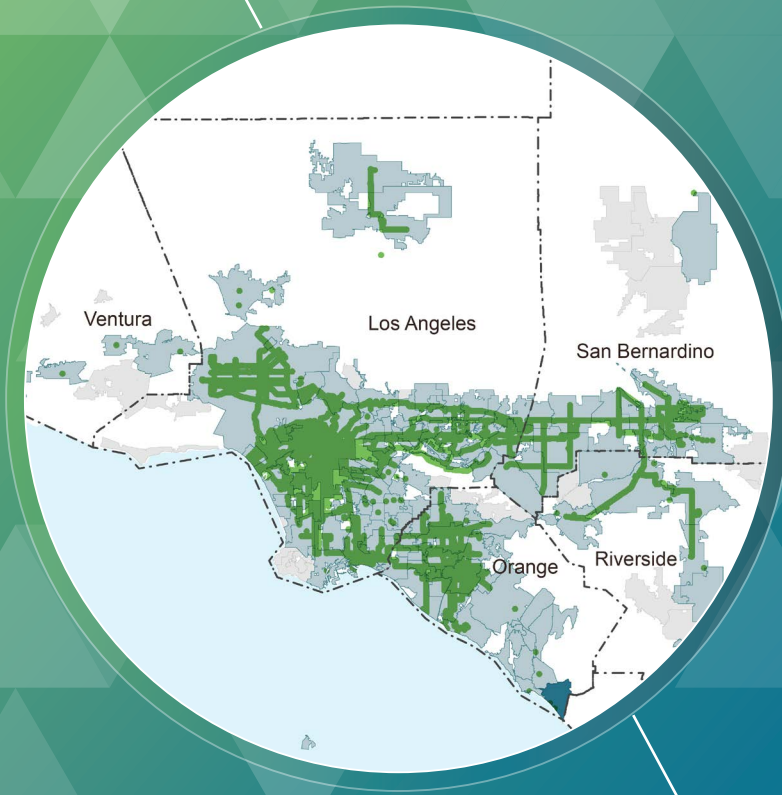


# Part 2

## Station Area Profile

The Station Area Profile is a summary of the existing physical and socioeconomic conditions, as well as previously completed plans for the Pilot Project Area.



### Overview

- San Clemente HQT Project Area
- San Clemente Metrolink Station

### Socioeconomic Profile

- Demographic Profile
- Employment Profile
- Employment Trends

### Previous Planning Efforts

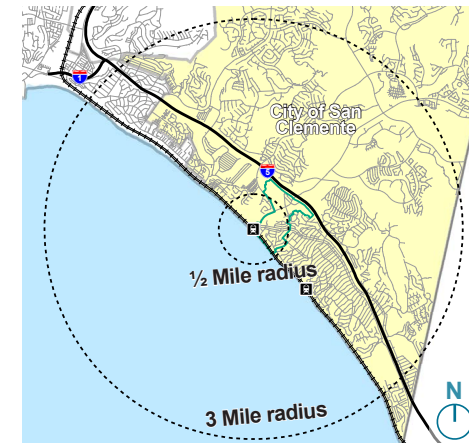
- City of San Clemente General Plan
- West Pico Corridor Specific Plan
- Marblehead Coastal Specific Plan







# San Clemente HQTAs Project Area

## OVERVIEW

High Quality Transit Areas (HQTAs) are typically within walking distance to a transit station, approximately within a half-mile radius. In coordination with the City, the San Clemente Metrolink HQTAs Study Area (study area) has been modified to exclude the protected canyon areas and new housing north of the station, however it is expanded to the east to include recently constructed retail outlets and the West Pico Corridor Specific Plan area.



-  Metrolink Station and Corridor
-  City of San Clemente Boundary
-  Pilot Project Area
-  1/2 Mile Radius: Typical comfortable walkable distance, not considering barriers



San Clemente Metrolink Station sign



Architectural character of area



The Outlets at San Clemente

# San Clemente Metrolink Station

## OVERVIEW

The study area is anchored by the San Clemente Metrolink Station, one of two Metrolink stations in the City. The other Metrolink station, located at the San Clemente Pier roughly 3/4 mile to the south, operates only on Saturdays and Sundays.

The station is on two Metrolink service lines: Inland Empire-Orange County Line and Orange County Line. The Inland Empire-Orange County Line provides connections northward to Downtown San Bernardino and southward to Oceanside. The Orange County Line provides connections northward to Los Angeles Union Station and southward to Oceanside. A parking lot adjacent to the station provides 142 parking spaces for commuters and offers annual parking passes for residents.

In addition to being serviced by Metrolink, the station is also serviced by the Orange County Transportation Authority's (OCTA) Route 91 StationLink 191. The station is also serviced by the City's seasonal local trolley line which travels along Avenida Pico to connect to the Outlets to the north and southward down El Camino Real to connect to the San Clemente Pier.

### Metrolink:



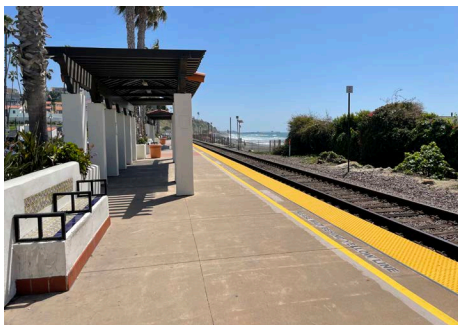
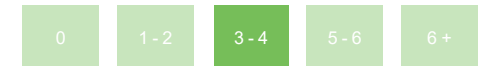
### Service Type



### Average Peak Period Frequency (minutes)



### Transit Routes within 1/2 mile



Metrolink station

## Demographic Profile

- The City of San Clemente constitutes 2.1% of the land area of Orange County and accounts for 2.0% of its population. The Study Area is home to 2.6% of San Clemente's population.
- According to SCAG's growth projections, San Clemente will continue to lag Orange County's population growth rate. Historically, the Study Area has grown faster than both the City and County.
- Median household income in the City is significantly higher than the County's median income. The study area has a much lower median income than both the City and the County.
- Unlike the City, the Study Area is mostly renters. The Study Area is two-thirds renters, whereas the City is two-thirds owners. The County has a more even split of renters and owners.
- Nearly 50% of the City's population has higher education degrees, which is significantly higher than the 30% in the Study area and 40% in the County.
- The population of San Clemente is nearly three fourths white, though the Study Area has a much higher proportion of its population that identifies as Hispanic or Latino.

DEMOGRAPHICS (2018)	Study Area	San Clemente	Orange County
<b>Total Population (2018)<sup>1</sup></b>	1,714	65,045	3,164,182
Population Density (Per Sq. Mile)	3,571	3,405	3,338
<b>Annual Growth Rate<sup>2</sup></b>			
Historic (2012-2020)*	1.3%	0.4%	0.8%
Projected (2020-2040)	-	0.1%	0.3%
<b>Total Households (2018)<sup>1</sup></b>	766	24,530	1,032,373
Average HH Size	2.47	2.65	3.06
<b>Annual Growth Rate<sup>2</sup></b>			
Historic (2012-2020)	1.3%	0.4%	0.9%
Projected (2020-2040)	-	0.1%	0.3%
<b>Median Age<sup>3</sup></b>			
0-17 Years	22%	21%	23%
18-64 Years	69%	61%	64%
64 Years and Over	9%	17%	14%
<b>Jobs per Household<sup>4</sup></b>	1.3	0.9	1.5
<b>Unemployment Rate<sup>3</sup></b>	5.9%	4.7%	5.1%
<b>Median Household Income<sup>3</sup></b>	\$62,573	\$105,812	\$85,398

<sup>1</sup> ESRI/ACS 5 Year Estimates for 2018

<sup>2</sup> SCAG 2040 Projections

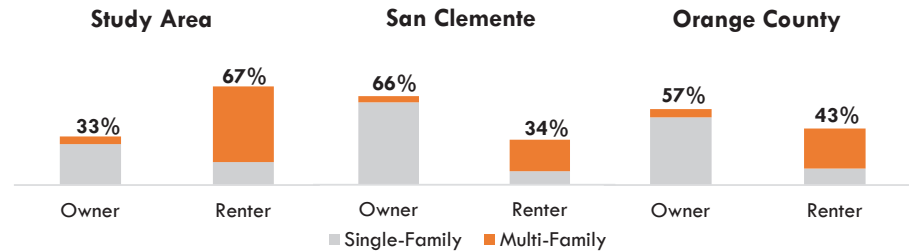
<sup>3</sup> ACS 5 Year Estimates for 2018

<sup>4</sup> HR&A Advisors, Inc.

\*Historic Population Growth Calculated using ESRI estimated population between 2010-2020

## SOCIOECONOMIC PROFILE

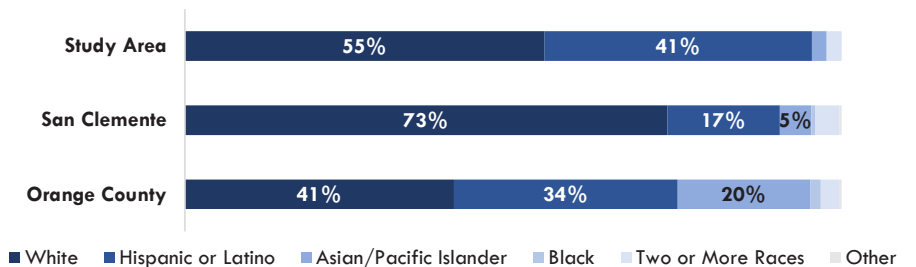
### HOUSING TENURE (2018)



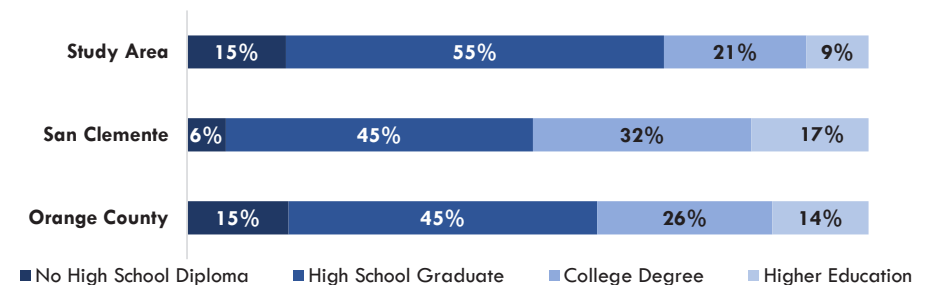
### MOBILITY (2018)

	Study Area	San Clemente	Orange County
<b>Average Commute Time</b>	-	30	28
<b>Cars per household</b>	1.9	2.1	2.0
<b>Public Transit users</b>	4%	2%	2%
Solo Drivers	72%	75%	79%
Other	25%	23%	19%

### RACIAL DEMOGRAPHICS (2018)



### EDUCATIONAL ATTAINMENT (2018)



# Employment Profile

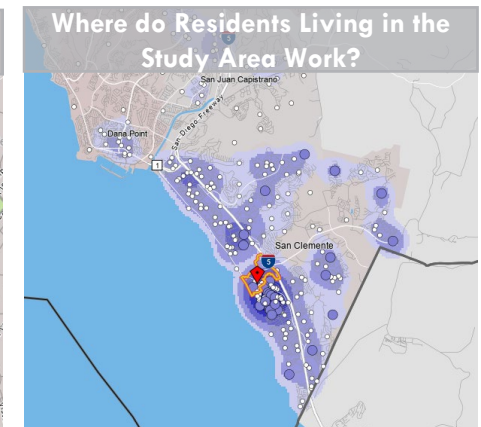
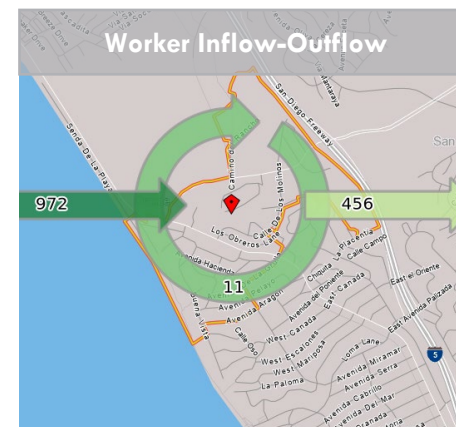
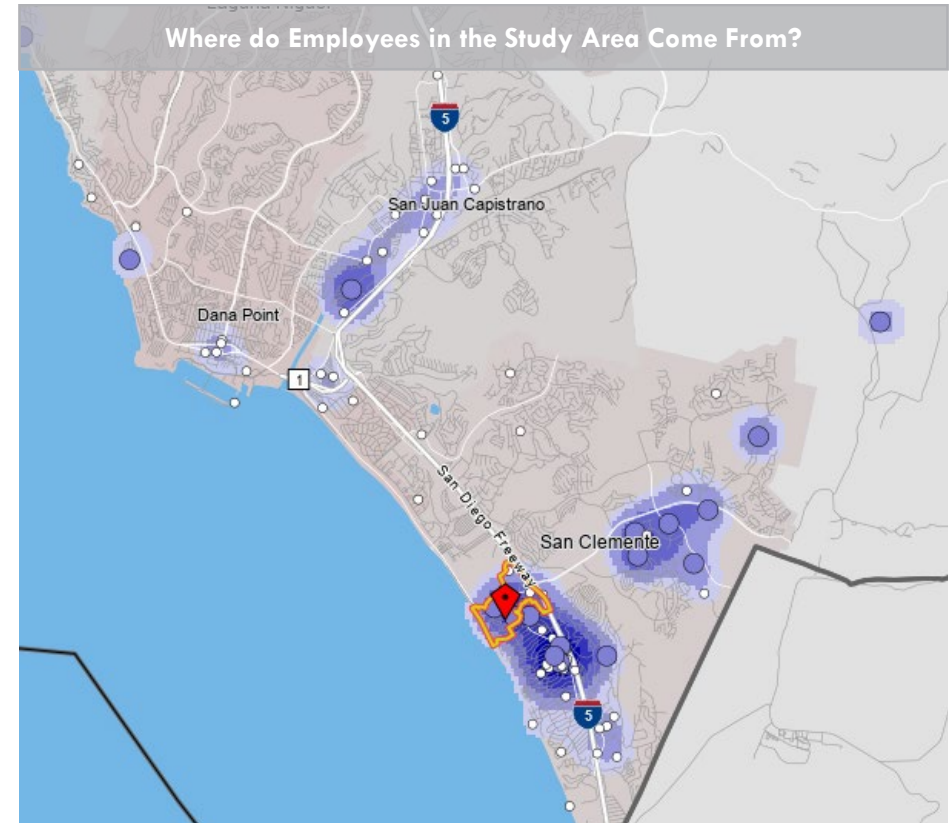
- The City has several dense employment centers, which are mostly retail and industrial. Two centers are in the Study Area: the San Clemente Outlets and the industrial park between Avenida Pico and El Camino Real.
- The El Camino Real corridor has significant retail activity, especially food and beverage.
- Of all jobs in Orange County, 1.4% are located in San Clemente. Of those jobs, 4.4% are located in the Study Area.
- According to SCAG employment forecasts, job growth in the City is likely to lag the County's rates. This trend is on par with historic growth trends.
- Residents of the Study Area are mostly employed in and around the City. Most people who work in the Study Area commute in from other areas.
- In the Study area, just over 50% of the population travels under 30 minutes to work. This is on par with commute times at the County level, though the City's population tends to have longer commutes.
- Employment in the Study Area is primarily Accommodation and Food Services, which is prominent in the City and County as well.

# SOCIOECONOMIC PROFILE

EMPLOYMENT (2018)	Study Area	San Clemente	Orange County
<b>Total Worker Population</b>	983	22,072	1,536,307
<b>Job Density (per sq. mile)</b>	2,050	1,160	1,620
<b>Annual Growth Rate</b>			
Historic (2012-2020)*	5.7%	1.4%	1.6%
Projected (2020-2040)	-	0.3%	0.5%

Top Three Industry Clusters	Study Area	San Clemente	Orange County
	Accommodation and Food Services (18.5%)	Administration & Support, Waste Management and Remediation(16.4%)	Health Care and Social Assistance (11.1%)
	Professional, Scientific, and Technical Services (15.9%)	Accommodation and Food Services (11.4%)	Manufacturing (10.1%)
	Retail Trade (13.8%)	Construction (10.6%)	Accommodation and Food Services (9.5%)

Source: LEHD  
 Growth projections from SCAG  
 \*Historic Growth for Study Area Calculated using LEHD Employment Data between 2010-2018.



## Employment Trends

- Orange County, the City, and the Study Area all experienced significant growth in number of jobs between 2010 and 2018.
- The County lost the highest percentage of jobs in the Natural Resources industry cluster, as did the City.
- Construction experienced the most growth in the City and County, followed by Entertainment and Education and Medical.
- The City's growth most significantly outpaced the County's growth in Production, Distribution, and Repair, Retail, and Entertainment. It lagged the County's growth in Government and Knowledge-Based jobs.

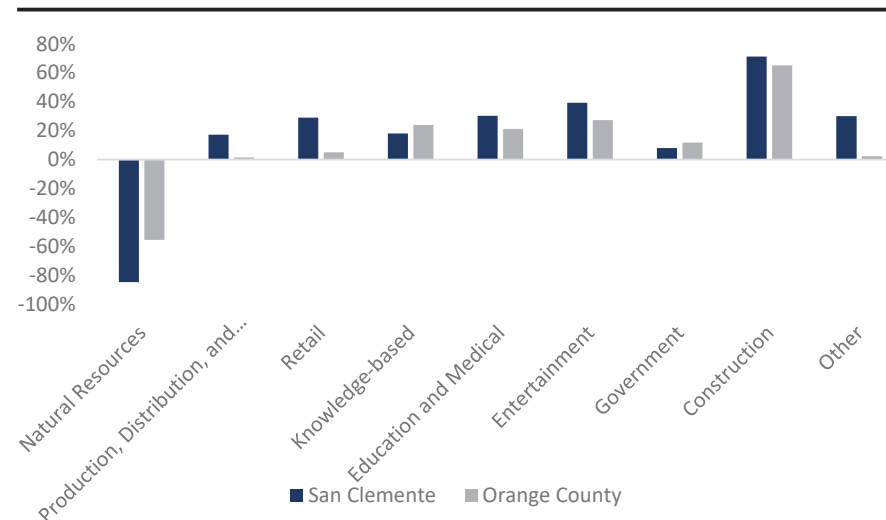
### HQTA Opportunities

- Through infill development, the Study Area, particularly along El Camino Real and Avenida Pico offer opportunities for unique, dynamic street front development with a mix of retail, office, and residential opportunities.
  - The Study Area's current mix of businesses broken up by parking lots could be used for infill development, but small parcel size is likely a limiting factor.
- With the growth in medical employment, medical office could be an important tenant for commercial spaces on main streets.
- With limited access to existing residential, the Study Area would benefit from innovative ways to increase foot traffic. These could include tourism initiatives and programming based around the bike trail.
- There are currently a number of proposed projects along El Camino Real, which include "The Gallery," a commercial center, new restaurant construction, and new mixed-use development.
  - Development of one or more of these projects could help to create an anchor closer to the ocean and along El Camino Real to attract new visitors.
- There are potential opportunities for redevelopment of the underutilized industrial sites and self-storage site on Avenida Pico near its intersection with El Camino Real, though that redevelopment is unlikely to occur in the near future. There may be more near-term opportunities for redevelopment within the Calle de Los Molinos and Calle Valle industrial area.

## SOCIOECONOMIC PROFILE

Employment Growth in Industry Clusters (2010-2018)	Study Area	San Clemente	Orange County
Natural Resources	-23	-33	-2,852
Production, Distribution, and Repair	55	537	4,195
Retail	62	459	6,908
Knowledge-based	121	536	63,176
Education and Medical	55	603	49,293
Entertainment	10	810	40,849
Government	-10	327	19,307
Construction	8	972	40,632
Other	24	179	983
<b>Total</b>	<b>302</b>	<b>4,390</b>	<b>222,491</b>

### Percentage Change in Employment by Industry Clusters (2010-2018)



#### EMPLOYMENT INDUSTRY CLUSTER CLASSIFICATION

The classification is based on Center for Transit-Oriented Development 2010 Report. Natural Resources includes agriculture and mining; Production, Distribution, and Repair ("PD&R") includes manufacturing, wholesale trade, transportation and warehousing; Knowledge-based includes information, finance and insurance, real estate, scientific, professional, and technical services, and management of companies; Entertainment includes arts, entertainment, and recreation, and accommodation and food services; Government includes utilities, public administration and other administrative and support services; Other includes other services (excluding public administration).

Source: LEHD

## City of San Clemente General Plan (Adopted 2014, Amended 2016)

## PREVIOUS PLANNING EFFORTS

The San Clemente General Plan provides comprehensive, long-term goals and policies for achieving San Clemente's Vision. It guides growth and development to achieve optimum results from the City's physical, economic, environmental and human resources. See the Appendix for the General Plan land use map.

The General Plan identifies eight Focus Areas considered to have the most potential for change. Focus Area policies provide specific direction above and beyond those policies that are applicable Citywide. Additional direction is provided in the Zoning Code, Design Guidelines and applicable Specific Plans, and the California Coastal Act. The goals of the focus areas which overlap with the HQTA study area are summarized below:

### Los Molinos Focus Areas

Los Molinos is primarily an industrial and commercial neighborhood located north of the western end of North El Camino Real, bounded on the east by Interstate 5, on the west by the Avenida Pico and Marblehead Coastal, on the north by Marblehead Coastal, and on the south by Los Obreros lane and residential neighborhoods. The area generally west of Calle Industrias and southeast of Avenida Pico is primarily an industrial area. It is envisioned as the heart of a thriving, creative business incubator district that builds upon its industrial and surf heritage. The largely commercial area east of Calle Industrias and adjacent to Interstate 5 is envisioned as an institution-anchored employment center offering learning, employment and housing opportunities.

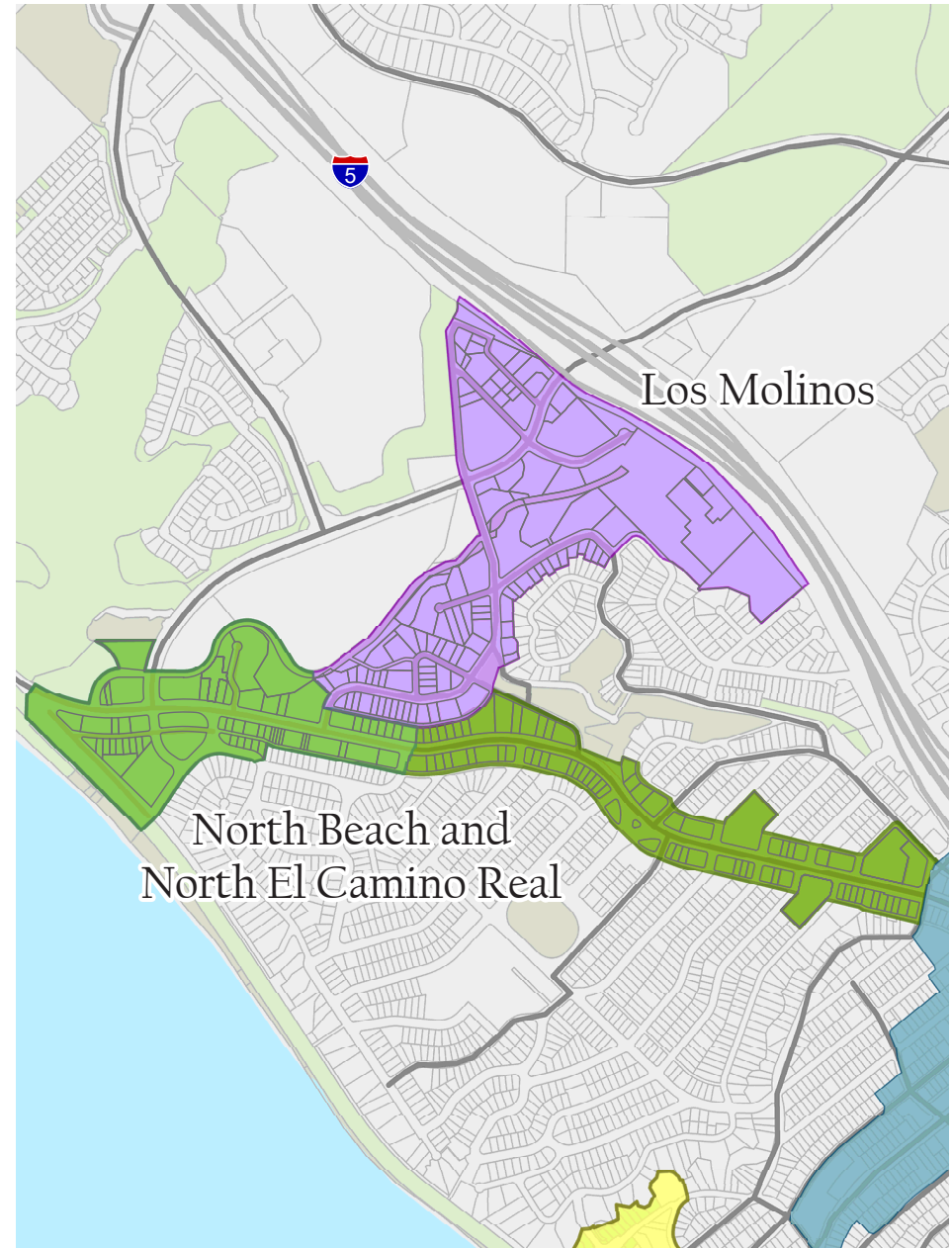
- **Goal:** A vibrant business incubator district that respects, protects, and builds upon the area's eclectic character and land uses, and that provides new educational and employment opportunities for San Clemente's residents and employees.

### North Beach/North El Camino Real Focus Area

The North Beach/North El Camino Real Focus Area is a unique, community- and coastal visitor-oriented entertainment hub and recreation area. It is an important City gateway along the historic El Camino Real/Pacific Coast Highway from beach cities to the north. The area's on-going revitalization is based on the community's desire to preserve and enhance its key assets. The Area's assets include: views of the ocean, convenient beach access, a rich inventory of historic buildings, access to passive and active recreational amenities and numerous visitor-serving shops and services.

- **Goal:** Re-establish and maintain a vibrant community- and visitor-serving, mixed use entertainment center which capitalizes on its proximity to the beach and significant historic resources.

### Focus Areas



Source: City of San Clemente General Plan

## West Pico Corridor Specific Plan (Adopted 1997, Revised 2016)

The West Pico Corridor is an area stretching from the northern edge of North Beach Village to the San Diego Freeway (I-5). The West Pico Corridor encompasses approximately 80 acres of various land use designations, mostly developed with public and private land uses and structures. The Avenida Pico/I-5 interchange provides the primary access to the West Pico Corridor. Avenida Pico is heavily used by tourists and beach-users, and therefore, is significant in the public's perception of the quality and character of the City. The Pico commercial and Los Molinos industrial areas are planned to develop into an integrated commercial, business and industrial hub, providing an employment center and tax base for the City. The majority of individually owned land parcels range in size from 5,000 to 20,000 square feet. The irregularity of the parcels, combined with the multiple ownerships presents a challenge to new development or re-use of the properties in the area.

Three distinct areas comprise the West Pico Corridor: 1) the Pico Community Commercial Area; 2) the Los Molinos Industrial Area; and 3) the City Corporate Yard/Water Reclamation Plant.

### West Pico Corridor Areas

#### Pico Community Commercial Area

Both sides of Avenida Pico from Calle de Los Molinos to the I-5 freeway are included in this area which contains approximately twenty-four (24) acres of land. It is chiefly comprised of mixed commercial uses with some vacant parcels, light industrial land uses, and the San Clemente Post Office.

#### Los Molinos Industrial Area

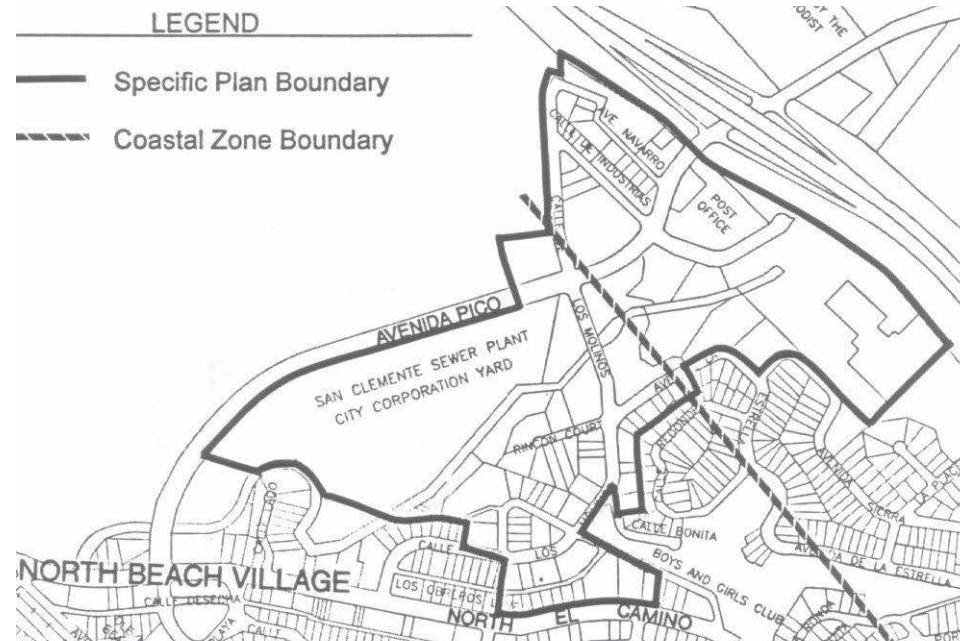
This area, located between North Beach Village and the Pico Community Commercial Area, encompasses approximately thirty-five (35) acres of land. Existing land uses include a variety ranging from heavy industrial (auto towing, auto wrecking, and a concrete batch plant) to light industrial (predominantly manufacturing, auto repair, trades, and contracting), and some retail businesses.

#### City Corporate Yard/Water Reclamation Plant

This 20 acre area west of the Los Molinos Industrial Area along Avenida Pico is owned by the City of San Clemente and is occupied by the City's maintenance yard and water reclamation plant.

## PREVIOUS PLANNING EFFORTS

### West Pico Specific Plan Area Boundary



### Land Use Table

LAND USE	TYPICAL PRINCIPAL USES	FAR	HEIGHT
NC2 Neighborhood Commercial	Retail commercial, eating and drinking establishments, household goods, food sales, building materials, professional offices, personal services, recreational commercial, tourist, and cultural facilities	0.35	2 Stories
CC2 Community Commercial	Same uses as NC2 with possible auto center	0.50	3 stories
I2 Light Industrial	Light manufacturing, business park, professional offices, supporting retail, restaurants, financial	0.50	3 Stories if third is limited to office only
I3 Heavy Industrial	Heavy manufacturing and related uses	0.75	2 Stories
P Public	Governmental, utilities, schools, parking, parks	NA	NA

Source: West Pico Corridor Specific Plan



## Marblehead Coastal Specific Plan (Adopted 1998, Revised 2007)

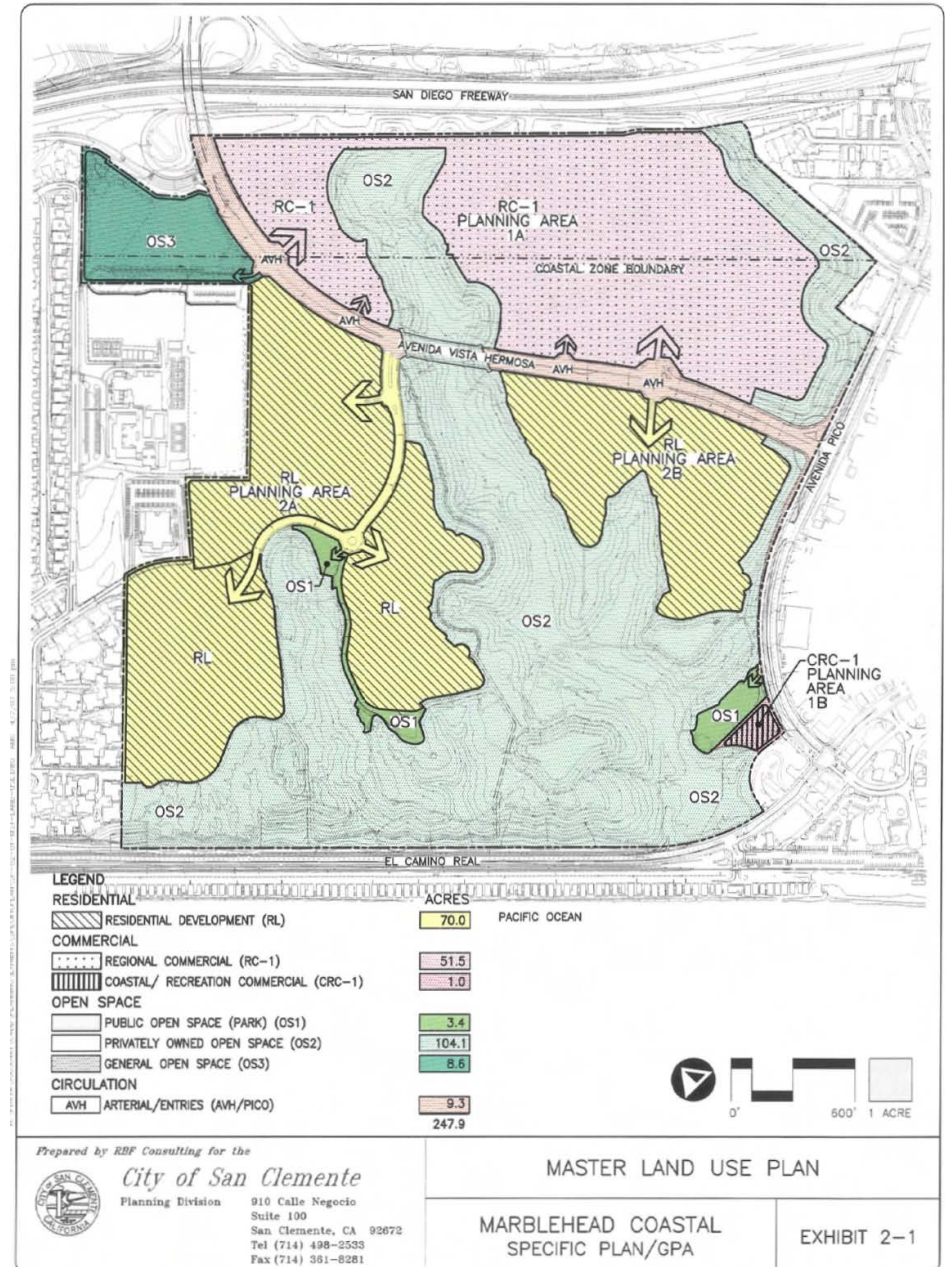
## PREVIOUS PLANNING EFFORTS

The purpose of this Specific Plan is to implement the City's General Plan and be responsive to the goal of preserving San Clemente's unique atmosphere, historical identity, and significant natural features. The portion of this specific plan area which overlaps with the HQT study area has been identified as a regional commercial shopping center along Avenida Vista Hermosa, with some privately-owned open space along Avenida Pico.

### Objectives

- Provide for a variety of land uses within the Specific Plan area capable of generating significant new tax revenues to the City.
- Promote regional commercial uses to generate sales tax revenues.
- Enhance existing and future public access to the coast
- Enhance future public recreation opportunities along the shoreline by providing upland recreation and visitor-serving areas designed to support recreational use of public beaches in the City
- Provide for new or future residential development
- Provide for viable long-term protection and enhancement of on-site wetlands and native vegetation
- Manage on-site habitat resources restored and protected as a part of the specific plan
- Design new land uses and related infrastructure in a manner that will protect nearby marine resources and beaches
- Assure long-term bluff stability to protect public safety and the public access function of El Camino Real
- Phase new development in step with provision for infrastructure facilities and services needed to support this development, to protect public access to the coast, and to fund long-term management of preserved and restored on-site habitat resources

### Specific Plan Map



Source: Marblehead Coastal Specific Plan

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