

projects and a few industrial developments for high-tech and for research and development companies are planned and under review. The City is also building many neighborhood level commercial areas. Expansion of the Marketplace commercial area positions it to overtake Fashion Island as Orange County's second highest grossing venue.⁵

**Figure 28
LAGUNA NIGUEL PROFILE**

1999 Population:	57,836
Population growth 1990 to 1999:	32.2%
Projected Population Growth 2000 to 2020:	6.8%
Median Income:	\$68,738
Median Home Value:	\$305,312
Demographics:	82% White 9% Hispanic 7% Asian 2% Other
Percentage of land built out:	96% residential 100% commercial

Source: Welcome Home: Southern California Relocation Guide. Center for Demographic Research, CSUF. City of Laguna Niguel.

Laguna Niguel

Laguna Niguel incorporated in 1989 and has followed Laguna Beach's lead by designating over one-third of the City's land as open space. Very little future development can occur due to the high percentage of land already built out. Recent development proposals include a 150,000 sq. ft. commercial development and some small residential developments. The City recently completed the Gateway Specific Plan to convert the area around Route 5, an older industrial area, to automotive retail and office buildings. Residential development has been proposed for the Monarch area overlooking South Laguna, but not approved, due to strong local opposition.

Laguna Hills

Laguna Hills is home to some of Orange County's best medical facilities, a large mall and many fine restaurants. The City was once centered around the Leisure World Retirement Community, but now offers diverse residential developments. The City characterizes itself

as pro-development, but approving only the highest quality projects. While some land remains for residential development, the City is built out for commercial developments. The largest planned project is the expansion of the Saddleback Memorial Hospital's Critical Care Pavilion. In the near future, the City plans to build residential in-fill projects and shopping center renovations.

**Figure 29
LAGUNA HILLS PROFILE**

1999 Population:	30,757
Population Growth 1991 to 1998:	29.3%
Projected Population Growth 2000 to 2020:	-3.5%
Median Income:	\$40,489
Median Home Value:	\$239,300
Average Rent:	\$809
Demographics:	87% White 6% Hispanic 6% Asian 1% Other
Percentage of land built out:	92% residential 100% commercial

Source: Welcome Home: Southern California Relocation Guide. Center for Demographic Research, CSUF. City of Laguna Hills.

Dana Point

This area first became known when the 19th Century author, Richard Henry Dana, wrote about the Headlands and the powerful ocean waves of the beach to the south. The Los Angeles developer of Hollywood, Sydney Woodruff, later capitalized on the area's beauty by purchasing 1,400 acres and selling them to private homebuilders. Showcase homes and outstanding schools are now some of the town's most prominent features. The Dana Point Harbor is home to the Orange County Marine Institute and docks nearly 2,500 boats.

According to the City, Dana Point controls growth to ensure that it fits in with the city's character. One 200-unit and one 45-unit residential project are planned for the near future. A developer has proposed a 125-acre,

**Figure 30
DANA POINT PROFILE**

1999 Population:	37,343
Population growth 1990 to 1999:	17%
Median Income:	\$54,516
Median Home Value:	\$337,100
Average Rent:	\$994
Demographics:	83% White 14% Hispanic 2% Asian 1% Other
Percentage of land built out:	91-92% for both residential and commercial

Source: Welcome Home: Southern California Relocation Guide. Center for Demographic Research, CSUF. City of Dana Point.

low-density residential project for the Headlands, directly on the ocean, but the project is highly controversial and the City has not approved it.

Laguna Woods

Laguna Woods was incorporated in 1999 and is now developing a General Plan. The City is mostly within the gated community of Leisure World, an owner occupied retirement community, and is fully built out.

**Figure 31
LAGUNA WOODS PROFILE**

1999 Population:	19,496
Median Income:	\$40,612
Median Home Value:	\$174,900
Demographics:	90% White 6% Asian 4% Other
Percentage of land built out:	100%

Source: Welcome Home: Southern California Relocation Guide. Center for Demographic Research, CSUF. City of Laguna Woods.

Questions to Consider

- ▶ *How will growth pressures from surrounding communities affect Laguna Beach?*
- ▶ *What impact will existing and future airport proposals have on Laguna Beach?*
- ▶ *What type of relationship do we want with the adjoining communities?*
- ▶ *What impact will new development in adjoining communities have on Laguna Beach?*



¹ *Welcome Home: Southern California Relocation Guide*. Benchmark Publishing Company. 1999 (www.welcomehome.to)
² *MCAS El Toro Reuse Plan: Executive Summary*. March, 1998.
³ *MCAS El Toro Reuse Plan: Executive Summary*. March, 1998.
⁴ *Welcome Home: Southern California Relocation Guide*. Benchmark Publishing Company. 1999 (www.welcomehome.to)
⁵ Center for Demographic Research, California State Fullerton. July 1, 1996 City Boundary.