

These are just a few of  
the accomplishments  
made by your City over  
the last 10 years. We


hope you will join us on Saturday,  
December 13, 1997 at Newhall

Park for our City birthday  
5K/10K Run-Walk and Picnic.

For more information, call the  
City of Santa Clarita--YOUR  
place for local home rule at

(805) 255-4314.

[www.santa-clarita.com](http://www.santa-clarita.com)



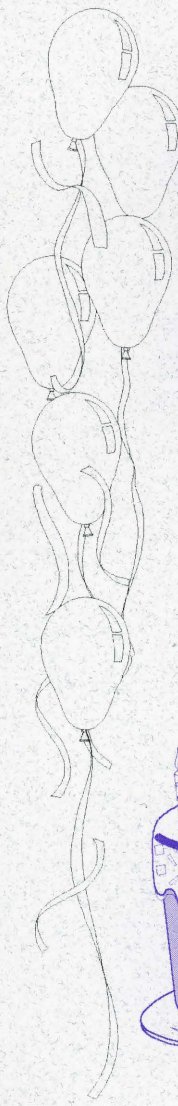
Brochure Designed by:

Brian Custer

V.H.S. Class of '99

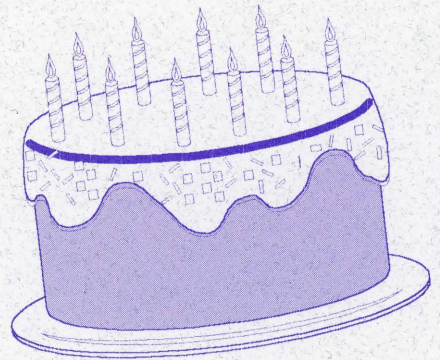
1997

Celebrate!

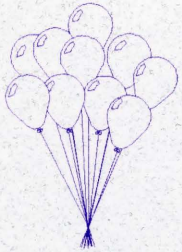


Happy  
**10**<sup>th</sup>  
Birthday

*Santa  
Clarita*







# HAPPY 10TH BIRTHDAY SANTA CLARITA!

## *How It All Began*

The City of Santa Clarita was formed by local residents who envisioned a community where they had more control over their destiny... control over how their tax dollars were spent and the ability to create a community of their choosing.

It took years of hard work, standing in front of shopping centers, gathering signatures, endless meetings and treks downtown. These efforts by the City's incorporation committee paid off and on December 15, 1987, the vision for cityhood became a reality with the incorporation of the communities of Newhall, Saugus, Valencia and Canyon Country, marking California's most populated area ever to incorporate

## *Why it All Matters*

Santa Carita's City mothers and fathers worked hard to plan a city that would reflect the best for all.

Safe neighborhoods, good education, more sports and recreation programs, more parks, improved aesthetics, investment in our youth, good roadways, improved environmental policies, better traffic flow and more shopping opportunities were a few of the desires outlined by residents when the City incorporated.

These promises and more have been realized over the last 10 years. This year, Santa Clarita was named the fourth safest City of its size in the nation by the F.B.I., and The Wall Street Journal named Santa Clarita as the fastest growing retail market in Southern California. Recognitions such as these point to a City that is vibrant, sought-after and reflects caring and diligence by the people who live there. It matters because this is where we are raising our children; this is where our home is, and this is where we live!

## *A Decade of Accomplishment*

So what has the City of Santa Clarita accomplished for its residents over the last 10 years? We asked each of our City departments to name their "Top 10 Achievements" over the last 10 years. Here's what they said!





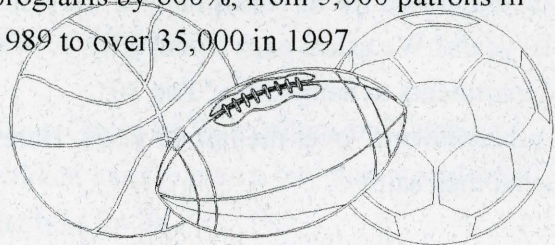
# Parks, Recreation and Community Services

Designed and built three new parks: Canyon Country Park, Begonias Lane Park and the new Creekview Park in Newhall, with a fourth on the way: the Central Park!

Trained over 10,000 residents, business owners and special groups such as seniors and Hispanics, in emergency preparedness procedures through the SECURE (Santa Clarita Educated Communities United in Response to Emergencies) program

Constructed over 12 miles of hiking, biking and pedestrian trails throughout the community

Increased participation in recreation programs by 600%, from 5,000 patrons in 1989 to over 35,000 in 1997



Opened a community center in Newhall that houses a boxing program, ESL program, toy library and recreation programs, and purchased a 20 acre site for a new recreation



center in Canyon Country (to be open early 1998!)

Designed and constructed over eight miles of landscaped/hardscaped center medians throughout the City

Planted and provided care for over 10,000 new trees

Created the Anti-Gang Task Force and the Youth Alliance

Created the Human Relations Forum to provide education about cultural diversity

Partnered with the Santa Monica Mountains Conservancy in the purchase of over 3,100 acres of open space, adding to the Santa Clarita Woodlands Park







City  
Manager's Office

Effected the demise of a plan to build a 190-million ton dump in Elsmere Canyon, preserving this National Forest land for the public

Led the emergency and recovery efforts immediately following the 1994 Northridge earthquake, bringing services and resources to Santa Clarita which resulted in a quick recovery



Created an award-winning, balanced city budget every year of cityhood, resulting in a positive cash flow, reserves and the ability to purchase property and build new facilities

Created an award-winning public participation plan and policy to ensure that the community is consulted on major issues facing the City

Facilitated two award-winning community strategic planning sessions which resulted in a community driven work program with a 90% completion rate!

Successfully held three City elections resulting in the election of our City Council

Created a program for local third graders to learn about local government through an activity book, 30-minute video, city hall tours and city management visiting local classrooms

Brought live televised broadcasts of twice monthly city council meetings to public access television, and helped create a public access program for local channel 20. (Note: televised Planning Commission meetings, which occur on the first and third Tuesday of every month, will begin being televised Fall, 1997)

Significantly increased the amount of money spent on the Sheriff's Department to include: drug and gang education in every 4th through 6th grade classroom in Santa Clarita, the Teen Court program, COBRA, a team targeting burglary, robbery and assault in the Santa Clarita Valley, 250 active neighborhood watch programs, a pro-active crime prevention program, helmet patrol to promote use of bicycle safety, targeted enforcement and patrol, all resulting in Santa Clarita's "Fourth Safest City" status.

Facilitate twice-monthly city council meetings held locally and in the evening hours so working people can attend: also hold evening meetings for the Planning Commission, Parks, Recreation and Community Services Commission and a host of other committees



A graphic of four balloons in various shades of blue and purple, tied with strings, positioned around the text.

# COMMUNITY DEVELOPMENT

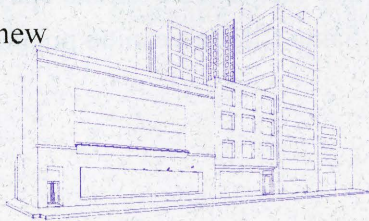
Creation of a plan to bring a major hotel/conference center to the City (slated to open mid-1998!)

Adoption of the Santa Clarita General Plan, encompassing the entire 200 square mile Santa Clarita Valley

Creation of the City's first Redevelopment Agency which will provide a long-term financial tool for improvement of the downtown Newhall area

Economic Development efforts resulting in bringing Home Depot, Price/Costco, Mountasia Fun Center, U.S. Borax and Princess Cruises to Santa Clarita

Completion of more than 13 annexations, resulting in 25,000 new residents joining the City



Adoption of the area's first Hillside and Ridgeline Ordinance which prohibits development where there is a 10% grade or more

Acquired special funding for hundreds of thousands of dollars in curbs, gutters and sidewalks in the East and West Newhall areas

Adoption of an Oak Tree Ordinance, the City's very first ordinance, which protects oaks trees and prohibits cutting them down without a special permit

Provided access to over \$2 million in grant and loan opportunities to residents through the City's Earthquake Recovery Assistance program

Worked with a local developer to approve a 36-hole Championship Golf Course, Hunter's Green, in the Canyon Country area





# PUBLIC WORKS

Created a city-wide, curbside recycling and weekly yard trimmings collection program which has resulted in a 48% diversion rate of trash from area landfills

Created a local and commuter bus service which has increased three-fold in 10 years. Also, added local Sunday service so that bus service is 7 days a week.

Brought Metrolink train service to Santa Clarita for commuters, including the new midday service, plus the addition of Saturday service

Created an express service to downtown Los Angeles, the San Fernando Valley and Antelope Valley for local commuters

Improved the level of street repair so that all 480 curb miles of Santa Clarita's streets are well-maintained and virtually "pothole free"



Improved the level of service of street sweeping so that all public streets are swept weekly and on the day after trash pick up

Introduced a new annual telephone book pick up, Christmas tree pick up and oil recycling pick up -- all curbside and all included in the cost of trash service (no extra charges!)

Created an innovative Earthquake Debris Removal Program which resulted in the collection and recycling of over 90 tons of debris following the 1994 earthquake (Note: the recycled debris was used as road base for the widening of San Fernando Road!)

Created the City's first Job Skills Program which gives local youth ages 18-22 an opportunity to learn Public Works skills while improving their job hunting skills

Created a recycling education program for all local elementary schools to teach children about the importance of recycling



