

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

December 6, 2018



"Rich Heritage, Bright Future"

Notice of City Council Reorganization

On December 4, 2018 during its regular meeting, the Placentia City Council reorganized as follows:

- Mayor Rhonda Shader
- Mayor Pro Tem Ward L. Smith
- Councilmember Craig S. Green
- Councilmember Chad P. Wanke
- Councilmember Jeremy B. Yamaguchi

City Clerk, Patrick J. Melia was sworn in for his fifth term in office and will serve as Placentia City Clerk for the next four years. City Clerk Patrick J. Melia has served as Placentia City Clerk since December 2002. He was first elected in November 2002 and re-elected in 2006, 2010, 2014, and 2018.

The City Council meets on the first and third Tuesdays of each month in the City Council Chambers at 401 E. Chapman Avenue, Placentia. The City Council meetings are broadcasted live on AT&T U-Verse (channel 99) and Time Warner Cable (channel 3). Viewers can also click on the link below to view the City Council meeting live on the internet or access past archived meetings.

<http://www.placentia.org/index.aspx?nid=667>



Get the iPlacentia App:



Follow us on Facebook:



Upcoming Meetings and Events

- 12/10 Recreation and Parks Commission-DARK
- 12/11 Cultural Arts Commission - DARK
- 12/12 Heritage Festival Committee - DARK
- 12/13 Tamale Festival
- 12/18 City Council Meeting
- 12/25 Historical Committee - DARK

For additional information or questions about this

Weekly Briefing please email:
administration@placentia.org



ADMINISTRATION

Update on Measure U: One Cent Sales Tax Ballot Measure

On July 24, 2018, the Placentia City Council unanimously (5-0) placed Measure U, a local one-cent sales tax measure, on the November 6, 2018 ballot. Based on the final results provided by the Orange County Register of Voters, Measure U has successfully passed by Placentia voters by 63%. The measure is a one-cent sales tax increase that will go into effect on April 1, 2019. The City will receive its first installment of the one-cent sales tax in June/July, 2019. The one-cent sales tax is projected to raise approximately \$5 million annually.

We appreciate the community's interest in Measure U and thank all of the residents who participated in the election, as well as the efforts over the past two years of the Citizens Fiscal Sustainability Task Force. The success of Measure U means that we will be able to maintain the City's Police Department and public safety, repair potholes and pave local streets and keep streets and public areas safe and clean. Measure U will allow the City to fund services at levels consistent with the community's priorities and the public's desired quality of life and would prevent the need for further significant cuts to vital City services and programs.

In addition, on June 5, 2018 the Placentia City Council voted unanimously (5-0) to update the Reserve Policy to include guidelines for appropriating new ongoing or one-time unrestricted revenues to be used for specific purposes, as shown in the table below. "New Ongoing Revenues" are defined as a new general tax, an increase in the rate of an existing general tax (such as Measure U), a new lease of City property or other new, clearly identifiable unrestricted revenue source not previously included in the City's budget at the time of adoption of this policy, which generates at least \$100,000 per year in revenue and is expected to continue for at least a period of 20 years.

Reserve Account	New Ongoing Revenues		New One-time Revenues	
	Before GF Reserve Target Met	After GF Reserve Target Met	Before GF Reserve Target Met	After GF Reserve Target Met
Infrastructure, Vehicles, and Equipment Reserve	50%	60%	40%	80%
Post-Employment Benefits Sustainability Reserve	10%	10%	10%	20%
Employee Recruitment and Retention Reserve (including additional staff)	20%	30%	0%	0%
General Fund Unassigned Fund Balance	20%	0%	50%	0%

The purpose of these distributions is to ensure that the new reserve areas are addressed on a long-term basis and to ultimately improve the City's fiscal health. To ensure that the policy is applied consistently by future City administrations and Councils, any modification to this policy requires a supermajority or 4/5ths vote of the City Council.



(Continued) Update on Measure U: One Cent Sales Tax Ballot Measure

Lastly, Measure U also established an independent Citizens Oversight Committee. The purpose of the Committee will be to review and report on all Measure U expenditure plans and financial reports. The City will begin accepting applications from the public inviting them to join the Committee on or before Thursday, December 20, 2018. The City Council will consider the appointment of the Committee Members in February, 2019. Once the members have been established, the Committee will meet regularly and the meetings will be open to the public.

We thank the community for their participation in this local election. We look forward to keeping the community informed and working with them to address and maintain community priorities in Placentia.

For additional information regarding Measure U, please visit www.placentia.org/measureu or call (714) 993-8264.

Coyote Awareness

Coyote sightings are common in communities throughout Southern California - including Placentia. According to the [California Department of Fish and Wildlife \(CDFW\)](http://www.california.gov/cdfw), coyotes are highly adaptable and often live in close proximity to populated areas where food and water sources are abundant. They usually fear humans and avoid interactions, however, if they associate humans with food, they lose their natural fear and can become bold.

Below are some steps you can take to make your property unattractive to coyotes and other wild animals:

- Do not feed any wildlife, including coyotes, squirrels and songbirds.
- Do not leave food and water for domestic pets outside.
- Keep small pets inside particularly at dawn and dusk when coyotes are most active.
- Do not leave small children unattended outside.
- Walk your dog on a leash and accompany your pet outside, especially at night.
- Install motion sensitive lighting around the house especially in areas where you might have fruit trees or animals residing outside.
- Trim ground level shrubbery to reduce hiding or nesting places.
- Remove any fruit which has fallen to the ground.
- Put trash in tightly closed containers that cannot tip over.
- Double check fencing to ensure it is secure.

Taking these preventive measures should help in deterring wildlife from visiting your property. Without the lure of food, water, and shelter their visits will be brief and rare.

If you see a coyote and it is behaving abnormally, such as circling, acting disoriented, salivating or shaking, residents are encouraged to call Orange County Animal Care Services at (714) 935-6848. If a coyote becomes aggressive or threatening, residents should dial 911 immediately. For additional information, please visit the City's website at www.placentia.org/index.aspx?nid=466



Residents Can Sign Up to Receive Local Alerts

The City has partnered with Nixle to provide an Emergency Notification System to alert residents in real-time about critical emergency information and relevant community advisories in Placentia. Notifications may be sent for crime alerts, power outages, road closures, construction advisories, and weather-related issues such as flooding. Subscribers have the ability to select how they would like to receive notifications. These alerts can be sent to a home, cell or business phone, email, text message or hearing impaired receiving devices at no cost to the subscriber. To register, residents or business owners in Placentia can simply **text 92870 to 888777 from a mobile phone**. Once registered, residents will receive a confirmation text message. Residents may also customize their alert settings by going to www.nixle.com and creating a user profile. For additional information regarding this emergency communication system, please call (714) 993-8117.

COMMUNITY SERVICES

Placentia Open Spaces and Urban Greening Master Plan

The Placentia Open Spaces and Urban Greening Master Plan (POSUG) is a planning effort that aims to connect parks and open spaces throughout the City. The POSUG needs your feedback to make walking and biking to parks more enjoyable, determine how to improve existing park facilities, and expand the City's urban forest. Please visit the website below or scan the QR code to take our project survey and share your feedback. For more information, please contact the Community Services Department at (714) 993-8232.

[Click here for survey](#)

Or

Scan this QR Code!

A graphic for the Placentia Open Spaces and Urban Greening Master Plan (POSUG) survey. It features a squirrel on a wooden bench at the top. Below that, it says "Take Our Short Project Survey!" with two clipboard icons. A QR code is provided for scanning. The text explains the purpose of the survey and provides the URL <http://www.surveymonkey.com/r/POSUG>. At the bottom, it includes contact information for Veronica Ortiz, Community Services Supervisor, at vortiz@placentia.org. There is also a small circular logo for the POSUG Master Plan.

Annual Tamale Festival rescheduled for Thursday, December 13th

The Placita Santa Fe Merchants Association and the City of Placentia are proud to bring you the annual Tamale Festival to be held on the **NEW DATE of Thursday, December 13th** in the Historic Old Town Placentia on the 100-200 blocks of Santa Fe Avenue. This year the event is expanding to the 200 block of Bradford Avenue. Hours will be from 4:00 p.m.- 9:30 p.m. The event will include live entertainment by the Grammy Award Winning Mariachi Divas, Darden Sisters Grupo Bella, a visit from Santa, as well as delicious tamales for individual sale.



For additional information, visit <https://www.facebook.com/PlacentiaTamaleFest/> or call the Community Services Department at (714) 993-8232.



DEVELOPMENT SERVICES

Project Address	Project Description	Applicant	Project Status
1945 E. Veterans Way	50-unit multi-family apartment structure for homeless and/or disabled Veterans.	Mercy Housing	In Building plan check
818 W. Orangethorpe Avenue	+/- 2,000 SF 7-Eleven (24)- hr convenience store that includes the off sale of beer/ wine.	Tait Associates Inc. / Douglas Fenn	Under Construction
110-132 E. Crowther Avenue	215 unit 5-story apartment complex with roof top amenities and 6-story parking garage on a 2.95-acre lot.	The Placentia TOD Project Owner LLC	In Building plan check
SEC of Rose Drive and Alta Vista Street	10,500-square foot commercial retail building and 54, single family detached residential homes located on a 8.37-acre lot.	SC Development, LLC, c/o M. Paul Conzelman	Approved by City Council on 7/24/18
1872 N. Placentia Avenue	An approximately 2,580 square foot expansion of the existing Crunch Fitness into the adjacent tenant space.	Crunch Fitness/ Richard Tanaka	Under Construction
1820 N. Placentia Ave.	Tenant improvement for a new +/- 18,000 sq. ft. grocery store (Grocery Outlet)	Grocery Outlet Bargain Market	Under Construction
1474 N. Kraemer Bl. (SEC Kraemer & Yorba Linda)	To permit the development of a 7,000-sq. ft., multi-tenant retail commercial building within an existing shopping center.	Blue Sands Management	In Building Plan Check
SWC of Orchard Drive and Highland Avenue	To permit the development of an of four, three-story, multi-family buildings consisting of 16 residential town-homes located on a 1.24-acre unimproved vacant lot	HQT Homes	Approved by Planning Commission on 7/10/18. Requires City Council Approval; date TBD.
505 W. Crowther	A 5-story, 418 Unit apartment building surrounding a 7-story parking structure on a 4.4-acre site.	Placentia Realty Partners LLC (Blackwood)	Approved by Planning Commission on 5/8/18
1808-1882 N. Placentia Ave.	Architectural Façade rehabilitation for entire Sierra Vista Plaza	Easton Pacific	Under Construction



Cont'd of Development Services Projects

380 S. Placentia Avenue	5-story, 116 room hotel	Placentia Hospitality, LLC	Entitlement Review in progress
Westside of Van Buren St., 450 feet north of Miraloma.	Development of a 48,160 s.f. industrial building and a 70,250 s.f. industrial building	CP Logistics Van Buren, LLC	Under Construction
777 W. Orangethorpe Avenue	Specific Plan amendment to allow hospitality uses in all of SP-5	Brian Chuchua	Entitlement Review in progress
138 N. Bradford Ave.	To permit the use of a massage studio	Luis Segura	Approved by Planning Commission on 10/16/18
313 W. Orangethorpe Ave.	To permit the addition of a diesel price sign to and existing freeway sign.	Ed Vidales	Approved by Planning Commission on 10/16/18; Scheduled for City Council on 11/13/18
109 W. Santa Fe Ave.	New Coffee house and roasting facility	Erik Scott	In Building Plan Check
719 S. Lakeview Ave.	To permit the development of two industrial buildings measuring 54,921 sq. ft. (Building 1) and 39,456 sq. ft. (Building 2) on two separate lots located within the C-M Zoning District.	Ajax Lakeview Development, LLC	Entitlement Review in progress
2031-2043 E. Orangethorpe Ave.	To permit the opening of a children's dance studio	Joshua Reese dba Freckled Frog	Entitlement Review in progress
1802 N. Valencia Ave.	To divide one 0.57 acre parcel into three R1 parcels	Jan Henderson	Entitlement Review in progress
1434 N. Kraemer Blvd.	To permit the expansion of an existing fitness facility	Franco & Maddy DiAddezo	Approved by Planning Commission

For a list of all Development Services projects, please [click here](#).



POLICE DEPARTMENT

PUBLIC



ADVISORY

Placentia Police Department

DARIN LENYI, CHIEF OF POLICE

401 E CHAPMAN AVE, PLACENTIA, CA 92870

Help Stop Package Thefts in YOUR Neighborhood!

We need YOUR help to stop package thefts in the neighborhood.



Please take a moment to read some of the tips below to keep your neighborhood safe.

The Placentia Police Department wants to remind residents that crime prevention starts at home. Package thefts from doorsteps and front porches during the day time usually increase between the months of November and January, due to the holiday season. Here is a list of things you can do to help prevent that:

- Encourage your family and neighbors to **pick up delivered packages as soon as possible** after they are dropped off on your doorstep.
- Consider **renting a commercial mailbox**, such as one at The UPS Store, for secure deliveries.
- **Track your packages.** By doing this, you might even be able to be present at the time of delivery. Many mail carriers allow you to track your shipment online at the following websites:
 - FedEx: <https://www.fedex.com/en-us/tracking.html>
 - UPS: http://www.ups.com/WebTracking/track?loc=en_US&WT.svl=PriNav
 - USPS: <https://tools.usps.com/go/TrackConfirmAction!input.action>
 - DHL: <http://www.dhl.com/en/express/tracking.html>
- If your package was delivered by the USPS, you can fill out a [Missing Mail Search Request](#).
- Did UPS deliver your package? If so, you are encouraged to [contact the sender to start a claim](#).
- If FedEx delivered your package, you can fill out a missing package [claim form](#).
- Amazon offers helpful tips regarding missing packages on their "[Where's My Stuff?](#)" page.
- Always **lock your doors and windows** when leaving your home.
- Be neighborly – take a moment to **get to know your neighbors**.
- Report any suspicious activity or persons in your neighborhood to the Placentia Police Department right away by contacting **911 for emergencies** or **(714) 993-8164 for non-emergencies**.

The Placentia Police Department thanks you for your support in keeping our City

EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary



PLACENTIA LIBRARY DISTRICT

WEEKLY SUMMARY – December 7-13, 2018

Upcoming Library Closures:

Monday, December 24, and Tuesday, December 25; Monday, December 31 and Tuesday, January 1

ADULT SERVICES

ADULTS AND TEENS WINTER READING CHALLENGE

Continues until January 11

Ages 14+

How many books do you think you can read this winter? For each eligible item you checkout or download from the Placentia or Anaheim libraries, we will give you a drawing ticket for a chance to win one of four fabulous prizes:

1. Tickets to Segerstrom Center for the Arts
2. Trip for two to Knott's Berry Farm
3. Dinner for two at Orange Hill Restaurant
4. Mission Escape Room game for four



Win tickets to the Segerstrom Center for the Arts!



CONVERSATION CLUB

Friday, December 7

9:30 – 11:00 a.m.

Placentia Library Local History Room

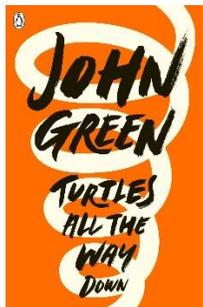
Conversation Club is a great opportunity to chat with other English language learners in a relaxed and comfortable environment. No registration is required.

TEEN SERVICES

PTAC – PLACENTIA TEEN ADVISORY COUNCIL

Next meeting: Thursday, December 20, 6:00 – 7:30 p.m.

Placentia Teen Center



ADULTS AND TEENS WINTER READING CHALLENGE

Continues until January 11

More info in the adults section above!



New young adult book from John Green: "Turtles All the Way Down." (Credit: Penguin)

CHILDREN'S SERVICES

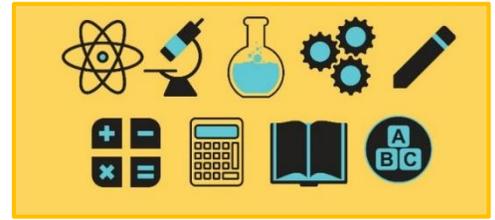
**Designates programs are outdoor programs and will not be held in the event of inclement weather including rain and/or extreme temperatures.*

HOMWORK CLUB*

Monday – Thursday, 3:00 p.m. – 5:00 p.m.

Civic Center Plaza

Having troubles with homework? We're here to help! Students in Kindergarten-12th grade are invited to join us at Homework Club each week for homework help! New attendees must submit a parent/guardian consent form before attending.



PUPPETS ON THE PATIO*

Saturday, December 8, 10:00 – 10:45 a.m.

Civic Center Plaza

Join us for sunshine and stories on Saturday mornings! Your kiddos can start the weekend right with a song in their heart and a hop in their step! We read amusing stories, learn fun songs and rhymes, and we even dance or pretend to be dinosaurs! Join us after storytime for a craft or creative time with Legos! All ages are invited!

SUNSHINE BABY STORYTIME*

Thursday, December 13,

9:30 – 10:00 a.m. or 10:30 – 11:00 a.m.

Civic Center Plaza

Bouncing Babies are moving out into the sunshine! Get ready to clap and sing along, as we lead you and your baby through a sweet time of engaging songs, delightful stories and bouncing baby rhymes. Class is open to all caregivers and their babies ages 0-2 years.



DID YOU KNOW?



PLACENTIA LIBRARY AT CALIFORNIA LIBRARY CONFERENCE!

Earlier this month, some library staff took a trip up to the Bay Area for the California Library Association Conference! Several library staff were honored to present at the conference, and we even got to take tours of the San Francisco Public Library and Santa Clara City Library.



Get your **PASSPORT** at Placentia Library District

