



*A special message to everyone in South Laguna...
your chance to get involved. Join us!*

SOUTH LAGUNA—A TRADITION OF COMMUNITY LEADERSHIP

South Laguna has a long history of community activism. When the first lots were created in the 1920s, new residents found their homesites served with an unreliable water system and dirt roads.



Coast Royal, its streets and waterlines in the mid 1920s, from near West St.

These “pioneers” banded together to form the South Coast Improvement Association that set up a water district, pushed for a post office, and urged the county to pave some of the streets while volunteers graded and paved others.

Residents established a volunteer fire department and bought the first fire engine with donations. The Association’s garden section was responsible for the planting of the red-flowering eucalyptus trees that now shade Eagle Rock Way. Potlucks, sing-alongs, and shows drew the community together.

Today’s **South Laguna Civic Association (SLCA)** grew out of that initial community-building effort. Formed as a nonprofit corporation in 1946, it has been working ever since for the betterment of our community. While South Laguna was still an unincorporated part of Orange County, SLCA was active in:

- Opposition to the construction of a freeway where Coast Highway is now
- Opposition to oil drilling off our coast
- Fundraising for the construction of South Coast Hospital
- Public acquisition of Aliso Beach
- Writing and implementing the South Laguna General Plan, resulting in the preservation of our hillsides as open space and creation of hillside trails, Sea View and Badlands Parks
- Creation of South Laguna Village Green Park
- Provision of beach access at Secret Cove
- Creation of the Aliso Beach children’s play area
- Supporting South Laguna’s library and Aliso School, now closed.



South Laguna Village Green with its tree house, completed as result of SLCA action, 1977.



Since South Laguna was annexed to the City of Laguna Beach in 1987, SLCA has continued in this tradition, playing an important role in:

- Implementing the Coast Highway streetscape project—planted medians, lighting, and sidewalks funded through City-obtained grants
- Preservation of views and neighborhood character
- Planning and enlargement of Treasure Island Park
- Providing the landscaped parking lot at Sea Cove and Coast Highway
- Creation of the marine life protected area along our coast
- Keeping our post office open.

Planted medians at Third Avenue, part of the streetscape project SLCA promoted.

SOUTH LAGUNA CIVIC ASSOCIATION—THE STORY CONTINUES

Now SLCA is in the midst of some of our most ambitious projects to date:

SOUTH LAGUNA COMMUNITY GARDEN



Volunteers have transformed a weedy vacant lot into an award-winning center of organic gardening and community building. Your contributions can make it possible to buy the land and make the garden permanent.



PROTECTING OUR HERITAGE

SLCA is researching the history of South Laguna—both for publication and to encourage property owners to restore rather than destroy their historical properties.



RESTORING ALISO CREEK

SLCA works for solutions that will reduce pollution of Aliso Creek and beaches.



We support treatment and reuse of polluted creek water and upgrades to the Coastal sewage treatment plant in Aliso Canyon. This will reduce pollution in the water released off Aliso Beach.

YOU ARE PART OF SOUTH LAGUNA'S STORY, JOIN US!

You can become part of this long tradition of grassroots leadership. Get to know your neighbors and experience that small town feeling as we all work to preserve, promote, and protect the community we love.

Join the South Laguna Civic Association today.

Annual memberships begin January 1. Please send your dues now for 2013.

Name: _____ Email: _____

Address: _____ Phone: _____

I'd be happy to help. I'm interested in: _____

Enclosed is my check for: \$ _____

South Laguna Civic Association Membership

\$25 Individual \$45 Family/Business

\$100 Supporting Other \$ _____


Garden Contribution

\$25 \$50 \$100 \$250 Other: \$ _____

Historical Research

\$25 \$50 \$100 \$250 Other: \$ _____

Please make your check payable to South Laguna Civic Association.



SOUTH LAGUNA CIVIC ASSOCIATION

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