

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 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*	162,875
Size	47.9 sq. miles
Housing Units*	52,776
Unemployment Rate	3%
Median Household Income	\$66,575

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.

Safety

* Provided by the Department of Finance

Based on FBI statistics, the City of Santa Clarita is the safest city of its size (population over 150,000) in the nation. The crime rate has decreased 19.1% since 1995.

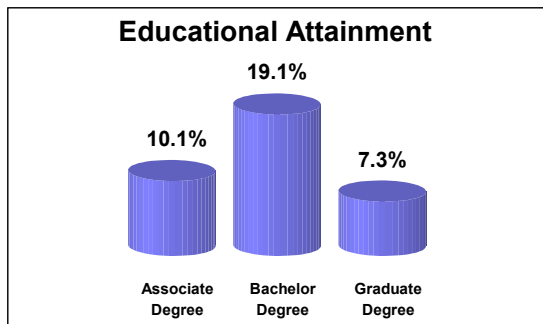
Transportation

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 three Metrolink stations, which carry over 2,000 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

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 the City's 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 are the Canyon Theatre Guild, Disney Studios, Santa Clarita Repertory Theater, as well as the Friendly Valley, Valencia Country Club, Robinson's Ranch and Vista Valencia golf courses. 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.

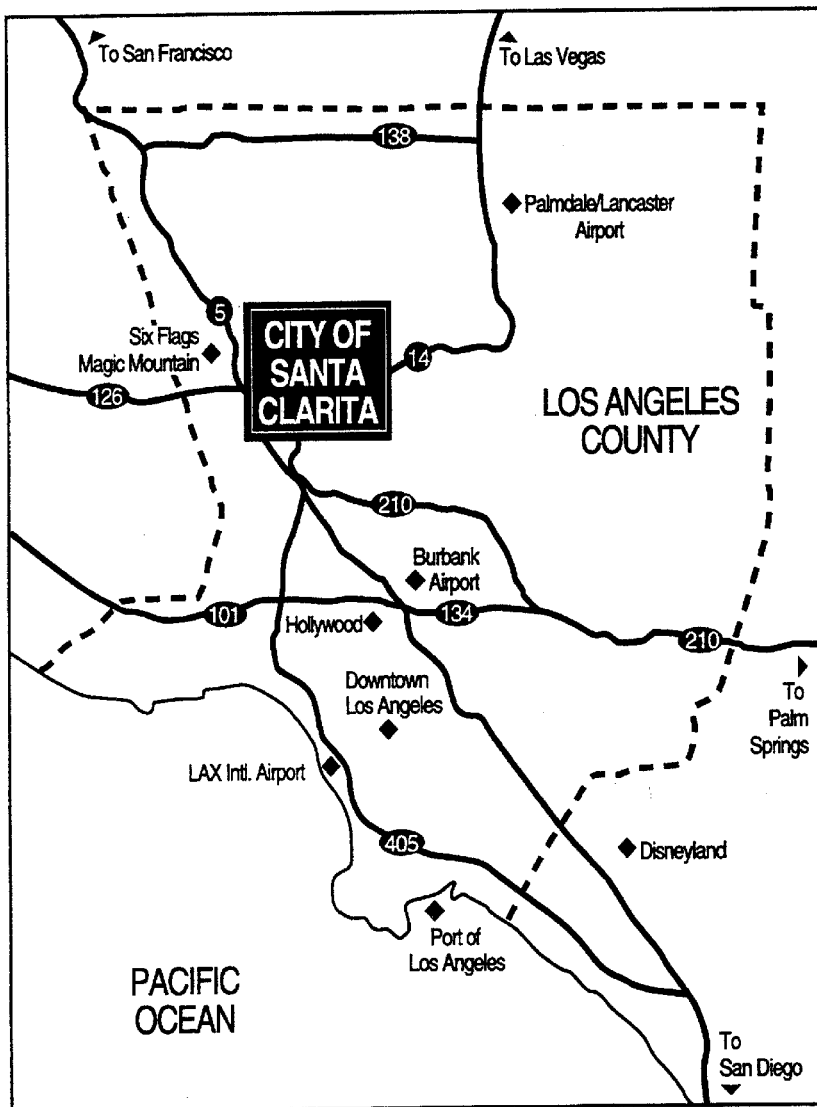
Santa Clarita residents enjoy a distinctive way of life and value the City's landscaped trail system, well-maintained roads, high-quality schools, and innovative recycling programs. Residents not only enjoy numerous parks and recreation services and facilities, but also outstanding Los Angeles County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



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 the Newhall Land and Farming Company. 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 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.

In the 1980's "Santa Clarita" became a common term. The eighties also brought a staggering increase in population to 81,816. In 1985 the Chamber of Commerce 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 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. Since incorporation, much has been accomplished, a portion of which is listed below:

- ❖ Three Metrolink stations have been constructed, making Santa Clarita the only city with three stations besides the City of Los Angeles. Santa Clarita Transit's average weekday ridership has increased from 1,050 in 1990 to 10,659 today, a ten-fold increase.
- ❖ The Parks, Recreation, and Community Services Department has more than 200 programs which benefit tens of thousands of local children.
- ❖ The City has instituted Youth Programs such as the Youth in Government program for local teens to experience, first hand, how local government operates and the "We Care for Youth" program to teach job skills to area teens. After school programs have been implemented at local parks to provide opportunities for "latchkey" kids.
- ❖ The Community Center in Newhall was established to provide recreational and educational opportunities, including a toy library, literacy and boxing programs.
- ❖ Since Cityhood, an additional 200 acres of park space was developed. This includes Begonias Lane Park, Canyon Country Park, Central Park, Circle J Ranch Park, Creekview Park, Bridgeport Park, Pamplico Park and Oak Spring Canyon Park.
- ❖ An extensive trail system has been planned, of which 36.2 miles have been built including the South Fork Trail, Commuter Rail Trail, Robinson Ranch Trail, and the Santa Clara River Trail.

- ❖ The Anti-Gang Task Force was created to proactively address gang issues.

- ❖ The development of a 24-hour Graffiti Hotline 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 and hazardous waste.



- ❖ 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, over 43,000 trees have been planted city-wide, and for the twelfth straight year, Santa Clarita received the designation "Tree City U.S.A."



- ❖ 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 four community strategic planning sessions (with an average 90% success rate), 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 \$1.52 billion in new construction, resulting in approximately 85,612 permits being issued since incorporation.

- ❖ Santa Clarita has won more than 115 regional, national and international awards since cityhood, including awards for budgeting, financial management, strategic planning, innovation in management, citizen participation, emergency preparedness, and recreation.
- ❖ The City purchased three large buildings on 20 acres off Soledad Canyon Road to create the Santa Clarita Sports Complex. In December 1998, the first building, with two basketball courts and four racquetball courts, was opened to the public. The second building opened in 2002 and includes an Activities Center. The Aquatics Center is a large swimming pool facility that is scheduled to open the fall of 2003.
- ❖ 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 opened in 1998.
- ❖ A community oriented policing program called the Community Interaction Team (C.I.T.) brings policing to the Canyon Country and Newhall neighborhoods, allowing Sheriff's deputies to actively address area concerns.
- ❖ To preserve and promote the history of Santa Clarita's Western Heritage, the City established the annual Cowboy Poetry & Music Festival in 1994. This award-winning celebration, which is held at historic Melody Ranch Motion Picture Studio, features the best in poetry, music and fine western art.
- ❖ In partnership with a private developer and the County of Los Angeles, the City developed the new Canyon Country JoAnne Darcy Library. The Library is a 17,000 square foot facility, complete with a community room, a children's and adult's section, a patio with amphitheater style seating, and several computers. The City invested over \$5 million to complete this project.
- ❖ Since 1992, the City has secured a total of \$68 million in transportation improvement grants awarded from the Federal Highway Administration, Federal Transit Administration, the State of California and the Los Angeles County Metropolitan Transportation Authority.
- ❖ The City declared 2002 the year that CHARACTER COUNTS! in Santa Clarita to create a model for a community in which people act more ethically in their personal and professional lives, and individuals and institutions understand and follow.
- ❖ Together with the County of Los Angeles, the City launched a multi-year project entitled One Valley One Vision to develop a new Valleywide General Plan that will guide future planning and decision making for the entire Santa Clarita Valley over the next 20 years.
- ❖ Constructed the McBean Transfer Station located at Valencia Boulevard and McBean Parkway that provides comfort and convenience amenities to Transit passengers.
- ❖ The City has established two Sister City relationships. One with Sariaya, Philippines, and one with Tena, Ecuador. These relationships help the community by bringing cultural understanding about others.

Form of Government

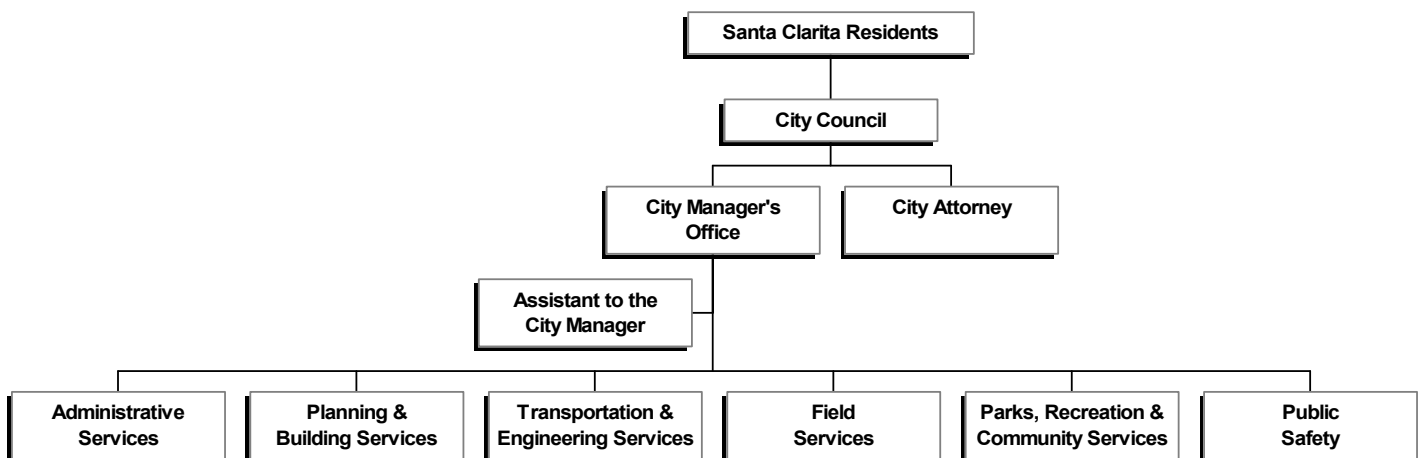
The City of Santa Clarita is a general-law City operating under a Council-Manager form of government, with the City Council acting as the part-time legislative body of the City. Five members are elected to the City Council at large on a nonpartisan basis, with members serving four-year terms. Elections 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 is 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 & Community Services Commission

Laurie Ender
Laura Hauser
Todd Longshore
Karin Nelson
Edward R. Redd

The Parks, Recreation & Community Services 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

Michael Berger
Timothy Burkhart
Dennis Ostrom
Diane Trautman
Richard Winsman

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

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.

Anti-Gang Task Force

This task force, founded through the Sheriff's Department in 1991, is comprised of community members, school personnel, law enforcement, and volunteers. Members work together to develop and refer youth to programs that intervene in their lives to build self-esteem, give direction, develop skills, and let the youth know they are cared about.

Arts Advisory Committee

This 11-member committee is comprised of representatives from Parks, Recreation & Community Services Commission, the Planning commission, and the arts, business and school communities. They were formed to advise the City Council and staff on arts-related issues such as public art, arts education, facilities and other areas.

Blue Ribbon Task Force Against Alcohol/Drugs/Tobacco

The Task Force is comprised of community and education leaders. The Task Force was formed in January 2001 and works to educate the community about teen substance use and provide meaningful resources and programs to those in need.

Canyon Country Advisory Committee

This Committee's role is to promote and support the Canyon Country area of the City. They are dedicated to preserving and maintaining the beauty of the area, to encourage and support quality planning and appropriate development, and create an area they can take pride in. The Committee is comprised of Canyon Country residents and a staff liaison.

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.

Commuter Transit Advisory Committee

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

Family Violence Task Force

This community partnership is comprised of representatives from various organizations that deal with family violence issues. It aims to promote the safety and well-being of families through education, prevention, and intervention.

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.

Latino Community Action Network

This Committee is comprised of dedicated residents, service providers, school representatives, and City staff. The mission is to engage, educate, and empower the Latino community in the Santa Clarita Valley in the areas of public safety, higher education, health, legal advice, and community programming.

Mayor's Committee on Growth

The Committee seeks to advise the City of Santa Clarita and appropriate governmental agencies in the development and implementation of long-term sustainable growth strategies that address the need for a balance between economic strength and environmental resources protection, while obtaining reasonable and adequate infrastructure improvements for the entire Santa Clarita Valley.

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.

Pride and Graffiti Committee

The Pride Committee volunteers work hand-in-hand with City Staff, the Los Angeles County Sheriff's 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 Film Office Committee

The Film Office, under the Economic Development Division, coordinates with the Film Office Committee to implement a marketing plan and serve as a film liaison between companies filming in the Santa Clarita Valley, residents and local businesses.

Santa Clarita Valley Committee on Aging

This Committee primarily serves the needs of senior citizens in the North Los Angeles County with a goal to enhance independence, dignity and quality of life through community resource management and coordination, advocacy and a full spectrum of direct quality services for senior citizens.

Saugus Action Committee

The Committee is composed of Saugus residents and staff liaison with a mission to promote a safe, residential, family oriented community, where children can attend good safe schools and where families can enjoy the richness of their unique history.

Sports Advisory Committee

This committee is comprised of staff and representatives from many youth sports organizations in the valley included AYSO, SCVAA, CCAA, United Soccer, etc. The committee is responsible for putting together the Field Allocation Policy and takes a look at other issues related to youth sports in the valley.

Tourism Bureau

The purpose of the committee is to market hospitality, attractions and events in the Santa Clarita Valley.

Visions in Progress (VIP)

VIP is a youth advisory committee comprised of Santa Clarita Valley high school students who advise City Council, Commissioners, and staff on projects and plans. VIP recommends, plans, and hosts activities for the youth of the valley.

City of Santa Clarita

Philosophy

As City employees, we are proud to say that WE ARE THE CITY OF SANTA CLARITA. We take pride in ourselves, our organization and our community. Our mission is to deliver the best and most cost-efficient municipal service to the citizens of Santa Clarita.

We value excellence

- We provide high quality and timely services.
- We encourage education.
- We have a strong commitment to the community, the organization and individual professions.
- We conduct ourselves professionally.
- We believe that prudent management of our resources demonstrates our respect for the citizens whose monies support this organization.

We value a humanistic approach

- Our actions recognize humans, human feelings and the importance of the individual.
- We believe in participative management.
- We encourage employees to enjoy their time at the work site.
- We encourage ideas that improve the mental and physical health of the employees.
- We are united in our efforts to support, respect and encourage individual talents and contributions.

We value creativity

- We have a bias for action.
- We believe in taking reasonable risks.
- We accept innovative people who have their share of mistakes.

We value a futuristic approach

- We want decisions that will endure the test of time.
- We want a city that future generations will love.

We value our enthused workforce

- We encourage actions which keep employees motivated and competent.
- We respect loyalty to the City.

We value ethics

- We believe the soundest bias for judging the rightness of an action is a test of its morality and its effects on human rights.

We value an open and non-bureaucratic government

- We keep the public informed of what we do.
- We share ideas, information and feelings with employees.
- We are helpful, courteous and cooperative with the public.

We value our City Council

- We recognize the importance of the process which elected the Council.
- We recognize the importance and difficulty of the Council's job.
- We are fully prepared for Council meetings.