



COSTA MESA HISTORICAL SOCIETY

Many homes were built in Costa Mesa during its first 10 years of incorporation. This photo shows a billboard visitors would have seen in 1963 when looking north near the corner of Harbor Boulevard and Gisler Avenue that advertised developer Henry C. Cox's Hall of Fame model homes.

## When Costa Mesa was 10

**COSTA MESA  
HISTORICAL SOCIETY  
SPECIAL TO THE CURRENT**

The year was 1963. It had been 10 years since the city was incorporated. No one could have foreseen the phenomenal growth that this once quiet little town would experience. Look at some of these comparisons for the city's first decade:

	1953	1963
Area	3.5	14.5
Residents	16,185	57,100
Businesses	1,031	4,000
Industries	30	300

► Many citizens and employees of the new city had a lot of spirit and determination. Back in 1953, the city was kept going by donations and contributions until revenues started coming in. City employees had to wait two months for their first paycheck. Ten years later, the city was operating on an annual budget of close to \$2.5 million.

► Into the early 1960s, Harbor and Newport boulevards were the major roadways and they were three lanes wide. Harbor Boulevard didn't have that many businesses and there were no apartments (but there were five motels) on that street. Costa Mesa High School, the Harbor Shopping Center, Kona Lanes

celebrations and special events that year, but Costa Mesa's incorporation was formally observed on Saturday, June 29, 1963 at a banquet held at the Mesa Verde Country Club.

There were 99 service pins awarded to city employees. Mayor **Alvin Pinkley**, **Frank Mahoney**, president of the city employees association, and Police Chief **Arthur McKenzie** presented the awards. Six councilmen, some of whom had been serving since incorporation, were given 10-year pins. Also honored were: **Arlie C.**

**Schwartz**, director of public works; **Ray Hartzler**, director of finance; **W.C. Ries**, city treasurer; **A. McKenzie**, police chief; **Ralph A. Lee**, fire chief; and **Donald Dungan**, city attorney.

► Did you know that there was a song written to commemorate the 10th anniversary? It was titled "Costa Mesa Plateau" and was written by **June Hoadley**. It was selected as the official city song from a citywide contest the previous year.

Now before you rush down to the music store looking for it on CD, I must tell you that they will probably be out of stock. However, the Costa Mesa Historical Society just might be able to get a copy of the lyrics for you. Call us or drop on by.

	1953	1963
Area	3.5	14.5
Residents	16,185	57,100
Businesses	1,031	4,000
Industries	30	300

► Many citizens and employees of the new city had a lot of spirit and determination. Back in 1953, the city was kept going by donations and contributions until revenues started coming in. City employees had to wait two months for their first paycheck. Ten years later, the city was operating on an annual budget of close to \$2.5 million.

► Into the early 1960s, Harbor and Newport boulevards were the major roadways and they were three lanes wide. Harbor Boulevard didn't have that many businesses and there were no apartments (but there were five motels) on that street. Costa Mesa High School, the Harbor Shopping Center, Kona Lanes bowling alley, the Mesa Verde Golf Course and the Market Basket at Harbor Boulevard and Baker Street were some of the new additions to the city by 1963.

► There were a number of

awards. Six councilmen, some of whom had been serving since incorporation, were given 10-year pins. Also honored were: **Arlie C.**

**Schwartz**, director of public works; **Ray Hartzler**, director of finance; **W.C. Ries**, city treasurer; **A. McKenzie**, police chief; **Ralph A. Lee**, fire chief; and **Donald Dungan**, city attorney.

► Did you know that there was a song written to commemorate the 10th anniversary? It was titled "Costa Mesa Plateau" and was written by **June Hoadley**. It was selected as the official city song from a citywide contest the previous year.

Now before you rush down to the music store looking for it on CD, I must tell you that they will probably be out of stock. However, the Costa Mesa Historical Society just might be able to get a copy of the lyrics for you. Call us or drop on by.

The Costa Mesa Historical Society is open 10 a.m. to 3 p.m. Thursdays and Fridays. It is located at 1879 Anaheim St. For more information, call (949) 631-5918 or visit [www.costamesahistory.org](http://www.costamesahistory.org).