

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
January 26, 2016
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: City Council Liaison Scott Nelson called the meeting to order at 6:05 p.m.

ROLL CALL:

PRESENT: Committee Member Rosalina Davis, David Nickey, Susan Wan-Ross, Gary Farrell, Jo Ann Sowards, and Larry West and Vice Chair Melanie J. Smissen-Coward

ABSENT: Committee Member Kenny Binnings, Geoffrey Hartman, and Larry West

STAFF PRESENT: City Council Liaison Scott Nelson; Interim City Administrator Damien Arrula; Economic Development Manager Jeannette Ortega

PLEDGE OF ALLEGIANCE: City Council Liaison Scott Nelson

ORAL COMMUNICATIONS: None

INTRODUCTION OF NEW COMMITTEE MEMBERS:

Interim City Administrator Arrula introduced newly appointed Economic Development committee member, Dwayne DeRose.

1. PUBLIC OATH OF OFFICE:

- a. Dwayne DeRose

Chair/Councilmember Nelson administered the Oath of Office to Mr. DeRose.

2. CONSENT CALENDAR: None

3. OLD BUSINESS: None

4. NEW BUSINESS: None

5. PRESENTATIONS/ADMINISTRATIVE REPORTS

- a. **Metrolink Station, Newport Equities Development and Parking Structure Update**

Interim City Administrator Arrula reported the City will be meeting with OCTA staff will be held tomorrow to request additional funding that is needed to fulfill the completion of the Project. An additional \$2 million is needed to complete the project. OCTA Board will need to approve the additional funding and City Staff will be present during the Board meeting. The projected start date for construction is November 2017.

Interim City Administrator Arrula discussed the status of the funding for the Metrolink Station and Parking Structure which include a redesign of the Parking Structure. The complication of the project including various factors such as timing of the three project, scheduling comparison, transfer of liability, grading, connectivity, and easement agreements. Interim City Administrator Arrula discuss meeting with BNSF to discuss a fee simple purchase or easement agreement to acquire the parcels needed to construct the

Parking Structure. The Purchase and Sale Agreement is scheduled to be presented to the City Council at the second meeting in February or the first meeting in March. OCTA will be providing comments on the Purchase and Sale Agreement.

b. Transit Oriented Development Zone Change

Chair/Councilmember Nelson requested to place Item b. and Item c. together. Interim City Administrator Arrula described the Transit Oriented Development project boundary along Crowther Avenue and Melrose Street. The initial Development Standards are being circulated for review among our Public Works, Traffic Engineering and Planning staff. The project will include high density, mixed used products along the Metrolink Station. The Plan will provide public and private construction and development standards.

Chair/Councilmember Nelson noted that this zone change will encompass the zone from Manufacturing and Industrial to Commercial or Residential zones.

Committee Member Davis noted that Glenn Baldwin sold his business in this area.

Interim City Administrator Arrula discuss that many of these businesses in this area are legal non-conforming or illegal non-conforming.

c. Old Town Santa Fe Zone Text Amendment

Interim City Administrator Arrula discussed the Old Town Santa Fe Zone Text Amendment. The Old Town Santa Fe has no defined density standards, property standards, and inconstancy in the zone. The Plan will define private and public standards. A Community Workshop is scheduled to take place on Wednesday, February 17, 2016 at 7:00 p.m. at the Placentia Senior Center to discuss the Plan and receive input from the community.

d. Farmers Market Update

Economic Development Manager Ortega reported that a meeting was held in December with the Farmers Market Manager Rick Palas and Placentia Plaza Property Manager Monika McKemie to discuss the Farmers Market in Placentia. Additional Farmers Market support from the City was also discussed which included additional advertising and marketing of the Farmers Market. The City also discuss the opportunity to provide additional entertainment such as live music and a once a month beer garden.

e. Green Bucks Program

Economic Development Manager Ortega reported that the Green Bucks Program was also discussed with Farmers Market Manager Rick Palas and Placentia Plaza Manager Monika McKemie. They would like to reintroduce the Green Bucks Program with a slight modification to the former program. Mr. Palas recommended having the Green Bucks distributed to a person who spends \$15.00 or more from a vendor.

The Committee Members recalled the success of the former Green Bucks Program and agreed to have a second round of Green Bucks implemented.

f. Crowther and Placentia Avenue Zone Change

Interim City Administrator Arrula reported that within the Crowther and Placentia Avenue Zone Change there is a vacant parcel at 480 S. Placentia Avenue which is currently being recruited for a future coffee retailer. The remaining parcel will be changed to Commercial in an effort to recruit a hotel development or a retail center.

Committee Member Sowards noted the importance of having such a plan that will provide a gateway to the Old Town Santa Fe and revitalize the area.

Committee Member Nickey introduced James P. Caiopoulos of Galaxy Oil Company. Mr. Caiopoulos presented his Best 4 Less: Proposal for the vacant site at 480 S. Placentia Avenue. Mr. Caiopoulos presented fully automated service fuel stations and dispensers. Mr. Caiopoulos currently has a Best 4 Less self service fueling station at 925 S. Lakeview Avenue in Placentia. He requested to have a meeting with City Staff to discuss his proposal further.

6. EXECUTIVE REPORT: Interim City Administrator Arrula announced the recent selection of Committee Member Davis as the Citizen of the Year. Interim City Administrator Arrula also thank Committee Member DeRose and the Chamber for coordinating the Citizen of the Year Luncheon.

COMMITTEE MEMBERS COMMENTS AND REQUESTS:

Committee Member Sowards requested to agendized the former Vons site at the next Committee Meeting.

Committee Member Nickey expressed his concerns regarding the OC Bridges Project at Lakeview Avenue. This project has potentially caused the sewer blockage in his building.

Chair/Councilmember Nelson stated his concern on Orangethorpe between Chapman and Rose. A new sign has been erected that states "Traub Lane in Anaheim." Chair/Councilmember Nelson asked to have Staff verify the location of the sign and the City boundaries.

Chair/Councilmember Nelson requested to agendized the Bylaws of the Economic Development Committee.

7. ECONOMIC COMMITTEE MEMBER REQUESTS/QUESTIONS:

ADJOURNMENT:

The Committee adjourned at 7:35 p.m. to February 23, 2016 at 6:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

JEANNETTE ORTEGA
SECRETARY