



# City of Santa Clarita

## Community Profile

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 support for business development. Santa Clarita's successes are evident in its residential neighborhoods, recreational attractions, businesses, cultural activities, and commercial, educational and health care centers.

### Statistics

Population	143,835
Size	46 sq. miles
Housing Units	55,000
Median New Home Cost	\$248,370
Average Home Resale	\$184,000
Industrial Leasing Prices	\$0.50 - 0.80/sq ft
Commercial/Office Space	\$1.30 - 2.30/sq ft
Unemployment Rate	2.8%
Median Household Income	\$59,104

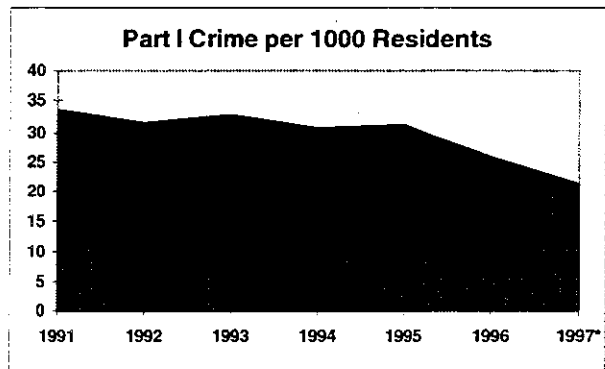
### Climate

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° - 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.

### Safety

The FBI has named the City of Santa Clarita the fourth safest city of its size in the nation, and as evidenced by this chart, the crime rate has decreased 37% since 1991.



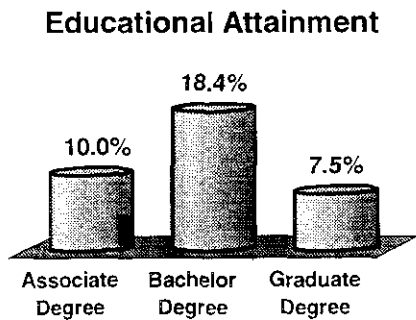
### Transportation

The Valley is part of a comprehensive transportation network that links to every market in the world and includes local, commuter and dial-a-ride bus service to LAX and Burbank Airports. The City is accessible via Highway 126, and the Golden State and 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 almost 1,500 passengers a day to and from the San Fernando Valley and Downtown Los Angeles.

## 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 Chamber 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.

The following chart outlines Santa Clarita residents' level of educational attainment, which is high in comparison to other cities.



## 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. 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, and City's ten community parks 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.

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.

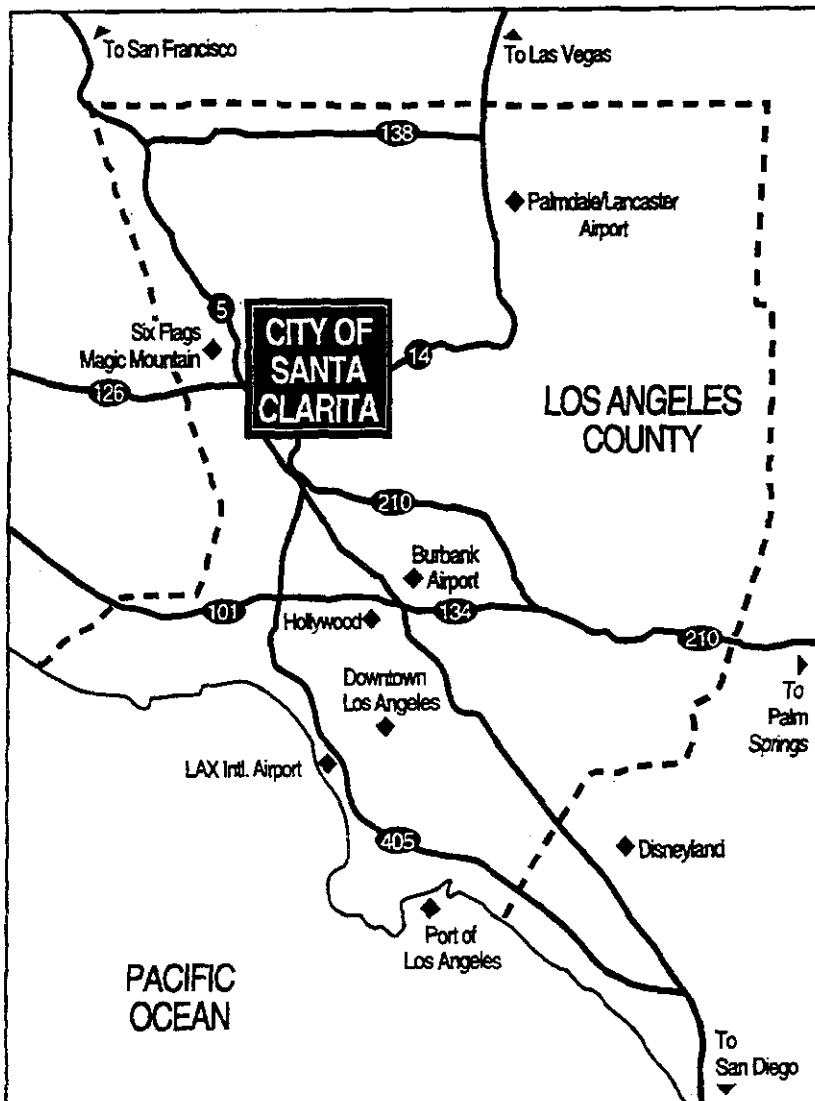
Santa Clarita residents enjoy a distinct way of life and value the City's landscaped trail system, well-maintained roads, high-quality schools, and innovative recycling programs. Residents not only enjoy numerous parks and recreation services and facilities, but also outstanding Los Angeles County Sheriff and fire services, three County libraries, highly responsive paramedic and ambulance services, and high levels of local government services.

## Location

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.

### *Mileage to Key Centers*

Downtown Los Angeles	35 miles S
Los Angeles (LAX)	40 miles S
Burbank Airport	25 miles S
Palmdale/Lancaster	35 miles NE
Port of Los Angeles	60 miles S
Port Hueneme	30 miles W



Map To Scale

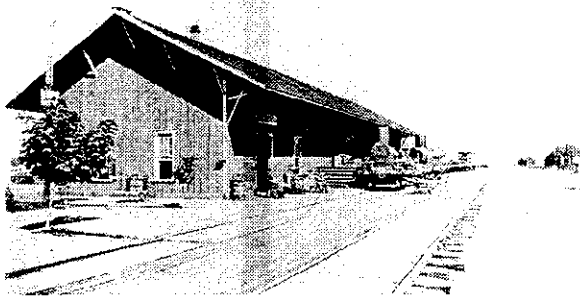
## Santa Clarita's History

Many generations have passed through this Valley, each leaving its own trace of history. The Valley has experienced Indians, explorers, soldiers, pioneers, farmers, ranchers, and shopkeepers.

The first recorded discovery of Gold in California occurred in Santa Clarita six years prior to its discovery at Sutter's Mill in Sacramento. As the story goes, in 1842 Juan Francisco de Gracia Lopez was napping under a massive oak tree in Placerita Canyon, and he dreamt that he was surrounded by gold and became very rich. Upon awakening, he picked a bunch of wild onions growing nearby, and attached to the onion roots were several small pieces of gold. This discovery greatly impacted further development, namely the Newhall pass which was constructed for the transportation of mining supplies.

Henry Mayo Newhall established what is now the town of Newhall, and, in 1878, planted corn, flax, and alfalfa. This was 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 a small town in Massachusetts, where Henry Mayo Newhall was born.

Newhall Train Depot - circa 1890



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. CSO 4, as it was called, was operated by the forerunners of the Standard Oil Company, and had the distinction of being the oldest operating oil well in the world until capped in 1990.

The 1900's 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 opened shop during this era, including general stores, post offices, and churches.

Spruce Street - 1916  
(San Fernando Road)



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. A prominent Hollywood film star of the 1920's, William S. Hart, left his mark on the community by building his home here and upon his death, leaving it to the County. Today it provides tourists and residents a chance to recapture the

feelings of the old west and the beginnings of the western film business. Today, the movie business has become one of the leading industries in the area and an important reason for its economic growth.

The Saugus Speedway, now used as a swap meet, was once the Baker-Hoot Gibson Rodeo Arena, which held massive regional rodeos drawing people from all over southern California.

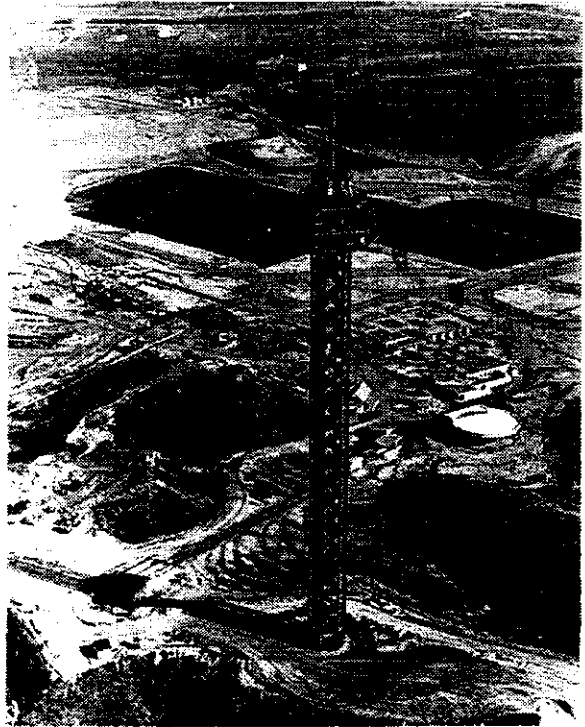
With the development of this growing community came a need for the distribution of information, and thus the *Newhall Signal* newspaper was founded by Edward H. Brown. By the year 1940, Santa Clarita's population reached 4,000. Six years later, the first high school in the William S. Hart District was dedicated. With the development of schools came the construction of tract homes, the first being *Rancho Santa Clarita*.

In 1963, Canyon Country was founded and the first celebration of Frontier Days took place. 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 that 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.

This picture shows the construction of Magic Mountain with the Santa Clarita Valley in the background. Magic Mountain opened in 1971, bringing

thousands of tourists to the area, and giving the valley a significant landmark. 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.

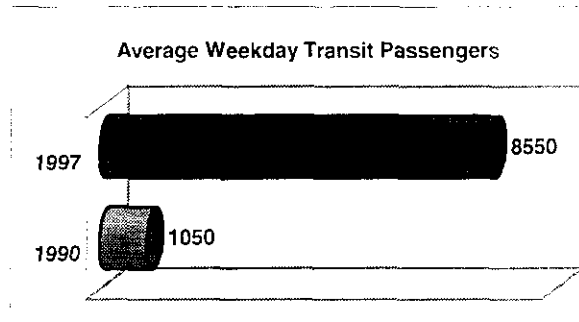
The 1980's saw the term "Santa Clarita" become common. The eighties also brought a staggering increase in population to 81,816. The Chamber of Commerce in 1985 instituted a study on the economic feasibility of becoming an incorporated city, two years later it was approved by the voters of what is now the City of Santa Clarita. In December of 1987, the City of Santa Clarita was formed as the second largest and the sixth most populated city within Los Angeles County.

## Since Incorporation



On December 15, 1987, the City of Santa Clarita was incorporated. By forming a City, the residents gained the ability to retain millions of local tax dollars. Much has been accomplished in the few short years since incorporation, a portion of which is listed below:

- ❖ Two Metrolink stations have been constructed and Santa Clarita Transit was created increasing the average weekday transit ridership from 1050 in 1990 to 8550 in 1997, a 714% increase.



- ❖ The Parks, Recreation & Community Services Department has more than 200 programs which benefit tens of thousands of local children.
- ❖ The City has instituted an annual Youth in Government program for local teens to experience, first hand, how the government operates.
- ❖ After school programs have been implemented at local parks, to provide opportunities for "latchkey" kids.
- ❖ 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 as well as literacy and boxing programs.

- ❖ Two parks have been built in Canyon Country, the 5-acre Begonias Lane Park and the 17-acre Canyon Country Park, as well as the 8-acre Creekside Park in Newhall.
- ❖ An extensive trail system has been planned, of which 12 miles have been built including the South Fork Trail and the Commuter Rail Trail.
- ❖ Virtually all of the facilities at the City's parks have been refurbished including the pools, fields, buildings and play equipment.
- ❖ The City of Santa Clarita offers a number of programs and partnerships which involve youth, schools, and the City. An example is the Student Partnership Program, which was created to increase attendance for at-risk ninth graders.
- ❖ The Anti-Gang Task Force was created to pro-actively address Gang issues.
- ❖ The development of a 24-hour Graffiti Hotline which allows residents to call and receive graffiti clean-up free of charge by volunteer residents of the community.
- ❖ The City dramatically increased recycling programs to include yard trimmings and free curbside pick-up of Christmas Trees, phone books, and hazardous waste. These efforts have helped to divert 45% of the waste stream from area landfills.
- ❖ Following the 1994 Northridge earthquake, which caused in excess of \$400 million in damage to the Santa Clarita Valley, response was excellent. The entire community pulled together



and within a year, most major recovery efforts were complete.

- ❖ To enhance the beauty of the community, 5,000 trees have been planted city-wide, and for the seventh straight year, Santa Clarita received the designation "Tree City U.S.A."



**TREE CITY USA.**

- ❖ 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 has facilitated three community strategic planning sessions, entitled Share the Vision, to give residents the opportunity to identify priorities and help create solutions for the future of their community.
- ❖ Many local roadways have been extended and/or widened to increase traffic mobility throughout the Valley.
- ❖ The City's Building & Safety Division has inspected \$800 million in new construction, resulting in 70,000 permits being issued.
- ❖ Santa Clarita has won more than 40 regional, national and international awards since cityhood, including awards for budgeting, financial management, strategic planning, innovation in management, citizen participation, emergency preparedness and recreation.
- ❖ Recently, the City purchased 3 large buildings on 20 acres off Soledad Canyon Road to create the Santa Clarita Sports Complex. Basketball and racquetball courts are under construction, and other uses will be discussed soon.

Despite all of the accomplishments of the past 10 years, Santa Clarita is still moving forward. Here are some of the exciting projects underway currently:

- ❖ A redevelopment area has been established to help revitalize the downtown Newhall Area.
- ❖ Economic Development Administration grant funds were provided by the City to assist in the construction of a new Edwards Cinema and shopping complex in Canyon Country, which will open in 1998.
- ❖ Santa Clarita will be the only other city besides Los Angeles with three Metrolink Stations, when the Newhall station opens in mid-1999.
- ❖ Construction is underway on Phase I of the Central Park site on Bouquet Canyon Road, which will include softball and multi-use fields.
- ❖ A community oriented policing program is underway in Newhall. Called the Community Interaction Team (C.I.T.). These four Sheriff's deputies have an office in downtown Newhall and are actively addressing the policing concerns of the community.



## Form of Government

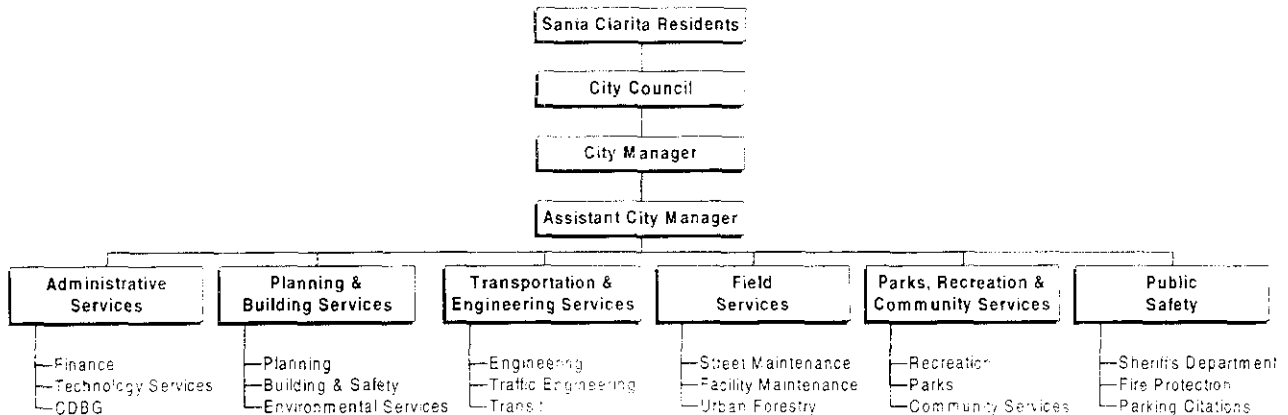
The City of Santa Clarita is a general-law City operating under a Council-Manager form of government, with the City Council acting as the part-time legislative body of the City. Five members are elected to the City Council at large on a nonpartisan basis, with members serving four-year terms. Elections are staggered every two years, with the Mayor serving a one-year term and acting as presiding officer.

The City Council appoints a City Manager to be the Chief Administrative Officer responsible for the day-to-day operations of the City. The City Manager's duties include appointing Department Managers, who are then responsible for the day-to-day operations of their own departments. Department Managers then have the task of selecting division managers and support staff members.

Also appointed by the City Council is the City Attorney, who is the legal advisor to the Council, Department Managers, Commissioners, and other City officials.

Assisting the City Council in serving the Santa Clarita community are a variety of boards and commissions which address specific needs within their particular realm of responsibility. Each board and commission has the opportunity to get involved in a wide range of activities from reviewing City ordinances to recommending major revisions to City programs. Public meetings are held on a regular basis.

### Organizational Chart



## Commissions, Volunteer Boards and Committees

### Commissions

#### **Parks & Recreation Commission**

Maria Fulkerson  
Paul Higgins  
Todd Longshore  
Henry Schultz  
Kimberle Wooten

The Parks & Recreation Commission is a five-member commission appointed by the City Council to make recommendations to the Council on matters relating to recreation and parks for the City.

#### **Planning Commission**

Darla Hoback  
Robert Kellar  
Ralph Killmeyer  
Pat Modugno  
Dennis Ostrom

The Planning Commission is a five-member commission appointed by the City Council to consider and decide upon various applications for land use and land development in the City, including the implementation of the General Plan; Zoning Ordinance and other land use regulations; and recommendations on development applications.

### Committees

#### **Community Services Grant Committee**

The committee's role is to review the many requests from community agencies for funding and make recommendations to City Council. The committee is comprised of two Councilmembers and Staff.

#### **Council Legislative Committee**

The City Council Legislative Committee reviews pending state and federal legislation and makes recommendations to the full City Council for adoption of the City's formal position on legislation. The Legislative Committee is comprised of two members of the City Council and is appointed by the full City Council. The City Manager and Intergovernmental Relations Officer provide Staff support to the committee.

#### **Mobilehome Rent Stabilization Panel**

This panel is authorized by the City Council to hear and decide disputes regarding rent increases in mobilehome parks as part of the Mobilehome Rent Stabilization Ordinance. The panel is composed of five members: two are elected by the mobilehome owners; two are elected by the mobilehome park owners; and one is an independent mediator.

#### **Newhall Redevelopment Committee**

This 14-member committee, selected by the Newhall Redevelopment Agency, advises the Agency on matters related to the Downtown Newhall Revitalization effort.

## **Committees (cont.)**

### **Activists Committee**

Created by a former Councilmember, this committee discusses on-going issues of relevance to local activists.

### **Adult Sports Committee**

Organized by the Parks, Recreation and Community Services Department, this committee advises Staff regarding policies and rules for adult sports.

### **Commuter Transit Advisory Committee**

Formed by the Transit Staff, this committee provides public participation opportunities and feedback to Staff on needs and program design.

### **Human Relations Forum**

Supported by the City Manager and one Staff member, the Forum works to promote full acceptance of all persons in all aspects of community life and building cultural understanding. Its goals are equity, inclusion of all and by all, and peace.

### **Integrated Solid Waste Management**

Created by City Staff, this committee assists the City Staff in the review and implementation of the City's solid waste management programs.

### **Pride and Graffiti Committee**

The *Pride Committee* volunteers work hand in hand with City Staff, the Los Angeles County Sheriffs' Department and the Santa Clarita Anti-Gang Task Force to coordinate a number of programs which benefit the community. This includes the Pride Committee's Annual Pride Week/Community Clean-up Day and their graffiti abatement efforts.

### **Santa Clarita Valley Anti-Gang Task Force**

Initiated by Sheriff Sherman Block, this task force is a cooperative effort among the Sheriff's Department, school districts, non-profits and the City. Its' main purpose it to prevent further gang involvement and growth within the community through parent and community education and prevention programs.

### **SCV Chamber Film Committee**

City contracts, through the Economic Development Department, the SCV Film Liaison Office/Film Committee, to implement a film marketing plan and coordinate a film liaison function for companies undertaking filming in the Santa Clarita Valley.

### **Tourism Committee**

The purpose of the committee is to market hospitality, attractions and events in the Santa Clarita Valley. The City matches funds up to \$25,000 for these efforts.