time home owners**
- LA County leader in attainably priced-first time homes

▪ **Commitment to Sustainability**

- 100% of homes built are ENERGY CERTIFIED
- WaterSense – KB Home received highest possible award for water efficiency

▪ **Strong history in California**

- Company founded in 1957, built first home in Los Angeles in 1963
- Company headquartered in Los Angeles

Starlite Site



- Former Starlite Drive-In Theater
- The theater closed in 1997 and the site hosted a swap meet until the pandemic.
- Large (13.2 acre) site with complicated utility infrastructure, including a large gas line easement.

Starlite Site



- Lot 1 will be for KB Home's residential development
- Lot 2 will be redeveloped with commercial/retail uses
- The City wants to see Rosemead enlivened as a commercial corridor.

Starlite Sign



Conceptual Site Plan



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CITY OF SOUTH EL MONTE, CA
STARLITE

REVISIONS	DATE



DATE: 02/26/2021
SCALE: SEE SHEET
JOB #: 20-0680
DRAWN: KTL
SHEET: LC-01
1 OF 2

Renderings: Townhomes



Renderings: Single Family Homes



Elevations: Single Family Homes



Renderings: Community Pool



Community Benefits

- New (and needed) housing
 - 21 Affordable Units at various levels of affordability
 - 186 First time homebuying opportunities
 - Investment in the area
- New Traffic Signal On Rosemead
 - Promotes Retail Investment
 - Slows traffic and promotes safety
- Starlite Sign Historical Restoration
- New commercial development along the Rosemead corridor

Best Practices

- Early and consistent **cooperation**
- Clearly identifiable City goals that did not change
- Some features specifically requested include:
 - Recreation center with pool
 - Diversity of architectural styles to give the feeling of an established neighborhood
 - Gated community
 - Traffic Signal
- Because we worked in collaboration with the City throughout the process, we received unanimous approval at both Planning Commission and City Council.

Thank You

