Community Information San Clemente











SAN CLEMENTE

San Clemente is a coastal community located halfway between San Diego and Los Angles at the southern tip of Orange County. It is located on the Pacific Ocean and is bordered by Camp Pendleton Marine Base on the South, Cleveland National Forest on the East and San Juan Capistrano/Dana Point on the North.

San Clemente residents often think of their town as paradise—where the 1920's vision of a Spanish Village by the Sea still lingers, the sun shines 342 days a year and the conveniences of metropolitan Southern California are balanced by fresh ocean air and beaches untouched by time. Just 75 years ago, most of the coastal land between Los Angeles and San Diego was no more than barren rolling hills covered with mustard and sagebrush. San Clemente was no exception.

People love the beautiful things...

A unique combination of personality, foresight, luck, and a good dose of marketing savvy transformed this stretch of land. But unlike so many other communities in the region, San Clemente's geographical isolation helped protect its small-town charm from the homogeneous urban sprawl that permeates so much of this region.

As town founder Ole Hanson said in the late 1920s, "I get credit for building San Clemente. I am doing my best, but San Clemente's development was as natural as a well-watered and fertilized tree to grow. It is on the coast. Its climate is superb. It is far enough from San Diego and Los Angeles to fill a real necessity. Besides, people love the beautiful things."

People indeed love beautiful places and the boom in San Clemente's population, this year reaching 67,892 in this 80 year-old community, reflects the popularity of San Clemente and the development that has transformed all of Orange County in the past century.

However, San Clemente started and has evolved differently than many of its neighboring communities.

San Clemente was among the first master planned communities built from totally open land in the United States. Before erecting a single structure on the rolling coastal hills, Ole Hanson laid out an expansive plan based on the Spanish Colonial architectural style including restaurants, a clubhouse, residences, public parks, a public pool, a fishing pier, and even equestrian trails.

Many thought Ole Hanson had lost his mind!

Many thought Hanson had lost his mind, investing so much effort to build a community an hour's distance from either Los Angeles or San Diego, the only two major cities in Southern California at the time.

In fact, his initial plan submission to the Orange County Board of Supervisors was rejected—the Board simply couldn't imagine funding public streets when no building had yet been built.

But that didn't stop Hanson. He opted to retain ownership of the roads, and in a stroke of marketing genius (or perhaps deception) Hanson whitewashed the unpaved roads to make them appear as clean, new concrete in the aerial photos he commissioned for his marketing brochures.







Hanson did not allow deviation from his Spanish Village dream.

On a rainy day in December 1925, Ole Hanson managed to attract 600 people from Los Angeles and beyond to hear his real estate spiel. He chartered luxury limousines to transport prospective buyers; others were attracted by the free hot meals that accompanied his presentation. That was the birth of San Clemente, when average lots sold for \$300. Prime lots went for \$1,500. Within the first six months, Hanson set a record by selling 1,200 lots. Hanson was as "hands-on" as land developers get. Every home ownership deed mandated that residents comply with stringent Spanish Colonial Revival style guidelines, enforcing uniform handmade red tile roofs and whitewashed stucco walls. A tile and wrought iron foundry was even established in town to meet the needs of the rapidly growing community. Hanson did not allow deviation from his Spanish Village dream. In fact, if a home was built that didn't comply with his guidelines, he would either pay for its remodeling or purchase it himself to rebuild in accordance.

Increasingly look to the past to anchor their sense of local identity.

Today, the Spanish Village by the Sea is more heterogeneous than Hanson had envisioned, but historic homeowners and current planning and development all reflect increasing esteem for his red-roofed, white-walled Spanish architecture dream.

As San Clemente grows, people increasingly look to the past to anchor their sense of local identity.

Historic homeowners must abide by city codes that protect the aesthetic spirit and style of early San Clemente. New development east of the 5 freeway now elevates Spanish Colonial Revival architecture to new interpretations, incorporating red roofs, balconies, and promenades as the demographics of San Clemente shift and new residents are drawn to the Mediterranean charm of this community. City development officials have leveraged new growth to funnel money into programs that reinvigorate and restore the historic downtown.

Casa Romantica Cultural Center and Gardens

Perhaps the best example of San Clemente's increasing appreciation for its past is the exciting restoration of the Casa Romantica, which was Ole Hanson's bluff top home at the time of the City's founding. The Casa Romantica was completed in 1928, and after Hanson lost it to the bank during the Great Depression, the Casa passed through various owners. The wear and tear of time and neglect took its toll and at one point the outstanding landmark seemed destined for demolition. Fortunately, a group of local activists pushed hard for the Casa Romantica's rescue, and directed its destiny away from commercial alternatives and toward a use that will benefit all of the community—that of a Cultural Center and Gardens.

City of San Clemente

910 Calle Negocio, San Clemente, CA 92673 Phone (949) 361-8200 / FAX (949) 361-8285 / san-clemente.org

Utilities

Cable, Internet & Phone: Cox Communications (949) 240-1212

Telephone: AT&T (810) 288-2020







Electricity: San Diego Gas & Electric (800) 411-7343

Gas: Southern California Gas (800) 427-2200

Trash Pickup: CR&R (949) 728-0446

Water & Sewer: City of San Clemente (949) 361-8315

Beaches

Calafia Beach: Calafia Beach is city-operated park and beach on state park property in San Clemente, CA. It has a large parking lot, access to the beach, a cafe, and a full-service campground.

Corto Lane Beach: Corto Lane is located just north of the pier at the lifeguard station (clocktower). Corto Lane has volleyball courts, swing sets, restrooms, and fire pits to enjoy during your time at the beach.

Doheny Beach: Doheny State Beach is a protected beach in the state park system of California, USA, located on the Pacific Ocean in the city of Dana Point. Doheny has several sought-after surf breaks for veteran surfers and newbies. While visitors can enjoy beautiful Doheny year round, its westerly swells are best during the summer months.

Dije Court: This beach area is accessible by long, steep stairs. There are no facilities and is street parking only.

El Portal: Another small and quiet beach in San Clemente. El Portal has access by stairway from the neighborhood above and via the San Clemente Beach Trail. The beach can be accessed from a small railroad crossing. There is also a small underpass beneath the train tracks where you can enter onto the sandy beach.

San Clemente North Beach: An accessible, kid-friendly area, this coastal spot offers playground equipment, BBQ/fire pits, and pubic restrooms. This beach is also conveniently located near the train station.

Historic Fishing Pier: While the huge swells may prevent surfing some days, the south side of the pier is ideal for body boarding and swimming. Users should beware of the strong current caused by unexpected southerly swells. Beach goers also have easy access to the train, concession stands, BBQ/fire pits, restrooms, and is ADA accessible.

Lasuen "Lost Winds" Beach: This beach is located about a mile south of the pier. Lost Winds can be accessed from a long stairway off Calle Lasuen.

Linda Lane Park Beach: Linda Lane Park is a family-friendly park north of the San Clemente Pier and downtown area. This location offers grassy areas with picnic tables, restrooms, and a children's playground.

Mariposa: The entrance to this long walkway begins where West Mariposa and West Escalones avenues meet on the edge of a housing development. At high tide this narrow beach can be under water, but if you time your visit right, this is an uncrowded sandy spot to spread out on.

Trafalger Street: One of the busiest seashores in town, T-Street hosts families, teens, walkers and surfers. A large sandbar creates a shallow area for younger tourists, and amenities include picnic tables, food stands, and showers.







Riviera Beach: Riviera Beach is a public beach with access from a hard to find spot in south San Clemente, CA. The beach is wide enough that even at high tide you'll find a spot for sunbathing. There are no facilities at Riviera Beach, but Calafia Beach has facilities and a cafe just a short walk to the south.

San Clemente State Beach: Visited by a variety of surfers and campers, this beach has cookout facilities and RV hookups for those who'd like to stay awhile.

San Onofre State Park: San Onofre State Beach is one of California's most popular beaches and hosts surfers, swimmers, sunbathers, campers, kayakers, birders, fishermen and bicyclists. It has almost 2.5 million visitors per year and it is one of the top five most-visited state parks in California. Whales, dolphins and sea lions can be seen offshore from time to time.

Surfing Legacy

San Clemente catches swells all year long. Going from South to North, they include Trestles (technically just south of the city line), North Gate, State Park, Riviera, Lost Winds, Lasuen, The Hole, Beach House, T-Street, The Pier, 204, North Beach, and Poche.

San Clemente is also the surfing media capital of the world as well as a premier surfing destination. It is home to Surfing Magazine, The Surfer's Journal, and Longboard Magazine, with Surfer Magazine just up the freeway in San Juan Capistrano.

The city has a large concentration of surfboard shapers and manufacturers. Additionally, many world renowned surfers were raised in San Clemente or took up long-term residence in town, including Shane Beschen, Matt Archbold, Christian Fletcher, Mike Parsons (originally from Laguna Beach), Colin McPhillips, Colleen Mehlberg, Dino Andino, Chris Ward, and many others.

Golf

City Course: (949) 361-8384. One of the oldest and most popular courses it offers excellent greens and ocean views.

Shorecliffs: (949) 492-1302. Public course. Usually easier to get on than the Municipal course.

Talega: (949) 369-6226. Our newest course inspired by Fred Couples features an outstanding layout located with the new Talega development.

Bella Collina Towne & Golf Club: (949) 498-6604. Private country club located in the backcountry featuring steep rolling terrain.

Camping in San Clemente

Stretching along the top of towering bluffs overlooking the Pacific, San Clemente State Park campsites include picnic areas, fire rings and shaded awnings; all with 180-degree ocean views. Visitors with RVs can reserve sites with electrical and sewage hookups, and all camping spots have access to flush toilets, hot showers and sink areas.

Those camping on the beach can also pitch a tent below the park bluffs and enjoy surfing, wildlife and avian watching and hikes along the shore. The beach's pristine water and white sand make it a picturesque place to relax, rejuvenate







and explore.

Rustic, reasonably priced cabins are available for rent in nearby Crystal Cove, where tourists can take a step back in time to a cottage community built in the 1920s. Reservations must be made months in advance, so those unable to secure a cabin can enjoy a stroll on the beach and dining on the sand at the Beachcomber Cafe.

Tourists more interested in hanging out on the beach will find that San Clemente State Park offers a range of bodysurfing, boogey boarding and snorkeling opportunities along the mile-long coastal area. Halfway between Los Angeles and San Diego, the state park has a host of remarkable, native vegetation and thriving wildlife.

Dana Wharf Sportfishing & Whale Watching

Dana Wharf Sportfishing & Whale Watching offers a variety of fun activities on the water for the whole family! Try one of our exciting fishing trips that are perfect for both the novice and the experienced angler. Our friendly and knowledgeable crew will be happy to ensure that you have a great time on the water!

We also offer year-round Ocean Adventure Cruises! Come see the Gray Whale Migration November - April and the majestic Blue Whale May - October! Our state-of-the-art vessels include the 95' Dana Pride and the brand new 65' Catamaran the Ocean Adventures. Our 2-hour cruises depart daily and are the best value in town! Take advantage of our 2-for-1 Tuesdays on both fishing and Ocean Adventure Cruises!

San Clemente Coastal Trail

With summer rapidly approaching, this is a great time to become familiar with San Clemente's Coastal Trail. This popular 2.3 mile long trail connects North Beach to Calafia Beach with stops along the way at the Pier and T-Street. With the expectation of very popular summertime use by walkers, joggers, casual cyclists and dog owners, the City of San Clemente wants to ensure that all trail users have a safe and enjoyable experience.

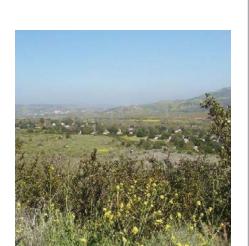
Here are some helpful tips for enjoying the Coastal Trail:

Bicyclist's Tips: Please use caution when approaching and passing other trail users. Use a friendly "On Your Left" to let others know your intentions. Honor the designated "Walk Bike Zones" in place during the busy Memorial Day weekend to Labor Day Weekend time frame. Please do not obstruct portions of the trail with your bicycle, and of course, be considerate of other trail users.

Dog Owner Tips: With so many people using the trail, it is very important to keep your pet on a 6 foot (or shorter) leash and remember to pick up after your pet. The City makes this convenient for pet owners by providing disposable bags and waste containers along the trail. Realize that cyclists and runners will be passing you along the trail which may startle your pet. Honor the "No Dog Zones" in the Pier area during busy holiday weekends and special event days: Memorial Day weekend, July 4th, Ocean Festival Weekend (July 18 & 19) and Labor Day weekend.

All Trail Users: Please display courtesy and consideration for other trail users. Follow rules and regulations intended to provide for a safe and enjoyable trail







experience. Be aware that additional construction will be taking place during Phase Two of the trail development. This is your trail, take some time to help pick up trash along the way, report damage or safety concerns to the City, and enjoy this wonderful trail along the beautiful San Clemente coast. Remember that trail hours are 4 a.m. to midnight, except on the segment from the south T-Street restrooms to Calafia Beach where the hours are from 6 a.m. to 10 p.m.

Rail Corridor Trespassing: It is very important that pedestrians remain on the trail at all times. Pedestrians are prohibited from trespassing into the rail corridor, which is owned by the Orange County Transportation Authority (OCTA). Right-of-way enforcement by OCTA's officers will begin in June and trespassers will be cited for violations.

Hope you'll visit the trail and use it often. For more information on the Coastal Trail, please call the City of San Clemente's Beaches, Parks & Recreation Department at (949) 361-8264.

Cultural Activities

Cultural Activities is a section listing cultural activities for our community. If you are a non-profit organization and offer cultural activities in San Clemente, and would like your information listed on our web site, please contact the Recreation Division at (949)361-8264.

Casa Romantica Cultural Center and Gardens: Open to the public Tues. & Thurs. 1:00pm-5:00pm, Sat. 10:00am-3:00pm. For a listing of performing, literary and visual arts. Call 949-498-2139. www.casaromantica.org

Capistrano Rock & Mineral Club: The Capistrano Valley Rock and Mineral Club meets the third Wednesday of each month at 7:30pm in the multi-purpose room of the San Clemente Community Center, 100 N. Calle Seville, next to the San Clemente Library.

We are a non-profit club dedicated to the appreciation of rocks and minerals, and all facets of earth science, through educational programs, field trips, the collection of minerals and fossils, and the cutting and polishing of gem stones.

The Capistrano Valley Rock and Mineral Club holds many interesting activities throughout the year including monthly collecting fieldtrips, a silent auction in May offering great bargains on mineral specimens and jewelry, our booth at the San Clemente Arts and Crafts Fair in August, jewelry making and rock identification workshops, an annual club picnic, and meeting programs featuring speakers on a wide range of topics related to this rewarding hobby. We present mineral displays in libraries throughout south Orange County and some club members also volunteer as speakers on earth science topics to local schools and Scout organizations.

Join us for fun, friendship, and a fascinating hobby that has something for everyone! Club dues are only \$15 for individuals and \$20 per couple or family per year. Free refreshments, and the public is always welcome. For more information call (949) 347-0675.

Philharmonic Society of Orange County Capistrano Committee: The mission of the Philharmonic Society, a not-for-profit organization, is to foster, promote and increase the knowledge and appreciation of music and the arts through the presentation of performances of national and international stature







and the development and implementation of a wide variety of education outreach programs.

More than a quarter of a million Orange County students, from kindergarten through high school, participate yearly in the Youth Programs provided by The Committees of the Philharmonic Society. The volunteers of The Committees create, provide and fund an extensive array of programs. More than 1,500 presentations are offered by professional musicians and trained docents at no charge to all public and private schools in the county. For more information call (949) 553-2422.

San Clemente Art Association: Located at the Community Center, 100 N. Calle Seville. Open Monday through Friday 1:00pm-4:00pm and Saturday and Sunday 10:00am-4:00pm. For more information call (949) 661-2483.

Cabrillo Playhouse: Operated by the San Clemente Community Theater, a non-profit organization providing quality live theater to the community for over 50 years. Located at 202 Avenida Cabrillo. Call 949-492-0465 or visit www. cabrilloplayhouse.org for more information.

San Clemente Historical Society: Call (949) 492-9684.

Facilities

Ole Hanson Beach Club: The Ole Hanson Beach Club, the jewel of the Ole Hanson facilities, offers panoramic views of the Pacific Ocean and breathtaking sunsets from its terraces and grounds. Great for weddings, banquets, memorials, or meetings. For more information, click below or call (949) 361-8264. www.olehansonbeachclub.com

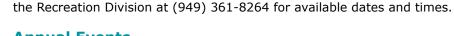
Community Center: The Community Center, located in downtown San Clemente near the San Clemente Pier, has a variety of rental rooms available with varying capacities. This facility can accommodate banquets, meetings, and events both large and small. For more information, click below or call (949) 361-8264.

Senior Center: The Senior Center is located in heart of downtown San Clemente, at 117 Avenida Victoria. Facility rentals available for meeting purposes only after normal Senior Center business hours; Monday through Friday from 5:00pm to 11pm, Saturdays from 8:00am to 11:00pm and Sundays from 8:00am to 6:00pm. For more information, pelase call (949)498-3322.

Parks: The public is welcome to utilize the City's parks from 6:00am-10:00pm, without charge or reservation, on a first-come, first-served basis. If you wish to use a City park for such things as a wedding, party or event with 50 or more people, or bring equipment to the park such as a bounce house, a permit is required. For permit information, click below or call (949)361-8264.

Ball Fields: The public is welcome to utilize many of the City's ball fields from 6:00am-10:00pm without charge or reservation on a first-come, first-served basis unless it has been rented. If you wish to have one of the City's ball fields reserved for your exclusive use, or you would like to play at night at a lighted field, you will need to rent a ball field. For more information, click below or call (949) 361-8264.





Annual Events

The San Clemente Chamber of Commerce Street Festival: The San Clemente Fiesta Street Festival is presented by the San Clemente Chamber of Commerce and participating sponsors. It is a unique family-orientated event, held on the second Sunday in August from 9:00 a.m. until 7:00 p.m. on Ave. Del Mar in beautiful San Clemente.

Ole Hanson Pool: Pool rental times are subject to availability. Please contact

The Fiesta Street Festival Block Party represents a variety of activities that attract numerous families and visitors to the Southern California Coast year after year, approximately 25,000 people will attend this party.

The San Clemente Street Festival is held on Ave. Del Mar, where the two main blocks of downtown San Clemente are dedicated to an entire day of FUN.

Seafest: Come to beautiful San Clemente and enjoy a day at the beach and the cool waters of the exquisite Pacific Ocean at our Annual San Clemente Seafest held on the Sunday, following the first Wednesday in October.

The Seafest features a Chowder Cook-off, Fisherman's Lobster, T. Patterson Surf Shop, Business Exposition, Arts & Craft Show, Entertainment provided by the Gemtones and a U.S. Coast Guard Search & Rescue Demo Operation all taking place at the historic San Clemente Pier area.

"The Original Taste of San Clemente": Join us for a very special evening, under the stars, at the beautiful Historic Casino San Clemente on the first Friday in November for the "Original Taste of San Clemente."

At the "Taste of San Clemente" we will serve up culinary masterpieces from over twenty of the areas finest restaurants, as well as sixteen premium wineries from throughout California, ice cold Microbrews and more. Everyone is sure to find something pleasing to the palette...and new restaurants to try after the "Taste of San Clemente."

Once again, the Chamber will feature a premier band, which will have guests dancing the night away. Please contact the Chamber of Commerce for more information (949) 492-1131.

Chamber's Annual Golf Classic: Don't miss the Chamber's Annual Golf Classic, held on the first Friday in May at the beautiful Camp Pendleton Golf Course.

Tournament highlights include: Shotgun Start, Scramble, Yellow Ball, Putting Contest, \$5,000 Hole-in-One, Longest Drive, Closest-to-the-Pin, Straightest Drive, raffle prizes, refreshments on the course and more.

The individual player fee is \$150.00 - Foursome \$600.00. Price of registration includes: Green Fees, Cart, Lunch, Tee-Bags, Refreshments, BBQ Dinner and more.



Capistrano Unified School District

33122 Valle Road / San Juan Capistrano, CA 92675 (949) 234-9200 / Fax (949) 493-8729 / capousd.ca.schoolloop.com









Clarence Lobo Elementary School 200 Avenida Vista Montana, San Clemente, California 92672 949-366-6740 Phone | 949-366-0764 Fax

Concordia Elementary School 3120 Avenida del Presidente, San Clemente, CA 92672 (949) 492-3060 Phone | (949) 361-8652 Fax

Las Palmas Elementary 1101 Calle Puente, San Clemente, CA 92672 (949) 234-5333 Phone | (949) 369-1427 Fax

Truman Benedict Elementary School 1251 Sarmentoso, San Clemente, CA 92673 949-498-6617 Phone | 949-361-8462 Fax

Vista del Mar Elementary School 1130 Avenida Talega, San Clemente, CA 92673 949-234-5950 Phone | 949-940-0262 Fax



Middle Schools

Bernice Ayer Middle School 1271 Sarmentoso, San Clemente, CA 92673 (949) 366-9607 Phone | (949) 366-1519 Fax

Shorecliffs Middle School 240 Via Socorro, San Clemente, CA 92672 (949) 498-1660 Phone | (949) 498-0826 Fax

High Schools

San Clemente High School 700 Avenida Pico, San Clemente, CA 92673 (949) 492-4165 Phone | (949) 361-5175 Fax





SAN CLEMENTE

100 AVENIDA PRESIDIO SAN CLEMENTE, CA 92672 INCORPORATED: 1928 AREA: 18.4 square miles TELEPHONE: (949) 361-8200 WEBSITE: http://san-clemente.org

CITY COUNCIL

Mayor Mayor Pro Tem **Council Members** Kathleen Ward Tim Brown Lori Donchak Chris Hamm Steven Swartz

DEPARTMENTS

City Manager	(949) 361-8322
Community Development	361-6100
City Council	361-8200
Parks & Recreation	361-8264
Fire Authority	(714) 573-6000
Sheriff Services	(949) 770-6011

POPULATION CHARACTERISTICS

POF	PULATION		2010 POPULA	TION BY AG	SE (1)
1960	8,527	(1)		Total	%
1970	17,063	(1)	0-4	4,103	6.5
1980	27,325	(1)	5-9	4,435	7.0
1990	41,100	(1)	10-14	4,286	6.7
2000	49,936	(1)	15-19	4,156	6.5
2010	63,522	(1)	20-24	3,532	5.6
			25-34	7,162	11.2
2005	62,286	(2)	35-44	9,312	14.7
2006	62,749	(2)	45-54	10,201	16.1
2007	63,063	(2)	55-59	4,286	6.7
2008	63,318	(2)	60-64	3,635	5.7
2009	63,510	(2)	65-74	4,450	7.0
2010	63,522	(2)	75-84	2,716	4.3
2011	63,888	(3)	85+	1,248	2.0
2012	64,600	(3)			
2013	65,181	(3)	Total:	63,522	100%
2014	65,364	(3)			
2015	65,754	(3)	Median Age:	39.7	
2016	65,904	(3)			
2017	65,975	(3)	% of County:		2.1

2010 RACIAL & ETHNIC POPULATION (1)			
	Number	%	
Non-Hispanic White	48,254	76.0	
Hispanic of any race	10,702	16.8	
Non-Hispanic Asian	2,269	3.6	
Non-Hispanic Black	349	0.5	
All Other NH Races	1,948	3.1	
Total:	63.522	100%	

CURRENT PROJECTIONS SERIES POPULATION: OCP-2014 MODIFIED (4)		
2015	65,108	
2020	66,495	
2025	66,611	
2030	67,842	
2035	68,034	
2040	67,964	

VOTER REGISTRATION, 2017 (6)			
Democratic	9,574	Peace & Freedom	71
Republican	18,595	Misc.	110
Independent	1,336	Decline To State	8,713
Green	150		
Libertarian	405	Total:	38,954

VITAL STATISTICS (5)			
	2010	2011	2012
Total Births	993	886	930
Birth Rate	15.6	13.8	14.4
Total Deaths	418	413	424
Death Rate	6.6	6.4	6.6

Sources: (1) April Decennial Census of Population, U.S. Census Bureau.

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



