



COMMUNITY PROFILE



san clemente
centennial
GENERAL PLAN



CITY OF SAN CLEMENTE MISSION STATEMENT:

The City of San Clemente, in partnership with the community we serve, will foster a tradition dedicated to:

- Maintaining a safe, healthy atmosphere in which to live, work and play;
- Guiding development to ensure responsible growth while preserving and enhancing our village character, unique environment and natural amenities;
- Providing for the City's long-term stability through promotion of economic vitality and diversity....
- Resulting in a balanced community committed to protecting what is valued today while meeting tomorrow's needs.

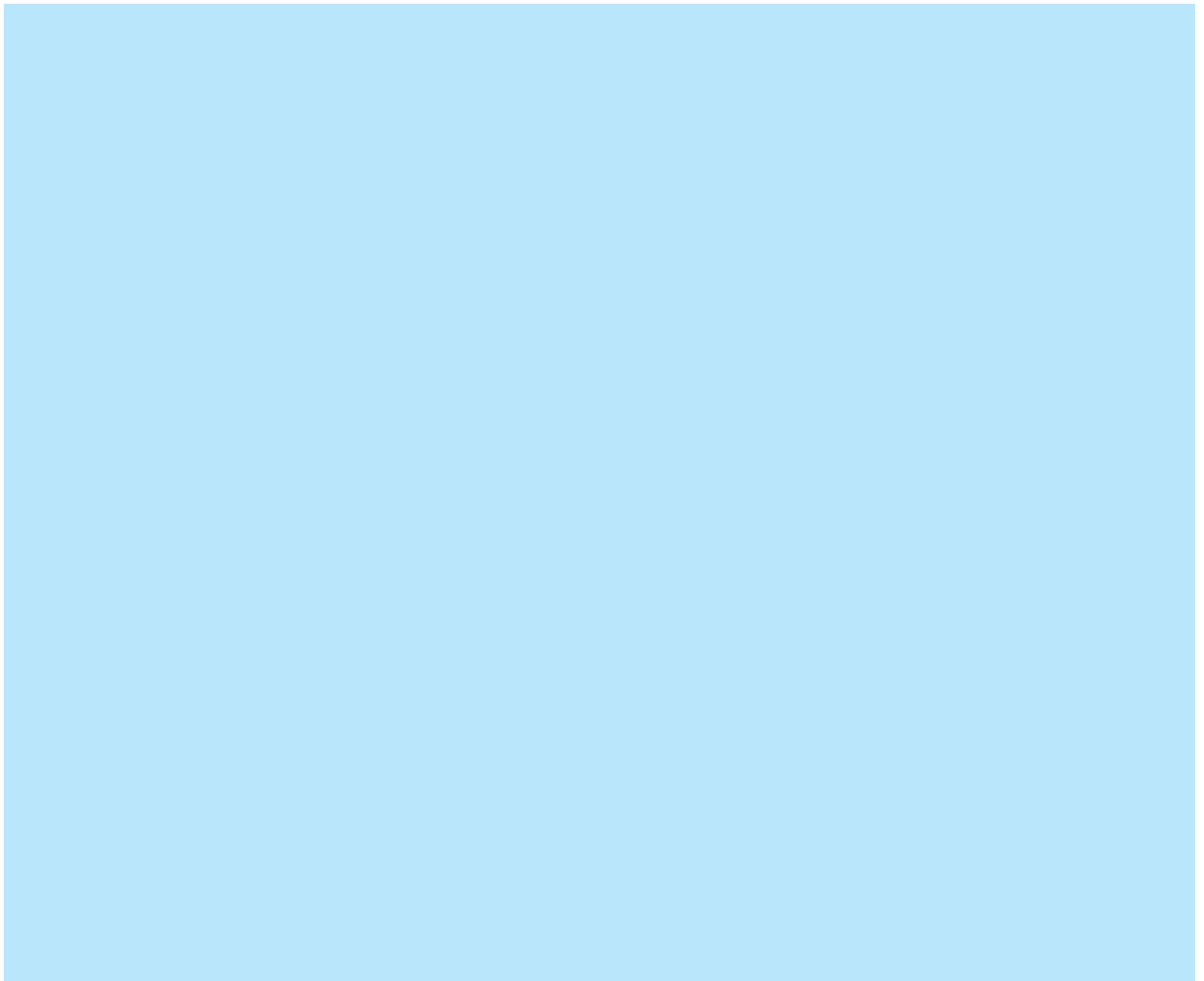


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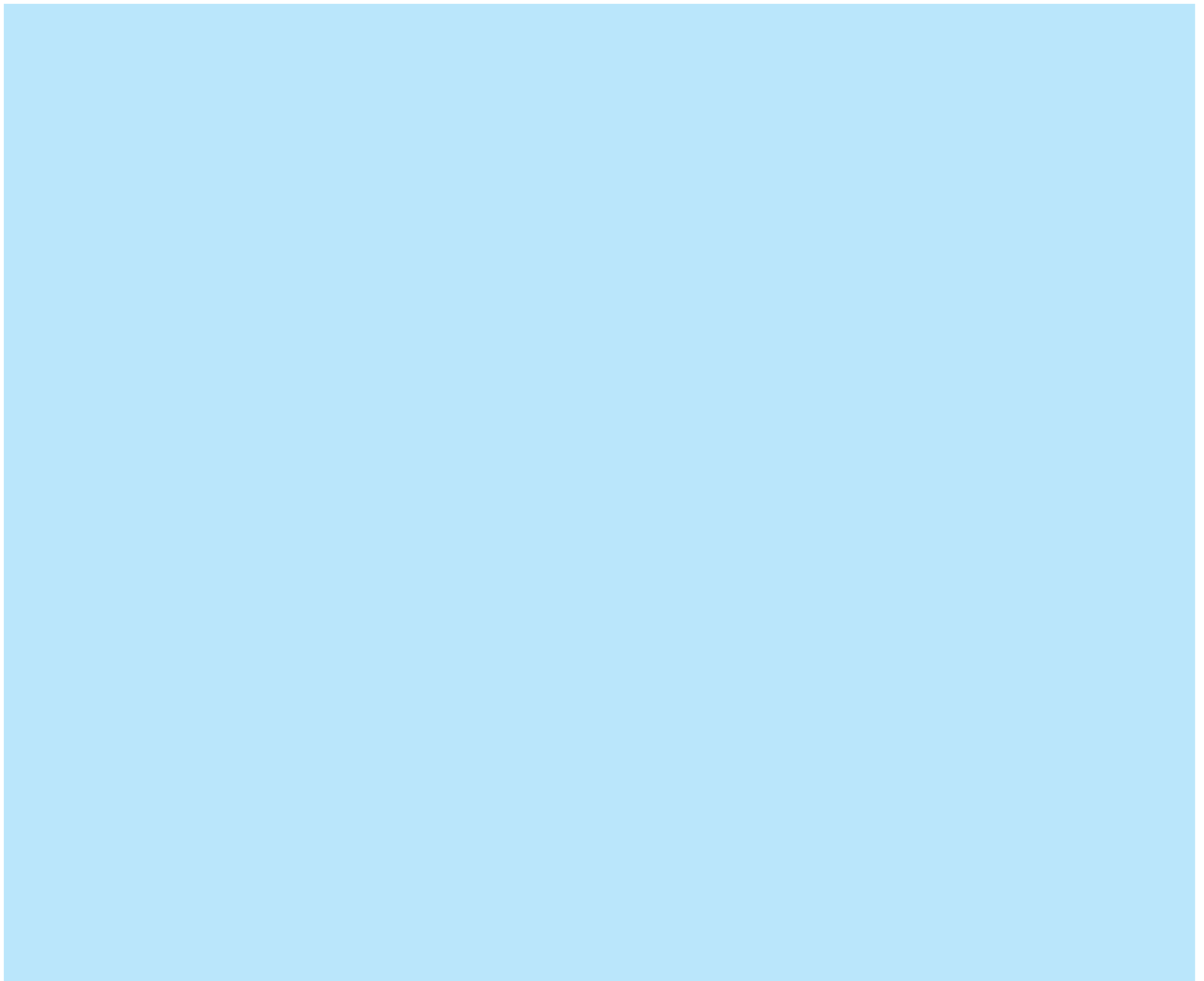
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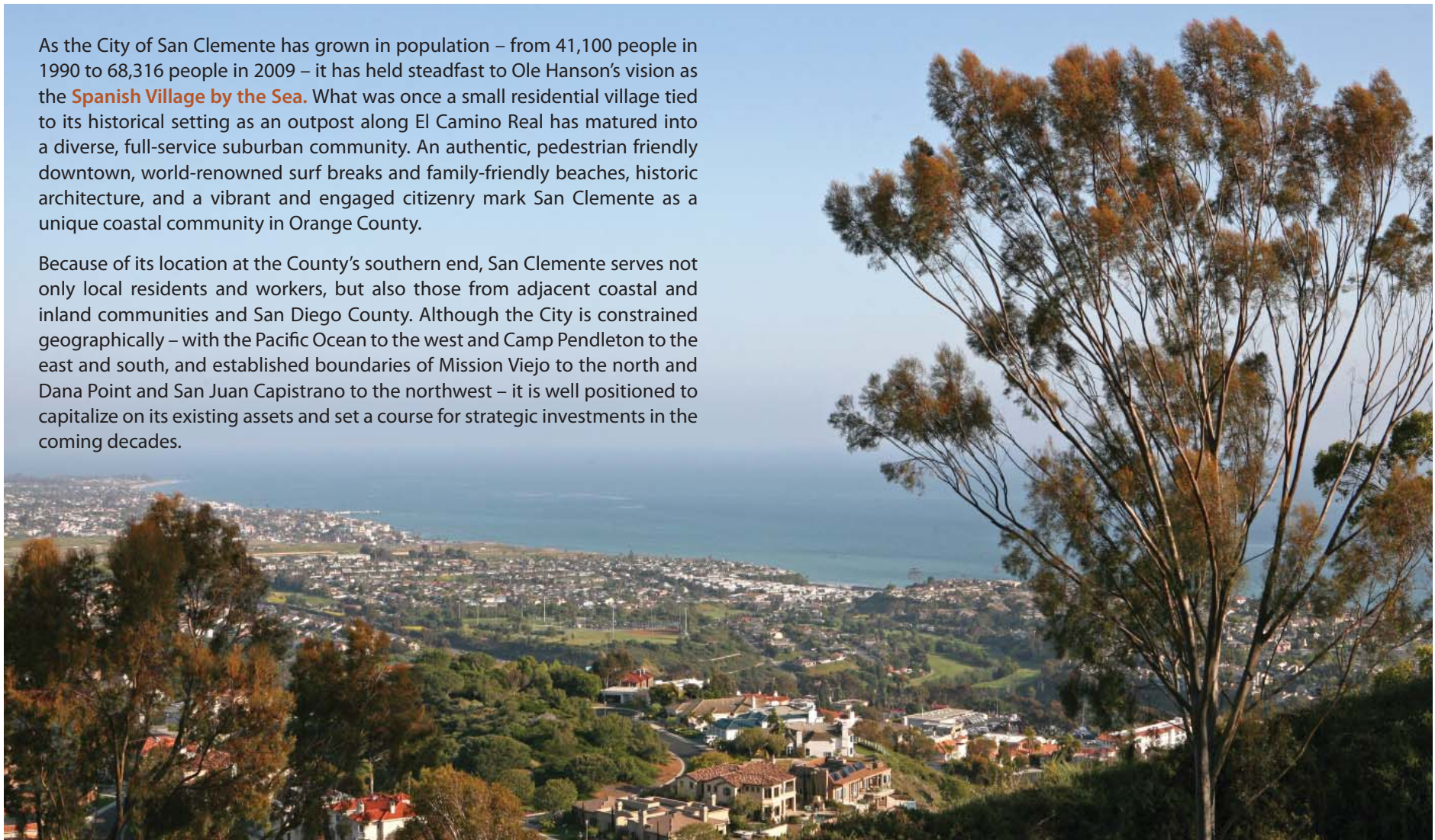
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INTRODUCTION

As the City of San Clemente has grown in population – from 41,100 people in 1990 to 68,316 people in 2009 – it has held steadfast to Ole Hanson’s vision as the **Spanish Village by the Sea**. What was once a small residential village tied to its historical setting as an outpost along El Camino Real has matured into a diverse, full-service suburban community. An authentic, pedestrian friendly downtown, world-renowned surf breaks and family-friendly beaches, historic architecture, and a vibrant and engaged citizenry mark San Clemente as a unique coastal community in Orange County.

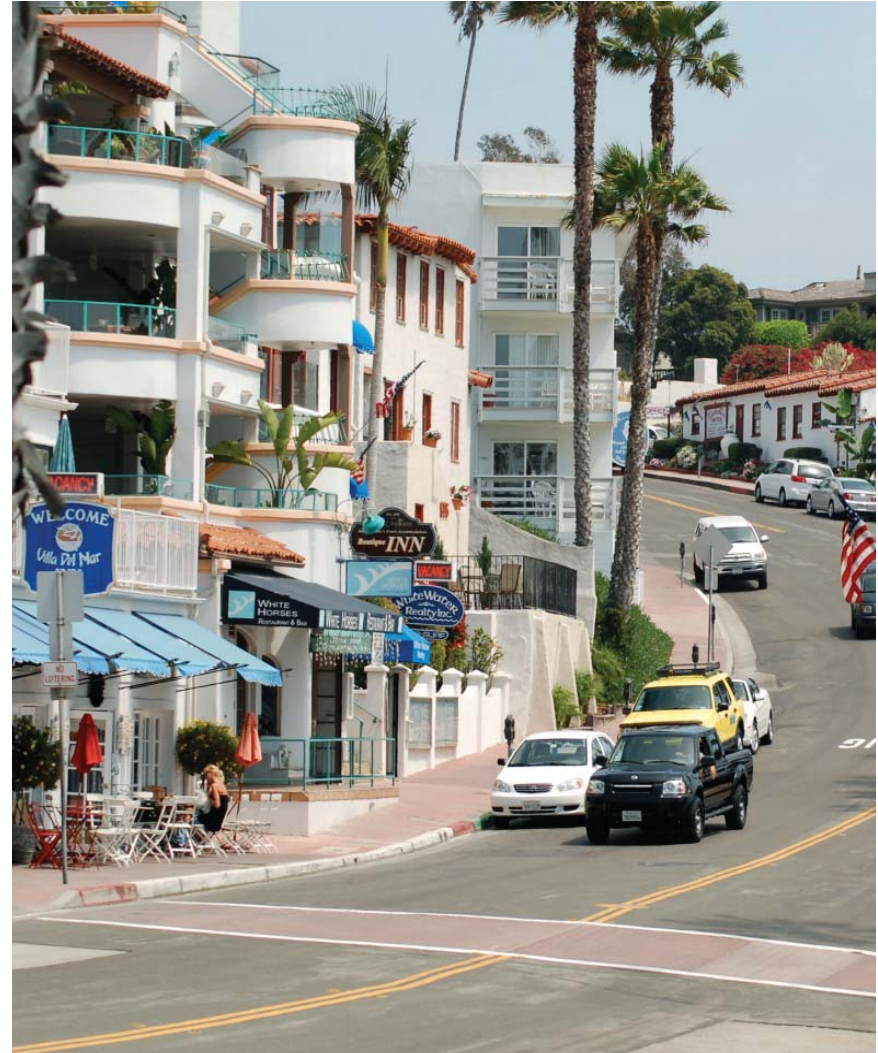
Because of its location at the County’s southern end, San Clemente serves not only local residents and workers, but also those from adjacent coastal and inland communities and San Diego County. Although the City is constrained geographically – with the Pacific Ocean to the west and Camp Pendleton to the east and south, and established boundaries of Mission Viejo to the north and Dana Point and San Juan Capistrano to the northwest – it is well positioned to capitalize on its existing assets and set a course for strategic investments in the coming decades.



MOVING FORWARD

However, San Clemente faces a number of challenges to implement its long-term vision. How will San Clemente maintain its small town feel while allowing for development that will drive and diversify the local economy? In light of increasing environmental regulation, how will San Clemente preserve its coastal resources without stifling economic growth? How will the City bridge the eastern and western halves of the community and develop connective transportation networks that efficiently move both people and goods? How will San Clemente serve the diverse needs of a projected population of primarily seniors and young children?

This General Plan process represents an opportunity to refine the community vision for the next 20 years within the context of new regulatory requirements, environmental pressures, and economic considerations.



THIS DOCUMENT

This Community Profile provides a basic framework for understanding the broad range of issues in community planning, how San Clemente stacks up in these areas, and what the City may face in the future. The document contains three distinct parts:

I. Community Survey

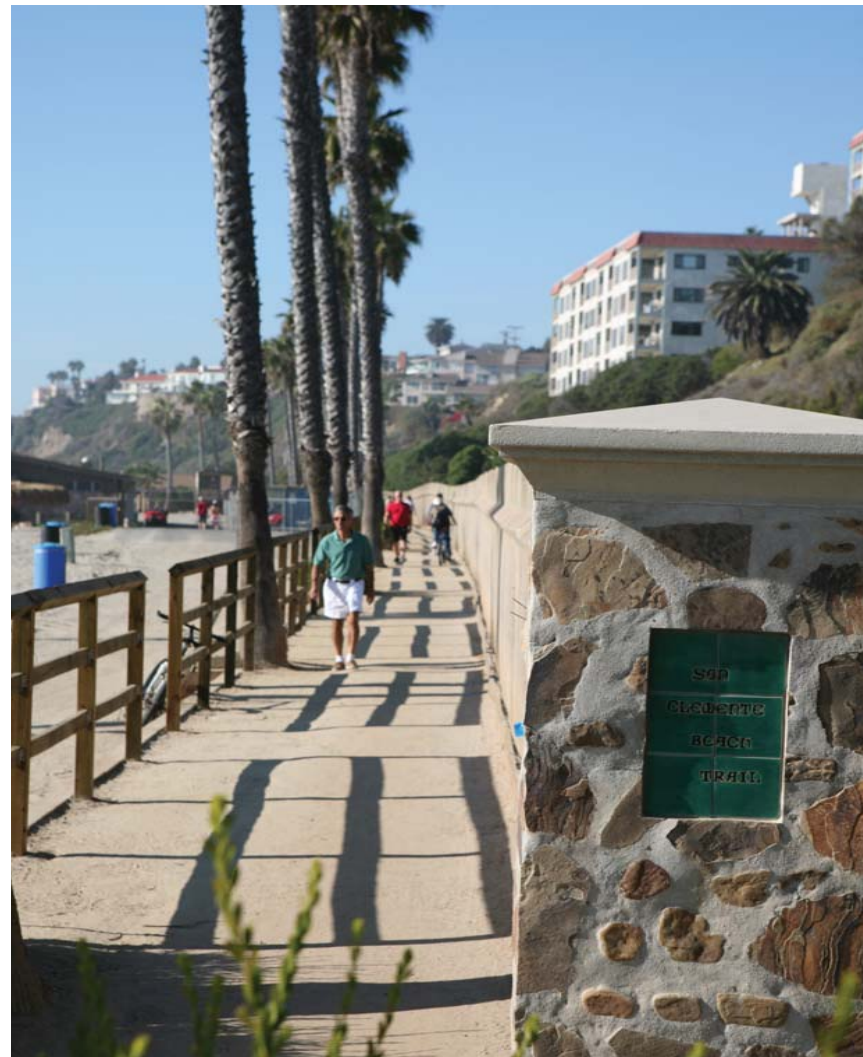
Where we are now. This part describes where San Clemente stands today, including its natural environment, built environment, human and social capital, and local governance. An important piece of the community planning puzzle, the local economy, will be covered separately in more detail in an Economic Analysis.

II. Market Forecast

Where we are headed. This part provides projections for key community indicators.

III. External Scan

What is in our way. This part describes national, state, and regional trends that may affect the approach to, and implementation of, the General Plan.



COMMUNITY SURVEY: THE COMMUNITY SURVEY QUANTIFIES AND DESCRIBES WHERE THE SAN CLEMENTE COMMUNITY STANDS TODAY. FOR MAJOR ISSUES, IT COMPARES AND CONTRASTS SAN CLEMENTE TO NEIGHBORING JURISDICTIONS OR THE COUNTY AS A WHOLE.

COMMUNITY SURVEY

THE NATURAL ENVIRONMENT

As cities throughout Orange County face the mounting demands of population and economic growth, the natural environment will continue to play a critical role in sustaining a desirable and livable community. Open space, groundwater, coastal resources and other systems serve as essential infrastructure. Increasing land development often compromises the quality of these natural systems, and stresses a city's ability to provide basic services—clean air, available potable water, and on-demand electricity. Protecting and enhancing these resources provides additional stability for communities that may be at risk to environmental hazards.

This section describes San Clemente's natural resources, and how the City manages them to sustain the health and wellness of its citizens and contribute to the strength of the local economy.

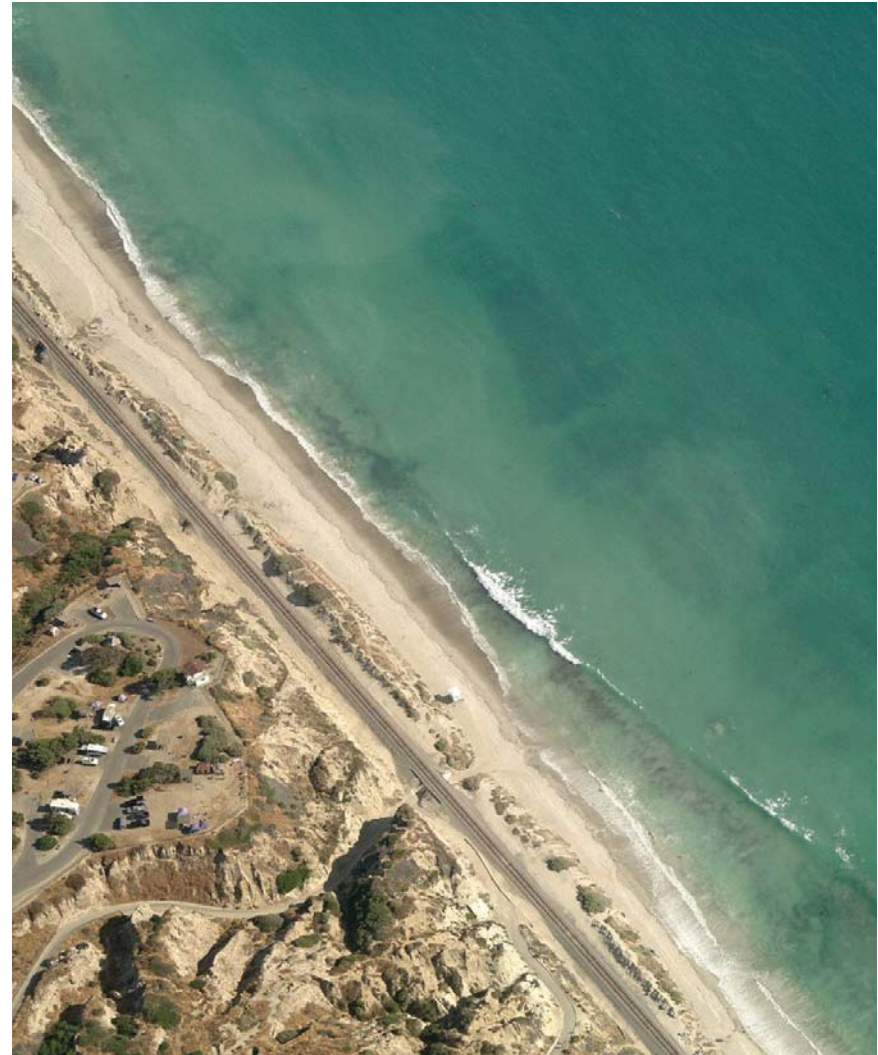


Natural Resources

At the southern end of Orange County, the San Clemente community is inextricably linked to its coastal location. Its renowned beaches offer both recreation and an engaging visual backdrop for residents and tourists alike; its canyons and hillsides furnish open space easily accessible by trails; and its citizens recognize the value of the natural environment through various stewardship and conservation efforts.

The city's natural land resources are part of the San Clemente Coastal Streams Watershed, an 18-square mile area that nearly follows the city's jurisdictional boundaries and also covers small portions of the cities of San Juan Capistrano and Dana Point. Within the watershed, San Clemente's steep, coastal canyons create three basins—Prima Deshecha, Segunda Deshecha, and the Southern Coastal Canyons—that ultimately drain into the Pacific Ocean.

The following sections provide a snapshot of the city's natural land resources. This includes undeveloped land, public parks and open space, forest coverage, viewsheds, coastal resources, air, water, waste, and energy.



Improved Park Areas and Recreational Open Space

San Clemente offers a variety of parks and open space to its residents and visitors. The city's 20 parks cover approximately 180 acres and range in size from small, neighborhood playgrounds (e.g., Verde Park) to large, community-serving recreational facilities (e.g., San Geronio Park). The city owns several specialized facilities, including the Ole Hanson Beach Club (swimming), an off-leash dog park adjacent to Richard T. Steed Memorial Park, and the San Clemente Municipal Golf Course. There are three other golf courses (public and private) in San Clemente. The community also has access to three nearby state parks, including San Clemente State Park, San Mateo State Park, and Doheny State Beach (in Dana Point). The Friends of San Clemente Beaches, Parks, and Recreation Foundation assists with fundraising efforts and generates support for the city's parks.

Future parks plans include the La Pata/Vista Hermosa Sports Park & Aquatic Center, which includes pools, lighted, multi-use sports fields, a community center and gymnasium, children's playgrounds, picnic facilities, and parking on 45 acres of city-owned property. Courtney's Sandcastle, a universally accessible playground, has been approved for this park. A joint effort of the Friends of San Clemente Beaches, Parks, and Recreation Foundation, the city, and the Junior Woman's Club, Courtney's Sandcastle is intended to be an engaging, interactive play environment that allows children with mobility and sensory issues to play freely alongside their able-bodied peers. The park would include water features, gardens, specially-designed playground equipment, sand areas, and public art. Construction of Phase I of the park is underway.

The Marblehead development also proposes improved park facilities (the 8.6-acre Jim Johnson Memorial Sports Park; three ocean-view public park sites totaling 3.4 acres; and a 1.3-acre private facility) and 104.1 acres of private open space, either restored or created habitat.

The city contains six major trail networks—Rancho San Clemente Ridgeline Trail, Forster Ranch Ridgeline, Prima Deshecha Regional, Cristianitos Regional, Talega Trail, and San Clemente Coastal Trail—providing 21.2 miles of trails, and ranging from easy to difficult levels. Some networks connect with trails managed by other communities (such as San Juan Capistrano at the Forster Ridge trail junction in the north) and public agencies (such as the California Department of Parks and Recreation for eastern trails that connect to San Onofre State Beach Park). The only trail west of the 5 Freeway is the San Clemente Coastal Trail, a popular and easy 2.3 mile-long path that connects North Beach to Calafia Beach with stops along the way at the Pier and T-Street. The city maintains its local trails, while regional trails are the responsibility of the County of Orange.

The Donna O'Neill Land Conservancy non-profit representing the County of Orange, the City of San Clemente, and Rancho Mission Viejo in stewarding is a 1,200-acre wilderness reserve in South Orange County. Approximately 175 acres of the Donna O'Neill Land Conservancy property is within the City.



Forest Coverage and Landscaping

The City's Beaches & Parks Maintenance Division oversees the care and management of San Clemente's lands containing public trees and landscaping. This includes approximately 129 acres at parks and beach access points, 20 acres of sand beaches, 22 acres of hiking trails, 64 acres of streetscape medians and parkways, and 41 acres at the city's water utility infrastructure (i.e., the water reclamation facility, water reservoirs, well sites, and pump stations). Overall, these facilities contain approximately 15,000 trees, 2,000 of which are trimmed annually by a contractor to ensure a 7-year cycle of maintenance.

Wetlands and Wildlife Habitat

San Clemente falls within the area covered by the Orange County Southern Subregion Natural Community Conservation Plan (NCCP), a multiple species/multiple habitat conservation plan approved by the County of Orange Board of Supervisors in October 2006. Designed to protect 32 species and ten habitat types, the NCCP creates a permanent habitat reserve and perpetual management program while allowing certain development (including infrastructure). The habitat reserve contains 32,818 acres of open space, including 20,868 acres of Rancho Mission Viejo property and 11,950 acres of existing County Regional and Wilderness Parks. The NCCP comprises coastal sage scrub, riparian, chaparral, and grassland habitat, and the protected wildlife includes Riverside and San Diego fairy shrimp, southwestern willow flycatcher, coastal California gnatcatcher, arroyo toad, and least Bell's vireo.

Within the city, the Marblehead Coastal Plan identifies approximately 104.1 acres of private open space to be reserved as a wetland restoration/preservation area. This would include the 2.1-acre *Dudleya Blochmaniae* Native Plant Preserve at the southern corner of the project site.

Viewsheds

Although divided into eastern and western halves by Interstate 5 (I-5), San Clemente provides several views of the coast, interior canyons, and ridgelines from various points within the city. City planning documents, such as the Coastal Element of the General Plan, the West Pico Corridor Specific Plan and the Pier Bowl Specific Plan, contain policies to protect and enhance certain public view corridors (e.g., of the Pier and ocean from Avenida Del Mar, of the Pier Bowl core from the Pier), but the city does not have specific ordinances that protect public or private views. San Clemente, however, implements its Hillside Development Ordinance, which requires primary ridgelines to be preserved in their natural state, and seeks to protect natural systems and resources associated with hillside environments. The General Plan identifies several designated ridgelines, most of which run perpendicular to the coast.



Water Resources and Wastewater

California is experiencing one of the most severe droughts in the last 30 years. San Clemente, which relies significantly on imported water supplies, is not immune from the state's condition.

Water Supply and Storage

San Clemente uses a combination of surface water, groundwater, and recycled water resources to serve the City's residents, businesses, and public facilities. Three water districts serve different areas of the city—the City of San Clemente Water Utility serves the majority of the city, the Santa Margarita Water District serves the Talega community, and the South Coast Water District provides a small portion of north San Clemente with water and wastewater services. For the city-owned service area, the City's utility purchases water from the Municipal Water District of Orange County, which is a member of the Metropolitan Water District of Southern California. MWD water, which accounts for approximately 85 percent of the City's supply, is imported from the State Water Project and Colorado River Aqueduct. City wells furnish 7 percent, and recycled water provides 8 percent of the total supply.

There are 14 city-owned water reservoirs and 2 regional water reservoirs throughout San Clemente, with a total capacity of 58.3 million gallons. The City is also participating in a regional emergency storage reservoir with the Santa Margarita Water District that will provide an additional 27.4 million gallons of water storage.

Recycled Water

The city owns a Water Reclamation Plant (on Pico), where approximately 2.2 million gallons per day are currently generated for irrigation purposes. The recycled water is used by the Municipal Golf Course, Bella Collina Golf Club, and the Water Reclamation Plant for irrigation and plant reuse. The City is the process of designing a \$22 million expansion to its system that will double the amount of recycled water utilized in the City for landscaping purposes. The project is planned for construction to begin at the beginning of 2011 and be completed in the fall of 2012. The Santa Margarita Water District also provides recycled water to San Clemente's Talega community.

Water Quality (potable)

A safe water supply is critical to public health and quality of life. To comply with the legal requirements of the federal Safe Drinking Water Act, the City's utilities division conducts assessments of the drinking water supply, monitors water quality, and prepares an annual water quality report. According to the City's groundwater quality assessment in 2008, while there are possible contamination activities within the water source area, the sources are protected from immediate contamination threats by the confining nature of the local aquifer and the significant depth of well perforations at each water source. The assessment of the City's groundwater quality revealed no violations of maximum contaminant levels (MCL) for radiologicals, inorganic chemicals, secondary standards (e.g., chloride, sulfate, total dissolved solids), and unregulated contaminants (e.g., calcium, sodium, pH). Likewise, there were no MCL violations related to disinfection by-products (e.g., residual chlorine, haloacetic acids), aesthetic qualities (color, odor, turbidity), and bacterial qualities of the City's distribution system water quality. Metropolitan Water District's 2008 assessment of its treated surface water indicated no MCL violations for various chemical criteria, too.

Water Shortage

As a result of drought conditions statewide, consecutive years of drought affecting the Colorado River Basin, and legally-mandated pumping restrictions from the Delta, MWD cut its water deliveries to its service area, affecting all Southern California agencies that rely on imported water. This resulted in a water supply decrease of 12 percent for San Clemente in 2009. Starting in July 2009 (and continuing through June 2010), the City Council declared a Level 2 water shortage (a “water alert”) and instituted new restrictions. Because of conservation programs and a change in consumer behavior, the City’s actual water consumption in FY 09-10 has consistently been less than the allocated water supply. See Figure 1, Water Allocation Comparison, 2009-2010. Although California recently experienced an above average rainfall and snowpack, MWD is considering continuing current allocations to increase water storage reserves.

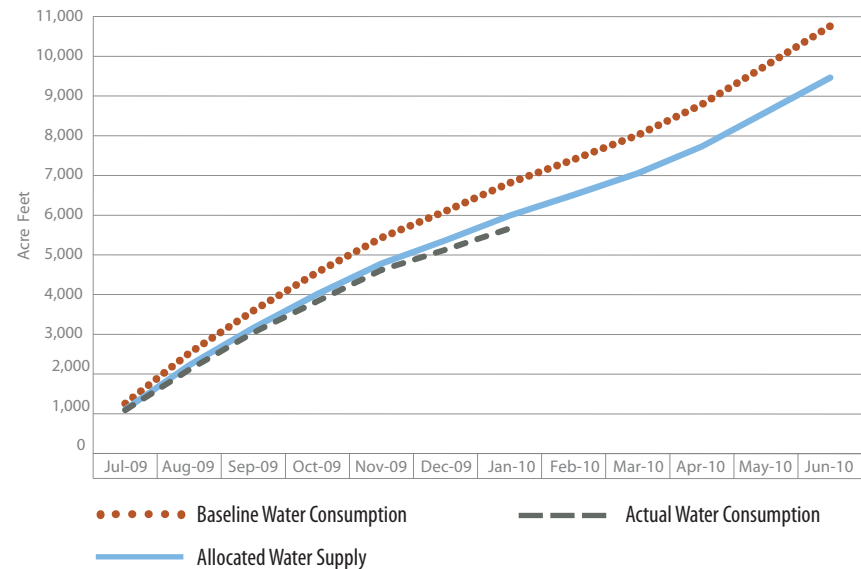
Wastewater

San Clemente, along with the South Coast Water District and 8 other cities and agencies, formed the South Orange County Wastewater Authority (SOCWA) in 2001 to dispose of wastewater on a regional basis. SOCWA’s primary facility is the J.B. Latham Plant in Dana Point, which has the capacity to treat 13 million gallons per day (gpd) of wastewater from the southern part of the district. San Clemente’s city-owned Water Reclamation Plant at 380 Avenida Pico is designed to process an average daily flow of 6.9 million gallons, but currently receives average daily flows around 4.2 million gpd. This is due, in part, to citywide water conservation efforts from water savings devices such as low flow toilets, washing machines, dishwashers, and shower heads. The Santa Margarita Water District also provides wastewater services to the Talega community in San Clemente.

Conservation

In addition to declaring a Level 2 water alert, the San Clemente City Council passed a water conservation ordinance in June 2009. The ordinance established year-round residential water waste restrictions, including limiting times for watering plants and lawns, requiring the repair of leaking plumbing fixtures, sprinklers, and irrigation systems; and prohibiting emptying and refilling swimming pools and spas. To promote the City’s commitment to conservation and to increase participation by San Clemente residents and businesses, the City also created the WaterSmart SC program. The program provides a suite of recommendations to use water more efficiently, including a month-by-month landscaping and watering guide and techniques to reduce indoor water use.

Figure 1. Water Allocation Comparison, 2009–2010



Source: City of San Clemente, 2010

Stormwater and Urban Runoff

Like other cities, San Clemente owns and operates a storm drain system consisting of a network of channels and pipes that collect stormwater and urban runoff and convey them to the ocean to prevent flooding. Pollutants carried by the stormwater and runoff are discharged untreated along the city's shoreline. Storm drains throughout the city are managed by the city, private property owners, or homeowners' associations.

Urban runoff, which deals with surface water quality, is governed by a series of federal, state, and regional regulations and permits. San Clemente is subject to the federal Clean Water Act, the National Pollution Discharge Elimination System (NPDES) permit program, the state's Porter-Cologne Water Quality Control Act, regulations issued by the San Diego Regional Water Quality Control Board (RWQCB), and the Orange County Drainage Area Management Plan. The city also developed its own Urban Runoff Management Plan, and enforces its Stormwater Runoff Control Ordinance (commonly referred to as the water quality ordinance), which prohibits illicit connections and discharges. There have not been any violations of the city's NPDES stormwater permit, issued by the San Diego RWQCB, for surface water quality.



Coastal Resources

As home to world-class surfing, beach and active sports industries, and environmental protection organizations, San Clemente and its cultural identity are closely tied to the ocean. Not surprisingly, the community places a great deal of importance on preserving and enhancing its coastal resources.

California's Marine Life Protection Act of 1999 (MLPA) establishes a network of protected areas along the state's coast, and is intended to provide cities with a tool to protect economic and natural resources. San Clemente is part of the South Coast Marine Protected Area (MPA), which covers Point Concepcion to the Mexico border. Within the MPA, areas can be designated as marine reserves, conservation areas, or marine parks. Stakeholder groups in the South Coast area have been meeting since fall 2008.



Beaches

With an average annual attendance of over 2.3 million people over the past decade, San Clemente’s beaches are popular destinations for locals and tourists seeking recreation, a connection to the nature, and a respite from the built environment. Within the city there are 11 public access points and eight major surf breaks (two of the most popular, San Onofre and Trestles, are just south of the city’s limits). Unique to coastal cities in Orange County, San Clemente hosts two train stations just steps from North Beach and the Pier.

The San Clemente Pier, a 1,296-foot structure, is a landmark along the city’s coastline and offers fishing, indoor and outdoor dining, and a prime viewing location of the sports activities along the beach. Currently, the pier is undergoing a \$2.8 million restoration, which includes replacement of decking and structural pilings, new light fixtures, and a new sewer line. The city evaluates the pier’s condition approximately every two years, and the last renovation occurred in 2005.

Sand Replenishment

Since 2001 the U.S. Army Corps of Engineers has been conducting a feasibility study on bolstering San Clemente’s beaches from continued erosion. With the final study near completion, the Corps’ preliminary recommended sand replenishment project area extends from Linda Lane to the south T-street beaches. Sand replenishment projects, however, could have unwanted offshore effects, such as migrating sand into the surf zone, burying wildlife habitats, or adversely impacting the rock reefs responsible for the quality of surf waves.

Beach Water Quality

One of the reasons San Clemente beaches are so popular is the high water quality. According to Heal the Bay’s 2008-2009 Annual Beach Report Card, San Clemente State Beach and Trafalgar Street Beach were listed on the honor roll for beaches statewide. See Table 1, San Clemente Beaches, Water Quality Ratings, 2009–2010. Each of these sites, monitored year-round, had zero bacterial standards exceedances during dry weather.

For both year-round dry weather and the summer dry period (April-October), Orange County beaches far surpassed the state average. See Table 2, Orange County Beaches, Percentage of Grades by Time Period, 2009–2010.

Of the seven Orange County locations that received fair to poor year-round dry weather water quality grades, however, all were near Doheny Beach and at the county-owned Poche Beach in San Clemente. To improve conditions here, a small dry weather filtration/UV disinfection system, partially funded by the City, was installed at the outlet of Poche Creek and will be placed into service soon.

Table 1. San Clemente Beaches, Water Quality Ratings, 2009–2010

	AB 411 (Apr-Oct)	Dry year-round	Wet year-round
20,000’ south Outfall - San Clemente, project of Avenida Pico	A	A	F
San Clemente Lifeguard Building north of Pier	A	A	B
San Clemente, Trafalgar Street Beach	A+	N/A	N/A
San Clemente, Avenida Calafia	A	A	B
San Clemente, Las Palmeras	A	A	A
14,000’ south of SERFA Outfall, San Clemente Poche Beach	F	F	F

Source: Heal the Bay Annual Beach Report Card, 2009-2010

San Clemente has demonstrated its commitment to ensuring high water quality through the development of its Clean Ocean Program, funded by a utility fee on property owners. Started in 2003, the Clean Ocean Program consists of activities to stop storm drain pollution from flowing into the ocean. Over the past four years, the program has prevented over 4,000 tons of trash from reaching the beach through various maintenance, enforcement, and education measures. These include runoff treatment and debris traps, street sweeping, water quality testing, inspection of industrial and commercial businesses, enforcement of anti-pollution ordinances, and public outreach and a pollution reporting hotline for investigation and spill response.

The city also collaborates with local organizations such as the San Clemente Watershed Task Force and the Surfrider Foundation. Both the Surfrider Foundation, an international non-profit organization based in San Clemente, and the San Clemente Watershed Task Force, a grassroots citizens' group founded in 2004, champion education and stewardship to raise awareness about protecting and enhancing San Clemente's coastal resources.

Table 2. Orange County Beaches, Percentage of Water Quality Grades by Time Period, 2009–2010

	A	B	C	D	F
Dry weather (AB 411) grades	82%	1%	1%	3%	13%
Dry weather (year-round) grades*	96%	1%	1%	0%	1%
Wet weather (year-round) grades*	17%	26%	4%	13%	41%

Source: Heal the Bay Annual Beach Report Card, 2009-2010

* Percentages subject to rounding and affected by lack of reporting under certain conditions.

Solid Waste

California law requires cities and counties to develop solid waste diversion and recycling programs to meet gradually increasing performance standards. With decreasing capacity in local landfills, cities recognize that recycling and reusing waste materials becomes more cost effective than traditional disposal practices. Recycling of construction and demolition debris, curbside recycling, green waste collection, and other creative programs also translate into cost savings for manufacturers and consumers.

San Clemente's solid waste collection and recycling services are provided by CR&R Inc. through a contract with the city. Residential and commercial solid waste produced in the city is transported by CR&R to the Prima Deshecha landfill in San Juan Capistrano. Recycled materials are delivered to the company's main facility in Stanton.

The City has exceeded the California Integrated Waste Management Act's current diversion goal of 50 percent through recycling and other programs.

Generation and Disposal

Solid waste generated in San Clemente ends up at the Prima Deshecha landfill, which is managed by the County of Orange Waste and Recycling Department. The 1,530-acre landfill site contains 699 acres permitted for refuse disposal and also houses a materials recycling facility. The landfill is permitted to accept up to 4,000 tons of waste per day, and is scheduled to close in approximately 2067.

Recycling and AB 939 Compliance

Like all municipalities, San Clemente must meet the solid waste diversion mandates established by CalRecycle (formerly the California Integrated Waste Management Board) under state Assembly bill 939 (AB 939). For 2006, the City reported a 64 percent diversion of waste from the County's Prima Deshecha landfill. Diversion programs include composting; residential electronic, universal, and household hazardous waste; source reduction; materials recovery facility; and public education. As a result of these efforts, the City has been recognized three times as a state Waste Reduction Award Program (WRAP) winner. And more recently, the City, in partnership with several other cities and CR&R, established a one-year pilot project, funded by a \$400,000 grant from the County of Orange Waste and Recycling Department, to recycle food waste at selected restaurants in partnering cities.

The City has instituted a number of conservation regulations and programs to meet AB 939 diversion goals. In 2003, the City adopted a Construction and Demolition ordinance (Municipal Ordinance #1286) that requires a minimum 50 percent diversion for certain projects. In late 2008, the City and CR&R started a residential door-to-door universal and household hazardous waste collection program. The City also has an active recycling outreach program that includes special events, clean-up days, and the distribution of recycling guides.

For capital improvements, such as park renovations and street projects, City departments use recycled plastic for all park playground equipment, rubberized surfacing at all playground areas, and rubberized asphalt and recycled aggregate for streets and parking.

Air Quality

The City of San Clemente lies in the South Coast Air Basin (SoCAB), which includes all of Orange County as well as the non-desert portions of Los Angeles, Riverside, and San Bernardino Counties. The Basin is located in a coastal plain with connecting broad valleys and low hills and is bounded by the Pacific Ocean in the southwest quadrant, with high mountains forming the remainder of the perimeter. As a result of the basin's location in a semi-permanent high-pressure zone of the eastern Pacific, the climate is mild, tempered by cool sea breezes. This usually mild climatological pattern is interrupted infrequently by periods of extremely hot weather, winter storms, or Santa Ana winds.

Under the federal Clean Air Act, the Environmental Protection Agency (EPA) sets standards, also known as national ambient air quality standards, for pollutants which are considered harmful to people and the environment. EPA is also responsible for ensuring that these air quality standards are met, or attained (in cooperation with state, local, and Tribal governments) through national standards and strategies. Areas of the country where air pollution levels persistently exceed the national ambient air quality standards may be designated "nonattainment." California's Environmental Protection Agency, through the Air Resources Board (ARB), also regulates air quality with statewide standards for various pollutants. Once standards are established, ARB designates areas of California as attainment, nonattainment, or unclassified.

Air quality management in the SoCAB is governed by the South Coast Air Quality Management District (SCAQMD), which maintains a network of air quality monitoring stations throughout its territory. The SCAQMD air quality monitoring station within SRA 21 is the Mission Viejo Station. As this monitoring station does not monitor NO₂ and SO₂, data was supplemented from the Costa Mesa-Mesa Verde Drive Station for these criteria pollutants. The data show recurring violations of both the state and federal O₃ standards, and also indicate that the area regularly exceeds the state PM₁₀ and federal PM_{2.5} standard. The CO, SO₂, and NO₂ standards have not been violated in the last five years in the vicinity of the City of San Clemente.

Sources of Air Pollution

Local air pollution sources within the City of San Clemente include both mobile (e.g., freeways, railroads) and stationary (e.g., commercial and residential buildings) sources. A major source of air pollution in the City of San Clemente is Interstate 5 (I-5), which carries large volumes of traffic through the City and accommodates a large percentage of truck traffic moving goods throughout the region, resulting in elevated concentrations of air pollutants near the roadways. As a consequence, diesel particulate matter (DPM) emissions are significant air pollution hazards to sensitive receptors, such as schools and hospitals, in the vicinity of I-5. Local roadways also contribute to local air pollution sources; however, larger arterials and highways, which carry greater volumes of traffic, are generally more congested than major arterials and local collector streets. As a result, traffic on local roadways is generally associated with localized air pollution levels. Trains, such as Amtrak, Burlington Northern Santa Fe (BNSF), and Metrolink, run on the Southern California Regional Rail Authority (SCRRA) Orange Subdivision Line along San Clemente's coastline, are also a substantial source of emissions within the City. Freight locomotive trains (i.e., BNSF) are primarily powered by diesel engines and emit large amounts of NO_x and DPM in vicinity of the railroad.

Residential and commercial land uses emit air pollution through their operations and maintenance, including heating, ventilation, and air condition (HVAC) systems and fuels consumed from landscaping activities. Typically, stationary equipment in industrial and warehousing operations, onsite truck idling, and transportation refrigeration units are major sources of stationary air pollution. However, there are minimal industrial and warehousing facilities within the City.

Carbon Monoxide

Carbon Monoxide (CO) is a colorless, odorless, toxic gas produced by incomplete combustion of carbon substances, such as gasoline or diesel fuel. CO is a primary criteria air pollutant. CO concentrations tend to be the highest during winter mornings with little to no wind, when surface-based inversions trap the pollutant at ground levels. Because CO is emitted directly from internal combustion engines and motor vehicles operating at slow speeds are the primary source of CO in the SoCAB, the highest ambient CO concentrations are generally found near congested transportation corridors and intersections. The primary adverse health effect associated with CO is interference with normal oxygen transfer to the blood, which may result in tissue oxygen deprivation (SCAQMD 2005). The SoCAB is designated under the California and National Ambient Air Quality Standards (AAQS) as attainment for CO.

Ozone

Produced by chemical reactions involving nitrogen oxides and reactive organic gasses triggered by sunlight, ozone is a colorless gas with a sharp odor. Ozone (O₃), commonly referred to as "smog," naturally exists in high concentrations in the stratosphere. It is beneficial to the atmosphere as it helps filter out potentially damaging ultraviolet radiation. However, through its reaction with organic materials, ozone can adversely impact plant and animal life by attacking the respiratory system, which can lead to the damage of long tissues and induce asthma, bronchitis, and other respiratory ailments. The SoCAB is designated as extreme nonattainment under the California 1-hour and 8-hour AAQS and Extreme nonattainment under the National 8-hour AAQS (CARB 2007).

Nitrogen Dioxide

Nitrogen Dioxide (NO₂) is a reddish-brown gas with bleach-like odor that can be seen as a brownish haze in the air. Like ozone, NO₂ is a respiratory irritant that reacts with sunlight to form nitric oxide (NO), and through several chemical reactions produces ozone. Domestic and commercially used vehicles are a local mobile source of NO₂ and other air contaminants. The SoCAB is designated as an attainment area for NO_x under both the federal and state standards. However, the SoCAB is proposed to be designated as nonattainment under the California AAQS, anticipated by March 2010 (CARB 2010b).

Particulate Matter

Particulate matter consists of tiny particles with dry solid cores and liquid coatings. These particulates vary in size, shape, and chemical composition. Particulate matter (PM₁₀ and PM_{2.5}) is suspended matter less than 10 or 2.5 microns, respectively, in diameter and is inhalable. Formed by chemical reactions, soil erosion, abrasion, or fuel combustion, these particles can accumulate in the respiratory system and contribute to asthma, bronchitis, and other lung related ailments. Diesel particulates (DPM) are also classified by CARB as a carcinogen and a toxic air contaminant. The SoCAB is a nonattainment area for the California and National AAQS for PM₁₀ and PM_{2.5} (CARB 2007).

Energy

Whether it is fuel to operate automobiles or electricity to light, heat, and cool buildings, energy is constantly being used to meet our daily needs. Generating the energy to meet California's increasing demand calls for sustainable energy resources. In addition, with the passage of state legislation to decrease reliance on fossil fuels and mitigate the impacts of global climate change, cities are facing complex mandates to address energy management issues.

Electricity

San Diego Gas and Electric (SDG&E) provides electricity and maintains a distribution network for San Clemente. The electrical grid in the City is a mix of above ground and buried power lines. A major transmission line travels west to east through the City, terminating at State Route 74, also known as the Ortega Highway. SDG&E produces some of its electricity from the San Onofre Nuclear Generating Station (SONGS), which it jointly owns with Southern California Edison (majority owner with 78.21 percent share) and the City of Riverside (1.79 percent share). Located adjacent to Camp Pendleton and just south of San Clemente, SONGS' two nuclear reactors currently generate approximately 2,200 megawatts of power, enough to serve 1.5 million average Southern California homes at a point in time.

Natural Gas

The Southern California Gas Company (The Gas Company) provides natural gas for San Clemente.

Conservation

Both SDG&E and The Gas Company offer a host of conservation programs and assistance for residents, businesses, and property managers. These range from rebates for the purchase of energy efficient appliances, equipment, and materials to financial incentives for the installation of renewable energy systems to home energy efficiency surveys and energy calculators.

Key Findings

Water Resources

Like many California communities that rely primarily on imported water supplies from regional water districts, San Clemente will likely face reduced allocations and potential rate increases as drought conditions continue. Under the current water shortage alert, the community has demonstrated its ability to adapt to these circumstances and use less water. Because water shortages in Southern California are likely to become the norm and not the exception, it will be increasingly important for the City to use the resource more efficiently, protect its local sources, and plan to reduce its reliance on imported supplies. By using local, reclaimed water supplies and building the necessary treatment and distribution infrastructure in the City, San Clemente can further minimize the risks of depending on imported water.

With widespread support for the City's Clean Ocean Program (and associated fee), the City has already cultivated an ethic within the community to maintain and enhance local water quality. Clearly, the government, residents, businesses, and local advocacy organizations recognize that protecting the beach environment is a priority now, and should remain so in the future.

Coastal Resources

San Clemente's beaches and the surrounding coastal environment draw people for recreation and tourism activities, as well as for visual and psychological relief from urban living. The picturesque, seaside setting also generates significant economic activity for the City. For residents, visitors, and businesses alike, San Clemente's natural coastal resources are vital elements to be protected and enhanced to ensure that the City remains an attractive and desirable destination. To do this, the City should continue environmental protection efforts within the coastal zone, and also devote resources to educate the community about and mitigate potential upstream impacts within the City's watershed.

It is important to note that one does not need to be on the sand to enjoy or appreciate the beach environment. Experiencing San Clemente as the Spanish village by the sea can occur while strolling along Del Mar Avenue, observing the beach and ocean from the Pier, or taking in a coastal view high atop a canyon trail. Again, because the City's coastline is such a dominant and defining feature, protecting the natural coastal resources extends beyond the typical beach areas.





THE BUILT ENVIRONMENT

The built environment provides the setting for human activity—it makes up the places where residents live, work, play, and learn. It consists of buildings, roads, parks, and all other infrastructure that forms the physical character of a community.

Residential and nonresidential development, mobility, public facilities, and overall community design character all contribute to San Clemente's unique built environment. Together, they create a place where people will want to spend their time for years to come.



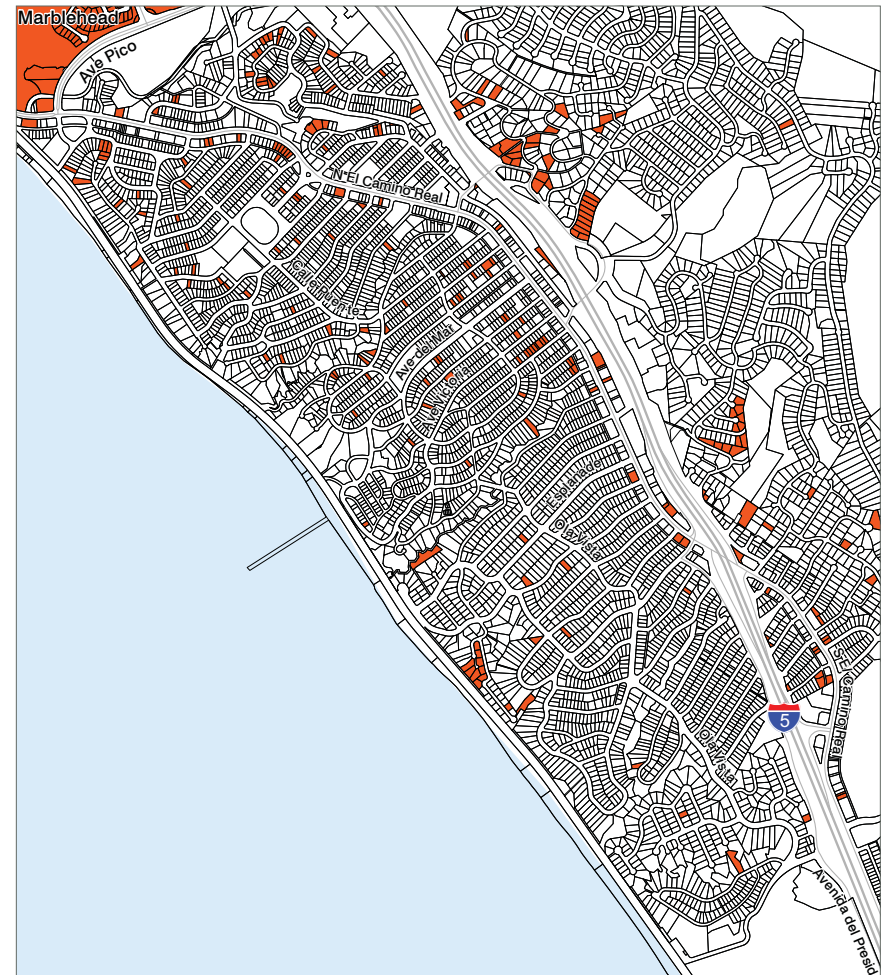
Undeveloped Land

San Clemente is a built-out community with only 336 acres of undeveloped land designated for uses other than open space. However, much of the acreage that appears to be vacant is actually entitled through specific plans and development agreements that legally bind the property for certain types of development. Several master planned areas such as Marblehead, Talega, and the Rancho San Clemente Business Park have vacant parcels, but are not considered areas of potential change in the General Plan process because they are entitled, meaning that projects have already been approved for those sites.

Most of the City's truly vacant land resources are small infill sites scattered throughout the western and central areas of the community. Small residential parcels are assumed to develop in a fashion similar to their neighboring residential uses. Several vacant sites of various land use designations are located along major corridors, such as El Camino Real, and opportunities for those sites will be explored in the General Plan. Figure 2 shows some of the undeveloped parcels in part of the City.

The General Plan land use process will also identify key underutilized land resources. Underutilized sites are underdeveloped parcels or deteriorating developments that could be targets for reinvestment and reuse during the 2030 General Plan timeframe.

Figure 2. Example of Undeveloped Sites in San Clemente, 2010



Source: The Planning Center, 2010

 Vacant Parcels

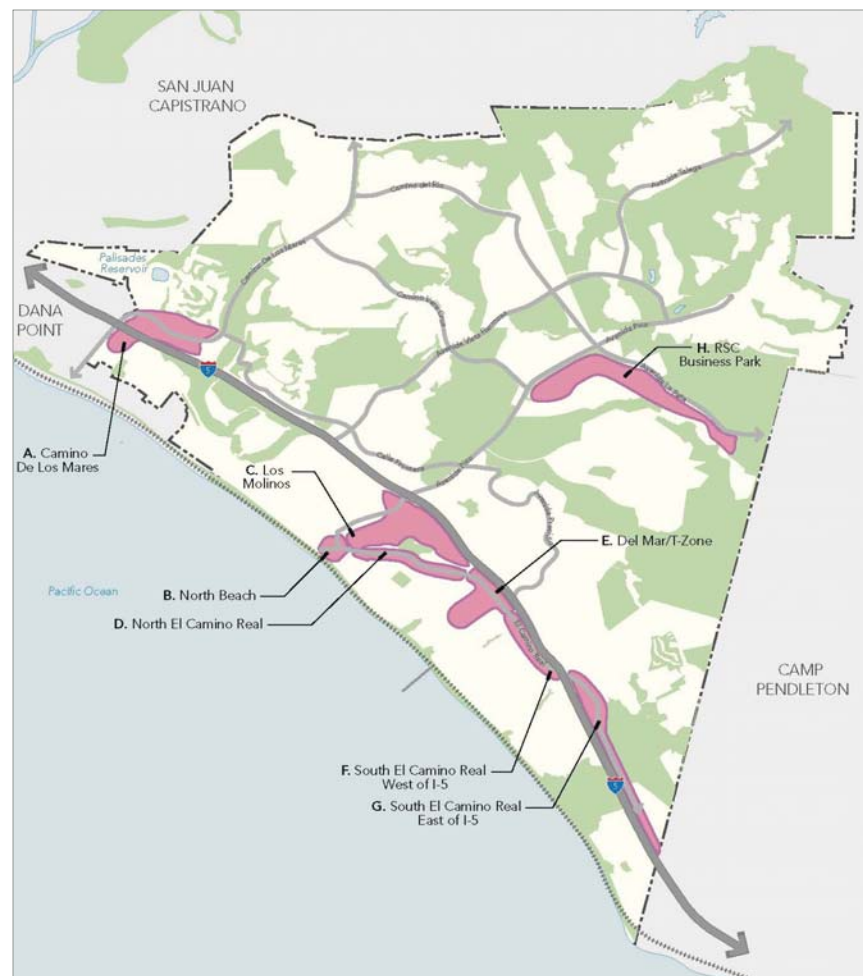
Focus Areas

While San Clemente is known as the Spanish Village by the Sea, the City is comprised of various neighborhoods and communities with a range of uses, densities, and architectural styles. In the 2009 San Clemente Vision & Strategic Plan, eight areas of the community were designated as focus areas. See Figure 3 for a map of the focus areas. These focus areas were determined with community input and are considered to have the most potential for change. Change could occur on vacant properties, underutilized properties, or on developed properties through several means including façade enhancement to existing structures, changes in use, connectivity improvements, or altering streetscapes and landscapes.

The General Plan process may reveal additional focus areas or combinations of those listed below:

- Camino de los Mares;
- North Beach;
- Los Molinos;
- North El Camino Real;
- Del Mar/T-Zone (downtown San Clemente);
- South El Camino Real – West of I-5;
- South El Camino Real – East of I-5; and
- Rancho San Clemente Business Park.

Figure 3. San Clemente Focus Areas, 2009



Source: San Clemente Vision & Strategic Plan, 2009

Housing

Housing characteristics such as unit types, tenancy, vacancy rates, affordability, and construction affect quality of life and housing choices for current San Clemente neighborhoods and residents, as well as influence housing selection for residents of the future.

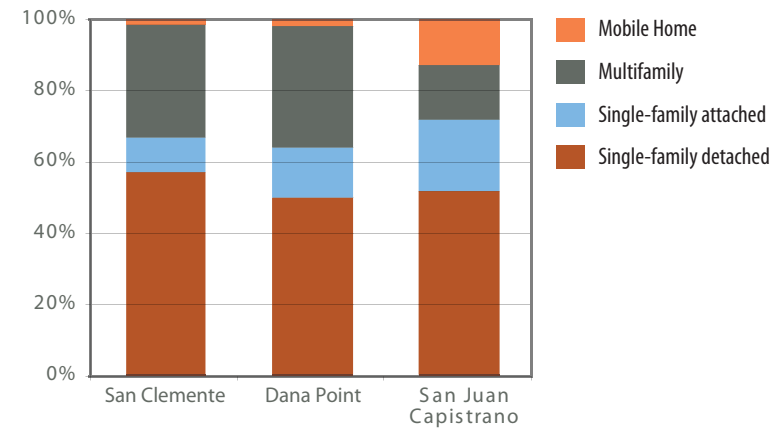
Housing Type

Different housing types facilitate a variety of lifestyles and affordability levels for San Clemente households. In 2000, 53 percent of the housing stock in San Clemente consisted of single-family detached homes. The remainder of housing consisted of multifamily units (34 percent), single-family attached units (12 percent), and mobile homes (2 percent). By 2009 single-family detached homes comprised 57 percent of the City’s housing stock. Increasing single-family detached homes provides greater homeownership opportunities for those seeking the space and amenities associated with that particular housing type. However, this type of housing is generally the most expensive and may be obtainable only to a limited portion of the community.

Between 2000 and 2009 the City’s housing development was characterized by the construction of single-family detached homes. In 2009, the percentage of San Clemente’s housing stock comprised of single-family detached homes increased by 4.5 percent. During this time the share of the City’s housing stock consisting of multifamily units decreased by 2 percent. The County as a whole experienced a slight increase in multifamily housing and a slight decrease in other housing types. As shown in Figure 4, the unit mix in San Clemente is mirrored in the neighboring cities of Dana Point and San Juan Capistrano. The increase in single-family detached homes during this time may reflect the low density master planned character of projects in the tri-cities area over the last decade.

The majority of new units constructed during this time period were permitted between 2000 and 2004. Decreases in residential construction permitting reflects the recent downturn in housing market and lack of available land.

Figure 4. Housing Units by Type, San Clemente, Dana Point, and San Juan Capistrano, 2009



Source: Claritas, 2009



Tenure

Tenure refers to the type of agreement in housing occupation—ownership or lease. Both for-sale and for-rent housing opportunities are vital to providing a range of housing opportunities that can accommodate varying incomes, interest in maintenance, amenities, and household sizes. In 2000, approximately 62 percent of units in San Clemente were occupied by owners and 38 percent were occupied by renters. The combination of rental and ownership units has the potential to accommodate a broad spectrum of housing needs and is almost identical to county-wide tenancy.

Residential Vacancy Rates

The housing vacancy rate can describe how the supply of available housing meets the demand for different types of housing. Housing policy analyses usually consider vacancy rates of 5 to 6 percent for rental units and 1.5 to 2 percent for ownership housing as reasonable, however, coastal communities often have higher vacancy rates due to vacation rentals. These vacancy rates provide residents a choice between various rental opportunities, incentives for developers, and more price options for consumers. Although San Clemente’s vacancy rate of 6.1 percent appears high in comparison to all Orange County cities (ranked 6th out of 34), it is actually the second lowest residential vacancy rate of the beach cities. Vacation rentals do not appear to be as prevalent in San Clemente as they are in other coastal cities like Laguna Beach and Newport Beach.

Affordability

Housing overpayment is generally defined as when renters and homeowners must pay more than 30 percent of their gross income for housing. Moderate overpayment is spending between 30 and 49 percent of the household’s income for housing; severe overpayment is spending 50 percent or more for housing. Housing costs for homeowners include mortgage payments, utilities, insurance, property taxes, and home association fees. Housing costs for renters typically include rent and utilities.

According to the 2000 Census, 20.8 percent of San Clemente’s owner households and 24.5 percent of renter households expend between 30 and 49 percent of their gross incomes for housing. Severe overpayment affects 12.7 percent of owner households and 16.7 percent of renter households. These rates of moderate and severe overpayment by tenure are in-line with the County as a whole. Overpaying for housing can strip a household of its ability to afford other critical needs, such as health care and transportation. In some cases overpayment results in an inability to afford adequate home maintenance which can cause rapid deterioration of the structure and landscaping.

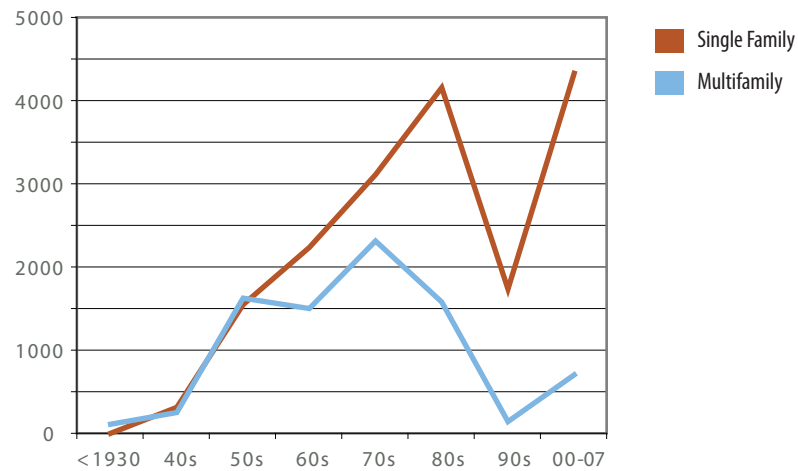


Mendocino at Talega affordable apartment community
Source: Jamboree Housing Corporation

Construction

The most productive years for housing growth in San Clemente were the 1970s and 80s when 5,433 and 5,746 residential permits were issued in their respective decades. After a severe decrease in residential building activity during the recession of the 1990s, a series of master planned communities and infill multifamily projects boosted housing production in the early 2000s. Between 2000 and 2007 5,039 homes were permitted in San Clemente. The decline in the housing market and the lack of available land contribute to decreased growth in San Clemente’s residential sector. In 2009 only 31 residential building permits were issued. The City estimates that 600 new homes will be constructed between 2010 and 2014, primarily in the Marblehead Coastal Specific Plan area. The progression of single-family and multifamily permits in San Clemente is shown in Figure 5.

Figure 5. Housing Construction by Decade, San Clemente, 2007



Source: City of San Clemente, 2010



Nonresidential Development

Four types of development comprise the non-residential category: retail, non-retail commercial, office, and industrial. Retail development includes building space that is used primarily for retail sales and services, such as supermarkets, shopping malls, hair salons, and restaurants. Commercial development includes commercial activities not otherwise included as retail sales and services, such as entertainment, accommodation, auto sales and services, banks, mini-storage, daycare, and religious and civic organizations. Office development includes both general office uses and professional/medical offices. Finally, industrial development includes light industry, manufacturing, warehousing, and freight and distribution.

Commercial and Industrial Development

The south Orange County area includes approximately 23 million square feet of office space, or 23 percent of the County's total. According to the 2009 San Clemente Visioning and Strategic Plan Economic Analysis, vacancy rates began increasing in 2007 and are continuing to increase. However, south Orange County offices are performing better than the county as a whole.

The south Orange County area (defined as San Clemente, Aliso Viejo, Dana Point, Foothill Ranch, Laguna Hills, Laguna Niguel, Lake Forest, Mission Viejo, San Juan Capistrano, Rancho Santa Margarita, and the Irvine Spectrum in the San Clemente Visioning and Strategic Plan Economic Analysis) includes approximately 32 million square feet of industrial space, or 13 percent of the County total. Decreases in industrial building rents and increases in vacancies began in 2009. In spite of this change, relatively low vacancy rates remain in south county industrial facilities.

The City of San Clemente's non-residential development profile includes approximately 270,000 square feet of office and 2.1 million square feet of industrial space. This comprises almost 0.3 percent and 0.8 percent of the entire county's office and industrial square footage, respectively. Many of the City's industrial uses are clustered in the Rancho San Clemente Business Park, Talega Business Park, and Los Molinos area (between Avenida Pico and North El Camino Real). Much of the city's commercial development is also located in these areas, plus clusters of retail along Camino De Los Mares, Camino De Estrella, Avenida Del Mar and El Camino Real.

The City's non-residential development has not experienced rent decreases and vacancy increases to the extent felt in other areas of the County, as explained in the 2009 San Clemente Visioning and Strategic Plan Economic Analysis. This is attributed, in part, to the continuing draw of local specialized industries (tourism, surfing, etc.) and the relative affluence of San Clemente residents. The City's office and industrial facilities occupancy rate may be relatively high because in many areas of the community existing rents are lower than in neighboring south Orange County cities.



Public Safety

The reality and perception of public safety can play an important role in forming a community's identity to both residents and visitors alike. Public safety entails a range of services and facilities to prevent and respond to threats to public welfare and property. San Clemente's public safety is provided by a network of the Orange County Sheriff's Department, Orange County Fire Authority, and the City of San Clemente Marine Safety Division.

Police, Fire, and Marine Safety Services

The Orange County Sheriff's Department provides police services to the City, including law enforcement, investigation, traffic enforcement, crime prevention, forensic services, and public information and education services. The City of San Clemente has an active Retired Senior Volunteer Program (RSVP) that provides administrative duties, vacant home checks, and visits to the homebound to ensure their safety and well-being. In 2007 the Department received the National Sheriff's Association Award for the San Clemente Neighborhood Watch program. Additional information on criminal activity and prevention in San Clemente is provided in the Crime Rates portion of the Human and Social Capital chapter of this document.

The Orange County Fire Authority has a 20-year service agreement with the City to operate three stations in San Clemente. Station 50 is located in north San Clemente near the border of Dana Point, Station 59 is in eastern San Clemente, and Station 60 is in central San Clemente, east of Avenida Del Mar. An additional fire station is proposed adjacent to the new senior center in downtown San Clemente. The Orange County Fire Authority provides fire prevention (includes coastal and canyon weed abatement), fire safety education, wildland fire fighting, and emergency response services to the community.

As a coastal community that attracts millions of beach-goers per year, marine safety is a critical component of protecting public welfare and maintaining the prestige of its beaches. In 2009 the City's Marine Safety Division estimated there were 2,781,900 visitors to the City's beaches. The Marine Safety Division provides water rescue services, first aid, minor law enforcement, and public education on ocean safety. Marine Safety personnel, especially lifeguards, are some of the most visible City employees and serve as ambassadors for the City of San Clemente. The Marine Safety Division is staffed every day of the year from 8:00 am until dusk, however, lifeguard towers are staffed as needed during the winter months. In addition to rescue services, the Division's Beach Services Program provides assistance with environmental management such as water quality monitoring, coastal erosion monitoring, and administration of special events and commercial filming. The Division's Prevention and Education Program includes surfing instruction, public school education, media involvement, and the Junior Lifeguards program.



Rail Impacts

A Southern California Regional Rail Authority (SCRRA) rail line hugs the coastline in San Clemente and links the community to jurisdictions to the north and south. However, the rail line also bisects the community, creating conflicts between vehicles, pedestrians, and the train. The San Clemente Beach Trail was completed to provide a safer environment for persons seeking to access the beach across the railroad tracks.

Another train-related impact to be mitigated is noise generated by the traffic on SCRRA's Orange Subdivision Line. Noise from trains is generated by use of warning horns and crossing bells when approaching at-grade crossings, and by engines, exhaust noise, air turbulence generated by cooling fans, and other gear operations. The interaction of steel wheels and rails generates three types of noise: 1) rolling noise due to continuous rolling contact, 2) impact noise when a wheel encounters a discontinuity in the running surfaces, such as a rail joint, turnout, or crossover, and 3) squeals generated by friction on tight curves.

Train noise is particularly obtrusive at eight pedestrian crossings in the City. When an at-grade crossing is present, a train is required by the Federal Railroad Administration (FRA) to sound a warning horn at a distance of one-quarter mile from all intersections at a maximum 110 dBA, as measured at 100 feet. Currently the city of San Clemente is in the process of establishing quiet zones at their at-grade crossings. A quiet zone is a segment of rail line where sounding of locomotive horns while the train approaches the public railroad at-grade crossings within the corridor is prohibited. The Orange County Transportation Authority, Federal Railroad Administration, and California Public Utilities Commission are conducting a sound study to determine if wayside horns are appropriate for pedestrian railroad crossings. A wayside horn system is a network of stationary horns at railroad crossings directed toward pedestrians to warn them of an approaching train. The wayside horn would make sounding the train horn unnecessary.

San Onofre Nuclear Generating Station

The San Onofre Nuclear Generating Station (SONGS) is located south of San Clemente in northern San Diego County. SONGS is jointly owned by Southern California Edison (78.21 percent), San Diego Gas & Electric (20 percent), and the City of Riverside (1.79 percent). It is operated by Southern California Edison. The station contains two operating nuclear reactors, Units 2 and 3. (Unit 1 was retired in 1992 and is has been decommissioned.) Units 2 and 3 are capable of producing 2,254 megawatts of power, the equivalent of serving 2.75 million households at one time. Typically SONGS generates 2,200 megawatts, enough to serve 1.5 million households. The area within 10 miles of SONGS is a designated Emergency Planning Zone (EPZ). All agencies within the EPZ, including the City of San Clemente, have prepared detailed emergency plans for the unlikely event of an emergency at SONGS. If an emergency results in the need for the population to take protective actions, community members will be notified by the Community Alert Siren System, a network of more than 50 sirens in the EPZ.



Camp Pendleton

The City of San Clemente's neighbor to the south (across county lines) is the Marine Corps Base Camp Pendleton (Camp Pendleton). Camp Pendleton comprises over 125,000 acres in northern San Diego County and is the Corps' largest expeditionary training facility on the West Coast. Occasionally munitions training noise can be heard in the southern portions of the City.

The City of San Clemente formally adopted the 2nd Battalion, 4th Marine Division in 1996 and the Marine Light Attack Helicopter Squadron 367 in 2009. Camp Pendleton is home to numerous troops, including the I Marine Expeditionary Force, 1st Marine Division, 1st Marine Logistics Group and many tenant units, including Marine Corps Installation-West, 1st Marine Special Operations Battalion, Wounded Warriors Battalion-West, Marine Corps Air Station at Munn Field, Marine Aircraft Group 39, Marine Corps Tactical Systems Support Activity, Marine Corps Recruit Depot San Diego's Weapons & Field Training Battalion, Marine Corps and Army Reserve Forces, the Navy's Assault Craft Unit 5, a Naval Hospital and 1st Dental Battalion.

Camp Pendleton has a daytime population of 70,000 military and civilian personnel and over 38,000 military family members reside in base housing complexes. The Marines, Sailors, their families, and civilian employees often rely upon their neighbor, San Clemente, for goods, services, and housing.



Mobility

The availability and affordability of transportation options shapes not only the way in which people navigate the physical environment, but also the environment itself. Mobility within a community involves multiple modes of transportation, automobile, public transit, bicycle, and others. Offering multiple modes of transportation can improve utility, social connectivity, and provide a range of choices for the individual traveller.



Pedestrian and Bicycle Circulation/Trails

The City of San Clemente is expanding its network of pedestrian and bicycle trails. In 2008 the City completed the San Clemente Coastal Trail, a 2.3 mile-long pedestrian and bicycle trail that parallels the coastline from North Beach to Calafia Beach. Significant concerns about pedestrian and rail interface, quality design, and the environment were overcome following years of developing the project with community input. The trail was designed to improve beach access and public safety, especially important in areas of conflict between beachgoers and the rail road right-of-way. The San Clemente Coastal Trail links to the California Coastal Trail, a statewide effort to preserve coastal access for the public.

San Clemente's network of trails also includes unpaved trails through canyons and ridgelines that provide sweeping views of natural areas, the City, and the sea. There are currently six major trails in San Clemente: Talega/San Clemente City, Beach Trail, Rancho San Clemente Ridgeline, Forster Ranch Ridgeline, Prima Deshecha Regional, and Cristianitos Regional Trails. The City maintains its local trails while regional trails are maintained by the County of Orange. The Prima Deshecha Regional and Cristianitos Regional Trails almost form a loop and would be logical to connect in the future. The Prima Deshecha Regional Trail is also close to a State Park trailhead and could be an opportunity to link the City trails network to State trails in the future. Bikes are welcome on these trails, although only some of them are paved.

Pedestrian and bicycle infrastructure in some established areas of the community are lacking. For example, a sidewalk may be provided only on one side of a street and the network of designated bicycle lanes is only partially established. In many areas of the community, cyclists must compete with automobiles for space on the road. In 2010 the City Council provided the direction for the City to develop a Bicycle and Pedestrian Master Plan that will detail improvements that increase public safety, provide connectivity throughout the community, and promote human-powered alternatives to automobiles.

Transit

San Clemente is directly served by two fixed-rail transit providers, Metrolink and Amtrak. Two Metrolink stations connect San Clemente, one on Avenida Estacion in the North Beach area and the other on Avenida Victoria by the Pier. The Metrolink Orange County Line provides direct connections from Los Angeles' Union Station in the north to the City of Oceanside in the south, seven days a week. One stop north of San Clemente is San Juan Capistrano, where a connection can be made to the Inland Empire Line. One stop south of San Clemente is Oceanside, where riders can connect to the North County Transit District Coaster train. The Coaster connects north San Diego County communities to each other and multiple stations in the City of San Diego, Monday through Saturday.

Amtrak provides train services to San Clemente residents and visitors on its Pacific Surfliner route, which runs from San Luis Obispo to San Diego via Santa Barbara and Los Angeles. The Pacific Surfliner offers twelve daily round-trips between San Diego and Los Angeles. The Pacific Surfliner stops at San Clemente's station by the Pier seven days a week. Most cars are equipped to store bicycles and surfboards, an important consideration for many of San Clemente's beach visitors.

The Orange County Transportation Authority (OCTA) operates several bus routes serving San Clemente, the 1, 91, 191, and 193. Route 1 travels from Long Beach to San Clemente via Pacific Coast Highway, Route 91 connects Laguna Hills and San Clemente via Paseo De Valencia, Camino Capistrano, and Del Obispo Street, Route 191 connects Mission Viejo and San Clemente via Rancho Viego Road, Camino Capistrano, and El Camino Real, and Route 193 circulates within the City, traveling along Camino de los Mares, Camino Vera Cruz, and Avenida Pico. Weekend service is available on all San Clemente routes other than 193.

The cities of San Clemente, San Juan Capistrano, and Dana Point are considering establishing a trolley route to link the three cities. Potential destinations may include train stations in San Juan Capistrano and San Clemente (North Beach and the Pier), Dana Point Harbor, points along Pacific Coast Highway, and several hotels and other tourist-serving uses in the area.



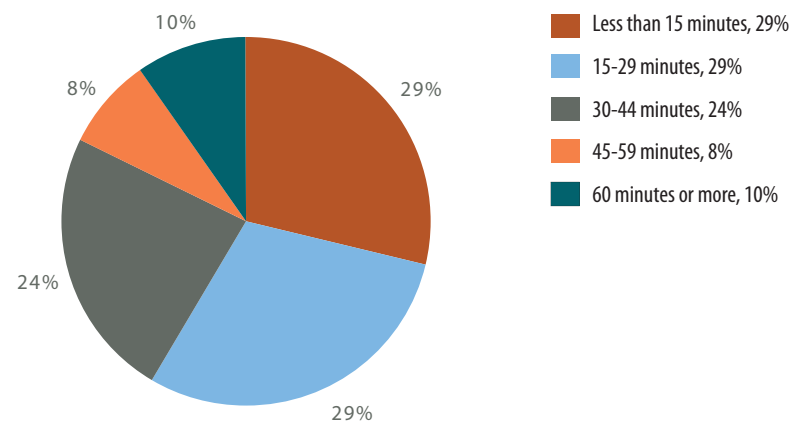
Commuting Times and Patterns

Travel time to work affects quality of life. Long commutes detract from the time one can spend with family and friends, and can be an unproductive time, especially for those commuting by single-occupancy vehicle.

In 2000, most San Clemente residents not working from home commuted between 15 and 29 minutes to work, closely followed by those commuting less than 15 minutes. Almost one-quarter of the working community commuted 30 to 44 minutes. Approximately 8 percent of San Clemente residents commuted 45 to 59 minutes, 7.4 percent 60 to 89 minutes, and only 2.4 percent traveled 90 or more minutes to work. A total of 10 percent of the City’s working population traveled for 60 or more minutes for work. See Figure 6 for a breakdown of San Clemente residents’ commute times to work.

Commute patterns have not changed in recent years for San Clemente residents. In 2002 and in 2008 approximately 17 percent of employed San Clemente residents work within the City, 9 percent in Irvine, 5 percent in Los Angeles, Mission Viejo, and San Juan Capistrano, each. Approximately 4 percent work in Santa Ana and Dana Point, respectively. In 2008 70 percent of San Clemente workers were employed in Orange County, 15 percent in Los Angeles County, and 5 percent in San Diego County.

Figure 6. San Clemente Resident Commute Times to Work, 2000

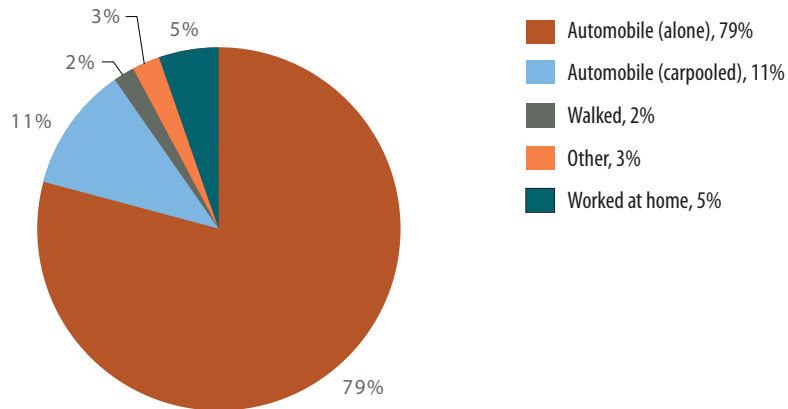


Source: U.S. Census, 2000

Means of Transportation to Work

Ninety percent of all working San Clemente residents (employed outside of the home) travel from home to work by automobile (compared to 86 percent statewide), of which 11 percent traveled in a carpool of two or more people (compared to 15 percent statewide). Walking, bicycling, public bus, train, and other modes account for 3.4 percent of the total work trips by San Clemente residents, while 5.2 percent of people work from home. Given the large percentage of residents who drive to work alone, it is not surprising that San Clemente residents own 18,665 vehicles (about .4 vehicles per person or .5 vehicles per person age 16 or older). See Figure 7 for a breakdown of how San Clemente residents travel to work.

Figure 7. Means of Transportation to Work, San Clemente, 2000



Source: U.S. Census, 2000

Interstates and Highways

Interstate 5 (I-5) runs north-to-south from the border between the United States and Canada (Peach Arch crossing) to the border between the United States and Mexico (San Ysidro crossing). The Interstate parallels the coast and bisects San Clemente, further separating established neighborhoods to the west and relatively new neighborhoods to the east. Some neighborhoods are left isolated due to the location of the freeway and topographical constraints to development. Caltrans and the Orange County Transportation Authority (OCTA) are planning to make several improvements to I-5 between San Juan Creek Road in San Juan Capistrano and Avenida Pico in San Clemente. Conceptual improvements include adding carpool lanes, additional merging lanes in several locations, and reconstructing the I-5/Avenida Pico Interchange.

State Route 74 connects to I-5 north of San Clemente in San Juan Capistrano. SR-74, also known as the Ortega Highway, connects the tri-cities area to Interstate 15 in Lake Elsinore and continues east to Palm Desert.

An extension of the 241 Foothill Transportation Corridor Toll Road (which currently ends in the Las Flores/Coto de Caza area of southeastern Orange County) has been proposed to bypass I-5 through south Orange County. The toll road extension was proposed to connect to I-5 immediately south of San Clemente. The proposal met with great controversy due to an alignment that would traverse a wildlife conservancy, State Park, and parallel an internationally-renown surf break, Trestles. Other alignments have been proposed, however, no agreement or commitment has been made at the time of this publication.

Public Facilities

Quality public facilities provide San Clemente residents with a variety of opportunities and amenities. The City’s cultural, educational, and recreational facilities, coupled with its historic resources and Spanish Colonial Revival architecture, are the foundation for a strong built environment.

Cultural Facilities

Perhaps the most well-known cultural facility in San Clemente is the Casa Romantica Cultural Center and Gardens. Casa Romantica is the 1927 Spanish Colonial Revival estate of Ole Hanson, the founder of the City. The San Clemente Redevelopment Agency purchased the property from private ownership in 1989. Casa Romantica offers innovative artistic and educational programs to persons of all ages and levels of experience. The facility provides opportunities for learning about local history, architecture, ecology, and culture. Programs offered include outreach to schools, expert speaker series, field trip activities, and artistic instruction in a 1,000-square-foot Creative Workshop.

The Surfing Heritage Foundation is a local non-profit organization that is dedicated to preserving and presenting surfing’s heritage and educating the public so surfing is more accurately understood and represented in the public realm. The Surfing Heritage Foundation exhibits historically significant surfboards and other crafts, tools and attire, photography and other media of surf culture and innovation, a library of books, posters, and other paper records, and displays of representative surf artwork. This organization seeks to preserve an important component of San Clemente’s history and culture for current and future generations to enjoy.

San Clemente is home to numerous art galleries and an active community of artists. The San Clemente Art Association operates the San Clemente Art Gallery on North Calle Seville and helps organize community art and crafts events. The San Clemente Art Association formed in 1953 to foster the appreciation of arts

and crafts and establish San Clemente as a center for art. More information on community art events is provided in the Human and Social Capital chapter of this document.

San Clemente has one performing arts theatre, the 66-seat Cabrillo Playhouse, located on Avenida Cabrillo. The Cabrillo Playhouse is managed and operated by a non-profit organization seeking to provide educational and entertainment opportunities to the San Clemente community. Theatrical, musical, and educational events take place there throughout the year. More information on the Cabrillo Playhouse is provided in the Human and Social Capital chapter of this document.

San Clemente has an active historic preservation community. However, in 2007 the Historical Museum lost its lease and was obliged to put its historical archives into temporary storage. The San Clemente Historical Society is seeking a new, appropriate space to display their collection and launch research archive activities.



Educational Facilities

The City of San Clemente is in the Capistrano Unified School District (District). The District's educational facilities in San Clemente include six elementary schools (Concordia, Clarence Lobo, Marblehead, Las Palmas, Truman Benedict, and Vista del Mar), three middle schools (Bernice Ayer, Shorecliffs, and Vista del Mar), and one high school (San Clemente).

The San Clemente Community Center is located near the Pier on North Calle Seville. The Community Center features a 4,000-square-foot (500 person theater style) auditorium, a 1,200-square-foot fireside room, a 900-square-foot multipurpose room, kitchen, and open grass area for gathering. This facility is used by the City to host workshops, classes, activities, and can also be rented for private gatherings.

The Orange County Public Libraries operate a branch in San Clemente on Avenida Del Mar, adjacent to the existing Senior Center. The library may expand into the 5,000-square-foot space that will become available in 2011 when the new Dorothy Visser Senior Center opens. The Senior Center hosts a variety of activities for seniors, seven days a week, and the facility is also used for workshops and meetings for other age groups. The new Dorothy Visser Senior Center will feature a greater variety of spaces, increased access to technology, and a wellness center. More information on the library and Senior Center are available in the Human and Social Capitol chapter of this document.

Saddleback College in Mission Viejo (approximately 12 miles north of San Clemente) offers numerous educational programs to meet the higher educational needs of students as well as those interesting in general enrichment. Saddleback College's mission is to "enrich its students and the south Orange County community by providing a comprehensive array of high-quality courses and programs that foster student learning and success in the attainment of academic degrees and career technical certificates, transfer to four-year institutions, improvement of basic skills, and lifelong learning."



Historic Resources

In 1925 Ole Hanson, the former Mayor of Seattle, and a friend acquired the property that would become the City of San Clemente. Hanson envisioned a Spanish Village by the Sea and used deed restrictions to require all building plans to pass Spanish Colonial Revival architecture review until the late 1930s. Spanish Colonial Revival architecture is inspired by Spanish, Mission, and Moorish architectures. It is characterized by white stucco or whitewashed brick walls, red terra cotta tile roofs, arched or pointed openings, interior or exterior courtyard spaces, asymmetrical facades and massing that diminish the scale of the building.

Hanson was responsible for the development of several iconic Spanish Colonial Revival structures in the community such as the Ole Hanson Beach Club, San Clemente Community Center, and Casa Romantica. The area owned by Hanson was incorporated as the City of San Clemente in 1928.

In 1973 residents concerned with preserving San Clemente’s unique architectural history formed the San Clemente Historical Society. Over several decades Historical Society has collaborated with the City and raised public awareness to protect numerous significant structures such as Casa Romantica, Ole Hanson Beach Club, the Miramar Theater, and others. The City’s first Historic Preservation Ordinance was adopted in the 1980s.

San Clemente became a Certified Local Government in 1993. Certified Local Governments are required to enforce appropriate legislation for the designation and protection of historic properties, establish and maintain a qualified historic preservation commission, maintain a system for identifying historic properties, and provide for public participation in the local historic preservation program. In 2005 San Clemente was designated a Preserve America Community for continued protection and celebration of local architectural heritage. This designation offers San Clemente special funding opportunities for heritage tourism initiatives that are administered by the Department of the Interior.

In 2007 the City adopted a comprehensive Historic Preservation Ordinance update and Historic Resources List. Several projects follow-up these efforts, including a Historic Plaque Program for landmarks and resources, historic preservation grants for exterior improvements, and a historic preservation education program.

The 2007 Historic Resources List contains 203 resources (includes structures, sites, landscapes, and objects), 22 of which are considered local Landmarks. Landmarks are City-designated properties of significance. Five properties in San Clemente are listed on the National Register of Historic Places by the National Park Service. These properties are listed in Table 3 below.

Table 3. San Clemente Properties on the National Register of Historic Places

Name	Address	Date Entered
Ole Hanson Beach Club	105 W. Avenida Pico	1981
Easley Building	101 S. El Camino Real	1983
Hotel San Clemente	114 Avenida Del Mar	1989
Casa Romantica	415 Avenida Granada	1991
Goldschmidt House	243 Avenida La Cuesta	2004

Source: National Register of Historic Places, 2010

Active Recreation Facilities

San Clemente has various active recreation facilities for its residents. Parks such as Bonito Canyon, Forster Ranch Community, Liberty, Marblehead, Rancho San Clemente, Richard T. Steed Memorial, San Geronio, Talega, Waterman Field, San Luis Rey, Verde Park, and Tierra Grande all feature sports fields for activities like basketball, soccer, tennis, baseball, or softball. Many of these park facilities are located in master planned communities.

Several parks have playground facilities for the community's young children. These parks include Bonito Canyon, Forster Ranch, Liberty, Linda Lane, Marblehead Inland, Max Berg Plaza, Mira Costa, Rancho San Clemente, San Geronio, Talega, Verde, and Tierra Grande. A skateboarding facility, Ralph's Skate Park, is located in Richard T. Steed Memorial Park. Often linked with surf culture, some view skateboarding as an off-beach training for the community's young surfers.

Four golf courses are located in San Clemente, including the San Clemente Municipal Golf Course, an 18-hole Championship public course. Privately owned courses include the Talega Gold Club, Shorecliffs Golf club, and Bella Collina Towne & Golf Club.

City founder Ole Hanson provided the funding to build a beach club for the public in 1928. The Ole Hanson Beach Club includes rooms for various community activities and private rental usage as well as a Municipal Pool. The pool facilities include a 25-yard lap pool heated to approximately 81 degrees and a shallow teaching pool heated to approximately 87 degrees. The City's aquatics program is currently based at the Beach Club and includes programs for all levels of swimming skill.

Several projects are underway to improve the community's active park facilities. Construction on the La Pata/Vista Hermosa Sports Park & Aquatic Center will begin in 2010. This project includes an aquatics complex with a 50-meter competition pool, a teaching and recreation pool, and 8,000-square-foot pool house. Three fully-lighted youth baseball fields with shaded viewing areas and bleacher seating will operate year-round. Two full-size, lighted soccer fields and a multipurpose field will accommodate youth soccer, lacrosse, and field hockey. A lighted football field will accommodate youth football as well as other uses. The La Pata/Vista Hermosa Sports Park & Aquatic Center will also feature internal paths and trails.



Passive Recreation Facilities

The City's passive recreational facilities include civic space and public open space that offer visitors and the community areas for relaxing outdoor activities. With several miles of coastline and canyons, San Clemente boasts numerous park facilities designed to provide magnificent views of the ocean. The City's passive recreation areas with ocean views include Leslie Park, Linda Lane Park, and Parque Del Mar (Pier). Other passive recreation areas include Max Berg Plaza Park, Mira Costa Park, San Clemente State Park, and San Mateo State Park. A dog park is located by Richard T. Steed Memorial Park.

Improvement plans for the City's oldest park, Max Berg Plaza Park, are expected to be completed in 2011. The park was built by city founder Ole Hanson in the 1920s and needs renovations to provide safer access for pedestrians. The plan includes adding a lighted walking trail and continuous sidewalk around the park and shortening crosswalk distances for pedestrians.



Redevelopment Areas and Policies

In 1975 the City of San Clemente established one redevelopment project area—known as the Pier Bowl Project Area (Project Area)—to encourage economic development, eliminate blight, and improve and preserve the existing housing stock affordable to lower and moderate income households.

The Project Area totals approximately 56 acres in the western portion of San Clemente adjacent to the Pier. Project Area boundaries are Linda Lane Park to the north, Trafalgar Canyon to the south, the ocean to the west, and Avenida Granada and Avenida Del Mar to the east. In 2009 the Project Area consisted of 609 housing units, 16,700 square feet of retail uses, 43 hotel rooms, 800 square feet of offices, and 133 parcels of land, of which one parcel is vacant.

In accordance with state requirements, the City has adopted a five-year Redevelopment Implementation Plan (2005–2014). The Implementation Plan identifies specific goals and objectives for the Pier Bowl Project Area, identifies specific programs and expenditures, an explanation of how the goals, objectives, and programs will alleviate blight, and an explanation of how the City will implement requirements for low and moderate income housing. Redevelopment law requires that 20 percent of the Project Area's tax increment financing be set-aside for programs to serve lower and moderate income households.

Since 2005 the Redevelopment Agency has completed several major projects including rehabilitating the Casa Romantica Cultural Center and Gardens, improving the Pier and public seating areas, partnering with private donors to establish Park Semper Fi and dedicate a monument to the Marines Corps, completing the San Clemente Beach Trail, purchasing a 4-unit housing complex to be rehabilitated and used for transitional housing for very low income families, and developed the Downtown Visioning and Strategic Plan with strategies for enhancing the Pier Bowl. The City adopted a wayfinding sign program in 2010 to create a uniform method of providing identification, directional, regulatory, and welcoming signage.



HUMAN AND SOCIAL CAPITAL

Human capital is the community's stock of skills and distribution of knowledge. It includes the training and expertise that people can contribute to creating opportunities and solving community challenges. Social capital refers to the cohesion of a collective of people; supportive networks that serve a greater good and foster communal achievement. Cultural institutions, community organizations, events, and civic involvement opportunities all contribute to forming a community's social capital.

The building blocks of human and social capital, such as education, health care, and social services, contribute to creating productive and close-knit communities. A community's existing and projected demographic characteristics and social deficiencies, however, influence the availability and scales of social infrastructure that build such capital.



People

Demographic factors, including the relationships between income, household composition, age, race and ethnicity, and birth rates establish existing—and affect future—housing needs, educational and recreational facility demands, and community program needs.

Population

The City of San Clemente is one of 34 cities in Orange County, and in 2009 had the 16th largest population (68,316 residents). From 1990 to 2000 San Clemente’s population grew by 22.7 percent, similar to the growth that occurred in the county (21.6 percent). The City’s population growth in the 2000s greatly outpaced that of the County as a whole, growing by 36.8 percent between 2000 and 2009, whereas the County grew by 10.3 percent. During this period San Clemente also grew much faster than its neighboring cities of Dana Point and San Juan Capistrano, as shown in Table 4. The City’s rapid population growth reflects an increase in residential construction through several master planned communities and infill projects in the early 2000s. The rate of population growth in San Clemente is expected to decline in the future. The City’s population projection is examined in more detail in the Forecast section of this document.

Table 4. San Clemente and Surrounding Cities Population Increase, 2000–2009

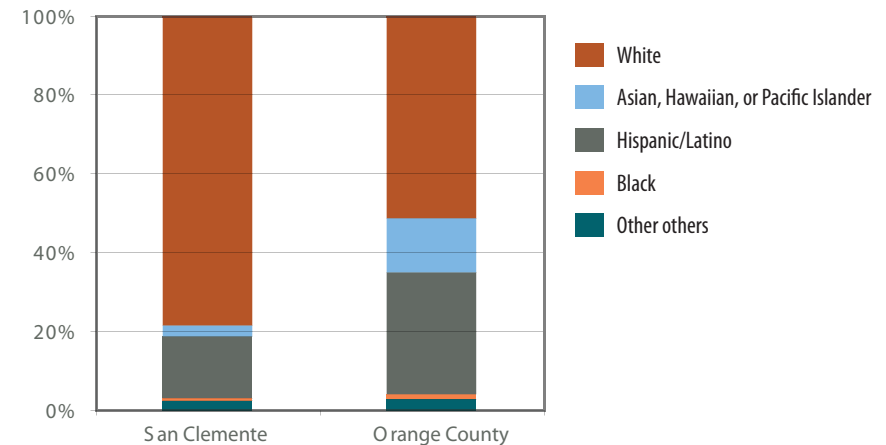
Location	2000	2009	Percent Increase
Orange County	2,846,289	3,139,017	10.3 percent
San Clemente	49,936	68,316	36.8 percent
Dana Point	35,110	37,082	5.6 percent
San Juan Capistrano	33,826	36,870	9.0 percent

Source: California Department of Finance, 2000 and 2009

Racial and Ethnic Diversity

Historically, the City’s racial composition has consisted of a significant majority of white residents, accounting for 91.6 percent of the population in 1990. San Clemente is becoming more diverse, although not as rapidly as the County as a whole. San Clemente is notably less Hispanic than the County. In 2000 the proportion of San Clemente residents reporting Hispanic Origin increased by 3 percent since 1990, however the County’s Hispanic population grew by 7.4 percent during the same period. Some of these changes may be attributed to Census reporting methodology changes that allowed respondents to record having two or more races (beginning in the 2000 Census). Minor increases also occurred in residents reporting Black or African American race and American Indians and Alaskan Natives. Figure 8 shows the ethnic and racial profiles for the City and County in the year 2000.

Figure 8. San Clemente and Regional Racial Diversity, 2000



Source: U.S. Census, 2000

Birth Rates

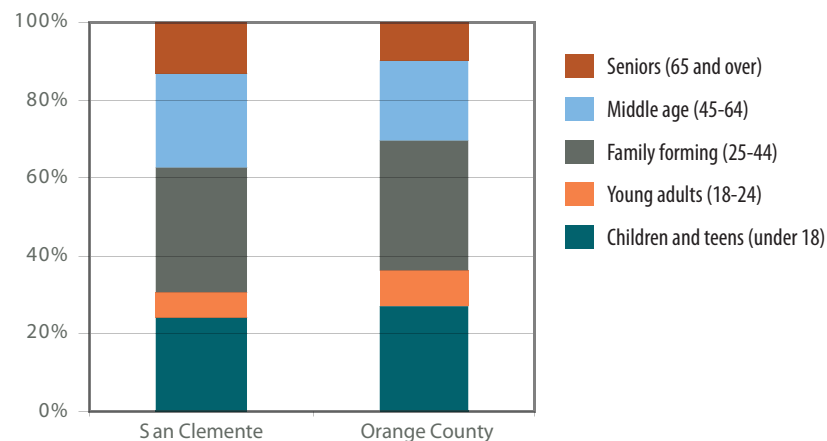
Between 2000 and 2008 birth rates in San Clemente declined in all age groups. This includes a minor decrease in births to mothers under age 20, from 5 percent in 2000 to 3.5 percent in 2009. San Clemente residents experience lower youth birthrates compared to the County as a whole, with 7.7 percent of live births in 2000 and 7 percent in 2008. The decline in birth rates contributes to the decrease in population growth. Available birth rate information for Orange County in 2005 evaluated against information for San Clemente from 2008 reveals almost identical levels of prenatal care in the City and the County as a whole. Approximately 90 percent of expectant mothers seek prenatal care in the first trimester.



Age Distribution

Age composition is an important factor in determining demand for types of housing, health care, and community facilities. From 1990 to 2000, the City of San Clemente maintained a consistent age distribution structure. Figure 9 shows that the age distribution in San Clemente is similar to Orange County's. Almost one-quarter of San Clemente residents are children and teens, which may indicate demand for education and recreation amenities to meet their needs. However, San Clemente's large portion of middle age and elderly residents drives the City's median age to 38 years old versus 33 years old for the County as a whole. Adult and elderly residents can create demands for a different set of facilities than younger residents, such as for lifelong learning opportunities and access to health care.

Figure 9. San Clemente and Regional Age Distribution, 2000



Source: U.S. Census, 2000

Household Income Distribution

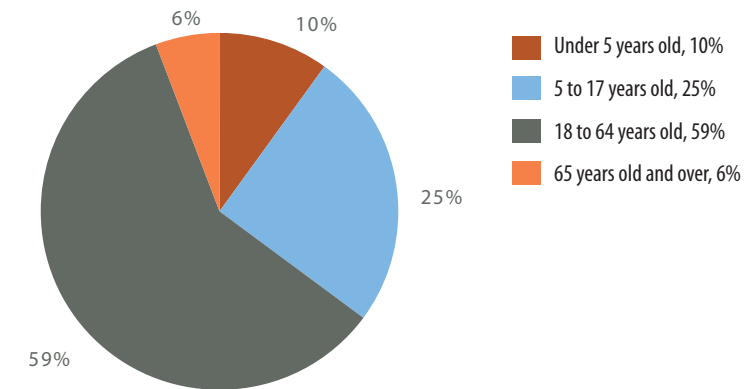
In 2007, the San Clemente median household income exceeded the county median by approximately 15.7 percent (\$95,089 to \$80,193, respectively). However, according to thresholds established by the state for 2007, and assuming a household size of three persons, at least 31 percent of San Clemente households are lower income households. Lower income households earn less than 80 percent of the Area Median Income and typically face challenges to homeownership and other large expenditures.

Poverty

Impoverished households lack the economic resources necessary to meet fundamental needs such as quality food and adequate housing. In 2000, 7.6 percent of the City’s total population lived below the poverty level. This is lower than the rates for Orange County and nearby San Juan Capistrano, 10.3 percent and 10.7 percent respectively, and slightly higher than the poverty rate in neighboring Dana Point, 6.7 percent.

Poverty affects all age groups of San Clemente residents, from newborns to the elderly. While the majority of San Clemente residents below the poverty level are adults (ages 18 to 64), over one-third are under age 17 and are likely reliant upon adults for meeting their daily needs. See Figure 10 for a breakdown of San Clemente families below the poverty level by family type. A strong social service network can be an important tool in reducing the number of people living below the poverty level.

Figure 10. San Clemente Families below the Poverty Level by Family Type, 2000



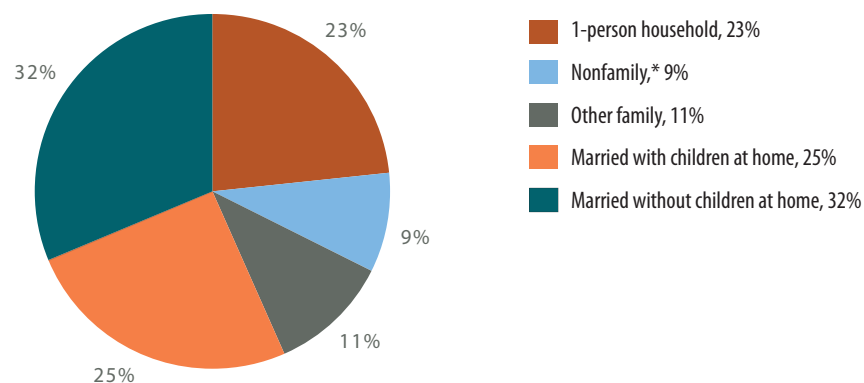
Source: U.S. Census, 2000

Household Composition

Households are all persons occupying a housing unit (not group living quarters such as a dormitory), which may include families, persons living alone, or unrelated persons sharing a home. The relationship of household members contributes to the types of housing and services that are needed. For example, single person and nonfamily households create demand for adult education and recreation programs, and may be served well by rental housing, whereas family households with young children create demand for K–12 school facilities and playgrounds, and may increase demand for single-family homes or attached housing with play space amenities.

From 1990 to 2000, San Clemente experienced only a slight increase in the proportion of family households, and, conversely, a minor decrease in the proportion of nonfamily households. In 2000, one-quarter of all San Clemente households consist of one member and one-third of all households consist of two family members. Almost another third is comprised of three- and four-person family households. Figure 11 describes San Clemente’s household composition in 2000. From 2000 to 2009 the average household size in the City increased from 2.56 to 2.66 persons per household.

Figure 11. San Clemente Household Composition, 2000



*Nonfamily households are described as a householder who is not related to any of the other persons sharing their home.

Source: U.S. Census, 1990 and 2000, California Department of Finance 2000 and 2009

Developing Human Capital

Because people cannot be separated from their knowledge, skills, health, or values, they inherently possess various levels of human capital. Schooling, higher education opportunities, health care, general social services, and age- and need-specific programs all improve San Clemente's human capital.

School District Performance Results

The City of San Clemente is within the Capistrano Unified School District (District), which also includes all or part of the cities of Dana Point, San Juan Capistrano, Laguna Niguel, Aliso Viejo, Mission Viejo, Rancho Santa Margarita, and several unincorporated communities of Orange County. The District measures several types of student development at different levels and participates in state and federal student performance evaluation programs.

Dynamic Indicators of Basic Early Literacy Skills (DIBELS) is a standardized assessment designed to measure how well an individual student recognizes the alphabet and how combinations of letters create distinct sounds. DIBELS is administered to kindergarten, first, and second grade students. The results of the testing in the 2006–2007 school year surpassed the scores of the previous year and most of the District's students met or exceeded the benchmark goal for early literary development.

The California Achievement Test, Sixth Edition Survey (CAT/6), is used to compare peers on a nationwide level. The test is administered to students in grades 3 and 7. In 2007, both 3rd and 7th graders achieved above the County and state levels. Approximately 68 percent of District 7th graders achieved over the 50th percentile in reading and 72 percent in math. Approximately 57 percent of District 3rd grade students achieved above the 50th percentile in reading and 72 percent in math.

The California High School Exit Examination (CAHSEE) is a measurement of competency in reading, writing, and mathematics for graduating seniors. Ninety-eight percent of the class of 2007 passed all sections of the exam and the District's pass rate is higher than the County and the state overall.

The Academic Performance Index (API) is a state assessment of educational growth in every California public school. In 2007 the District API grew by 2 points to a score of 825 and is not the only large unified school district in the state with an API growth score over 800 (the state's target score). Seventy-seven percent of the District's schools are at or above 800 points and three of the District's schools have attained API scores over 900 points.

The No Child Left Behind Adequate Yearly Progress (AYP) system is a federal measure of annual academic improvement. The AYP uses the same data as the API, but with different criteria. The District as a whole met all AYP criteria; however, three individual schools did not meet the AYP criteria and are in the "program improvement" category. One of these schools, Las Palmas Elementary, is in San Clemente.

The District offers an International Baccalaureate (IB) program at San Clemente and Capistrano Valley High Schools. The IB is a challenging two-year program intended to foster critical-thinking skills and a broad understanding of an interconnected world. San Clemente's class of 2007 had a pass rate of 80 percent and produced 29 IB diploma recipients. The mean grade for District IB students was 4.78 compared to the worldwide mean grade of 4.78.

Lifelong Learning Opportunities

Lifelong learning opportunities can greatly enrich adult lives and improve human and social capital. Capistrano Unified School District (CUSD) offers classes in literacy, mathematics, and parenting to local adults. Their Capistrano Affirming Family English (CAFÉ) Program provides literacy and parenting classes to adults that are learning English. Other enriching adult courses offered through CUSD include arts and crafts, finance, photography, computer skills, dance and fitness, foreign language, writing, and music.

Many San Clemente residents take continuing education classes through Saddleback College, the largest member of the South Orange County Community College District, located 12 miles north of San Clemente. Saddleback College also offers classes specifically designed to accommodate older adults through its Emeritus Institute. Some classes are held on campus in Mission Viejo and others are held at Leisure World, a senior community in Laguna Woods (approximately 17 miles north of San Clemente).

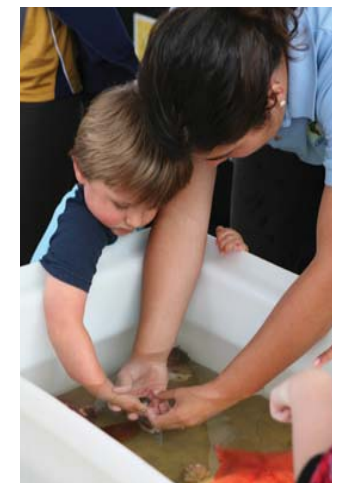
For seniors seeking a better understanding of the cyber and digital world, the SeniorNet Cyber Café, offers computer courses designed to meet the needs of senior citizens. SeniorNet is a non-profit sponsored by the Friends of the Beaches, Parks and Recreation Foundation. Classes include computer basics, word processing, e-mail, internet use, and digital photography.

The City of San Clemente offers a variety of programs to provide adults with opportunities for education, personal health, and socializing. Class offerings include, but are not limited to, aquatics, photography, foreign language, stress reduction techniques, cooking, martial arts, music, arts and crafts, dance, yoga, and computer training. As the City's middle age and senior populations increase so will demand for continuing education and recreation opportunities.

Youth Programming

The City of San Clemente offers a variety of programs to entertain and educate its youngest residents. Some of the programs offered include aquatics at the Ole Hanson Beach Club, art classes, summer camps, dance and cheer classes, Spanish classes, and day trips. Several athletic programs operate at various times of the year. San Clemente also shares a popular American Youth Soccer Organization (AYSO) league with the Capistrano Beach community.

As a coastal community, the City of San Clemente is able to provide beach and ocean oriented opportunities for its youth. San Clemente Parks and Recreation provides beach volleyball, tide pooling, and surfing lessons. In an effort to foster respect for the beach and a greater understanding of personal safety, the San Clemente City Junior Lifeguard Program educates youth ages 10 to 17 in ocean safety, first aid, rescue techniques, body surfing, board surfing, body boarding, physical fitness, and Marine Safety operations.



Senior Programs

Senior programming in San Clemente includes leisure activities, educational opportunities, advocacy services, nutritional lunch and homebound meals, health/wellness/fitness programs, transportation services, and social events. Most senior activities take place at the San Clemente Seaside Senior Center in the library on Avenida Del Mar. In 2011 San Clemente will open a new senior center, an 8,000 square foot facility on Avenida Victoria named after the project's long-time champion, Dorothy Vissar, who passed away in 2006 at the age of 103. The new facility will provide seniors with a range of social and educational opportunities and be able to serve twice as many residents as the current facility. The Dorothy Vissar Senior Center will include the Mary and Gary West Foundation Wellness Center, a new home for the City's senior health and well-being programs.

Additional services to promote vitality and support independence for lower income seniors are provided by Age Well Senior Services, Inc. (formerly known as South County Senior Services, Inc.), a non-profit organization based in nearby Laguna Woods. Age Well Senior Services, Inc. provides adult health care and Alzheimer's social day care, meal delivery, in-home support staffing, transportation services, fitness and crafting classes, driver safety training, financial planning assistance, and special events like senior-only cruises and concerts.

Senior transportation assistance can be an important component of quality of life and maintaining social connections while aging in place. All senior San Clemente residents are eligible to use free group door-to-door transportation through Age Well Senior Services to Senior Center lunches and activities that take place Monday through Friday. Another senior transportation resource is the Grocery Shopper Shuttle, a free door-to-door program that operates on Monday, Tuesday, and Thursday. The store of choice is based on demand and seniors are allocated three hours total for the trip. The County of Orange

Office on Aging funds the South County Senior Non-Emergency Medical Transportation Program which shuttles San Clemente residents to and from non-emergency medical appointments and prescription pick-ups. The demand for transportation services like these has increased in correlation with the City's growing population over age 65.

Health Care

San Clemente residents may seek 24-hour medical care within the City at Saddleback Memorial Medical Center. Saddleback Memorial Medical Center is located near Interstate 5 in northwest San Clemente. A broad range of services are provided, including health education, heart and vascular care, imaging and radiology, laboratory services, rehabilitation and therapy, diabetes care, and emergency care (Paramedic Receiving Center). Additional medical services are provided at another Saddleback Memorial Medical Center in Laguna Hills, approximately 17 miles north of the City. The Saddleback MemorialCare Health System also operates a health center at Talega in northeast San Clemente.

San Clemente residents may also seek health care at Mission Hospital, the largest medical center in south Orange County, the area's designated trauma center, and houses the only pediatric hospital in south county. Mission Hospital is approximately 12 miles north of San Clemente in Mission Viejo.

Several non-profits serve the San Clemente area with supplementary medical resources, such as the AIDS Care Group and RIO/Fessenden Adult Day Health Care in San Clemente.

In 2008 Saddleback Memorial Hospital and Mission Hospital commissioned a Community Health Survey to assess community health and health care in the tri-cities area. The survey revealed that more San Clemente residents perceive local health care services as fair or poor (17.5 percent) than Dana Point and San Juan Capistrano residents (13.3 percent and 12.9 percent, respectively).

Social Services

San Clemente residents may receive social services from Orange County’s Social Services Agency (SSA). The SSA provides a variety of services and programs to protect the health, safety, and welfare of Orange County’s children, adults, and seniors.

Program offerings to assist children include adoptions, 24-hour hotline for reporting suspected child abuse, foster care and relative care placement and case management, welfare services to children in their own home, Orangewood Children’s Home (for children in protective custody), CalWORKs (welfare-to-work program), food stamps, Medi-Cal health coverage, and in-home supportive services for disabled children. At any given time, approximately 1 out of every 4 children in the County has contact with the SSA.

Many of the programs available to children also serve adults, such as CalWORKs (welfare-to-work), food stamps, Medi-Cal health coverage, and in-home supportive services. Other programs are geared specifically toward adults such as Refugee Cash Assistance for INS classified refugees, adult protective services, and general relief for indigent adults. The SSA estimates that at any given time 1 out of every 20 adults in the County is involved in one of their programs. Some adult programs are designed to meet senior needs, such as the Multipurpose Senior Service Program (case management for elderly Medi-Cal clients) and the Cash Assistance Program for Immigrants (assistance for elderly disabled legal aliens). One in 8 seniors in Orange County has contact with the SSA at any given time.

Another resource for San Clemente residents in need is the Orange County United Way (United). During the 2008/2009 year United committed approximately \$375,500 to local food programs, \$1,110,500 to medical care, \$356,500 for shelter, \$1,246,000 for emergency services, \$151,400 to early education programs, \$1,185,000 to youth development programs, \$83,000 to financial literacy programs, and \$292,000 to workforce development programs.

Child Care

In 2000, 6.3 percent of the City of San Clemente’s population was under age 5 (3,120 persons), and 4.5 percent were between the ages of 5 and 10 (2,265 persons). In 2010, the City has 24 licensed child care locations with the capacity to care for 1,390 children. Primary child care centers for infant through school-age children provide 903 spots (all outside of private residences), 65 percent of the total. School-age child care centers provide 445 spots (32 percent) and family child care homes (private residences) provide 42 spots (3 percent).



Building Social Capital

Social capital is an intangible resource community members can draw upon to solve collective problems. It consists of social trusts, norms, and networks that can alleviate societal problems. Civic engagement encourages feelings of reciprocity between community members and facilitates coordination, communication, and collaboration. A community's social capital is only as strong as its civic life.

Community Events

San Clemente is well-known in Orange County for its community events. Many of the events are held with support from the City, Downtown Business Association, or San Clemente Chamber of Commerce. The festivities take place throughout the year and appeal to a diverse range of interests and age groups.

Some events take place several times throughout the year or on a seasonal basis. The popular San Clemente Certified Farmer's Market is held every Sunday on Avenida Del Mar. The summer beach concert series entertains approximately 1,500 residents and visitors at each sunset performance. Three holiday-related events, Sensational Springtacular, Cinco de Mayo, and HollyJollyHoopla each attract up to 5,000 people. Other popular events include Seafest, a celebration of beach living with a business expo and clam chowder cook-off, the San Clemente Ocean Festival, a weekend full of beach and ocean-related competitions and activities, and the Fiesta Street Festival Block Party, a fundraiser for numerous non-profits that features live music, a salsa challenge, and games. The following list is a snapshot of San Clemente events in 2010.

- San Clemente Certified Farmer's Market
- Village Art Fair
- Red Ribbon Parade
- Swing Dance by the Sea
- Beach Concert Series
- Christmas at the Casa
- Hunger Walk
- Mayor's Prayer Breakfast
- Sensational Springtacular
- San Clemente Car Show
- 4th of July Fireworks Show
- San Clemente Street Festival Block Party
- San Clemente Ocean Festival
- Annual Arts & Crafts Fair
- SC Open Skate & Surf Contest
- Puttin On The Glitz
- Taste of San Clemente
- Antique Show
- FAM Trail Runs 5K and 10K
- Christmas Gift Exchange Program
- St. Patrick's Day Dinner Dance
- Community Easter Brunch
- Community GardenFest
- Cinco De Mayo
- Paint San Clemente
- Seafest



san clemente
centennial
GENERAL PLAN



Civil Society Organizations

Civil society refers to the sphere of voluntary associations and informal networks of a community in which individuals and groups participate. Faith-based and neighborhood organizations, cooperatives, charities, unions, clubs, foundations, and social movements are all components of a strong civil society. Based on information collected by GuideStar, a database of nonprofit organizations, there are approximately 342 nonprofits registered in San Clemente, including the San Clemente Friends of the Library, San Clemente Historical Society, Casa Romantica Cultural Center, and Surfrider Foundation. Based on 2009 population figures, that averages out to 5 nonprofits per 1,000 San Clemente residents. This is higher than the nearby cities of San Juan Capistrano and Dana Point, with 3.5 and 4.6 nonprofits per 1,000 residents, respectively.

Much of the community events and community organizing in San Clemente is supported by the San Clemente Chamber of Commerce and the Downtown Business Association. The Chamber of Commerce is a voluntary organization of local professionals and businesses with a shared interest in promoting quality of life and economic prosperity in San Clemente. The Chamber of Commerce plays an active role in raising the profile of the community through events that attract locals and visitors alike, such as the Fiesta Street Festival, Taste of San Clemente, and Seafest.

The Downtown Business Association is a voluntary organization of local professionals and businesses with a specific interest in fostering community pride, awareness, and patronage of downtown San Clemente businesses. The Downtown Business Association runs the monthly Village Art Fair as well as other events that bring the community and visitors to the Del Mar and T-Zone area. Their website serves as a guide for tourists, with the latest information about the Village by the Sea, events, and parking.

Formal and informal civil society organizations for some San Clemente residents are facilitated by the digital world, with San Clemente residents meeting together in online groups, chat rooms, and blogs. For example, the online networking site Facebook lists approximately 4 San Clemente-centered groups, one of which, "San Clemente, CA" has 8,447 fans.



Voter Registration and Voting Rates

In 2010, San Clemente had 40,642 registered voters, approximately 87 percent of the total eligible population. This is higher than the proportions for Orange County as a whole, where approximately 72 percent of the eligible population is registered to vote. In San Clemente, 51 percent of registered voters identified themselves as Republican, 24 percent identified themselves as Democrat, 20 percent declined to state, and 3 percent identified themselves as American Independents. The remaining voters identified themselves as Libertarian (0.9 percent), Green (0.6 percent), Peace and Freedom (0.2 percent), and miscellaneous others (0.5 percent). In the General Election on November 4, 2008, approximately 60 percent of registered San Clemente voters cast ballots.

City Use of Internet Technology

The City of San Clemente's website provides basic information on City departments, committees, appointed and elected officials, events, videos from public hearings, and a large inventory of City-related publications. The City is actively engaged in pursuing new opportunities for improving public access to information through the Internet.

Former Mayor Lori Donchak used the City's website to respond to public comments on a page known as the Mayor's Blog. The City will continue this online question-and-answer style blog under a new name, the City Hall Blog.

Although the City does not maintain official social networking accounts, several unofficial groups interested in San Clemente have formed on websites such as Facebook, LinkedIn, Meetup, and Ning.

Fine and Performing Art Opportunities

The City of San Clemente is home to several art events, including a monthly Village Art Fair (the first Sunday of the month), an annual Arts & Crafts Fair, and Paint San Clemente. The Arts & Crafts Fair is an exhibit of over 100 booths of fine art and handicrafts organized by the San Clemente Art Association in partnership with the City of San Clemente. The San Clemente Art Association is a non-profit volunteer organization whose goal is to foster an appreciation of arts and crafts and to promote San Clemente as a center of the arts. Another annual art event organized by the San Clemente Art Association, in partnership with the City of San Clemente Beaches, Parks, and Recreation Department, is Paint San Clemente. This even includes the Plein Air Painting Competition as well as exhibits, quick draw competitions, and a fine arts show. Local photographers can showcase their work in an annual photo competition organized by the Spanish Village Foundation, a non-profit volunteer organization that celebrates and promotes San Clemente.

Performing art opportunities in San Clemente are focused on local public schools and the Cabrillo Playhouse. The Cabrillo Playhouse is a non-profit organization whose mission is to provide, "an outlet for creative community involvement as we endeavor to enrich, educate, excite and entertain artists and audiences through a variety of performing arts in an intimate setting." Plays, musicals, workshops, and other forms of educational and entertaining performances are featured throughout the year. The Cabrillo Playhouse has also encouraged local filmmaking through the first San Clemente Amateur Surf Film Workshop in 2009. In 2010 the Playhouse hosted a competition for the products of the workshop.

Public Art

Several works of public art describe important features of San Clemente’s culture and history. Most of the official public art is located along the Avenida Del Mar corridor. A project in progress, the Landmarks on Del Mar program, is a joint effort by the City, Downtown Business Association, and San Clemente Historical Society to enhance pedestrian rest areas on Avenida Del Mar with educational artwork. The beautification process entails recreating historical landmark photographs as watercolor paintings that are then reproduced onto tiles. Existing seating areas are reinvented through new benches, paint, and tiled murals. Each tiled seating area offers a piece of San Clemente’s unique history. Other works of art near Avenida Del Mar include wall-mounted sculptures of marine life, surfboards, and beach umbrellas in alleyways.

In 2005 The Heritage of San Clemente Foundation and City of San Clemente dedicated the Marine Monument, a bronze sculpture of a U.S. Marine in the Pier Bowl area, to honor that branch of the military. The location on Alameda Lane is known as Park Semper Fi.

Additional efforts are being explored to expand public artwork in the City. Weatherproofed paintings are proposed to improve the walls of a railroad underpass through which many enter the Pier. In April 2010 the City Council discussed developing a formal policy on art in public places.



Public Library

San Clemente residents rely on the 33-branch Orange County Public Libraries system for access to books, periodicals, and other materials. OC Public Libraries operate a branch in San Clemente, on Avenida Del Mar, and branches in the neighboring communities of San Juan Capistrano and Dana Point. Members of the OC Public Libraries have access to the network's entire holdings including 2.5 million books, 48,500 government publications, 75,000 magazines, 92,700 video/DVD materials, 50,000 cassette/CD books, 13,000 e-books, and 2,246 historical photos. San Clemente Friends of the Library, a non-profit that supports the library through programs and fundraising, operates The Friends Bookstore adjacent to the library. San Clemente Friends of the Library are raising funds by selling used books to expand the library into the space that will be vacated by the existing Senior Center upon completion of the new Dorothy Visser Senior Center.



Social Pathology

Social factors that generally foster individual instability and societal disorganization are studied to identify potential sources of social problems. Governments and non-profit organizations provide resources and programs to prevent crime, assist at-risk youth, and reduce homelessness.

Crime Rates

Crime rate measures the occurrence of crimes committed each year, expressed per 1,000 persons (per capita). Crimes tracked by the Orange County Sheriff's Department and the Federal Bureau of Investigation include both violent crimes (murder, aggravated assault, etc.) and property crimes (burglary, auto theft, etc.). According to the Orange County Sheriff's Department, in 2009 the City of San Clemente experienced fewer homicides, assaults, burglaries, and auto thefts than in 2008. Instances of rape, robbery, and larceny increased, however, the City has a relatively low crime rate compared to the County as a whole and the trend across the State.

At-Risk Youth

The US Department of Justice generally defines at-risk youth as children inclined to delinquency due to risk factors such as poverty, availability of drugs, familiarity with gang members, early academic failure, family conflict, and lack of adult supervision. These youth may be at-risk of dropping out of school, engaging in criminal and gang activity, abusing drugs and alcohol, and becoming homeless. Programs directed toward at-risk youth typically provide opportunities to make friends, become educated about issues that impact teens, gain work experience, and interact with adult mentors.

Youth violence and gang activity is a particular concern in San Clemente. The Orange County Human Relations Commission, San Clemente Human Affairs Committee, and San Clemente Youth and Families Task Force have hosted several community meetings and parenting classes to address concerns about gang violence, truancy, and other problems affecting local youth. In 2009 the City established the first gang injunction in south Orange County that resulted in decreased graffiti and gang-related crime.

One of the programs resulting from the collaboration of concerned organizations is Fun on the Run, a van that travels to neighborhoods to provide safe activities for kids. The van was paid for by a grant from Mission Hospital's foundation, Saddleback Hospital and the City. A day-long play area with games and other organized activities is established around the van in neighborhoods that lack adequate public recreation facilities. The van is operated by the San Clemente Collaborative (SCC), an alliance of individuals and faith based and non-profit organizations serving San Clemente. Partners include the San Clemente Task Force for Youth and Families, Orange County Sheriff's Department, City of San Clemente, Orange County Human Relations Commission, Mission Hospital, Saddleback Memorial Medical Center, San Clemente Human Affairs Committee, and the San Clemente Presbyterian Church. The SCC helps identify and develop youth programs, youth leaders, and youth service programs.

Homelessness

Homeless persons and families are those who lack a fixed and adequate residence. The homeless typically have a primary nighttime residence in a refuge not designed for human habitation or in a supervised temporary living environment such as an emergency shelter, welfare hotel, or transitional housing facility for those with special needs (drug and alcohol rehabilitation, mental health treatment, childcare, etc.). Persons at-risk of homelessness often double- or triple-up with other families to afford housing.

Homelessness affects a wide variety of people, from senior citizens whose social security does not cover housing costs to youths who are unable to go home. In compliance with the McKinney-Vento Act, Capistrano Unified School District reports and works with students that are homeless or at-risk of homelessness. In the 2009–2010 school year, 859 San Clemente students were being tracked. Twenty-two students reside in shelters, 793 reside in households that are doubled-up, 39 reside in hotels or motels, and 5 are unsheltered (living outside, in tents, or in vehicles). Lacking a safe or stable residence can contribute to truancy, inability to study or perform academically, or deter students from graduating because they must work to afford housing.

In 2009 Applied Survey Research performed the Orange County Homeless Census and Survey, a comprehensive inventory of the local homeless community. Approximately 73 percent of homeless persons surveyed lived in Orange County at the time they became homeless. Of these Orange County residents, 2.5 percent called San Clemente home.

San Clemente's homeless population is served by several emergency and transitional shelters in the area. Emergency shelters are designed to provide short-term, nightly stays and transitional shelters may accommodate stays of up to 6 months. The following are local resources for homeless persons.

Table 5A. Emergency Shelters Serving San Clemente

Shelter Name	Location	Number of Beds	Services	Percentage of Beds/Services for Chronic Homeless
CSP Youth Shelter	Laguna Beach	6	Emergency housing, support & family reunification services	0 percent
Cold Weather Shelter	Laguna Beach	40	Emergency housing during winter months	100 percent
Friendship Shelter	Laguna Beach	3	Emergency housing and support services	100 percent
Gilchrist House	San Clemente	10	Emergency housing and supportive services for women and children	20 percent
Human Options	Irvine	40	Emergency housing and support services for victims of domestic violence	15 percent
Laura's House	San Clemente	30	Emergency housing and support services for victims of domestic violence	15 percent

Source: City of San Clemente Housing Element, 2009

Table 5B. Transitional Housing Facilities Serving San Clemente

Shelter Name	Location	Number of Beds	Services	Percentage of Beds/Services for Chronic Homeless
Shelter Name Families Forward	Irvine	13	Transitional housing and supportive services for families	10 percent
Friendship Shelter	Laguna Beach	20	Transitional housing and supportive services for single adults	30 percent
Henderson House	San Clemente	24	Transitional housing for single adults recovering from substance addiction	30 percent
Hope's House	Aliso Viejo	10	Transitional housing and supportive services for women with infants	30 percent
Gilchrist House	San Clemente	16	Transitional housing and supportive services for women and children	25 percent
Kathy's House	San Juan Capistrano	12	Transitional housing & support services for victims of domestic violence	25 percent
Laura's House	San Clemente	8	Transitional housing and support services for victims of domestic violence	15 percent
Saddleback Community Outreach	Laguna Hills	50 to 73	Transitional housing (17 housing units) & support services for families	25 percent
Toby's House	Capistrano Beach & Mission Viejo	15	Transitional housing for pregnant women and infants	0 percent

Source: City of San Clemente Housing Element, 2009



LOCAL GOVERNANCE

Residents and business owners in San Clemente expect quality leadership and decision-making from their City government. The municipal organization—the City of San Clemente—conducts the public’s business on behalf of the present and future people of San Clemente. This section of the Community Profile describes the key components of the municipal organization and provides an overview of the City’s budget, which reflects, in monetary terms, how the City chooses to make investments, provide services and prioritize choices in the face of ever limited resources.



Organization

The City of San Clemente is incorporated under State law as a general law city with a Council-Manager form of government.

Mission:

The City of San Clemente mission statement is a formal, short, written statement of the purpose of the municipal organization. It guides the actions of the organization, spells out its overall goal, provides a sense of direction, and guides decision-making. It provides a context within which the City's strategies are developed.

The City's mission is stated as follows:

"The City of San Clemente, in partnership with the community we serve, will foster a tradition dedicated to:

- Maintaining a safe, healthy atmosphere in which to live, work and play;
- Guiding development to ensure responsible growth while preserving and enhancing our village character, unique environment and natural amenities;
- Providing for the City's long-term stability through promotion of economic vitality and diversity.
- Resulting in a balanced community committed to protecting what is valued today while meeting tomorrow's needs."

City Council

The City Council sets policy through the adoption of minute actions, resolutions and ordinances and determines the allocation of City resources through the adoption of the annual City Budget. The Council hires a professional administrator, the City Manager, to hire staff, advise them, implement their policies and run the day to day operations of the City. The Council acting as a body provides direction to the City Manager and staff in duly noticed public meetings.

The City Council adopts the City budget, represents the City on County and regional governmental agencies, hosts ceremonial occasions, and carries out a great variety of other municipal responsibilities.

Five City Council members are elected at-large by the voters as their representatives for four-year overlapping terms of office. The City Council selects a new mayor each year from among the five. The Mayor holds no additional voting powers but is responsible for conducting the City Council meetings. The Council also represents the City on various County, regional and subregional organizations, hosts ceremonial occasions and carries out a number of other municipal responsibilities.

Commissions

Various City commissions and committees assist the Council on matters within their area of responsibility and interest, as prescribed by the City Council and its ordinances. They help focus attention on specific issues and problems and recommend actions and alternatives for Council consideration. They also act as channels of communication and information among City government, the general public, and special interest groups.

San Clemente's commissions and committees include the following:

- **Redevelopment Agency:** comprised of the five Council members, makes final decisions related to designated redevelopment areas in the City. The only established redevelopment area in the City covers the Pier Bowl area, as previously described.
- **Planning Commission:** advises the City Council on land use policies and laws, and makes final decisions on certain kinds of development and use permits.
- **Parks and Recreation Commission:** advises the City Council in all matters pertaining to parks, beaches, recreation, parkways and street trees.
- **Coastal Advisory Committee:** advocates to outside agencies, organizations and individuals to address the beach as a treasured resource in terms of its recreational and economic benefits.
- **Golf Committee:** advises the City Council on all matters related to the City golf course.
- **Human Affairs Committee:** acts as a catalyst in the assessment of human needs and issues, including but not limited to affordable housing and homeless needs; innovations in mental health care, elder abuse, youth safety, transportation needs, adoption and foster care resources; and employment opportunities for the underemployed.

- **Design Review Subcommittee:** provides architectural review, sign review, and cultural heritage duties, in accordance with the Zoning Ordinance.
- **General Plan Advisory Committee:** provides recommendations to City staff and project team regarding strategic milestones in the development of the City's General Plan. The milestones include Guiding Principles, a preferred Land Use Plan, goals and policies, and implementation programs.

City Manager

The City Manager supervises and directs the administration of the various City departments; presents recommendations and information to enable the City Council and the Redevelopment Agency to make decisions on matters of policy; coordinates the City's working relationship with external agencies and organizations; oversees the planning and funding of major city projects; serves as a liaison to improve communications between the City Administration, community organizations and citizens; prepares the News for City Hall quarterly publications; and works to maximize efficiency and customer satisfaction with City services.

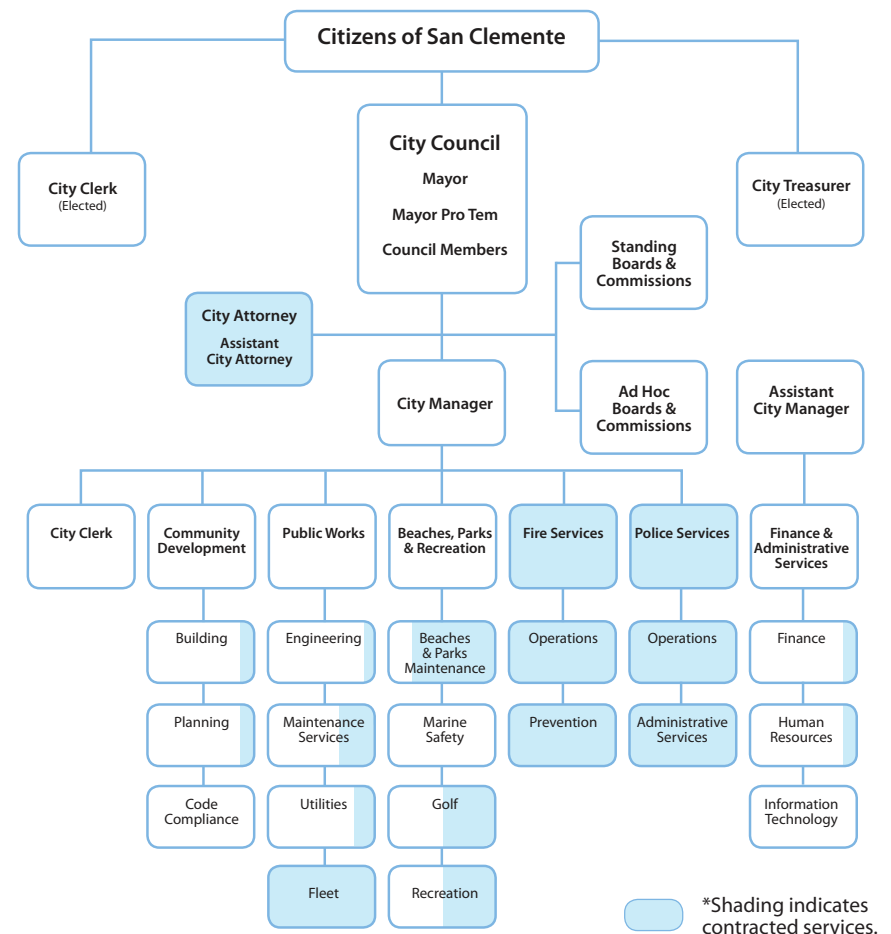
Staff Resources

In addition to the City Manager's office, the City is comprised of seven departments, most of which contain multiple divisions, as indicated in Figure 12 on the following page.

- **City Clerk:** provides Council-related services, administers elections and the Fair Political Practices Commission (FPPC) regulations, provides records management, administers the Leadership San Clemente program, and promotes public participation in municipal affairs.
- **Community Development:** provides supervision and direction of operations of land use planning, housing, code enforcement, business licenses, customer service, and building activities.

- **Public Works:** develops, operates, maintains and upgrades the City's infrastructure; ensures that all private developments and City-initiated public improvements are in compliance with municipal ordinances, regulations and standards; ensures the provision of safe and adequate water supplies and the proper disposal of liquid and solid wastes; develops and implements operating plans to effectively respond to local/regional emergencies; and facilitates the expansion of the City's tax base through development of additional commercial, retail, entertainment and business park land uses.
- **Beaches, Parks & Recreation:** provides and facilitates a wide range of beneficial, healthy and constructive recreation, athletic, social and cultural programs, activities and events to residents and visitors; helps ensure that visitors to the beach have a safe and enjoyable day, providing for water rescue services, first aid, minor law enforcement, and various public education programs focusing on ocean safety; assists with environmental issues impacting the coast, special event oversight, and the management of all beach and pier concessions; and provides residents and visitors of with a well maintained, sustainable, and financially self-sufficient golf course for public recreation.
- **Fire Services:** provides technical rescue, fire prevention, fire investigation, hazardous materials response, public information/education, paramedic and ambulance transport services through a contract with Orange County Fire Authority (OCFA).
- **Police Services:** provides services that include patrol, investigations, traffic enforcement, community support, drug education, parking control, and crime prevention. Services are provided through a contract with the Orange County Sheriff's Department
- **Finance & Administrative Services:** directs City finance functions, provides staff support and information services to internal departments, assures legal and financial accountability to the public, provides risk management services, and provides customer service to both internal and external clientele.

Figure 12. San Clemente Organization Chart, 2010



Source: City of San Clemente, 2010

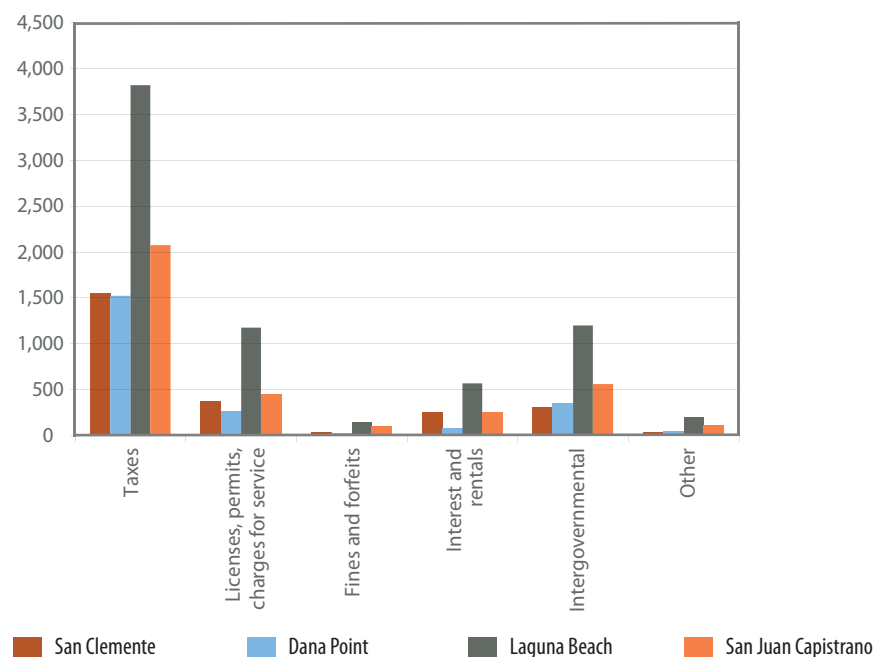
Budgets

A good way to understand San Clemente’s revenue and expenditures is to compare the city’s total governmental revenues and expenditures to those of neighboring Orange County cities – Dana Point, Laguna Beach, and San Juan Capistrano. To ease the comparison, the data in this section represent the revenues and expenditures per household, adjusted for inflation, and averaged over the three year period from FY2007 through FY2009.

Revenues by Major Category

Figure 13 compares the revenue by major category for each of the four cities. Among all four, taxes represent the largest source of revenues to pay for general public services. Overall, Dana Point had the lowest revenues at about \$2,300 per household, followed by San Clemente at \$2,600 per household. Higher revenue is found in the other two cities, with San Juan Capistrano at about \$3,600 per household, and Laguna Beach with the highest revenue at about \$7,100 per household.

Figure 13. Governmental Revenue per Household by Major Category, San Clemente CA and Nearby Cities, in Inflation-adjusted Dollars Average for FY07 to FY09



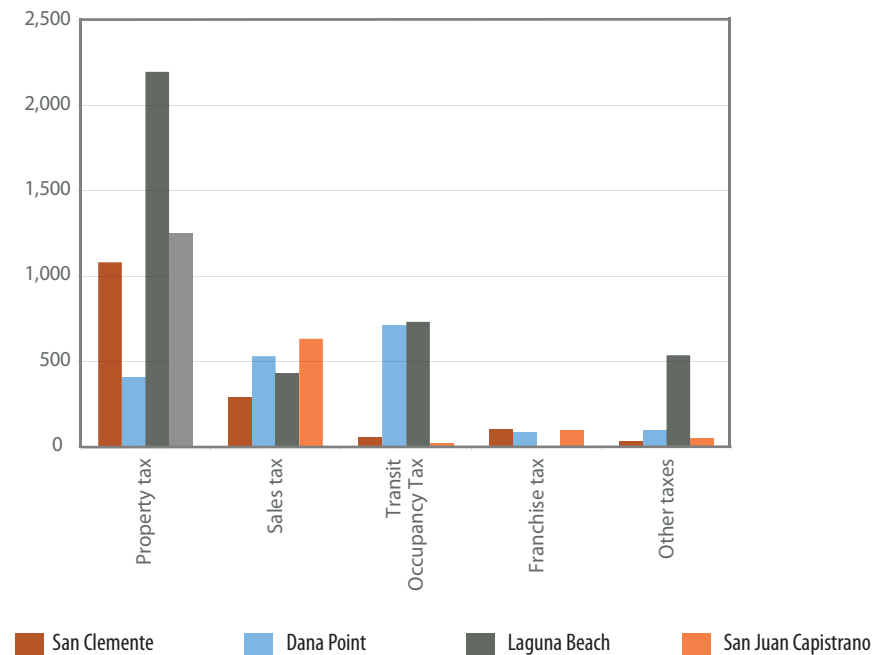
Source: The Planning Center, 2010, using data from each city’s Comprehensive Annual Financial Report for FY09, inflation data from the US Bureau of Labor Statistics’ Inflation Calculator, and number of households data from the CA Department of Finance. Note: The data generally exclude business-like activities, such as water and sewer services, which are funded through user fees. The data also exclude one-time income, such as property sales and owner contributions.

Tax Revenue by Type

Figure 14 shows the break down in total taxes by the type of tax. Laguna Beach obtains twice the property tax revenue per household as do San Clemente and San Juan Capistrano, and four times as much as Dana Point generates. The revenues per household are similar across the four cities for sales tax and franchise tax, although San Clemente receives the lowest amount of sales tax revenue per household of the four cities. Perhaps the most telling difference for San Clemente, however, is the meager amount of transient occupancy tax, about \$55 per household, relative to the other two beach cities, Dana Point at about \$720 and Laguna Beach at \$730.

What these data do not tell us, is the level of tourism. Does the difference in transient occupancy tax correspond to differences in the number of tourists visiting each city or is it more reflective of the difference in the number of lodging facilities. Similarly, is the difference in sales tax revenue explained by a difference in levels of tourists or by a difference in the amount and type of retail stores. The General Plan process will need to further assess the impact (or lack thereof) of tourism and what role the tourism industry should play in the community’s vision for the future of San Clemente.

Figure 14. Tax Revenue per Household by Type of Tax, San Clemente CA and Nearby Cities, in Inflation-adjusted Dollars, and Average for FY07 through FY09



Source: The Planning Center, 2010, using data from each city’s Comprehensive Annual Financial Report for FY09, inflation data from the US Bureau of Labor Statistics’ Inflation Calculator, and number of households data from the CA Department of Finance.

Expenses by Major Category

Figure 15 shows the level of expenditures per household by major governmental function. Overall, San Clemente spends about \$2,400 per household, nearly the same as Dana Point, and less than San Juan Capistrano, at \$3,600, and Laguna Beach, at \$7,200. It should be noted that \$34 million (about \$1,000 per household over three years) in the difference between Laguna Beach and the other cities is attributable to the repair and restoration of damage caused by the Bluebird Canyon landslide (similarly, city voters approved a temporary sales tax increase, which, along with funds from FEMA, increased the City’s revenues over the three year period shown in these charts).

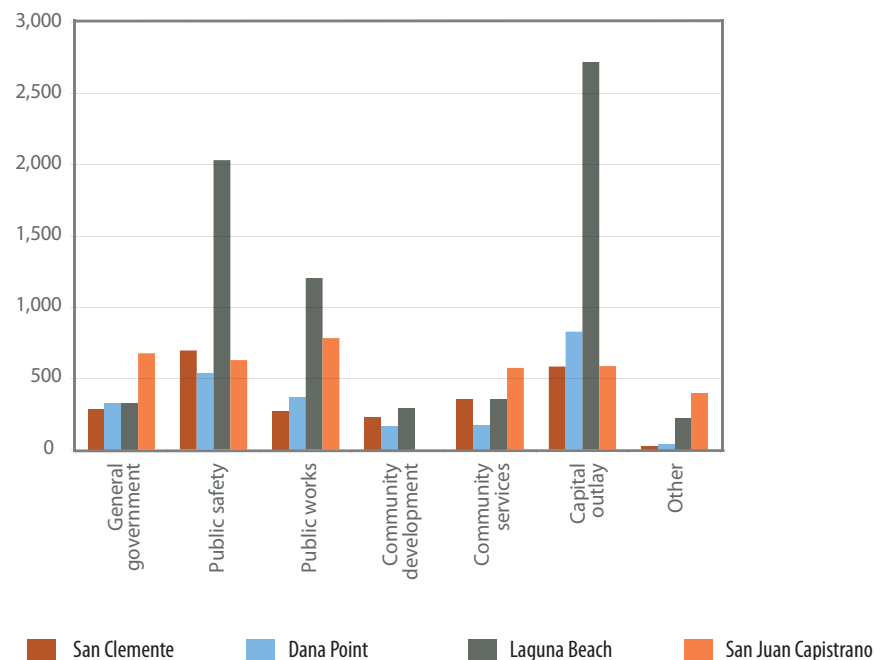
San Clemente not only has the lowest overall expenditures per household, but over the last three years it has had the least amount of spending per household on general government, public works, and other expenditures. It has the second highest expenditures among the four cities for public safety.

Future Budgets

San Clemente has a comprehensive process by which it annually creates a long-term financial plan. The most recent iteration of the Long Term Financial Plan recognizes challenges to the city’s future budgets and outlines measures to keep it in balance.

As the city moves forward with the General Plan process, the community will have to carefully consider how future plans will affect the municipal budget as San Clemente transitions from a growing and developing community to a mature community. For example, there will be less revenue from development impact fees, and, at the same time, community development efforts will shift from reviewing, permitting, and inspecting new development to code enforcement and facilitating rehabilitation and redevelopment. How the city allows its land to be developed and used will not only directly affect the levels of revenue the budget has to work with but also the levels of demand for public service

Figure 15. Governmental Expenditures per Household by Major Governmental Function, San Clemente CA and Nearby Cities, in Inflation-adjusted Dollars Average for FY07 through FY09



Source: The Planning Center, 2010, using data from each city’s Comprehensive Annual Financial Report for FY09, inflation data from the US Bureau of Labor Statistics’ Inflation Calculator, and number of households data from the CA Department of Finance.

Note: Community development funds for the City of San Juan Capistrano are within other categories.

*MARKET FORECAST: THE FORECAST PROVIDES PROJECTIONS FOR KEY
COMMUNITY INDICATORS.*

MARKET FORECAST

A projection is simply an extension of an existing trend forward, into the future, based on the assumption that present trends continue. A forecast, in contrast, represents an analyst's best judgment of how current trends may change and what the actual statistic will be in the future. This section of the Community Profile represents The Planning Center's considered judgment of the level and amount of San Clemente's population, housing, economic activity, and development over the General Plan's long-term horizon.

DEMOGRAPHICS

Two agencies provide official demographic analysis relevant to San Clemente. The California Department of Finance (DOF) provides the state's official demographic estimates and projections for budgeting use. The Southern California Association of Governments (SCAG) projects population, housing, and employment for use in the official Regional Transportation Plan, which governs the allocation of state and federal transportation funding, and for use in the Regional Housing Needs Allocation, which identifies housing targets that each jurisdiction's general plan housing elements must achieve. For the Community Profile, The Planning Center has conducted a more in depth and broader analysis of data that builds on these official estimates and projections.



Population and Household Growth

The DOF estimates that San Clemente’s population increased 1.9 percent per year from 1990 through 2010. Simply projecting that trend forward suggests that the city’s population would grow by about 32,200 people over the next 20 years. In contrast SCAG projects that the city will add only about 4,800 new residents through 2030. With little undeveloped land remaining in the city, the past trend of population and housing growth cannot continue in the future without the addition of new land areas to the city’s jurisdiction. One may, however, think of the long-term trend as the potential population growth, should San Clemente grow its housing stock as it has in the past, either through annexation or intensification of existing housing density.

To arrive at a reasonable forecast for the General Plan, The Planning Center prepared a cohort-component model that looks at past population growth in terms of natural increase (births and deaths) and net migration. Reflecting the limited amount of undeveloped land for new housing, the model eliminates net migration. Just with the natural increase in population, the city’s population would increase 17,700 over the next 20 years. Table 6, right, compares SCAG’s projection to the projection based on DOF data and shows the population forecast based on natural increase.

The DOF trend represents the population potential assuming sufficient land resources, while the SCAG projection reflects growth restrained by the lack of available land. The General Plan forecast, however, represents the population level for which the city would need to plan to accommodate natural growth. General Plan decision-making entails tradeoffs. When deciding how much new housing to accommodate, the community may face tradeoffs about higher density housing versus not being able to accommodate natural population growth.

Table 6. Comparison of Population Trend Projections, San Clemente CA, 2010 to 2030

	DOF Trend	SCAG Projection	Natural Increase Forecast
2010	68,800	68,800	68,800
2015	76,800	70,500	72,800
2020	84,900	72,400	77,300
2025	92,900	72,900	81,800
2030	101,000	73,600	86,400
20-Year Change	32,200	4,800	17,600
Annual Growth Rate	1.9 percent	0.3 percent	1.1 percent

Source: The Planning Center, 2010, using data from the California Department of Finance and the Southern California Association of Governments.



Households

The forecast of household growth follows the same logic and rationale as that of the population forecast. Table 7 on the right compares SCAG's projection to the projection based on DOF data and shows the household forecast based on natural increase.

As with population, the projection based on the DOF trend represents the city's potential for household growth assuming not limitation on undeveloped land, while the SCAG projection represents the lack of available land for additional housing development. The forecast based on natural increase represents the number of households that would need to be accommodated to keep pace with the natural increase in population.

Table 7. Comparison of Household Trend Projections, San Clemente CA, 2010 to 2030

	DOF Trend	SCAG Projection	Natural Increase Forecast
2010	25,600	25,600	25,600
2015	28,300	26,000	26,800
2020	31,000	26,500	28,300
2025	33,700	26,600	29,700
2030	36,400	26,700	31,200
20-Year Change	10,800	1,100	5,600
Annual Growth Rate	1.7 percent	0.2 percent	0.9 percent

Source: The Planning Center, 2010, using data from the California Department of Finance and the Southern California Association of Governments.



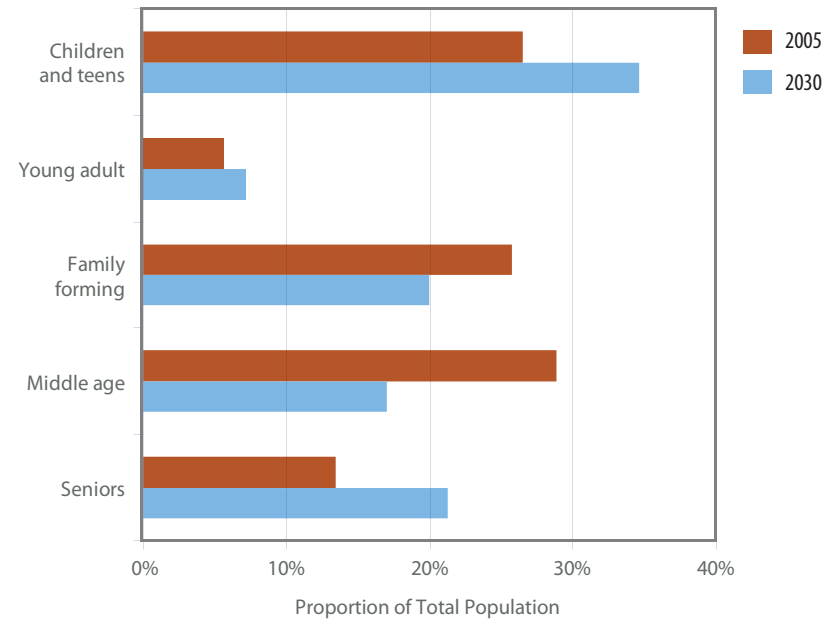
Age

Assuming that the city is able to retain and house its natural increase in population, how would the age of the population compare to that of today? Figure 16 compares the age of the population, by major age group, in 2005 and in 2030, assuming only natural growth.

If present trends continue, all age groups would grow, except middle age (45 to 64), in which the total population would decrease by over 14 percent. In contrast, the total number of seniors (age 65 and older) would more than double, from 7,800 to 18,000. As a share of the total population, both family-forming (age 25 to 44) and middle age would shrink. The other three age groups would increase relative to the total population.

What is not known is how many of those who are middle-age today will remain in San Clemente when they retire. It is also not clear how many of today's youth and young adults will be able to find housing and jobs enabling them to remain in San Clemente as they enter the family-forming stage of life. As the community moves through the general planning process, the answer to these questions will shape the community of 2030 for which the residents of today are planning.

Figure 16. Population by Major Age Group, San Clemente CA, 2005 and 2030



Source: The Planning Center, 2010, using data from the US Census Bureau, American Community Survey and the CA Department of Health Services, Center for Health Statistics.

Economics

As with population, the city's economic development potential exceeds the capacity of the remaining undeveloped land. The community's General Plan and land use and development regulations will greatly determine how and the degree to which San Clemente captures potential growth in jobs and economic activity.

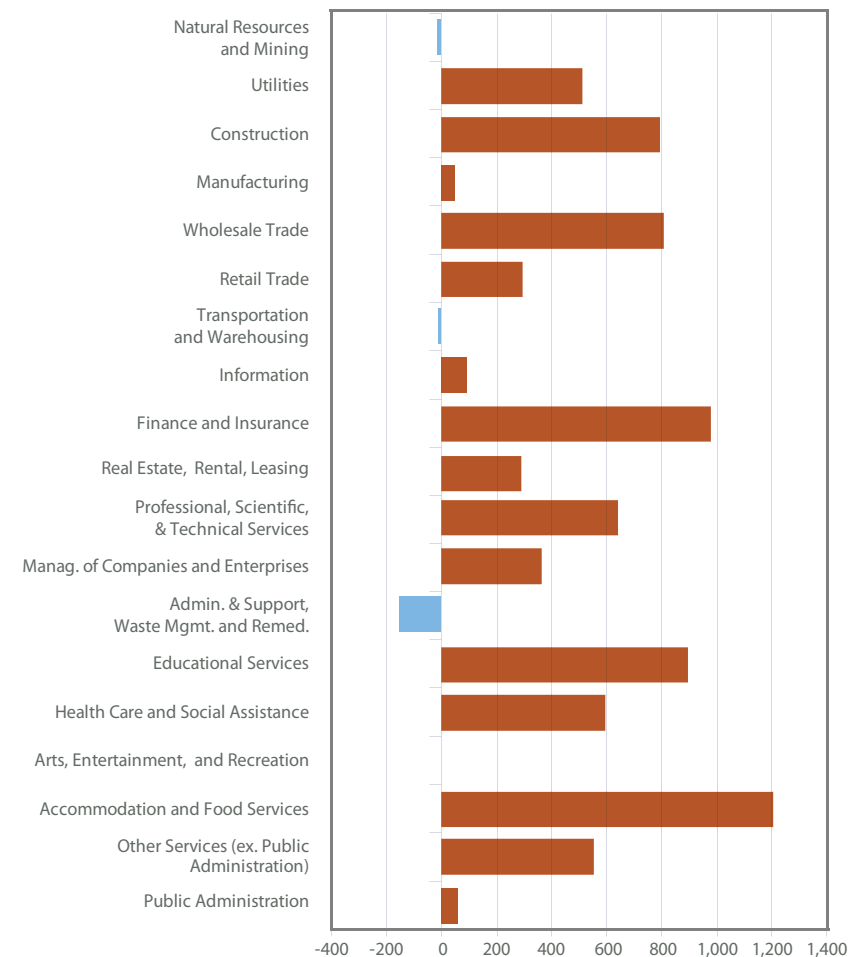
The General Plan process will generate a separate economic analysis to more fully address economic, market demand, and fiscal issues, which are crucial component of San Clemente's sustainability over the next 20 years. The information in the section summarizes forecasts and findings from that analysis.

Employment

The economic analysis estimates that San Clemente is home to about 16,000 jobs in 2010, about 8 percent of all south Orange County jobs. Accounting for a slow recovery from the recession that started in December 2007, and an even slower recovery in the housing construction sector, the economic analysis forecasts that, of the new jobs the regional economy will generate in south Orange County, San Clemente could capture up to 7,900 jobs based on past trends (the City accounted for 20 percent of all South County job growth from 2003 through 2008). With constrained land resources, however, the City will not likely capture the same portion of jobs as it has in the past.

Industrial land uses, which include utilities, construction, manufacturing, wholesale trade, and transportation and warehousing, could add 2,100 jobs, growing at 1.5 percent per year. Knowledge-based sectors, which include information, finance and insurance, professional, scientific, and technical services, and management of companies, could add 2,100 jobs, growing at 3.0 percent per year. The remaining sectors of the economy are local-serving and these could add 3,700 jobs, growing at 1.8 percent per year. Figure 17 shows

Figure 17. Potential Employment Growth Forecast by Economic Sector, San Clemente CA, 2010 to 2030



Source: The Planning Center, 2010.

the potential net change in employment by economic sector forecast for San Clemente through 2030. Through the General Plan, San Clemente will prioritize economic development among the community’s goals, and plan for the types of jobs and levels of employment that are consistent with the community vision.

Retail Sales

Household spending drives retail sales and, thus, increases in the number of households determines the level of retail sales. Table 8 projects the increase in retail spending in San Clemente that would be generated by household growth from 2010 through 2030, using both the SCAG household projection and the household forecast. The projections assume that the city continues to capture the same portion of household retail spending as it averaged from 2007 through 2009. New retail businesses in the Marblehead development might, however, improve the City’s capture of residents’ retail spending. The separate economic and market analysis will more fully explore San Clemente’s retail potential.

Clearly, there is a big difference in the amount of retail spending – and hence, retail sales tax revenue – that city might expect depending on the number of households and the types of new retail development. As the General Plan process progresses and the community begins to assess different trade-offs, some of these trade-offs will affect the city’s fiscal position as well as development patterns.

Table 8. Projected Increase in Retail Spending in San Clemente CA based on Future Household Growth, 2010 to 2030

Retail Stores	Increase in Retail Spending - SCAG Household Projection	Increase in Retail Spending - Household Forecast
Furniture and Home Furnishings Stores	\$1,266,200	\$6,614,800
Electronics and Appliance Stores	1,310,000	6,843,800
Building Material, Garden Equipment Stores	4,647,800	24,281,000
Food and Beverage Stores	7,385,100	38,581,700
Health and Personal Care Stores	2,520,500	13,167,500
Gasoline Stations	6,008,200	31,388,400
Clothing and Clothing Accessories Stores	678,600	3,545,100
Sporting Goods, Hobby, Book, Music Stores	1,093,700	5,713,500
General Merchandise Stores	4,105,600	21,448,700
Miscellaneous Store Retailers	1,159,600	6,058,000
Food service and Drinking Places	4,606,400	24,064,700
Total	\$34,781,700	\$181,707,200

Source: The Planning Center, 2010, using consumer spending data from Nielsen-Claritas, and household data from the CA Department of Finance.

Base Economic Sectors

Economists often focus on base industries, which include businesses that sell most of their goods and services outside of the local area, thus bringing new dollars into the community. Industrial land uses and knowledge-base sectors tend to be base industries. In contrast, the local serving sectors tend to sell most of their goods and services to residents and businesses in the local area. These businesses do not bring many new dollars into the local economy, but rather they re-circulate existing dollars. Of course, tourism spending is an exception. Economic development strategies usually focus on base industries (including tourism) because growth in these sectors also indirectly benefits the local-serving sectors.

Local-serving sectors, especially retail trade, arts, entertainment and recreation, and accommodation and food services, however, generate sales tax revenues for local governments. Thus, many cities focus considerable attention on expanding these sectors in an effort to generate more revenues to pay for local public services.

Because San Clemente has limited undeveloped land, the city will not likely fully capitalize on all its potential economic growth. Through the General Plan process, the community will have to make trade-offs, planning to attract more economic activity in the base economic sectors or to attract more economic activity that generates sales tax revenues.

Development

As already mentioned several times in the preceding forecast, San Clemente is approaching buildout. There is little undeveloped land available for new development projects. To assist public discussion about the nature and extent of tradeoffs in planning the remaining undeveloped land, this section forecasts that amount of development that the city could expect if it did not face constraints on available land. As the General Plan progresses, the community will have to identify its preferences for the remaining undeveloped land and determine locations for an acceptable intensity of redevelopment.

Housing

The demand for new housing in San Clemente will parallel the growth in households. Natural population growth through 2030 would create demand for 5,600 new housing units. This is nearly ten times the housing goal in the City's regional housing needs allocation through 2014, although there are no guarantees on the amount of housing that might be assigned to San Clemente in future allocations through 2014. Through the General Plan, the community will have to decide how much of the 5,600-unit potential housing demand San Clemente should accommodate, consistent with the City's housing law obligations, and then decide where and with what types of housing.

Retail

The growth in consumer spending generated by new households will drive the demand for new retail building space. Thus, retail demand depends on the actual amount of household and housing growth. Table 9 presents the amount new retail development that could be supported by the growth in households over the next 20 years, illustrating the difference between the SCAG projection and the household forecast for accommodating natural population growth.



Table 9. New Retail Building Space Demand Generated by Household Growth, San Clemente CA, 2010 to 2030

Retail Stores	Retail Building Space Demand (sq. ft.) - SCAG projection	Retail Building Space Demand (sq. ft.) - Household Forecast
Furniture and Home Furnishings Stores	4,500	23,700
Electronics and Appliance Stores	2,600	13,300
Building Material, Garden Equipment Stores	8,300	43,100
Food and Beverage Stores	11,100	58,200
Health and Personal Care Stores	6,400	33,500
Gasoline Stations	4,900	25,700
Clothing and Clothing Accessories Stores	1,800	9,600
Sporting Goods, Hobby, Book, Music Stores	4,200	22,100
General Merchandise Stores	11,000	57,200
Miscellaneous Store Retailers	4,600	23,900
Food service and Drinking Places	13,700	71,400
Total	73,100	381,700

Source: The Planning Center, 2010, using data from Nielsen-Claritas.

Non-Residential Land Demand

Employment growth determines the amount of land area needed to accommodate new non-residential development (with the exception of retail). Table 10 identifies the land area required for new development if the city were to fully capitalize on the potential for economic and employment growth. This forecast does not include education and public administration.

Table 10 is meant to illustrate the amount of land that could be developed over 20 years and to serve as a basis for General Plan discussions about densities, redevelopment, economic development, etc. Without 122 acres of undeveloped land available for development, the community will have to make tradeoffs in planning for future growth and development.



Table 10. Land Demand for Non-Residential Development, San Clemente CA, 2010 to 2030

	Retail	Commercial	Office	Industrial
20-year employment increase		910	2,700	1,900
Market demand potential (bldg. sq. ft.)	73,100	228,000	540,000	475,000
FAR	0.25	0.25	0.25	0.25
Land area required (acres)	7	21	50	44

Source: The Planning Center, 2010.

Notes to Table 10:

1. The land use categories are four broad common categories, which may be disaggregated into more specific categories in the General Plan. Retail includes those retail store types previously identified in the retail section. Commercial includes other uses not included in retail, such as accommodation, auto repair, day care, etc.
2. The 20-year employment increase represents the previously forecast employment growth by economic sector, allocated to the four broad land use categories. The forecast for retail development is based on increased spending by new households and not on projected employment increases, thus there is no data presented for retail employment.
3. Market demand represents the amount of building space typically required per employee in each of the land use categories.
4. FAR is the floor area ratio, and it represents the portion of the land area that is typically covered by buildings. A FAR of 0.25 equates to a lot on which the building occupied one-quarter of the lot area, with the remaining land used for parking, circulation, landscaping, and open space. The FAR data are typical for suburban development. The General Plan may, however, establish standards for higher or lower densities, in which case the land area would be less or more.

EXTERNAL SCAN: THE EXTERNAL SCAN DESCRIBES REGIONAL, STATE, AND NATIONAL TRENDS THAT MIGHT AFFECT HOW THE CITY CAN IMPLEMENT THE NEW GENERAL PLAN.

EXTERNAL SCAN

EXTERNAL SCAN

The General Plan will spell out the vision of what the community wants San Clemente to be in the future, and it will establish a plan to realize that vision. Many trends and issues beyond the control of city hall and the community will, however, influence how and what the community can accomplish. This final chapter to the Community Profile provides a scan of some of the larger regional to global trends with which the community must contend.

Demographics: The Baby Boom and After

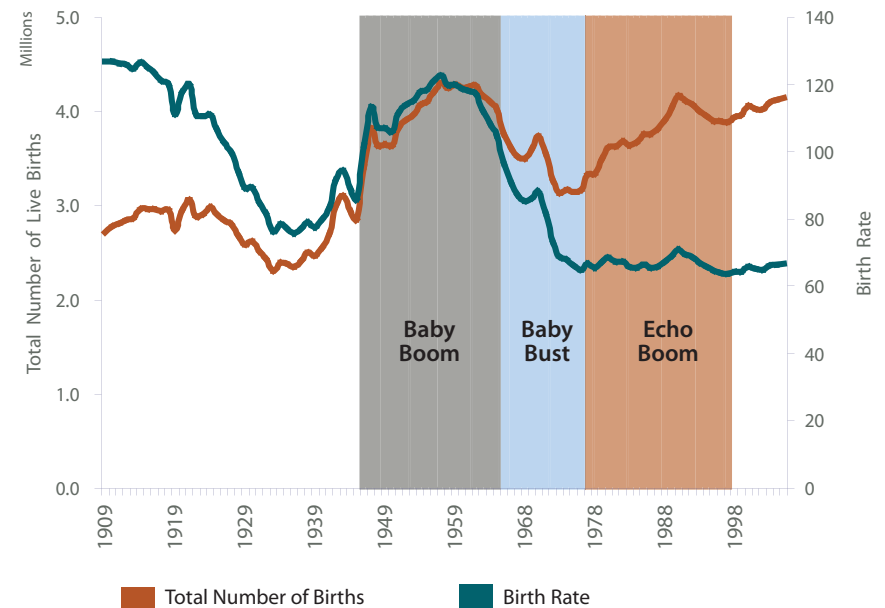
After World War II, the number of births in the US increased substantially above its long-term norm, peaked around 1957, and showed a sharp decline from 1964 to 1965. Starting in 1976, the number of births then began to climb once again as the baby boomers began starting families, although the actual fertility rate has, since 1973, remained at historical lows of under 70 live births per 1000 women age 15 to 44.

Although many commentators and academics debate whether or not the baby boomers represent one or more social generations, the 20-year period did create a population bubble. The subsequent ten-year period, when the birth rate dipped below the long-term average (down to the depression-era rate), produced significantly fewer people. This period is often referred to as the baby bust, or, more commonly, as generation X. Finally, the generation born from 1977 to 2000, with more total births than during the previous baby bust period, is often referred to as the echo boom, or generation Y.

Although the basic fertility rate has not changed much since 1973, the increasing number of women in the child-bearing years has resulted in the increase in total number of births in the echo boom. The US currently produces slightly more babies than the replacement rate, thus the nation's population would continue to grow even without immigration.

This demographic pattern of baby boom, baby bust, and echo boom poses several challenges for the nation, state, and region, as well as San Clemente. Some of these important challenges are the aging of the baby boom generation, the coming labor shortage, and the challenge of employing echo boomers.

Figure 18. Total Number of Births and Generational Definitions, US, 1909 to 2005



Source: The Planning Center 2010, using data from the US Centers for Disease Control, National Center for Health Statistics.

Aging Baby Boomers and Retirement

In 2008, the first baby boomers became eligible for early retirement. Just as this demographic group has shaped every stage of life it has passed through, it will now put its own spin on retirement.

RETIREMENT

Current surveys suggest that boomers, on average, intend to work about 3 years longer than previous generations. Will boomers work much longer? Will they get up and move when they retire as some in previous generations did? Will they retire, only to open their own businesses? Will they swell the ranks of civic volunteers? No one really knows the answers to these questions. Even where survey research has been conducted, it is, at best, only a reflection of what the survey respondents felt they would probably do. But when the time comes to retire, baby boomers may change their minds and fool all of the surveyors. The drop in household wealth, from both the decline in stock values and housing values during the recession, will likely encourage many baby boomers to stay employed longer to rebuild that part of their retirement nest egg. It might also, however, induce more boomers than past retiring generations, to retire from their careers and start a new business. Whether these new businesses are mom-and-pop retail stores or home-based consulting services, this potential could reshape both the built environment and the local economies in many communities across the country.

WEALTH TRANSFER

One key difference in the retirement of the baby boom generation will be their wealth. Their real earnings are higher than that of previous generations, even though savings rates are lower. More importantly, though, their parents' generation was the first in the US to, en masse, become homeowners and create widespread family wealth. As this generation passes on, many are leaving this wealth to their children and grandchildren. The baby boomers are becoming

the recipients of the largest inter-generational transfer of wealth in history. No one really knows how this wealth will affect baby boomers' choices for and after retirement.

MEDICAL CARE

What is known is that this country is woefully unprepared to deal with the cost of medical care as baby boomers age. Although social security is often reported to be in jeopardy, it is much better funded than Medicare. More importantly, as this generation enters the ages that require the most medical care, the US will face an increasingly acute lack of skilled nurses, doctors, hospital beds, and most other things related to medical care industry.

SO, WHAT DOES THIS MEAN FOR SAN CLEMENTE?

With a larger portion of its population in the baby boom and older generation (50.2 percent) than the US (44.9%), San Clemente will face the same opportunities and challenges from the aging of the baby boom generation, but more so. This means that San Clemente could have additional economic activity and investment from businesses started by boomers after retirement. It also means that the General Plan should consider the potential for expansion of medical care services and facilities, as well as improvements needed for aging residents.

The Coming Labor Shortage

Nationally, the 15-year segment of the population following the baby boom has 5.3 million fewer people (an 8.1 percent decrease) than the 15-year segment at the end of the baby boom generation. Even the entire echo boom has 2.8 million fewer people than the baby boom generation (and they are 20 years younger, 20 years less experienced). As boomers move into retirement, the US labor force does not have enough workers to fill their jobs.

The US economy faces a monumental challenge over the next 20 years. The US will either have to:

- bring in more skilled and educated immigrants,
- increase economic productivity by 8.1 percent (just to maintain the status quo),
- shipped more US jobs overseas, and/or
- expand and improve the effectiveness of education and job training.

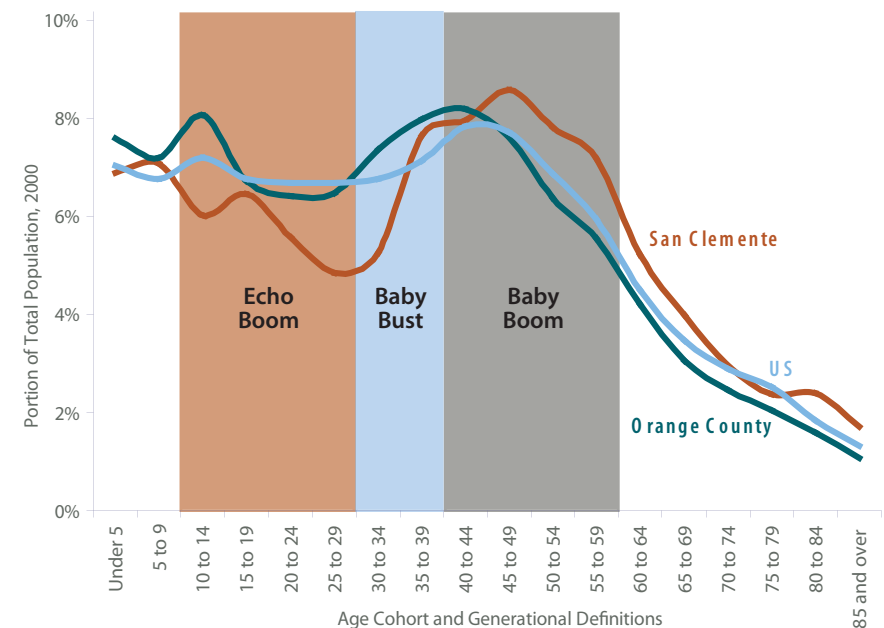
As boomer retirement progresses, one can expect American jobs to chase American workers. Those communities that have the quality of life to attract the highest educated and highest skilled workers will also attract the jobs that need those highly skilled and highly educated workers. As in the late 1990s, proximity to available labor will be the most important factor for business location decisions, surpassing land costs, perceived business climate, or where company executives reside.

EMPLOYING THE ECHO BOOMERS

The challenge, however, is assuring that the regional workforce has the skills and education needed to fill those positions that will be hunting for workers in the future. The jobs in question will require skills and education (most regions will have a ready supply of under-educated and low-skill workers, potentially

a greater supply than demand). In addition, the baby bust and echo boom generations have not generally pursued science and engineering education to the degree the nationally economy will need. Workforce development is and will continue to be one of the primary challenges for the region to address in order to capitalize on the national labor shortage.

Figure 19. Age Distribution by Generation, US, Orange County, and San Clemente CA, 2000



Source: The Planning Center, 2010, using data from the US Census Bureau.

It is during the teens and twenties when most individuals are best suited for education and learning skills, changing career tracks, and making life adjustments. During this time individuals are most able to significantly improve their earnings potential. As people age, start families, and generally settle down, they typically see less dynamic growth in their incomes. While Orange County and the Southern California region have a pool of echo boomers, continuing to provide skills and education with life-long learning will help the region build on the economic growth and development it realizes from the transfer from one generation to the next.

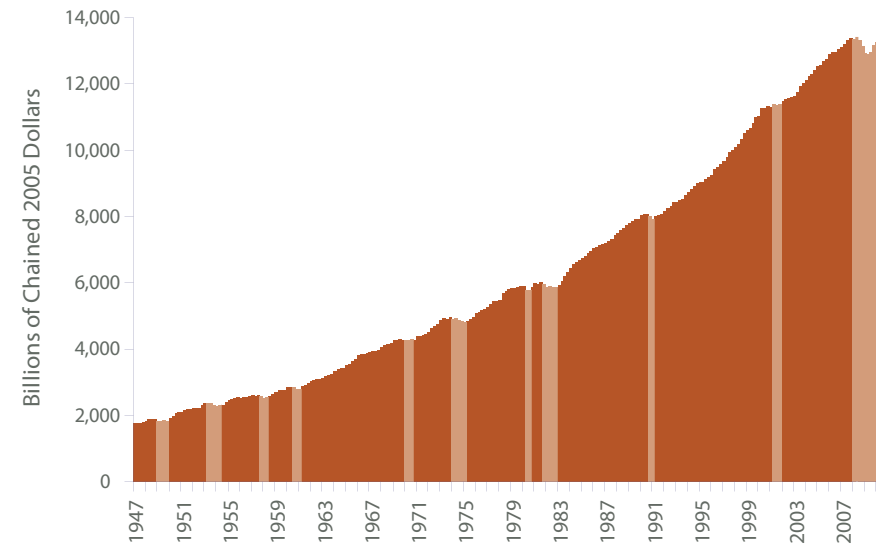
THE ECONOMY

How the economy recovers from the recession will undoubtedly affect San Clemente's ability to realize its vision. Nevertheless, the General Plan takes a long-term view, and there will more than likely be at least one more recession during the life of the new General Plan.

Recession and Recovery

Gross domestic product, or GDP, measures the value of the goods and services that the American economy produced. The national economy stopped expanding in December 2007 and entered a period of contraction or recession. The official dating of economic cycles typically occurs a year afterwards, so it is not clear today whether or not the recession is over: economic production has been expanding since July 2009, but employment only began to pick back up in January 2010. Figure 20 shows the level of economic production, adjusted for inflation, since 1947, with recessions shown in the lighter color.

Figure 20. Quarterly GDP, United States, Q1 1947 to Q1 2010



Note: Lighter color indicates periods of economic recession.

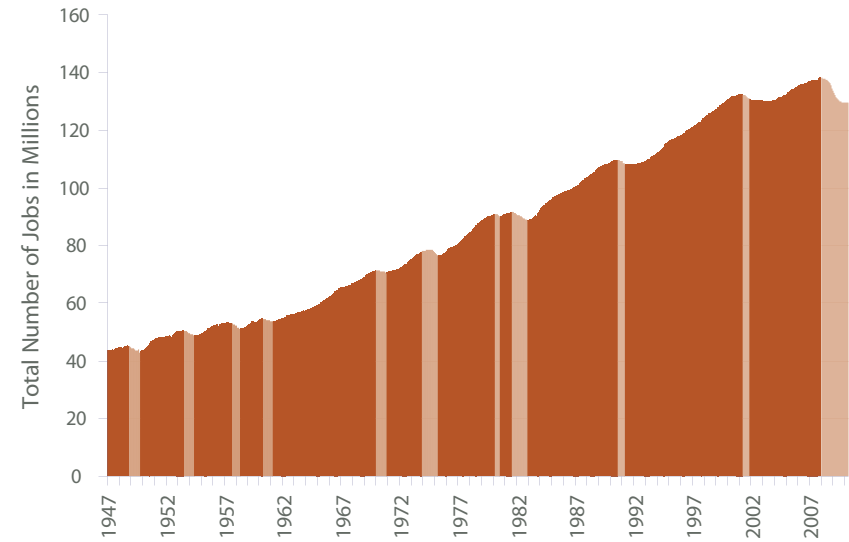
Source: The Planning Center, 2010, using GDP data from the US Bureau of Economic Analysis and recession-dating data from the National Bureau of Economic Research.

Since 1947, the national economy has grown, on average, about 3.2 percent per year. The US Department of Labor has suggested that the reduction of the growth in the US labor force as the baby boomers retire could lessen overall economic growth by up to a percentage point per year, although the real effect might be felt for another ten years. Nevertheless, one should expect that over the life of the General Plan, the national economy will continue to grow at a rate somewhere between 2.2 and 3.2 percent per year, even though the pace of growth may vary substantially from one quarter to the next as the economy emerges from the recession.

Employment

Figure 21 shows the historical trend in total employment in the United States from January 1947 through April 2010. The data represent the total number of jobs (both full- and part-time). The data show a trend that concerns many economists: the jobless recovery. Throughout most of postwar economic history, job growth immediately coincided with the pick-up in general economic production, the rehiring of temporarily laid off workers. In the two previous recessions, however, the economy began growing some time before job growth resumed. The permanent loss of manufacturing jobs (as opposed to temporary layoffs) and the structural transformation of the United States economy are driving this new recovery reality. Based on the experience of the two most recent recessions, it is likely that growth in employment will be slow and will lag economic growth for some time, perhaps taking until 2011 for substantial job growth and even longer to return to the pre-recession level of employment.

Figure 21. Monthly Employment, United States, January 1947 to April 2010



Note: Lighter color indicates periods of economic recession.

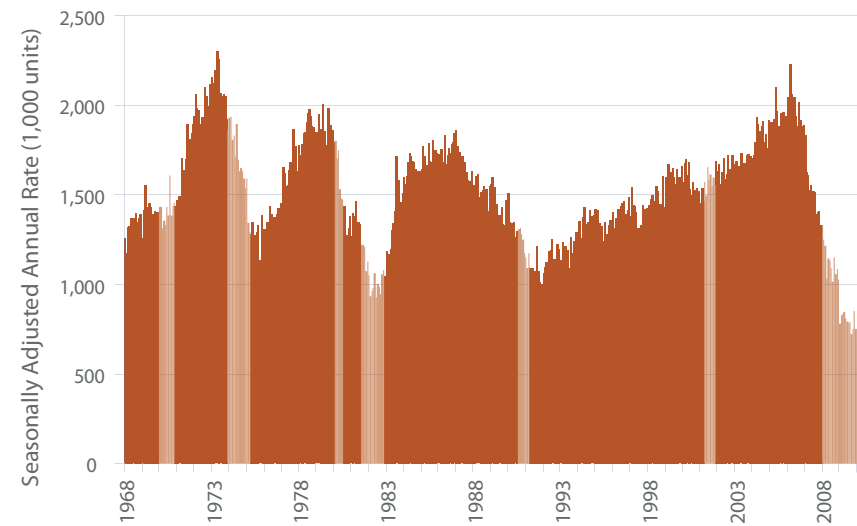
Source: The Planning Center, 2010, using employment data from the US Bureau of Labor Statistics and recession-dating data from the National Bureau of Economic Research.

Housing

Nationally, housing construction reached a peak in March 2006, and the value of housing reached a peak in September 2006. While there are signs that the housing market may have reached its bottom, it is clear that recovery will take many years.

Most new housing is sold to trade-up home buyers. The decline in home values means that most of the buyers for new homes will have less equity and therefore less of a down payment. Furthermore, lending institutions have tightened their credit standards, returning to 20 and 30 percent down payment requirements, which used to be the norm. Finally, as the economy recovers from recession, interest rates will likely rise, and the US will likely face a prolonged period of higher inflation than in the past, and thus higher interest rates. All of these factors will combine to put considerable downward pressure on housing prices. Housing products and development patterns will have to adjust to the new reality of lower cost housing. Although San Clemente will not likely see levels of housing development as it has in the past, what new housing is built will reflect this new price reality.

Figure 22. Monthly Housing Completions, United States, January 1968 to March 2010



Note: Lighter color indicates periods of economic recession.

Source: The Planning Center, 2010, using GDP data from the US Bureau of Economic Analysis and recession-dating data from the National Bureau of Economic Research.

