

# City Administrator's Weekly Briefing

From: *Damien R. Arrula*

June 20, 2019



“Rich Heritage, Bright Future”

## Placentia Hires Experienced Interim Fire Chief to Lead Transition to Local City of Placentia Fire Department

Following the approval to establish its own Placentia Fire and Life Safety Department, the City of Placentia is pleased to announce the hiring of Senior Executive Fire Advisor Scott Ferguson to fulfill the duties of Interim Fire Chief to assist with the transition to a locally-controlled Fire Department.

“Chief Ferguson is a highly-qualified Fire Chief with significant experience,” said Damien R. Arrula, City Administrator. “Interim Chief Ferguson offers decades of experience as a firefighter and Chief-including building fire departments from the ground up, and recruiting and retaining highly experienced firefighters.”

“With over ten years of experience as a Fire Chief and 37 years of dedication in the fire industry, Fire Chief Ferguson brings expertise from multiple cities including Santa Monica, Manhattan Beach and most recently Murrieta,” said former OCFA Board of Director and Placentia Councilmember Craig Green. “As a former President of the Riverside County and Los Angeles Area Fire Chiefs associations, Interim Chief Ferguson has extensive experience working with local agencies and organizations as well as extensive day-to-day firefighting emergency and fire leadership expertise.”



“It is an honor to help the City of Placentia prepare to serve the residents as a full-service city,” said Scott Ferguson. “I firmly believe in the proven fire deployment model Placentia has created and I look forward to transforming this new Fire Department into being technologically advanced, efficient, and high-quality. I am ready to begin working with the community to build a locally-controlled and operated Fire Department that we can all be proud of and fits Placentia well.”

“The City is excited to start building its local, Placentia Fire and Life Safety Department with Chief Ferguson,” said Mayor Rhonda Shader. “The City is already moving forward with purchasing the necessary fire apparatus, tools and equipment. Chief Ferguson will be critical in assisting with this process and providing the staffing, training, and preparation of our Fire Department to take command on July 1, 2020.”

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### Upcoming Meetings and Events

- 06/25/19 Historical Committee Meeting
- 07/08/19 Recreation and Parks Commission Meeting
- 07/09/19 Cultural Arts Commission Meeting
- 07/09/19 City Council Meeting
- 07/09/19 Planning Commission Meeting
- 07/10/19 Heritage Festival Committee Meeting
- 07/10/19 Senior Advisory Committee Meeting

For additional

information or

questions about this

Weekly Briefing please email:

[CAWeekly@placentia.org](mailto:CAWeekly@placentia.org)



## ADMINISTRATION

### **Cont. Placentia Hires Experienced Interim Fire Chief to Lead Transition to Local City of Placentia Fire Department**

Chief Ferguson will continue moving the Fire Department forward smoothly with no interruption to the community's public safety services. Mr. Ferguson will assist the City with the recruitment of a permanent Fire Chief as well as all fire personnel, policies, and procedures to stand up the Placentia Fire and Life Safety Department.

For more information and continual updates, the community is encouraged to visit [www.placentia.org/fireems](http://www.placentia.org/fireems).

### **Addressing Homelessness in Placentia**

The City of Placentia is taking a proactive approach toward addressing homelessness including establishing a Navigation Center within the City. The Navigation Center provides the supportive resources necessary to successfully transition homeless persons into permanent housing. The City Council approved the purchase of 731 S. Melrose Street at the May 21<sup>st</sup> City Council meeting and escrow is scheduled to close in the coming week. The City is also in the process of a Request for Proposal (RFP) for a site operator/service provider and is retaining a design build firm for design services and to complete tenant improvements to the property.



A Navigation Center will empower our local law enforcement with the tools necessary to prevent camping on public locations, including the freeway underpass on Crowther and the 57 Freeway. Recently, the City made an attempt to organize a clean-up of the encampment for health and safety reasons. However, to avoid litigation, comply with the law, and ensure ability to enforce our anticamping ordinance in the future, the City was temporarily forced to delay the encampment cleanup effort. The City is dedicated to addressing homelessness in the City and will continue to work to open the Navigation Center quickly, which will then allow our Police Department to enforce our local anticamping ordinance.

For additional information on addressing homelessness, please visit [www.placentia.org/homelessness](http://www.placentia.org/homelessness) or call (714) 993-8107.

### **Residents Can Sign Up to Receive Local Alerts By Text and Email**

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 emergency updates, 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](http://www.nixle.com) and creating a user profile. For additional information regarding this emergency communication system, please call (714) 993-8117.





## ADMINISTRATION

### Placentia Residents Should Avoid Moving Citrus Material This Summer Due to Detections of a Harmful Citrus Tree Disease

California residents are being urged to avoid transporting citrus tree material while traveling this summer due to the highest-ever threat of a deadly citrus tree disease called Huanglongbing (HLB).

HLB is spread by a tiny insect, the Asian citrus psyllid, as it feeds on citrus tree leaves. The small pest can have devastating consequences to California's citrus trees - both backyard and commercial - if it is unknowingly transported on citrus tree leaves and stems. While HLB is not harmful to humans or animals, there is no cure for the disease and infected trees will die.

According to AAA, over 68 million families are expected to travel this summer. Travelers should obey quarantine restrictions throughout California that limit the transport of citrus across state and international lines, and between areas where the psyllid and disease have been found. Currently, more than 1,000 square miles within Southern California are in an HLB quarantine area. This includes numerous communities of Los Angeles, Orange, San Bernardino and Riverside counties. At this time in 2018, 683 square miles were in quarantine, meaning the disease is spreading to new areas and the overall HLB quarantine area has increased by 47%.

If citrus tree owners choose to share homegrown fruit with friends and family within their quarantine area, all leaves must be removed and fruit should be washed thoroughly before moving it from the property. Residents should be sure to dry out citrus clippings or double bag them before disposal. This prevents the psyllids or leaves infected with Huanglongbing from spreading to new areas.



California residents are critical to protecting the state's citrus trees. Tips for citrus tree owners include:

- Proactively inspect citrus trees for the Asian citrus psyllid and HLB monthly, and whenever watering, spraying, pruning or tending trees.
  - Look for the Asian citrus psyllid. Adults are brown, about one-eighth of an inch long, and feed with their body at a 45-degree angle on citrus leaves.
  - Symptoms of HLB include blotchy and yellowing leaves, premature and excessive fruit drop, lopsided fruit, and bitter, inedible fruit.
  - Call the state's pest hotline at (800) 491-1899 if the pest or disease is spotted.
- Cooperate with agriculture officials who may ask to inspect or treat citrus trees.
- As part of tree maintenance, visit a local nursery or garden center to get advice on products that can help protect citrus trees.
- When pruning citrus trees, be sure to dry out citrus clippings or double bag them before disposal.
- Refrain from moving citrus plants, foliage or fruit as doing this may unknowingly spread the pest.

More information and photos of the Asian citrus psyllid and HLB symptoms are available at [CaliforniaCitrusThreat.org](http://CaliforniaCitrusThreat.org).



## ADMINISTRATION

### Placentia Library District Hosts Black Ties & Tales Fundraiser Gala August 9<sup>th</sup>

PLACENTIA LIBRARY DISTRICT AND THE PLACENTIA LIBRARY FRIENDS FOUNDATION CORDIALLY INVITE YOU TO THE

 **BLACK TIES & TALES GALA** 

**AUGUST 9 6:00 PM**

Richard Nixon Library & Museum  
18001 Yorba Linda Blvd.  
Yorba Linda, CA 92886

BUILDING INSPIRATION,  
IMAGINATION AND INNOVATION  
FOR THE NEXT 100 YEARS

R.S.V.P. by July 26, 2019 with Alussa Stolze at  
(714) 528-1906 x200 or  
Astolze@placentialibrary.org

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\$125.00 per person

## COMMUNITY SERVICES

### 2019 Learn-to-Swim Classes Begin June 24<sup>th</sup>

The City of Placentia Learn-to-Swim classes begin June 24<sup>th</sup> for youth ages nine months through twelve years. These two week courses range from basic skills to perfecting swim styles. The courses will equip youth with the necessary skills to become a confident swimmer. The program is offered at a variety of times at Valencia High School in the morning and afternoon and El Dorado High School for evening classes. All Water Safety Instructors are trained and certified by the American Red Cross. Please note: Learn-to-Swim classes require in-person registration. For lesson descriptions and times, please view the [Placentia Palm Quarterly](#) or call (714) 993-8232.

### Gomez and Whitten Community Center Pools' Open to Public June 24<sup>th</sup>

The City of Placentia offers free recreation swim at the Gomez Community Pool and at the Whitten Community Pool. Children seven years and under must be accompanied by an adult in a swimsuit and must always be within arm's reach. Flotation devices are NOT allowed during recreation swim.

Pools open June 24<sup>th</sup> and remain open through August 22<sup>nd</sup>

**Whitten Community Center: 900 S. Melrose Avenue**

Monday and Wednesday from 11:00 a.m. - 4:30 p.m.

Tuesday and Thursday from 11:00 a.m. - 6:00 p.m.

**Gomez Community Center: 1701 Atwood Avenue**

Monday and Wednesday from 11:00 a.m. - 4:30 p.m.

Tuesday and Thursday from 11:00 a.m. - 6:00 p.m.





## COMMUNITY SERVICES

### Community Services Department Summer 2019 In-Service and Orientation

This week, the Community Services Department held the annual summer in-service training in preparation for the busy summer season. The Placentia P.A.R.K.'s and Aquatics staff participated in a week full of training, program planning, and fun! The Community Services Department is looking forward to a great summer. The Placentia P.A.R.K.'s and Aquatics team is excited to spend summer with you! Please visit [www.placentia.org/parks](http://www.placentia.org/parks) for more information 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	Under Construction
818 W. Orange-thorpe Ave.	.+/- 2,000 square foot 7-Eleven (24)- hr convenience store that includes the off sale of beer/ wine.	Tait Associates Inc. / Douglas Fenn	Open for Business
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	Demolition in progress
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 8.45-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
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).	De Nova Homes	Entitlement Review in progress
1820 N. Placentia Ave.	Tenant improvement for a new +/- 18,000 square foot grocery store (Grocery Outlet)	Grocery Outlet Bargain Market	Open for Business
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	Approval recommended by Planning Commission on 7/10/18. Requires City Council consideration
505 W. Crowther	A 5-story, 418 Unit apartment building surrounding a 7-story parking structure on a 4.4-acre site.	JPI	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



## DEVELOPMENT SERVICES

Project Address	Project Description	Applicant	Project Status
380 S. Placentia Avenue	5-story, 116 room hotel	Placentia Hospitality, LLC Hospitality, LLC	In Building Plan check
711 & 721 Van Buren St.	Development of a 48,160 square foot industrial building and a 70,250 s.f. industrial building	CP Logistics Van Buren, LLC	Completed
777 W. Orange-thorpe Avenue	Specific Plan amendment to allow hospitality uses in all of SP-5	Brian Chuchua	Approved by the Planning Commission. City Council approval required.
313 W. Orange-thorpe 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	Under Construction
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	In Building Plan Check.
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	Under Construction
161 W. Santa Fe Ave.	To permit the on-site sale and consumption of beer and wine at an existing Sushi Restaurant	Krista Garritano, representing San Sushi Restaurant, LLC	Scheduled for Planning Commission hearing on 5/14/19
1802 N. Valencia Ave.	The subdivision of an .57 acre lot into three parcels	Jan Henderson	Approved by City Council on 1/15/19
900 Golden Ave.	The subdivision of an 1.58 acre lot into three lots and lot "A"	Robert Adams	Approved by Planning Commission on 6/11/19. City Council approval required.

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



## **POLICE DEPARTMENT**

### **Emergency Services Coordinator Graduates from Elite Advanced Academy**

On June 14<sup>th</sup>, Emergency Services Coordinator Steven Torrence graduated from the Federal Emergency Management Agency (FEMA) National Emergency Management Advanced Academy at the historic Mission Inn in Riverside. This four-week course was presented over an eight month period, to improve the competencies of Emergency Management officials at all levels of government. The course teaches attendees to prepare for, protect against, respond to, recover from, and mitigate the potential effects of all types of disasters and emergencies on the American people. The course instructors were industry leading subject-matter experts in their field, who taught leadership principles, and work within the National Incident Management System. Participants met their counterparts from all over the Western United States, allowing them to broaden their professional networks and share best practices and lessons learned. The class culminated with students writing a paper and presenting it to the class. Congratulations Steven on this great accomplishment and thank you for your hard work!



### **Placentia C.E.R.T. Hosts First Community Meeting July 10<sup>th</sup> at 7:00 p.m.**

The Placentia Police Department has set a goal of connecting 2,000 City of Placentia residents and community partners through CERT and Emergency Services Programs to increase community communication and neighbor-to-neighbor interactions. To meet this goal, the Placentia Emergency Services Division is proud to invite you to our first, Welcome to Placentia CERT Meeting!

The Placentia CERT program will host its first community meeting on Wednesday, July 10<sup>th</sup> at 7:00 p.m. at the City Council Chambers. The first CERT meeting has 3 goals: to introduce CERT trained and untrained members of the community to the new and improved CERT program, connect members of the community with trained CERT members, and to inform residents of future CERT programming.



This meeting is not only for CERT trained members, as it will be a great opportunity to share the benefits of the Placentia CERT program with your friends, neighbors, and family members before signing up for the course. We're excited to connect Placentia through emergency preparedness and look forward to your participation.

If you are interested in attending the upcoming meeting, please contact the Placentia Emergency Services Division via the following ways: Follow us on Facebook @PlacentiaPD, call us at (714) 993-8176, or e-mail us at [Storrence@placentia.org](mailto:Storrence@placentia.org).



Food and snacks will be provided for the meeting. We look forward to meeting everyone!

## **EXTERNAL COMMUNICATION**

- Placentia Library District Weekly Summary**
- Friends of Placentia Gala Invitation**



# PLACENTIA LIBRARY DISTRICT

## WEEKLY SUMMARY – June 21-27, 2019

### LIBRARY SUMMER PROGRAMS FOR ALL AGES

#### SUMMER READING CELEBRATION

Saturday, June 22, 10:00 a.m. – 1:00 p.m.

*Civic Center Plaza*

Join us as we celebrate the beginning of summer and the start of our Summer Reading Program at our Summer Reading Celebration! Our celebration features free entertainment, pony and train rides, food and much more! Register for the Summer Reading Program and qualify to win a \$50 Amazon gift card just for signing up on this special day! To register visit the library by 4:00 p.m. to qualify for the Amazon gift card drawing.



#### SUMMER READING PROGRAM: IT'S SHOWTIME AT YOUR LIBRARY!

June 22 – July 25

Join the fun this summer and participate in our annual Summer Reading Program. The more you read, the more chances you'll have to win! So grab a book and start reading today!



**Children Ages 0-12:** For every 100 minutes you read (or are read to) you'll receive a ticket that will earn you the chance to win one of our fabulous grand prizes. **BONUS PRIZE:** All participants that complete 500 minutes of reading before July 26th will also receive a special reward!

**Teens and Adults Ages 13 and Up:** For each book YOU read YOU will earn a chance at one of our fabulous grand prizes. **BONUS PRIZE:** Read 3 books and you'll receive a \$5 gift card to In-N-Out, Bodhi Leaf Coffee Traders, or Rich Farm Ice Cream. While supplies last only.

#### **Grand prizes:**

- 4 Tickets to Disneyland or Disney California Adventure
- Nintendo Switch
- Dinner for 2 at the Hobbit: A Unique Dining Experience
- Los Angeles Angels of Anaheim Tickets



### ADULT & LITERACY SERVICES

#### READ, WRITE, SPEAK (FORMERLY CONVERSATION CLUB)

Friday, June 21,  
9:30 – 11:00 a.m.

*City Community Meeting 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, July 18, 6:00 – 7:30 p.m.

*City Community Meeting Room*

Placentia Teen Advisory Council is open to all high school students interested in gaining community service experience, volunteer hours, and leadership skills, through planning and supporting library events. All applicants must pass an interview. Space is limited. A 6-month commitment is a must. Contact the library for details

## 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.*

### WACKY WEDNESDAYS: JOHN ABRAMS ANIMAL MAGIC\*

Wednesday, June 26, 2:00 p.m.

*Civic Center Plaza*

Behold the mystical magic of John Abrams and his animal friends! Join John and his exotic animals as he takes you on an adventure full of comedy, magic and music that will impress and amaze audience members of all ages!



### SUNSHINE BABIES STORYTIME\*

Thursday, June 27, at 9:30 – 10:00 a.m. and 10:30 – 11:30 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.

### PUPPETS ON THE PATIO\*

Next meeting: Saturday, June 29, at 10:00 – 10:45 a.m.

*Civic Center Plaza*

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

## DID YOU KNOW?



### SPECIAL THANKS TO LOT318!

Two library staff members had the privilege of assisting LOT318 as Homework Club volunteers this year! We would like to thank LOT318 for the wonderful partnership developed this year as we worked together to serve our community.



### SAVE THE DATE: BLACK TIES & TALES GALA

To celebrate 100 years at the Placentia Library District, the Placentia Library Friends Foundation will be hosting the Black Ties & Tales Gala at the Richard Nixon Library on Friday, August 9th. Please share with your friends, family, and colleagues and we hope to see you at this beautiful, Gatsby-inspired evening event!

*Photos: Placentia Library District & LOT318*

PLACENTIA LIBRARY DISTRICT AND  
PLACENTIA LIBRARY FRIENDS FOUNDATION  
CORDIALLY INVITE YOU TO THE



# BLACK TIES & TALES GALA

BUILDING INSPIRATION, IMAGINATION AND  
INNOVATION FOR THE NEXT 100 YEARS

AUGUST

9

6:00 PM

● DINNER ● DANCING ● AUCTIONS

Richard Nixon Library & Museum  
18001 Yorba Linda Blvd,  
Yorba Linda, CA 92886

\$125.00 PER PERSON

TO PURCHASE TICKETS, PLEASE VISIT  
[WWW.PLACENTIALIBRARYFRIENDS.COM](http://WWW.PLACENTIALIBRARYFRIENDS.COM)

OR CALL (714) 528-1906 X 200

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