



**Community Profile**

# City of Santa Clarita

## Community Profile

### A History of the Santa Clarita Valley

Santa Clarita is one city that reflects the best of the Golden State...past, present and future. With its unique blend of rural, old west heritage and urban sophistication, Santa Clarita has established an enviable balance between quality living and quality growth. A good look at Santa Clarita shows why this city is the brightest discovery in the Golden State.

### Before Incorporation

Many generations have passed through this Valley each leaving its own trace of history. The Valley has experienced generations of Indians, explorers, soldiers, pioneers, farmers, ranchers, and shopkeepers. Gold was discovered here long before the gold "rush" of northern California. On a daily basis, we are reminded of our history; street signs, valleys, and communities are named after some of our most famous ancestors.

Dating before the 1850's we see evidence of Indian migration and the development of the Santa Clarita Valley. In the late 1850's, the discovery of gold greatly impacted further development, namely the Newhall pass which was constructed for the transportation of mining supplies. Black Gold, a substance which oozed from the ground, rarely served a purpose for the Indians. However, in 1875 the rivers of oil were diverted into the first commercially producing oil well in Pico Canyon. Henry Mayo Newhall established what is now the town of Newhall, and, in 1878, planted corn, flax, and alfalfa, this the beginning of Newhall Land and Farming. The 1870's, also brought about the Southern Pacific Railroad. The Ironhorse, or so it was named, laid its tracks across the Valley bringing with it new towns and increased population. Saugus was named after Henry Mayo Newhall, from a small town in Massachusetts, where he was born.

The nineteen hundreds brought new prosperity and businesses to the Valley, some of which remain today. For example, Sterling Borax began production and the Saugus Station Eatery was renamed to the Saugus Cafe. Many businesses open shop during this era, including general stores, post offices, and churches. With the development of this growing community came a need for the distribution of information, thus the *Newhall Signal* newspaper was founded by Edward H. Brown. William S. Hart a prominent Hollywood star moved to the Valley and purchased the Horseshoe Ranch. With the influx of people and community development, it only seems necessary to open a medical facility, and Dr. Peters opened his offices to the public, this to eventually become Newhall Community Hospital. By the year 1940, Santa Clarita's population reaches 4,000. Six years later, the first high school in William S. Hart District is dedicated, shortly thereafter, William S. Hart died. With the development of schools came the construction of tract homes, the first Rancho Santa Clarita.

This growing community with its rich surroundings of mountains, trees, and deserts attracted Gene Autry and his western style television show. By the early 1900's, Hollywood studios were using the area's rugged canyons as locations for westerns. The new home for Melody Ranch was "Western" town, renamed and used as the set for Gene Autry's television show. Saugus Speedway, once the Baker-Hoot Gibson Rodeo Arena, was paved and renamed. Today, the Saugus Speedway is utilized as a swap meet. In 1963, Canyon Country was founded and the first celebration of Frontier Days took place, a tradition which continues today. In answering the demands of all the new developments and residents, the Santa Clarita National Bank opened its doors in 1965. The new additions of schools, stores, and churches brought more people and more communities. The community of Valencia was dedicated in 1967, and at this time houses were selling for a mere \$25,000. Higher education opened its doors to the Valley in the late sixties and early seventies. College of the Canyons and California Institute of the Arts, which was incorporated by Walt Disney, were established and serviced the needs of this growing community.

By the early eighties, the term "Santa Clarita" became official. Newhall Land and Farming sold Magic Mountain to Six Flags Corporation, and, today, it remains one of the largest amusement parks in the country. In 1975 Henry Mayo Newhall Memorial Hospital was founded, as well as the Santa Clarita Valley Historical Foundation, which maintains and protects the rich history of the Valley. The eighties also brought a staggering increase in population to 81,816. The Chamber of Commerce in 1985 instituted a study on the economic feasibility of becoming an incorporated city, two years later it is approved by the voters of what is now the City of Santa Clarita. The history of Santa Clarita is rich, and these are just a few highlights which contributed to its development and incorporation to City status. As history continues, let us look at what the City of Santa Clarita has been able to accomplish since incorporation.

### **Since Incorporation**

On December 15, 1987, Santa Clarita was incorporated as the City of Santa Clarita. Incorporation brought the City numerous opportunities. Among the benefits of becoming a City was the ability to retain millions of local tax dollars as the result of incorporation. In continuing to improve air quality came the construction of the \$5 million Santa Clarita Metrolink Station. Transportation was an important aspect of building and developing an efficient City. Among the projects were a commuter train constructed in the Valley and the creation and expansion of the Santa Clarita Transit, which provides local and commuter bus travel for thousands of residents.

The City has also put forth a tremendous effort toward community safety and youth development. The F.B.I. has named the City of Santa Clarita the third safest city of its size in the nation. The City takes tremendous strides in developing youth programs and community activities. The Investment in Youth program has had great success and has helped many at-risk youth. Also, through the use of strategic planning, residents have had opportunities to identify priorities and help create solutions for the future of their community. These sessions included the City Manager and staff, members of the City Council and residents of the community. This effort has fostered two award winning plans. More importantly, many high priority projects were achieved. Included among these are the seventeen acre Canyon Country Park; the three mile

South Fork Trail; a handicap play area at Newhall Park; and refurbishment of all City parks, pools, and buildings.

Community participation and youth programs contributes to the overall atmosphere of a successful City. The City of Santa Clarita offers a number of programs and partnerships which involve youth, schools, and the City. The Student Partnership Program was created to increase attendance for at-risk ninth graders. The Anti-Gang Task Force was created to pro-actively address Gang issues, as well as the development of a 24-hour Graffiti Hotline which has reduced the amount of graffiti by 45% from the first year. With the addition of this hotline, residents are able to call and receive graffiti clean-up free of charge by volunteer residents of the community. The City's Parks, Recreation and Community Services Department has developed lowcost, after school programs at local parks, to provide opportunities for "latchkey" kids. These programs enable children to develop socially while providing parents with the comfort of knowing their children are cared for. In continuing efforts for children, the City started the "We Care for Youth" program to teach job skills to area teens. The Community Center in Newhall was established to provide recreation and educational opportunities, which include a toy library plus literacy and boxing programs. In addition to the many programs listed above, the City of Santa Clarita created 200 recreation programs from scratch, which have benefited tens of thousands of local children. The summer months give youths the opportunity to take part in the Summer Youth Employment program. And finally, the City has instituted an annual Youth in Government program for local teens to experience, first hand, how the government operates.

The City has also taken steps to enhance the beauty of the community by planting 5,000 trees city-wide and through its efforts received designation as "Tree City U.S.A." In looking to the future, the City dramatically increased recycling programs from tree trimmings to free curbside oil recycling. To improve the quality of streets for many commuting residents, the Street maintenance Program was created to regularly slurry and overlay all City streets, as well as to regularly repair area sidewalks, and extend the life of City streets by five to ten years. The City also implemented a program to regularly trim and maintain all City trees.

The City of Santa Clarita has developed into a City, which, through participation from the community, will continue to succeed. From children to adults, the City relies on input from the community residents to establish programs and services which meet their needs today and for the future.

Located in a picturesque valley just north of Los Angeles, Santa Clarita is bold and confident in its role as a premier community for raising families and building businesses. The balance of quality living and quality growth is carefully maintained through quality, long-term planning, fiscal responsibility, community involvement, respect for the environment and strong public and private support for business development. Santa Clarita's successes are evident in its residential neighborhoods, recreational attractions, business parks and cultural, commercial, educational and health care centers.

## Climate

At 1,200 to 1,400 feet above sea level, Santa Clarita enjoys a mild Southern California Mediterranean climate, making it ideal for business, residential, and recreational opportunities.

- ▶ Summers are dry and warm in the 70° to 100° range.
- ▶ Winters are temperate and semi-moist in the 40° to 60° range.
- ▶ Precipitation is measured at 15-18 inches between November and March.

## Population

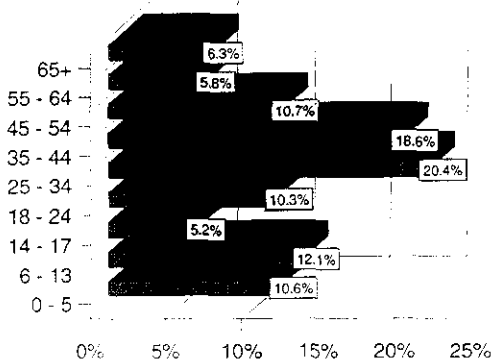
Population .....	147,288
Incorporation .....	42 square miles
Housing Units .....	44,385 units
Median New Home Cost .....	\$243,900
Average New Condominium Cost .....	\$175,100
Average Home Resale .....	\$251,470
Industrial Leasing Prices .....	\$0.30 to 0.80/sq. ft.
Commercial/Office Space .....	\$1.00 to 1.90/sq. ft.

## Age/Racial Composition

Median age .....	30.0 years
Average Household Size .....	2.83 persons

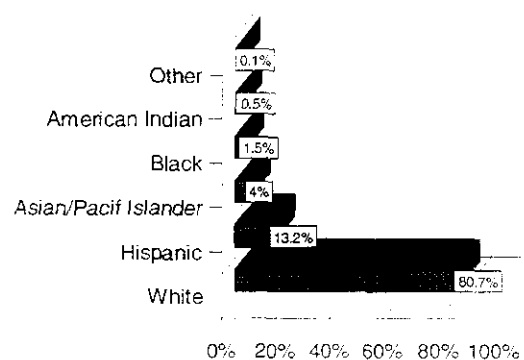
### Age Composition

Source: Office of Economic Development



### Racial Composition

Source: 1994 - 1998 SCV CHAS



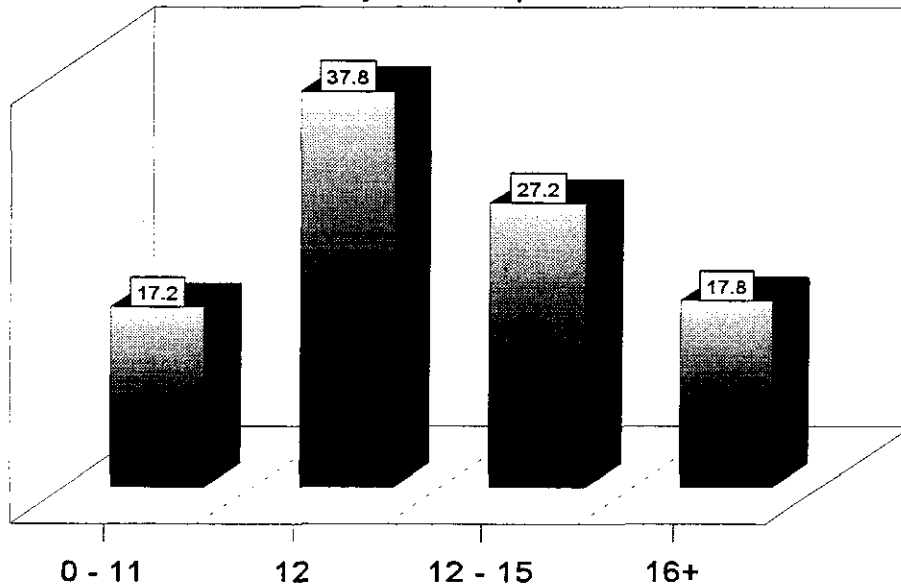
## Education

<i>School Districts</i>	<i>No. of Schools</i>	<i>Enrollment</i>
William S. Hart Union	8 (7-12)	11,000
Sulphur Springs Union	7 (K-6)	3,300
Newhall Elementary	6 (K-6)	4,640
Saugus Elementary	11 (K-6)	6,000
Castaic Union School District	3 (K-8)	3,300

<i>Colleges / Universities</i>	<i>Enrollment</i>
California Institute of the Arts (CalARTS)	960
Masters College	840
College of the Canyons	6,000
California State University Northridge (In nearby San Fernando Valley)	29,000

## Education of Adults Over 25

Median years completed 12.9



## Employment

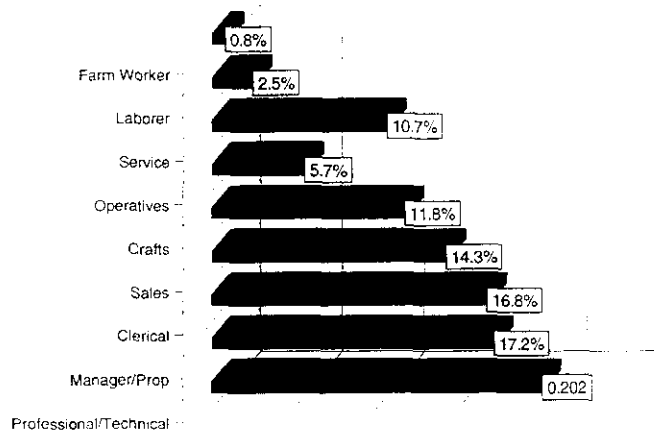
The City of Santa Clarita's economy remains strong and diverse, making Santa Clarita the ideal site for Southern California businesses. Maintaining a highly supportive environment for business development is achieved through the cooperation of the local Chambers of Commerce and the City government. In addition, companies benefit greatly from the area's land and leasing opportunities, as well as from the labor pool, variety of transportation choices, housing, quality of life, climate, and scenery.

*Major Employers (based primarily on the number employed):*

Six Flags Magic Mountain .....	3,000
Henry Mayo Newhall Memorial Hospital .....	1,072
William S. Hart Unified School District .....	650
California Institute of the Arts .....	365
College of the Canyons .....	318
Daily News .....	300
Magic Ford/Lincoln/Mercury .....	300
Carpeteria .....	270

<i>Labor Force</i>	<i>No. of Residents</i>	<i>Percent</i>
Persons Employed	39,950	93.5%
Persons Unemployed	2,800	6.5%
Total Labor Force	42,750	100.0%

### Labor Statistics



## **Transportation**

The Valley is part of a comprehensive transportation network that links to every market in the world that includes local, commuter and dial-a-ride bus service to LAX and Burbank Airports. The City is accessible via Highway 126, the Golden State, and the Antelope Valley Freeways. The Southern Pacific Railroad has daily freight runs; and Amtrak, with stations in the adjacent San Fernando Valley, provides regular daily passenger service to key cities. The ports of Los Angeles and Long Beach are 50 and 60 miles south of the Valley respectively. Ventura and its nearby ports are 40 freeway miles northwest of the Valley. The City of Santa Clarita is also proud of its two Metrolink stations which carry an average of 1,182 passengers a day to and from the San Fernando Valley and Downtown Los Angeles.

## **Community Housing**

But Santa Clarita's real pride and joy is its residential communities. The Santa Clarita Valley has seven distinct communities. Included are family oriented neighborhoods, executive estates, apartments, condominiums, seniors' complexes, and a wide array of new and resale homes. Each community makes a special contribution to the Valley's vitality and unique rural-urban flavor. As a result of more businesses and industries moving into the area, residents can live, be entertained, and shop close to where they work, rather than commuting long distances. Needless to say, this proximity saves residents a considerable amount of time, energy, and money. Living in Santa Clarita can be as down-home and casual as a sprawling Sand Canyon ranch or as uptown and stylish as a new home in master-planned Valencia.

## **Recreational Opportunities**

There are a number of recreational and historical facilities located in the Santa Clarita Valley. Among them are Six Flags Magic Mountain Amusement Park and Gene Autry's Melody Ranch. For water enthusiasts there are Castaic Lake, Lake Hughes, Lake Elizabeth, Lake Piru and Lake Pyramid. The Angeles National Forest, Placerita Canyon Nature Center, Saugus Train Station, Vasquez Rocks County Park, Bouquet Canyon Park, Canyon Country Park, Newhall Park, North Oaks Park, Old Orchard Park, Santa Clarita Park, Valencia Glen Park, and Valencia Meadows Park are also available for hiking and picnicking. William S. Hart Park features a magnificent Spanish Colonial mansion museum. Frazier Park and Mountain High are within a 40-minute drive for ski enthusiasts. And all attract millions of visitors annually.

Also located in Santa Clarita is the Canyon Theatre Guild, Disney Studios, Friendly Valley Golf Course, Valencia Country Club, and Vista Valencia Golf Course. Santa Clarita is one of the world's premier centers for study in the visual and performing arts. More than 500 public performances and exhibitions are staged each year.

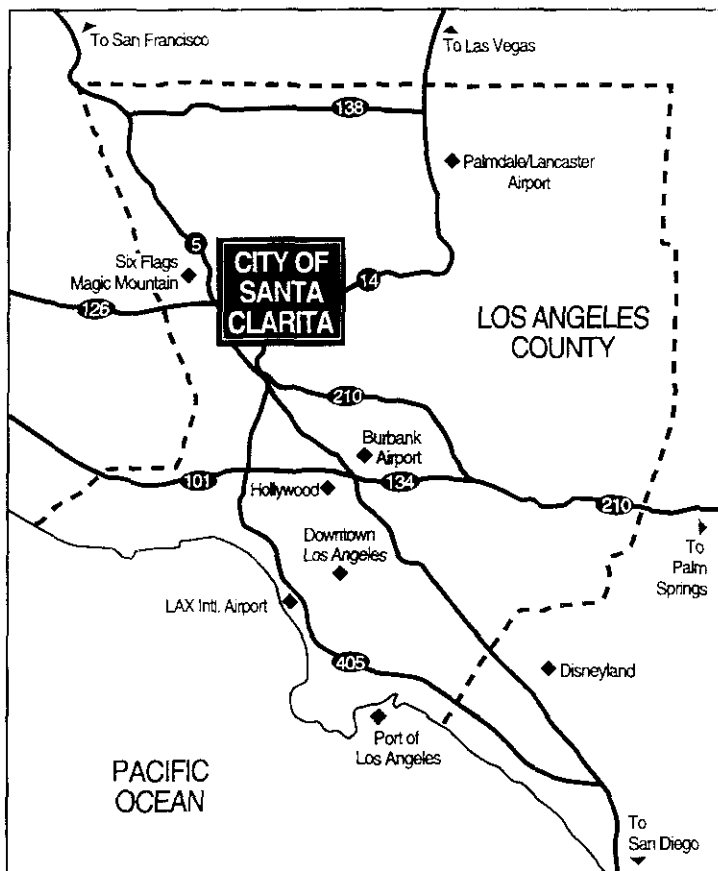
Santa Clarita residents enjoy a distinct way of life and value the City's landscaped paseo system, well-maintained roads, idyllic neighborhoods, high-quality schools, and innovative recycling programs. Residents not only enjoy numerous parks and recreation services and facilities, but also outstanding Los Angeles County Sheriff and fire services, three County



libraries, highly responsive paramedic and ambulance services, and high levels of local government services.

### Location

Covering approximately 42 square miles, the City of Santa Clarita has a population of 147,228. Located 35 miles northwest of Los Angeles and 40 miles east of the Pacific Ocean, Santa Clarita forms an inverted triangle with the San Gabriel and Santa Susanna mountain ranges. These mountain ranges separate Santa Clarita from the San Fernando Valley and the Los Angeles Basin to the south, and from the San Joaquin Valley, Mojave Desert and Angeles National Forest to the north.



Map To Scale

#### Mileage to Key Centers

- Downtown Los Angeles ..... 35 miles south
- Los Angeles (LAX) ..... 40 miles south
- Burbank Airport ..... 25 miles south
- Palmdale/Lancaster ..... 35 miles northeast
- Port of Los Angeles ..... 60 miles south
- Port Hueneme ..... 30 miles west