

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

February 7, 2019



“Rich Heritage, Bright Future”

Community Conversations - Addressing Homelessness in Placentia

In order to maintain quality of life in our City, while addressing federal mandates and demonstrating compassion for the homeless community, the City of Placentia is taking a proactive approach towards addressing homelessness. To this end, a proposed Navigation Center is being considered within the City.

A Navigation Center will empower our local law enforcement to have the tools necessary to prevent camping on public locations such as parks and sidewalks throughout our City. The proposed Navigation Center will also serve as a location that provides the supportive resources necessary to successfully transition homeless persons into permanent housing. The proposed site under consideration is located at 527 Fee Ana Street, which is located in an industrial portion of the City. The City is seeking your feedback on addressing homelessness in our community.



Please join us for an informational meeting to discuss:

- History of Orange County and Placentia homelessness
- Proposed site location, funding and operations
- Hear from industry leading experts on solving homelessness
- Opportunity for questions and feedback

Two meetings will be provided for your convenience. The City of Placentia looks forward to hearing from our residents and businesses as we all work together toward addressing homelessness.

Wednesday, February 20, 2019 - 6:00 PM Gomez Community Center 1701 Atwood Avenue

Wednesday , February 27, 2019 - 6:00PM PYLUSD Board Room 1301 E. Orangethorpe Avenue

To ensure adequate seating, please RSVP at homelessness@placentia.org. Childcare for school-aged children will be provided by the Community Services Department. In addition, you may send comments ahead of the meetings. For more information, please visit www.placentia.org/homelessness or call (714) 993-8264.

Get the iPlacentia App:



Follow us on Facebook:



Upcoming Meetings and Events

- 02/11/19 Recreation and Parks Commission Meeting
- 02/12/19 Cultural Arts Commission Meeting
- 02/12/19 Planning Commission Meeting
- 02/13/19 Heritage Festival Committee Meeting
- 02/18/19 President's Day- City Hall Closed
- 02/19/19 City Council Meeting
- 02/20/19 Homelessness Community Meeting

For additional
information or

questions about this

Weekly Briefing please email:
administration@placentia.org



ADMINISTRATION

2019 Miss Placentia, Miss Yorba Linda Crowned

The Miss Placentia, Miss Yorba Linda scholarship competition took place on Saturday, February 2nd at Valencia High School. This year's titleholders include Miss Placentia 2019 Ashely Nelson, Miss Yorba Linda Monica MacDonald, Miss Placentia Outstanding Teen Peyton Heitz and Miss Yorba Linda Outstanding Teen Karissa Dole. Contestants will be awarded \$8,600 in scholarship funds. Mayor Rhonda Shader, Mayor Pro Temp Ward Smith, Councilmember Craig Green and Councilmember Jeremy Yamaguchi were in attendance to welcome our new ambassadors to the Placentia family.



20-year-old UC Berkeley student Nelson is a member of the Cal Dance Team and her platform is Kids Connect. With a platform of Serving on the Spot, 20-year-old CSU Fullerton student MacDonald is also a member of her school's dance team.

As a local preliminary to the Miss California and Miss America Outstanding Teen Competitions, these bright young ladies will move forward and represent the Cities of Placentia and Yorba Linda. The City of Placentia congratulates all the contestants and winners, and looks forward to seeing Miss Placentia and Miss Yorba Linda at various community events and business functions.

For additional information on the Miss Placentia and Miss Yorba Linda Scholarship Program, please click on the following link www.misspyl.org



City Meeting with Congressman Gil Cisneros

On Tuesday, February 4th, Mayor Rhonda Shader, Mayor Pro Tem Ward Smith and City Administrator Damien Arrula met with newly elected Congressman Gil Cisneros of the 39th Congressional District to discuss various economic development opportunities including funding for public infrastructure improvements in Old Town Placentia. The City also discussed homelessness in Placentia and in the North Orange County area as well as legislative initiatives that are impacting local governments. The City appreciates the opportunity to meet with Congressman Gil Cisneros and his staff and looks forward to our collaborative partnership in the future.





ADMINISTRATION

El Farolito Named 55th Assembly District's Small Business of the Month

Assembly Member Phillip Chen recently recognized El Farolito as the 55th Assembly District's Small Business of the Month for January. Arturo Sandoval and his family have been serving delicious, authentic Mexican food since 1974 in Old Town Placentia. El Farolito, located at 201 S. Bradford Avenue, brings hospitality and specialty cuisines of Mexico to Placentia. They serve very generous portions of authentic Mexican breakfast meals, combination plates, and a variety of drinks. The City would like to congratulate El Farolito for such a great accomplishment.



For additional information about their menu, hours of operation and reviews, please visit their website at www.elfarolitomex.com.

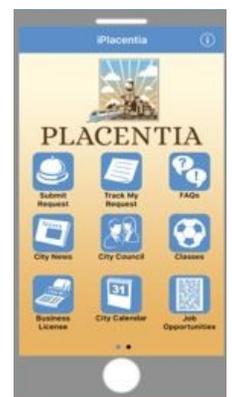
City of Placentia Sales Tax Update

The City of Placentia receives quarterly sales tax updates from HdL Companies, a well-known company that tracks sales tax receipts. While information on specific businesses is confidential and proprietary, HdL provides an update with information that is available to the public. To view the most recent City of Placentia Sales Tax Update, please [click here](#).

Download City's Mobile App "iPlacentia"

The City's mobile app, iPlacentia, empowers citizens to easily report non-emergency issues located within City limits to City Staff. In a matter of minutes, the app allows users to submit a description, picture and location of a City neighborhood issue, such as a streetlight outage or pothole. The report is automatically submitted to the respective division or department for review.

The application uses GPS technology to automatically provide the problem's location, simplifying the reporting process for users while increasing the reliability of report location for City staff. The individual who submitted the service request will be immediately notified when the issue has been received and resolved. Additional features of the mobile app allow residents to track their request, read about the latest city news and events, register for recreational classes and activities, renew a business license, contact City Council or Staff, and more!



The new mobile app, iPlacentia is available for download on all iPhone and Android devices. Simply search "iPlacentia" in the App Store and GooglePlay. For additional information, please call (714) 993-8171 or click on the following links.

App Store:

<https://itunes.apple.com/us/app/iplacentia/id1333694957?mt=8>

GooglePlay:

<https://play.google.com/store/apps/details?id=com.govoutreach.placentia>



COMMUNITY SERVICES

Spring 2019 Excursions

The City of Placentia is happy to expand on the tours currently offered by the City's partnership with Good Times Travel. Past tours include trips to Coastal "Safari" by Rail and Viva Las Vegas. All tours depart/return from Placentia City Hall parking lot. Return times are approximate and seat assignments are subject to change. Full payment for Single-Day tours is required at the time of registration. For Multi-Day tours, your initial payment at the time of registration will consist of the deposit; you will be billed for the remainder of the multi-day tour fees by Good Times Travel. Advance reservations are highly recommended, as these tours fill up quickly. There is an optional travel protection/cancellation insurance plan that is available and also highly recommended through Good Times Travel. All passengers will park and board the motor coach on All America/Chapman Avenue.



Spring Excursions will be available for residents on February 19th and February 25th for non-residents. For more information, please contact the Community Services Department at (714) 993-8232.

Placentia Pony Opening Day

Placentia Pony Baseball's Opening Day will take place on Saturday, February 23rd, from 8:00 a.m. to 10:30 a.m., at Champions Sports Complex, located at 505 Jefferson St. Placentia, 92870. The morning will feature food, exclusive Placentia Pony merchandise, a parade of teams, and baseball. The City of Placentia is proud of Pony Baseball and what they bring to the community. For more information about Placentia Pony Baseball, please visit www.placentiapony.com.



Online Class Registration

As a convenience to our community, you can register online 24 hours a day, 7 days per week for City classes. Placentia residents can register online for Spring classes starting Tuesday, February 19th at 12:01 a.m. Registration for non-residents begins Monday, February 25th. Please log on to www.placentia.org/classes to create your individual or family account. Please provide accurate information for your family when applying for a new account. For additional assistance, please call the Community Services Department at (714) 993-8232. Walk-in registration is also welcomed, Monday-Thursday from 7:30 a.m.-6:00p.m.



Special Celebrations at the Placentia Senior Center

The Placentia Senior Center will be holding celebrations in the months of February and May for Valentine's Day and Cinco de Mayo. Food and entertainment will be provided by the City of Placentia. For specific dates and more details on these great events, please contact the Placentia Senior Center at (714) 986-2332 or view our newsletter at www.placentia.org/seniorcenter.





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	Under Construction
818 W. Orange-thorpe Avenue	+/- 2,000 square foot 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 an 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
801 N. Kraemer Blvd.	Request to allow for a 614 square foot addition to an existing kiosk at an existing gas station. The kiosk is to operate 24 hours a day.	D-Edge Inc./ Jin Lee	On Hold (at the request of the applicant)
455 S. Van Buren Street	Development of 110, three-story town-home units on an approximately 5.7-acre site. Zoning of parcel to change from Manufacturing (M(O)) to High-Density Residential (R-3).	Olson Urban Housing, LLC	On Hold (at the request of the applicant)
1820 N. Placentia Ave.	Tenant improvement for a new +/- 18,000 square foot 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 square foot, multi-tenant retail commercial building within an existing shopping center.	Blue Sands Management	Under Construction
SWC of Orchard Drive and Highland Avenue	To permit the development of an of four, three-story, multi-family buildings consisting of 16 residential townhomes 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



DEVELOPMENT SERVICES

1808-1882 N. Placentia Ave.	Architectural Façade rehabilitation for entire Sierra Vista Plaza	Easton Pacific	Under Construction
380 S. Placentia Avenue	5-story, 116 room hotel	Placentia Hospitality, LLC	In Building Plan check
Westside of Van Buren St., 450 feet north of Miraloma	Development of a 48,160 square foot 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	Tenant Improvements under construction
313 W. Orangethorpe Ave.	To permit the addition of a diesel price sign to and existing freeway sign.	Ed Vidales	Approved by 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 square foot (Building 1) and 39,456 square foot (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	Approved by Planning Commission on 12/11/18
1802 N. Valencia Ave.	To divide one 0.57 acre parcel into three R-1 parcels	Jan Henderson	Approved by City Council on 1/15/19
1434 N. Kraemer Blvd.	To permit the expansion of an existing fitness facility	Franco & Maddy DiAddezo	Approved by Planning Commission on 11/13/18
719 ½ Monroe Way (APN: 339-102-21)	To permit the development of a new 7,600 square foot 2-story industrial building located within the M Zoning District.	Randy Orozco	Entitlement Review in progress
1093 E. Imperial Hwy.	To permit the on-site sale and consumption of beer and wine at a proposed Wingstop restaurant.	Sheryl Brady, representing Far West Restaurants, LLC	Planning Commission hearing scheduled for 2/12/19

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



DEVELOPMENT SERVICES

Sierra Vista Plaza Façade Upgrade Update

The Sierra Vista Plaza Shopping Center, located on the southeast corner of N. Placentia Avenue and W. Bastanchury Road, has been in the process of upgrading the architectural façade. Over the last several years, the shopping center has lacked an anchor tenant, but with Grocery Outlet coming in as the new tenant, the expansion of existing Crunch Fitness, and the façade improvement of the entire plaza, the revitalization of the shopping center is sure to enhance our great city.



The shopping center will be upgraded by the addition of two outside dining areas next to B&C Burger and K&M Donuts and dedicated handicap crossings to the main building. The remodel will also include the addition of 10 handicap spaces and six electric vehicle charging stations. The shopping center buildings will be refaced with smooth stucco and added LED lighting on the top of the anchor tenants. The monument sign will be remodeled to match the new façade, with changing color LED lights for better viewing and added visual interest.



The City is looking forward to the revival of this neighborhood shopping center. Completion of this remodel is expected to be finished by March 2019. You may contact the Development Services Department to receive updates on the status of this project at (714) 993-8124.

Old Town Façade Improvement Program

On December 5, 2017, the City Council approved the Old Town Façade Improvement Program (Program). The Program provides financial assistance in the form of a grant to commercial property and/or business owners to make facade improvements to the exterior of their commercial buildings located within Old Town Placentia District. The program is designed to enhance economic opportunities in Old Town Placentia, and



to encourage additional investment in the City's historic area. The goal is to create a pedestrian-friendly, aesthetically pleasing environment for residents, visitors and tourists, and generate substantial economic benefits for merchants and property owners as a result of increased investment in this area.



Development Services

Cont. Old Town Façade Improvement Program

The project at 116 W. Santa Fe Avenue is currently underway. The project consists of a mural depicting Old Town Placentia and key City landmarks. The project also includes new gooseneck lighting and synthetic ivy across the base of the wall facing Bradford Avenue. To date, the installation of the synthetic ivy has been completed. The City will provide further updates on this project.

Funding for the Program is derived from the Community Development Block Grant (CDBG) that is administered by the County of Orange. The funding allocation for this program is based on annual allocations provided by the U.S. Department of Housing and Urban Development.

For more information on the Program, please visit www.placentia.org/façade.

PUBLIC WORKS

Compost Giveaway Event Postponed Due to Inclement Weather

Due to poor field conditions at Tri-City Park and rain in the weekend forecast, the Compost Giveaway Event scheduled for Saturday, February 9, 2019 will be rescheduled. City staff and Republic Services are working on a new date for the event. Once the date is determined, information will be posted on the City's website, social media outlets and sent through Nixle. If you have any questions, please contact the City's Public Works Department at (714) 993-8148.



POLICE DEPARTMENT

OC Launches Text to 9-1-1 System

Text to 9-1-1 is a tool to send a text message to reach 9-1-1 emergency call dispatchers from your mobile phone. This service is aimed to assist people who are hearing impaired, speech disabled, or someone who is in an emergency situation where calling 9-1-1 is not possible. Calling 9-1-1 should be your first option, but if you can't, you can now text 9-1-1 for public safety services in Orange County.



The system has been implemented jointly in every public safety agency in the County. If for any reason you text 9-1-1 and it can't be delivered, the texting party will receive a bounce back message advising "text is not available, please make a voice call."

When texting 9-1-1, begin by texting your location and the type of services you need (law, fire, or medical). It's important that you know your location or know the city you're in and can describe your exact location to the dispatcher. Location accuracy varies by carrier and should not be relied upon. Messages should be sent in plain language. Do not use acronyms, short code messages, emojis, photos, videos or texts sent to a group.

You must have a data plan to use Text to 9-1-1. Currently, language translation services are not available through the system.

Always call 9-1-1 if you can, text if you can't.



PUBLIC



ADVISORY

Placentia Police Department

DARIN LENYI, CHIEF OF POLICE

401 E CHAPMAN AVE, PLACENTIA, CA 92870

Crime Prevention

Property theft from a vehicle is one of the most preventable crimes. Answer the following questions to find out if your daily habits are inadvertently increasing your chance of becoming a property crime victim.

- **Do you always lock your car?** Leaving your car unlocked is an open invitation to a thief. It is important to always lock your car and close all your windows even if you're gone for only a moment, and even if you've parked in your own driveway or even your garage.
- **Have you ever left your purse, wallet, keys, laptop, briefcase, or any other property in your vehicle unattended?** If you answered yes, you are placing temptation right in the path of a would-be thief. Always take your things with you. Never try to hide them under a sweater or beneath the seats. Thieves are not fooled by this common practice. A small amount of loose change, your cell phone charger, or even that cheaper pair of sunglasses can make your vehicle a target.
- **Do you leave your garage door open or unlocked—even for a short while?** It's always a good idea to park in your garage whenever possible. (Is it time to clean out your garage and make room for your car?) Remember to keep the garage door closed and locked at all times—even if you're just right inside the house or working in the backyard.



Police experience shows that in more than 50% of property theft cases, victims failed to follow simple precautions to safeguard their vehicles and belongings. Theft is a crime of opportunity. Don't become a convenient target. Take charge by changing any risky behavior. Likewise, if you notice something in your neighborhood that's not quite right, follow your intuition and let us know by calling the non-emergency dispatch phone number at (714) 993-8164. As always, report life-threatening emergencies by calling 911.



POLICE DEPARTMENT

Medication Disposal Box

The Placentia Police Department has partnered with the Rite Aid Foundation to provide the community with a FREE safe Medication Disposal Box! The Medication Box has been installed at Placentia City Hall in the parking lot for easy, drive-up disposal of prescription medication.

The following are accepted in the drop-off box:

- Legally-prescribed medication
- Over-the-counter medications

The following may not be disposed of in the Safe Medication Drop:

- Illegal drugs
- Needles (any type)
- Lotions and liquids
- Inhalers and/or aerosols

For more information, please contact the Placentia Police Department (714) 993-8164.



EXTERNAL COMMUNICATION

Community Conversations on Homelessness
Placentia Library District Weekly Summary
Orange County Clerk - Recorder Department



Navigating **HOMELESSNESS** in Placentia

In order to maintain quality of life in our City, while addressing federal mandates and demonstrating compassion for the homeless community, the City of Placentia is taking a proactive approach towards addressing homelessness. To this end, a proposed Navigation Center is being considered within the City.

A Navigation Center will empower our local law enforcement to have the tools necessary to prevent camping on public locations such as parks and sidewalks throughout our City. The proposed Navigation Center will also serve as a location that provides the supportive resources necessary to successfully transition homeless persons into permanent housing. The proposed site under consideration is located at 527 Fee Ana Street, which is located in an industrial portion of the City. The City is seeking your feedback on addressing homelessness in our community.



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1701 Atwood Avenue

Wednesday | February 27 | 6:00PM
PYLUSD Board Room
1301 E. Orangethorpe Avenue

COMMUNITY CONVERSATIONS

Join the conversation and help
Placentia address homelessness at
our upcoming community meetings:

February 20, 2019
Wednesday | 6:00PM
Gomez Community Center
1701 Atwood Avenue

February 27, 2019
Wednesday | 6:00PM
PYLUSD Board Room
1301 E. Orangethorpe Avenue



Your participation is crucial in helping Placentia determine the next steps of addressing homelessness within our community.

To ensure adequate seating, please RSVP at homelessness@placentia.org.
In addition, you may send comments ahead of the meetings.





PLACENTIA LIBRARY DISTRICT

WEEKLY SUMMARY – February 8-14, 2019

ADULT & LITERACY SERVICES



CONVERSATION CLUB

Friday, February 8

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, February 21, 6:00 – 7:30 p.m.

Placentia Teen Center

116 N. Walnut Ave., Placentia

Interested in joining PTAC? Contact the library for details.



SAVE THE DATE:

PLD COLLABORATORY: STRANGER CRAFTS

Thursday, February 21, 4:00 – 5:00 p.m.

Placentia Teen Center

Next Inspired by the popular TV show *Stranger Things*, come and translate our favorite image, quote or Demogorgon to art on canvas, or a clay sculpture.



HOMEWORK CLUB VOLUNTEER RECRUITMENT

Calling all High School Students! looking to gain volunteer hours? Have a minimum GPA of 3.0? Enjoy helping young people learn? Apply to be a Homework Club Volunteer at Placentia Library! For information please contact the Homework Club supervisor at abalderas@placentialibrary.org. *Application procedure: All interested students must contact HWC supervisor by February 5 to receive an application and must attend the HWC interview/orientation.*

Application Deadline: February 12.

Orientalion Time: Tuesday 19, 3:30 - 4:30 p.m.

CHILDREN'S SERVICES

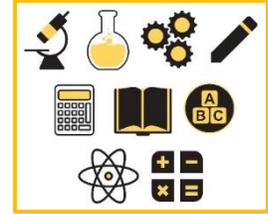
*Designates programs are outdoor programs and will not be held in the event of inclement weather including rain and/or extreme temperatures.

HOMework 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*

Next Meeting: Saturday, February 9, 10:00 – 10:45 a.m.

Civic Center Plaza

Join us for sunshine and stories on Saturday mornings! All ages are invited!



SUNSHINE BABY STORYTIME*

Thursday, February 14

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

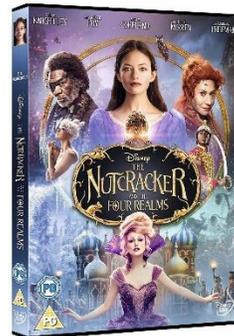
Civic Center Plaza

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?

NEW DVDs AT THE LIBRARY:

1. The Wife
2. Indivisible
3. Boy Erased
4. A Private War
5. Gosnell
6. The Nutcracker and the Four Realms



SAVE THE DATE: EASTER EGGCITEMENT

Saturday, April 13, 10:00 a.m. – 1:00 p.m.

Kraemer Park, 201 N. Bradford Ave., Placentia

More information to come!





ORANGE COUNTY CLERK-RECORDER DEPARTMENT

**We are
Moving**

**From our Fullerton Location
To Anaheim
Opening Mid-February**

*"Excited to offer a new location with
new and expanded services"*

Clerk-Recorder Hugh Nguyen



222 S. Harbor Blvd.

Suite 110

Anaheim, CA 92805



WE ARE NOW ABLE TO OFFER MORE!!

- Birth, death and marriage certificates
- Marriage licenses and ceremonies
- Two Ceremony Rooms
- Added Passport Services
- Expanded Document Recording
- Fictitious Business Name Statement Filings and more.

For more information call (714) 832-2500 or visit us at:

OCRECORDER.COM