

# Community Information

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## Laguna Beach





## LAGUNA BEACH

Laguna Beach is southern California's premier, seaside destination midway between Los Angeles and San Diego. A year-round retreat for art lovers, nature enthusiasts and beachgoers, Laguna Beach features seven miles of soft sand and the sound of the surf. We want to share our world-renowned sunsets and picturesque coastline with you.

### History

In early times, local Indians thrived on the rich coastal lands and freshwater canyon lakes that made up the area they named Lagonas, for 'lake.'

By the late 1800s, visitors were making an annual pilgrimage on rutted trails through the canyons to camp at Laguna Beach each summer. By the time painter Norman St. Claire visited from San Francisco in 1903, Laguna already had become a popular tourist destination with a hotel: the Hotel Laguna.

Like tourists of any era, St. Claire returned home with glowing reports and landscape paintings that led his artist friends to follow him south. It wasn't long before Plein Air artists like William Wendt and California marine artist Frank Cuprien moved to Laguna Beach.

Within a few years, Laguna Beach had a permanent population of about 300 people-half of whom were artists.

In 1918, artist Edgar Payne opened an art gallery that later became the Laguna Art Museum, one of the first art museums in the state.

The White House Restaurant was established in 1918 and the Laguna Playhouse got its start in the 1920s. Summer cottages dotted the landscape near downtown.

The early Depression years weren't kind to the art community, and in 1932 the Festival of Arts staged its first show near Hotel Laguna, hoping to draw some additional business to town after the Los Angeles Olympic Games. Artist and vaudevillian Lolita Perine added 'living pictures' to the festival, launching the tradition of the Pageant of the Masters.

The city had already caught the eye of Hollywood filmmakers. Hollywood stars like Bette Davis, Mary Pickford, Judy Garland, Rudolph Valentino, Charlie Chaplin and Mickey Rooney maintained homes in town. Later, Ozzie and Harriet Nelson joined them.

During World War II, servicemen stationed in the area became acquainted with the Orange County coast-and many of them came back to live later on.

The Surf & Sand opened in 1948; its restaurant became popular with a long list of notable personalities that included Peter Ustinov, Joe Namath and Billy Graham.

By the 1960s, the Main Beach boardwalk was transformed into an open public beach park. The decade brought other changes, too. A group of artists who thought the Festival of Arts was too restrictive in accepting exhibitors began the Sawdust Festival, and the Art-A-Fair followed a year later to focus on traditional arts and new mediums.

As an art colony in the 1960s, the city experienced its share of the 'hippie' culture as well, but that gave way to a new group of people who put the small town on the map: the White House Press Corps.

During the Nixon years, when President Nixon visited his home in San Clemente, the press corps took up residence at the Surf & Sand. Fledgling reporters like Tom Brokaw, Dan Rather and Diane Sawyer were frequent guests. Newscasters





would do stand-ups from the beach in front of the hotel.

As Orange County continued to develop in the 1980s and beyond, environmentalists worked to create a Greenbelt of preserved land around Laguna Beach, purchasing some and getting other land donated from the Irvine Company.

Today, Laguna Beach has become a full-fledged resort town. Its newest addition is the Montage Laguna Beach, which draws its own Hollywood crowd, including sometime-resident Heather Locklear.

Locals and visitors alike can stroll in the new public park that was created along with the Montage, explore tidepools and enjoy the sunsets over the Pacific, just as the Indians, Spaniards and early artists who recognized Laguna's charm did in times gone by.

Laguna's universal allure is best expressed on a famous gate built in 1935 that today stands at the corner of Forest and Park Avenues. It reads, "This gate hangs well and hinders none, refresh and rest, then travel on."

### Attractions

Whenever you decide to visit Laguna Beach, there are always several attractions and special events to be seen in and around town, ranging from art festivals to historical tours and wilderness parks to dolphin and whale watching. Your only challenge will be finding enough time to stay and see it all!

Among the highlights: The Laguna Playhouse, the oldest continually operating theater on the West Coast, provides regular entertainment in an intimate theater atmosphere and is a must-see for theater aficionados. Laguna Art Museum showcases unique exhibitions as well as the largest permanent collection of artworks by California artists and is one of the oldest museums in the state. The Pacific Marine Mammal Center, a rescue and rehabilitation center in Laguna Canyon, offers up-close and personal viewing of marine mammals by guests. After rehabilitation by volunteers, healthy animals are released back into their natural habitat. These are just a few of the exciting places waiting for you in Laguna Beach!



### Beaches

Laguna Beach boasts some of the most beautiful beaches in California. The city's seven miles of picturesque Pacific coastline features plenty of pristine sandy beaches. Throughout the year, you'll find beachgoers of all ages soaking up the sun and enjoying all the great activities you'll find in Laguna Beach.

Lounging in the soft, warm sand is only the beginning of what you can do here at the beach. Surfing and skimboarding are popular among locals and visitors. With up to 15-foot waves, the coves along Laguna Beach's coastline are home to some of the best waves in southern California. Or, cast a line and try your luck at the plentiful fishing along the coast of Laguna Beach.

Exploring the underwater world is fun and exciting in Laguna Beach, which is home to amazing diving. You'll discover a new world just beneath the waves filled with fish, anemones - even the occasional octopus!

But you don't have to dive to experience the amazing marine life hidden just below the waves. Laguna Beach boasts impressive tidepooling opportunities, giving you an up-close look at marine life without having to get your hair wet! Nestled within the rocky outcroppings that frame Laguna Beach's white sand beaches, you'll find an amazing display of marine life that calls this unique environment home. Check out our tidepool video for a sneak peek at the amazing sights you'll





see while tidepooling in Laguna Beach.

While you explore the coves of Laguna Beach, please help us keep these beaches beautiful for years to come! All of Laguna's beaches and coves are designated "Marine Protected Areas," so remember:

- Deposit all litter in designated containers. Keep trash out of our parks and out of the food chain.
- Stay on designated trails. Prevent erosion and preserve plant and animal habitats.
- No pets are allowed in wilderness parks. Protect wildlife and your fellow park visitors.

With such an amazing variety of things to do and ways to relax at the beach, it's easy to see why Laguna Beach is a prime vacation destination for visitors from around the world.

## Shopping

Laguna Beach is a walkable quaint village located in the heart of southern California and makes shopping in this fun and funky town an experience that's like none other.

Take home a part of Laguna Beach's unique style with a beautiful piece of art you won't find anywhere else. Over 100 art galleries and artists' studios showcase all types of mediums, from painting and sculptures to glass blowing and modern art. From the galleries in North Gallery Row and the showcases of the downtown village to South Laguna, you'll find it's easy to spend the day gallery-hopping as you explore all the incredible talents of world-renowned artists.

Looking for a little local flavor? Laguna Beach features an amazing selection of local artists who will gladly show you through their art studio. See these masters in their element as you explore their working studios, and get a sneak peek at works of art as they come alive with the hands of the artists who call Laguna Beach home.

But amazing art isn't the only shopping experience you'll find in Laguna Beach. You'll discover an incredible selection of boutiques, jewelry and gifts. Find rare books to add to your collection and unique home furnishings to make your nest a space to notice. And for those hard-to-find items, Laguna Beach boasts plenty of specialty stores that are sure to make your shopping experience a success.

## Summer Festival Information

### **Art-A-Fair - Exceptional Fine Art by International, National & Local Artists**

777 Laguna Canyon Road / 949-494-4514

Art is beauty in its purest form. It inspires us; it brings forth passion; it awes us. This summer, the juried art featured at Art-A-Fair promises to do just this. View fine art by 125 renowned artists and master craftspeople from around the world, across the United States and gifted local artists as well. Stroll through Art-A-Fair's lovely and peaceful garden setting, with cool ocean breezes, and enjoy a memorable day among the artists as they work on their oil paintings, watercolors, acrylics, drawings, photography, digital art, mixed media, sculpture, jewelry, ceramics, glass and wood.





### **Festival of Arts - California's Premier Fine Art Show**

650 Laguna Canyon Road / 949-494-1145

Introduced in 1932, the Festival of Arts is one of the nation's most highly acclaimed and attended fine art shows. American Style Magazine has listed it multiple times as one of the top 10 art shows in the United States and Arts Orange County voted it "Outstanding Arts Organization." The rigorous jurying results in very 'fine art' by over 140 of coastal Orange County's most accomplished artists covering a complete spectrum of media. In addition, this open-air gallery features art workshops, several dining options, nightly musical entertainment and hands-on demonstrations. Special art-related attractions and events such as jazz concerts, wine and chocolate pairings, and guided art tours throughout the eight-week run provide entertainment for all. There is something for everyone.

### **Pageant of the Masters**

650 Laguna Canyon Road / 949-494-1145

Ninety minutes of "living pictures" - incredibly faithful art re-creations of classical and contemporary works with real people posing to look exactly like their counterparts in the original pieces. An outdoor amphitheater, professional orchestra, original score, live narration, intricate sets, sophisticated lighting, expert staff and hundreds of dedicated volunteers have won recognition for the Pageant as the best presentation of its kind.

### **Sawdust Art Festival**

935 Laguna Canyon Road / 949-494-3030

Voted "Best Festival" by OC Weekly, and "one of the country's top five festivals" by American Style Magazine, the Sawdust features artwork created only in Laguna Beach. Located in a beautiful eucalyptus grove, visitors experience the creativity of more than 200 local artisans. Sawdust exhibitors create and sell unique pieces from a wide variety of media. Visitors are drawn to the large glass-blowing enclosure where glass masters perform their skill at the furnace. Other highlights of the festival include complimentary art activities for children and adults, live entertainment, a great selection of outdoor cafes, and the Sawdust Saloon. The Sawdust Art Festival is a non-profit arts organization dedicated to educating the public and promoting the art created in Laguna Beach. Don't miss the diversity in character, creativity and action at the Sawdust.



### **Utilities**

#### **Water Service:**

Laguna Beach County Water District 306 Third Street Laguna Beach, CA 92651

Telephone (949) 494-1041

South Coast Water District (South Laguna) 31592 West Street Laguna Beach, CA

92651 Telephone (949) 499-4555

#### **Electricity and Natural Gas Service :**

Southern California Edison (800) 655-4555

Southern California Gas Company (800) 427-2200

San Diego Gas & Electric (Portions of South Laguna) (800) 411-7343

#### **Telephone Service:**

Verizon (800)-483-4000

#### **Cable TV Service:**

Cox Communications 29947 Avenida de las Banderas Rancho Santa Margarita,

CA 92688 Telephone (949) 720-2020

#### **Garbage Removal and Recycling:**

Waste Management Call to schedule pickup for bulky items (949) 837-0427

RecyclingWaste Management of Orange Co.: (949) 642-1191

City Refuse and Recycling Hotline: (949) 497-0323





## Parks, Facilities & Permits

**Hours:** Effective December 3, 2009, City Parks and Beaches will be closed between 1:00 am and 5:00 am, except Crescent Bay Point Park is closed between 12:00 Midnight and 5:00 am. The Dog Park is closed every Wednesday for maintenance. Public restrooms are open everyday from dawn to dusk.

**Permits:** Recreational use of City parks is on a first-come, first-serve basis. Permits are required for weddings and filming in parks and on beaches.

**Alta Laguna Park:** Located at the north end of Alta Laguna Blvd., this hilltop park has a baseball field, six unlighted tennis courts, a half basketball court, walking trails picnic tables, and children's play equipment.

**Bluebird Park:** Located on Cress Street between Temple Terrace and Bluebird Canyon Drive, this park has a fenced playground, half basketball court, barbecues and picnic tables. there is also an unlighted tennis court located one block east on Bluebird Canyon Drive, on top of the water reservoir.

**Heisler Park:** Stretching along the bluffs on Cliff Drive from Aster Street to Diver's Cove, this oceanfront park has walking trails, gardens, a marine refuge with tide pools, picnic tables, barbecues, lawn bowling greens. Popular park wedding sites include a Gazebo and Monument Point.

**Lang Park:** Located on Wesley Drive off Coast Highway, this park has a grassy play field, children's play equipment, picnic tables, one unlighted tennis court and a half basketball court.

**Main Beach Park:** Located at the end of Broadway on Coast Highway, this beachfront park has sand volleyball courts, two half basketball courts, children's play equipment, benches, picnic tables and public showers.

**Moulton Meadows Park:** Located at Del Mar and Balboa Avenues, this hilltop park has a grassy play field, barbecue and picnic tables, two unlighted tennis courts, two basketball courts, a parcourse and children's play equipment.

**Riddle Field:** Located at Cliff Drive and Hillcrest Drive behind Boat Canyon, this park has a baseball field, basketball court, and a children's playground.

**Crescent Bay:** This blufftop park has ocean and tide pool views, a grassy area and benches

**Dog Park:** Open dawn to dusk (closed Wednesday), dogs run free. Dogs must be leashed at other parks

**Nita Carmen Park:** Grassy park has benches and art sculpture

**Oak Street Park:** This view platform overlooks the ocean

**Pacific Way Park:** This hillside park has a picnic table and bench

**Ruby Street Park:** This blufftop park has ocean views

**Thalia Street Park:** This view platform overlooks the ocean

**Temple Hills View Park:** This view park is located at 2501 Temple Hills

**Top of the World Park:** This hilltop park has commanding ocean and canyon views, picnic benches and heritage trees

**Village Green Park:** This park has picnic tables, barbecues, play equipment, tree house and a large grassy area.





## Education

### **Laguna Beach Unified School District**

550 Blumont Street / Laguna Beach, CA 92651

Tel: (949) 497-7700 / Fax: (949) 497-6021 / [www.lbusd.org](http://www.lbusd.org)

#### El Morro Elementary

8681 North Coast Hwy. / Laguna Beach, CA 92651

Phone: (949) 497-7780

#### Top Of The World Elementary

21601 Tree Top Lane / Laguna Beach, CA 92651

Phone: (949) 497-7790

#### Thurston Middle

2100 Park Ave. / Laguna Beach, CA 92651

Phone: (949) 497-7785

#### Laguna Beach High

625 Park Avenue / Laguna Beach, CA 92651

Phone: (949) 497-7750





# LAGUNA BEACH

505 FOREST AVENUE  
LAGUNA BEACH, CA 92651

INCORPORATED: 1927  
AREA: 8.9 square miles  
TELEPHONE: (949) 497-3311  
WEBSITE: www.lagunabeachcity.net

## CITY COUNCIL

|                 |                  |
|-----------------|------------------|
| Mayor           | Toni Iseman      |
| Mayor Pro Tem   | Kelly Boyd       |
| Council Members | Steve Dicterow   |
|                 | Bob Whalen       |
|                 | Rob Zur Schmiede |

## DEPARTMENTS

|                       |                |
|-----------------------|----------------|
| City Manager          | (949) 497-0704 |
| Community Development | 497-0712       |
| City Council          | 497-0710       |
| Parks & Recreation    | 497-0716       |
| Fire Authority        | 497-0700       |
| Police Department     | 497-0701       |

## POPULATION CHARACTERISTICS

| POPULATION  |        |     | 2010 POPULATION BY AGE (1) |              |          | 2010 RACIAL & ETHNIC POPULATION (1) |               |          |
|-------------|--------|-----|----------------------------|--------------|----------|-------------------------------------|---------------|----------|
| <b>1960</b> | 9,288  | (1) |                            | <b>Total</b> | <b>%</b> |                                     | <b>Number</b> | <b>%</b> |
| <b>1970</b> | 14,550 | (1) | <b>0-4</b>                 | 747          | 3.3      | <b>Non-Hispanic White</b>           | 19,472        | 85.7     |
| <b>1980</b> | 17,901 | (1) | <b>5-9</b>                 | 1,021        | 4.5      | <b>Hispanic of any race</b>         | 1,650         | 7.3      |
| <b>1990</b> | 23,170 | (1) | <b>10-14</b>               | 1,124        | 4.9      | <b>Non-Hispanic Asian</b>           | 797           | 3.5      |
| <b>2000</b> | 23,727 | (1) | <b>15-19</b>               | 1,123        | 4.9      | <b>Non-Hispanic Black</b>           | 158           | 0.7      |
| <b>2010</b> | 22,723 | (1) | <b>20-24</b>               | 734          | 3.2      | <b>All Other NH Races</b>           | 646           | 2.8      |
|             |        |     | <b>25-34</b>               | 2,246        | 9.8      |                                     |               |          |
| <b>2005</b> | 23,497 | (2) | <b>35-44</b>               | 3,075        | 13.5     | <b>Total:</b>                       | 22,723        | 100%     |
| <b>2006</b> | 23,250 | (2) | <b>45-54</b>               | 4,200        | 18.5     |                                     |               |          |
| <b>2007</b> | 23,061 | (2) | <b>55-59</b>               | 2,170        | 9.5      |                                     |               |          |
| <b>2008</b> | 22,900 | (2) | <b>60-64</b>               | 2,120        | 9.3      |                                     |               |          |
| <b>2009</b> | 22,826 | (2) | <b>65-74</b>               | 2,557        | 11.3     |                                     |               |          |
| <b>2010</b> | 22,723 | (2) | <b>75-84</b>               | 1,122        | 5.0      |                                     |               |          |
| <b>2011</b> | 22,841 | (3) | <b>85+</b>                 | 484          | 2.1      |                                     |               |          |
| <b>2012</b> | 23,091 | (3) |                            |              |          |                                     |               |          |
| <b>2013</b> | 23,307 | (3) | <b>Total:</b>              | 22,723       | 100%     |                                     |               |          |
| <b>2014</b> | 23,371 | (3) | <b>Median Age:</b>         | 48.3         |          |                                     |               |          |
| <b>2015</b> | 23,453 | (3) | <b>% of County:</b>        |              | 0.8      |                                     |               |          |
| <b>2016</b> | 23,509 | (3) |                            |              |          |                                     |               |          |
| <b>2017</b> | 23,505 | (3) |                            |              |          |                                     |               |          |

### CURRENT PROJECTIONS SERIES POPULATION: OCP-2014 MODIFIED (4)

|             |        |
|-------------|--------|
| <b>2015</b> | 23,114 |
| <b>2020</b> | 23,105 |
| <b>2025</b> | 23,113 |
| <b>2030</b> | 23,128 |
| <b>2035</b> | 23,127 |
| <b>2040</b> | 23,125 |

### VOTER REGISTRATION, 2017 (6)

|                    |       |                            |        |
|--------------------|-------|----------------------------|--------|
| <b>Democratic</b>  | 6,348 | <b>Peace &amp; Freedom</b> | 39     |
| <b>Republican</b>  | 5,578 | <b>Misc.</b>               | 55     |
| <b>Independent</b> | 485   | <b>Decline To State</b>    | 3,992  |
| <b>Green</b>       | 97    |                            |        |
| <b>Libertarian</b> | 194   | <b>Total:</b>              | 16,788 |

### VITAL STATISTICS (5)

|                     | 2010 | 2011 | 2012 |
|---------------------|------|------|------|
| <b>Total Births</b> | 164  | 137  | 179  |
| <b>Birth Rate</b>   | 7.2  | 6    | 7.7  |
| <b>Total Deaths</b> | 198  | 146  | 183  |
| <b>Death Rate</b>   | 8.7  | 6.4  | 7.9  |

Sources: (1) April Decennial Census of Population, U.S. Census Bureau. (4) Center for Demographic Research, CSUF.  
 (2) E-8 Released November 2012, State Dept. of Finance. (5) OC Health Care Agency rates per 1,000 pop. 2012 is the latest published data by city.  
 (3) E-5 (Revised) Released May 2017, State Dept. of Finance. (6) OC Registrar of Voters, 2017.