

Part 1: Santa Clarita History; Ben Jarvis, AICP

The City of Santa Clarita was the largest municipal incorporation when the City was formed in 1987. Over 130,000 residents in four distinct communities joined together to create a brand new city in north Los Angeles County. Today, Santa Clarita is the third largest city in Los Angeles County, with more than 225,000 residents, covering 71 square miles. An estimated additional 50,000 to 60,000 people will live in the City by 2040. This part of the presentation will focus on the history of the Santa Clarita Valley, including the first discovery of gold in California, the oil boom years, arrival of the railroad and automobiles, up to the rapid suburbanization of the 1970s and 1980s, and City incorporation. Planners will learn how geography kept development at bay, at least for a while, and how that same geography influenced the growth of Canyon Country, Newhall, Saugus, and Valencia, Santa Clarita's four distinct communities. The presentation will set the stage for an in-depth discussion of the Old Town Newhall Specific Plan later in the evening.

Part 2: Santa Clarita Economic Development and Major Projects; Jason Crawford, AICP

Jason Crawford, Santa Clarita's Planning and Economic Development Manager, will provide an overview of the large projects underway in the City and will discuss Santa Clarita's current major employment sectors. The audience will learn about:

- Vista Canyon, an entitled mixed use project with 1,100 residential units and 950,000 commercial square feet, including a hotel, corporate offices, and retail space
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- Bouquet Canyon Road Realignment project, a proposed residential project with 366 units currently in the planning process
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- Needham Ranch Industrial Park, an entitled business park with 4.2 million commercial square feet that is currently under construction
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- Princessa Crossroads, a proposed project with 710 residential units and 680,000 commercial square feet, currently in planning process.

Jason will also talk about recent changes to the City's development code by way of Overlay Zones to specifically incentivize economic development and targeted industry growth. The Movie Ranch Overlay Zone creates incentivized standards for filming uses and the Jobs Creation Overlay Zone creates consistency, a streamlined process, and incentivizes office and industrial buildings of greater heights to better accommodate corporate headquarters. Both of these tools can be used by other cities to streamline and incentivize their priority industries.

Part 3: Old Town Newhall Specific Plan; Ben Jarvis, AICP

Newhall is the historic core of Santa Clarita. The town was founded in 1875 in anticipation of the arrival of the Southern Pacific Railroad. Due to its location on California's main north/south rail line and highway, Newhall flourished well into the 1960s. Eventually, however, the trains stopped, a freeway was built that bypassed the town, and newer developments provided shopping and services elsewhere in the Santa Clarita Valley, diminishing Newhall's importance. Despite multiple redevelopment attempts, Newhall continued its decline until 2005 when the City adopted the Old Town Newhall Specific Plan. Ben will talk about how the specific plan came into being, what worked well, and what could have gone better. Planners will learn how they can make specific plans more effective and more accessible to residents. The presentation will highlight the plan's major accomplishments and lessons learned.

Part 4: Main Street Walking Tour; Ben Jarvis, AICP

After discussing the Old Town Newhall Specific Plan, attendees will see firsthand how the plan is transforming Newhall's downtown into a pedestrian-oriented Arts and Entertainment District. The group will see the new mixed use Newhall Crossings development, the Newhall parking structure, façade projects, along with new businesses that were made possible by the plan. The tour will conclude at the Senses, Newhall's monthly street fair, showing what can happen when city officials, business leaders, and local residents work together to create a great public space and a strong sense of community.