



## Placentia Economic Development Committee

Regular Meeting Agenda  
June 28, 2016

*Councilmember Scott Nelson  
City Council Liaison/Chair*

*Melanie J. Smissen-Coward  
Vice Chair*

*Kenny Binnings  
Committee Member*

*Rosalina Davis  
Committee Member*

*Dwayne DeRose  
Committee Member*

*Gary Farrell  
Committee Member*

*Geoffrey Hartman  
Committee Member*

*David Nickey  
Committee Member*

*Jo Ann Sowards  
Committee Member*

*Larry West  
Committee Member*

*Heather Francine  
Committee Member Alternate*

### **Procedures for Addressing the Committee Members**

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the Committee Secretary BEFORE that portion of the agenda is called.

The Committee members encourage free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, the Committee discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COUNCIL AND BOARD MEMBERS ARE IN SESSION.

### **Special Accommodations**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at (714) 993-8231. Notification 48 hours prior to the meeting will generally enable City Staff to make reasonable arrangements to ensure accessibility.  
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Person who have questions concerning any agenda item may call the City Clerk's Office, (714) 993-8231, to make inquiry concerning the nature of the item described on the agenda.

**City of Placentia  
401 E. Chapman Avenue  
Placentia, CA 92870**

**Phone: (714) 993-8231  
Fax: (714) 961-0283**

**administration@placentia.org  
Website: www.placentia.org**

**CITY OF PLACENTIA  
ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING AGENDA  
June 28, 2016  
6:00 p.m. – Community Meeting Room  
401 E. Chapman Avenue, Placentia, CA**

**CALL TO ORDER:**

**ROLL CALL:** City Council Liaison, Chair Councilmember Scott Nelson  
Vice Chair Melanie J. Smissen-Coward  
Committee Member Kenny Binnings  
Committee Member Rosalina Davis  
Committee Member Dwayne DeRose  
Committee Member Geoffrey Hartman  
Committee Member David Nickey  
Committee Member Jo Ann Sowards  
Committee Member Gary Farrell  
Committee Member Larry West  
Committee Member (Alternate) Heather Francine  
City Administrator Damien Arrula

**PLEDGE OF ALLEGIANCE:**

**ORAL COMMUNICATIONS:**

At this time the public may address the Committee concerning any agenda item, which is not a public hearing item, or on matters within the jurisdiction of the Committee. There is a five (5) minute time limit for each individual addressing the Committee.

**1. CONSENT CALENDAR:**

- a. **Minutes**  
**Economic Development Meeting Minutes for February 23, 2016**  
Recommended Action: Approve

**2. OLD BUSINESS:**

- a. **Economic Development Committee Bylaws**  
Recommended Action:
  - 1) Review and provide input to Staff on determining frequency of Economic Development Committee Meetings.
- b. **Metrolink Station and Parking Structure Project**  
Recommended Action:
  - 1) Update on the proposed Metrolink Station and Parking Structure Project.
- c. **Certified Farmers Market**  
Recommended Action:
  - 1) Designate one Committee Member to assist Staff with developing suggestions that will support the continued success of the Farmers Market and meet with the Farmers Market Manager.
  - 2) Update on the Green Bucks Program.

**3. NEW BUSINESS:**

- a. **Review Placentia Chamber of Commerce's City Map Proposal**  
Recommended Action:
  - 1) Review and provide input to Staff on the Placentia Chamber of Commerce City Map Proposal.
  
- b. **Request for Quotes for Real Estate Advisory Services for 207-209 W. Crowther Avenue**  
Recommended Action:
  - 1) Review and provide input to Staff on the Request for Quotes for Real Estate Advisory Services for 207-209 W. Crowther Avenue
  
- c. **OCTA Excess Parcels on Placentia Avenue**  
Recommended Action:
  - 1) Review and provide input to Staff on the following locations:
    - a. 480 S. Placentia Avenue
    - b. 380 S. Placentia Avenue
    - c. 350 S. Placentia Avenue

**5. EXECUTIVE REPORT:**

The purpose of these reports is to provide information on projects and/or programs. No decisions are to be made on these issues. If a Committee Member would like to have formal action taken on a requested matter, it will be placed on a future Commission Agenda.

**6. ECONOMIC COMMITTEE MEMBER REQUESTS/QUESTIONS:**

Committee Members may make requests or ask questions of Staff. If a Committee Member would like to have formal action taken on a requested matter, it will be placed on a future Commission Agenda.

**ADJOURNMENT:**

The Economic Development Committee will adjourn to July 26, 2016 at 6:00 p.m.

**CERTIFICATION OF POSTING**

I, Jeannette Ortega, Economic Development Manager for the City of Placentia, hereby certify that the Agenda for the June 28, 2016 meeting of the Economic Development Committee was posted on June 23, 2016.

**CITY OF PLACENTIA  
ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING MINUTES  
February 23, 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 6:03 p.m.

**ROLL CALL:**

**PRESENT:** Committee Member Kenny Binnings, Rosalina Davis, Dwayne DeRose, Jo Ann Sowards, Gary Farrell, and Vice Chair Melanie J. Smissen-Coward

**ABSENT:** Committee Member Geoffrey Hartman, David Nickey, and Larry West

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

**PLEDGE OF ALLEGIANCE:** Committee Member Rosalina Davis

**ORAL COMMUNICATIONS:** None

**INTRODUCTION OF NEW COMMITTEE MEMBERS:**

Chair/Councilmember Nelson introduced newly appointed Economic Development Committee Member, Heather Francine. Committee Member Francine is also serving on the Planning Commission.

**1. PUBLIC OATH OF OFFICE:**

- a. Heather Francine

Chair/Councilmember Nelson administered the Oath of Office to Heather Francine. Committee Member Davis asked for all members to introduce themselves to Committee Member Francine.

**2. CONSENT CALENDAR:**

**a. Minutes**

Recommended Action: Approve

- 1) Approve the minutes of the January 26, 2016 Economic Development Committee Meeting **(6-0-3, as recommended)**

A motion was made by Committee Member Smissen-Coward, seconded by Committee Member DeRose, to approve the minutes of the January 26, 2016 Economic Development Meeting.

**3. OLD BUSINESS:** None

**4. NEW BUSINESS:** None

**5. PRESENTATIONS/ADMINISTRATIVE REPORTS**

**a. Review and Examine Bylaws, Purpose, and Frequency of the Economic Development Committee**

Recommended Action: Approve

1) Provide input and direction to Staff

Interim City Administrator Arrula discussed the April 3, 2012 City Council Agenda Report on the formation of the Economic Development Committee.

Committee Member Dwayne DeRose noted that the Agenda Report indicates that the purpose of the Economic Development Committee is to advise the City Council on business issues and to design, develop, and implement a comprehensive economic development program. He asked if this purpose has been achieved.

Interim City Administrator Arrula discussed the successful implementation of the Economic Development Program including development and creating Economic Development marketing materials. He noted that there are several new programs, including the Façade Improvement Program, which will be presented to the Committee in the coming months.

Discussion ensued between the Committee Members and Staff. They discussed the frequency of the meetings, the "receive and file" reports on the Committee Agenda, and the updates provided by City Staff. Several plans and projects take several months to develop prior to having the Committee Members provide input and direction.

Chair/Councilmember Nelson discussed the need for the Committee to provide input on several zone changes including in the Old Town and Packing House. The Committee will also have feedback to the General Plan Update.

Discussion ensued between the Committee Members and Staff. They discussed the need to provide input and make recommendations to the City Council. Section 9 of the Economic Development Committee Bylaws indicates that the Committee is empowered to advise and make recommendations to the Mayor and City Council to determine new strategies for economic development within the City; identify constraints and incentives; and identify new sources of revenue for the consideration of the City Council.

Committee Members agreed to continue the monthly Committee meetings.

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

Interim City Administrator Arrula reported the Purchase and Sale Agreement for Newport Equities is nearly complete and is currently being reviewed by Newport Equities' Attorney. It is anticipated that the Agreement will be presented to the City Council on March 15, 2016.

On March 8, 2016, Interim City Administrator Arrula and Council Members Nelson and Wanke will be meeting with OCTA to request additional funding that is needed to fulfill the completion of the Project. An additional \$5.5 million is needed to complete the project.

**c. Transit Oriented Development Zone Change**

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 reviewed to produce high density, mixed used products near the Metrolink Station. The Development Standards identify public and private construction including height restrictions, landscape requirements, parking ratios, amenities, and wayfinding signage. These development standards will be presented to the Economic Development Committee for input and direction.

Chair/Councilmember Nelson discussed the need for public-private partnerships to receive input from stakeholders on wayfinding signage.

**d. Old Town Santa Fe Zone Text Amendment**

Interim City Administrator Arrula introduced Economic Development Manager Ortega.

Economic Development Manager Ortega provided an overview of the Community Workshop held on Wednesday, February 17<sup>th</sup>. The Old Town Santa Fe District Plan presentation included the timeline of the planning area since 1989; the Old Westgate Specific Plan; the New Old Town Santa Fe District Plan; Current Zoning; Current Uses; Concurrence with Westgate Objectives; Concurrence with Compass Blueprint Study; Ideal vs. Real Activity; Old Town Plan Objectives; Physical Detriments, Constraints and Challenges; Opportunities and Solutions; and Findings and Recommendations.

Discussion ensued between the Committee Members and Staff on desirable downtowns to visit, including Pasadena, the Gas Lamp District in San Diego, and Brea. Committee Member Davis mentioned downtown Santa Ana and the antique shops, restaurants, and landscape.

Committee Member Sowards mentioned downtown Orange as having nice shops, businesses, and new restaurants.

Chair/Councilmember Nelson expressed the need of having walkable streets and outdoor dining in the Downtown.

A second Community Workshop is scheduled to take place on Wednesday, April 6, 2016 at 7:00 p.m. at the Placentia Senior Center to further discuss the Plan.

**e. Crowther and Placentia Avenue Zone Change**

Interim City Administrator Arrula reported that the Crowther and Placentia Avenue Zone Change change is going through the CEQA process for the zoning to be changed to Commercial and mixed use in an effort to recruit a hotel development or a retail center.

**f. Update on the Former Vons Site**

Interim City Administrator Arrula reported the importance of having the former Vons site to remain retail. The property owners have expressed interested in having a bowling alley at the site. The City is working with the property owners to develop a landscape plan for the Center.

**6. EXECUTIVE REPORT:** None.

**COMMITTEE MEMBERS COMMENTS AND REQUESTS:**

Chair/Councilmember Nelson requested to agendized Section 9 of the Bylaws of the Economic Development Committee.

**7. ECONOMIC COMMITTEE MEMBER REQUESTS/QUESTIONS:**

**ADJOURNMENT:**

The Committee adjourned at 8:24 p.m. to March 22, 2016 at 6:00 p.m.

ATTEST:

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SCOTT W. NELSON  
MAYOR/AGENCY CHAIR

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JEANNETTE ORTEGA  
SECRETARY