

**CITY OF PLACENTIA  
ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING MINUTES  
OCTOBER 24, 2017  
4:00 p.m. – Community Meeting Room  
401 E. Chapman Ave., Placentia, CA**

**CALL TO ORDER:** Economic Development Manager Jeannette Ortega called the meeting to order at 4:07 p.m.

**ROLL CALL:**

**PRESENT:** Chair Melanie J. Smissen-Coward, Vice Chair Cristin Goldman, Committee Member Caron Berkley, Rosalina Davis, Dwayne DeRose, Gary Ferrell

**ABSENT:** Committee Member Blake Montero, Deniene Rivenburg, Weihua Yu

**STAFF PRESENT:** City Council Member Rhonda Shader; Council Member Ward Smith; Director of Development Services Joseph M. Lambert; Economic Development Manager Jeannette Ortega; Management Analyst Elsa Villagrana; Office Assistant Alana Spector

**PLEDGE OF ALLEGIANCE:** City Council Liaison Rhonda Shader

**ORAL COMMUNICATIONS:** None

**NEW BUSINESS:**

**a. Review Committee Meeting Schedule**

Economic Development Manager Ortega asked the Committee if they would like to change the regularly scheduled Economic Development Committee meetings from a quarterly basis to a bimonthly basis.

Chair Smissen-Coward requested that the quarterly schedule stand, but to not meet during the summer months of June, July, and August.

Committee Member Davis requested that the Committee also not meet during the month of December.

City Council Liaison Shader inquired if the Committee would be willing to meet monthly, omitting the months of June, July, August, and December.

Economic Development Manager Ortega clarified that the Committee is advisory in nature, and that the input that can be presented to City Council to aid in decision making.

Economic Development Manager Ortega noted that Committee Member Yu may be absent from future meetings due to personal reasons, and that Committee Member Heather Francine had resigned prior to the Committee Meeting.

The Committee voted unanimously to meet bimonthly starting after the regularly scheduled January 24, 2018 meeting.

**b. HdL Quarterly Reports on Sales Tax in the City**

Economic Development Manager Ortega explained the findings from quarter number two in the HdL Quarterly Reports on Sales Tax in the City. The report compares sales tax in the City of Placentia to that of the County of Orange, as well as to that of the State of California for the same period.

The report lists the top 25 tax revenue producers in the City of Placentia for the most recent quarter. Among the top producers were car dealerships and grocery stores in the City.

**c. Metrolink Station and Parking Structure Project**

Economic Development Manager Ortega stated that the City had spoken with the Orange County Transit Authority (OCTA), and was finalizing a schedule for construction on the new Metrolink Station and Parking Structure. Construction on the parking structure is expected to begin in 2018.

**d. Transit Oriented Development and Old Town Placentia Revitalization Plan**

Director of Development Services Lambert addressed the Committee Members and Staff on the ongoing work involving Transit Oriented Development (TOD) and the Old Town Placentia Revitalization Plan.

The TOD plan was approved by City Council in April 2017, and the Old Town Placentia Revitalization Plan was approved by the City Council in July 2017.

Director of Development Services Lambert also noted that the City Council had approved the first new development in the TOD area, a 215 unit luxury apartment complex. The project applicants plans to obtain permits for this project in June of 2018.

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

Director of Development Services Lambert stated that the Placentia Avenue and Crowther Avenue zone change was approved by the City Council in September of 2017.

The zone was changed from Commercial Manufacturing to C2 to better market to potential hotel properties. The maximum height allowance will now be 65 feet, due to the adoption of a height overlay for the subject properties.

**f. Update on Galaxy Oil Best for Less Development**

Director of Development Services Lambert explained the Galaxy Oil Best for Less Development is a joint development project between the company and the City. The project was approved by the Planning Commission in January of 2017. The license agreement approved by the City Council generates sizeable royalty payments to the City, as the gas station is on City owned property.

**g. 350-380 S. Placentia Avenue**

Economic Development Manager Ortega stated that the property located at 350-380 S. Placentia Avenue is being marketed as a future hotel site. It is also the parcel of land used for a billboard, which generates \$250,000 in revenue to the City annually. The goal of the future hotel site property is to obtain TOT, the hotel occupancy tax, which is currently set at 10%.

**h. Real Estate Advisory Services for 207-209 W. Crowther Avenue**

Economic Development Manager Ortega reported that the site at 207-209 W. Crowther Avenue is owned by the City. The City is working with their consulting agency and the City Council on the Request for Proposal (RFP) process for this site. Orange County Transit Authority (OCTA) agreed to build the South platform first to make the site ready for future development more quickly.

**i. Potential Development at Alta Vista and Rose Vacant Parcel**

Economic Development Manager Ortega reported that the parcel of land at Alta Vista and Rose is the last vacant parcel in the City. Director of Development Services Lambert reported that the parcel is in plan SP7, and is currently zoned as commercial. The applicant is applying to change the land use of this parcel to Separated Mixed Use, with residential and commercial uses, instead of all commercial.

The proposal includes approximately 10,000 square feet of retail space, and 54 homes. The plan would require a specific plan amendment, a subdivision map, and other City approvals.

It was also stated that the Ad Hoc committee was reviewing the developer's economic impact of the project.

Vice Chair Goldman inquired if there was a set ratio of number of new residents to number of police officers.

Director of Development Services Lambert answered that the development impact fees for police and fire are defined as a public safety fee that the developer must pay, but that there is not a set ratio of officers to residents associated with the fee.

Chair Smissen-Coward inquired about the thoughts of the Ad Hoc Committee towards the project.

Director of Development Services and City Council Liaison Shader replied that they are still analyzing the project.

**j. Strategic Plan Sub Committee**

**a. Economic Development Element of the General Plan**

- i. Director of Development Services Lambert reported that the General Plan update has begun. The Strategic Plan Sub Committee plans on meeting in a month to aid in creating the Economic Development element of the plan.

**b. Film L.A. Inc.**

- i. Economic Development Manager Ortega reported that she and Committee Member Berkley will meet with their contact at Film L.A. Inc. regarding the project.

**c. Real Estate Value**

- i. Economic Development Manager Ortega stated that Committee Member Montero had made phone calls to other agencies regarding Real Estate Value. Committee Member Montero replied that he had made calls to real estate agents inquiring why real estate values are lower in Placentia than in neighboring cities. Economic Development Manager Ortega stated that she had recently spoken with HdL regarding property values, and that the trends reflected an increase in property values from last year to this year.

**d. Façade Improvement Program**

- i. Economic Development Manager Ortega introduced the Façade Improvement Project. The project guidelines are still a draft, and have not been formally adopted yet. With the adoption of the Old Town Revitalization Plan formally adopted, the grant is going to be advertised toward properties in this area. The grant is designed to encourage additional investment in the area. The source of funds is solely from Community Development block grants distributed by the County from the U.S. Department of Housing and Urban Development. The grant is in the amount of \$50,000. Grant applicants are eligible to receive up to \$10,000 each, with a \$5,000 possible increase at the discretion of the City Administrator. The project guidelines outline eligibility requirements, grant priorities, and other stipulations pertaining to the use of the grant. Discussion ensued among Committee Members and Staff regarding the Old Town area, and examples of façade improvement programs in neighboring cities. Economic Development Manager Ortega stated that the project guidelines will be reviewed by the City Council at their meeting on November 7, 2017.

**3. EXECUTIVE REPORT:** None

**4. ECONOMIC COMMITTEE MEMBER REQUESTS/QUESTIONS:** Economic Development Manager Ortega inquired if any of the Committee Members had further questions or topics to discuss.

Vice Chair Goldman inquired about the status of the property that was formerly El Torito restaurant on the intersection of Kraemer Boulevard/Yorba Linda Boulevard.

Director of Development Services Lambert stated that the property owner is planning to replace the building with two buildings, housing three separate businesses.

Vice Chair Goldman inquired about the status of the Original Pancake House.

Director of Development Services Lambert stated that they were working with the Orange County

Health Department to move forward with opening the restaurant location.

**ADJOURNMENT:**

The Committee adjourned at 5:03 p.m. to January 23, 2017 at 4:00 p.m.

---

Alana Spector  
Secretary to the Economic Development Committee