

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

August 5, 2021



"Rich Heritage, Bright Future"

ADMINISTRATION DEPARTMENT

2021 Taste of Placentia

Come out and enjoy the warm summer night with live music and samples from local restaurants and breweries while also meeting local businesses. Guests can expect great food, drinks, and fun for the entire family. The 2021 Taste of Placentia will be held on Thursday, August 19th from 5:00 pm - 9:00 pm at Tri-City Park. The event will feature live music by The Hodads from 6:30 pm - 8:00 pm. Please feel free to bring lawn chairs and/or blankets. DJ Slim Dee will also be playing music in the event area throughout the evening. Tickets are \$25 presale and \$30 at the door for adults; \$10 for kids 3-10 presale and \$15 at the door. For more information, please visit www.TasteofPlacentia.com.

Hamer Island Annexation Community Meetings

The City of Placentia has one unincorporated County island surrounded by the municipal boundaries of the City. This unincorporated area is commonly referred to as Hamer Island and is comprised of 303 single-family homes. Orange County has determined that municipalities are generally more effective providers of daily programs and services and has requested that the City of Placentia annex Hamer Island into its municipal boundaries. The Orange County Local Agency Formation Commission (OC LAFCO) is responsible for assisting counties and cities in annexing adjacent unincorporated islands. There will be two community meetings regarding potential annexation on Wednesday, August 18th at 6:00 pm and Wednesday, August 25th at 6:00 pm. Both meetings will be held in the Aguirre Building at Champion Sports Park. For more information, please visit www.placentia.org/hamerisland.

COMMUNITY SERVICES DEPARTMENT

Heritage Festival Vendor Applications Are Now Available!

The 56th Annual Placentia Heritage Festival and Parade will return this fall! The event will be held on Saturday, October 9th. The event begins at 7:00 am with a pancake breakfast. The festivities at Tri-City Park will start at 10:00 am and include family games, inflatables, food booths, crafters, home-based businesses, a business expo, and a variety of nonprofit displays. The event will also feature the 34th Annual Heritage Festival Car Show. Vendor applications are now available on the City's website; please [click here](#) to view the 2021 Heritage Festival applications. For more information, please call the Community Services Department at (714) 993-8232.



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Upcoming Meetings and Events

8/6/21	Movies in the Park
8/10/21	Planning Commission Meeting
8/11/21	Heritage Committee Meeting
8/20/21	Movies in the Park
8/26/21	Concerts in the Park

For additional
information or

questions about this

Weekly Briefing, please email:

CAWeekly@placentia.org



COMMUNITY SERVICES DEPARTMENT

Movies and Concerts in the Park are Back this Summer!

The next Movie in the Park will be on August 6th and will feature Disney's 'Coco.' Movies begin at dusk, and participants are encouraged to bring lawn chairs for comfortable viewing. Movies in the Park are held at the Champions Sports Complex, 505 Jefferson Street. Local nonprofit, LOT318, will be onsite selling drinks and snacks. Also, free glow necklaces will be distributed to all children in the audience. The Movies in the Park are free and will be held on August 6th, August 20th, and September 3rd.

The Summer Movies series is hosted in partnership with Republic Services. The City thanks our sponsor Republic Services for making this event possible. For more information, please visit www.placentia.org/movies.

In addition to the Summer Movies series, Concerts in the Park is back at Tri-City Park, 2301 North Kramer Boulevard. The final Concert will be held on August 26th and will feature the Darden Sisters, specializing in the sounds of Modern Americana. The Concerts series is hosted in partnership with the Placentia Parks, Arts, and Recreation Commission.

The Concert will begin at 6:30 pm, and admission is free. In addition, light snacks and dinner options will be available for purchase. For more information, contact the Community Services Department at (714) 993-8232.

Placentia is Accepting Applications for the New Blue-Ribbon Committee

The City of Placentia is accepting applications for a newly formed Blue-Ribbon Committee which will provide input and guidance for a proposed Senior/Community Center. The current Senior Center is housed in the former City Library, which is the Powell building. The Powell building is a 100-year-old building which is 4,732 sq. ft. with limited ability to provide programs for our Senior population. According to the census data, the City of Placentia's population is increasing with the 65 and older age group representing the largest demographic shift. The Senior age group has grown from 9.1% to 13.8% of the City's total population.

The Backs building which was built in 1970 and is 4,600 sq. ft. in size is the City's largest facility for special events, classes, community meetings and large community gatherings. When the building was built in 1970, Placentia's population was approximately 25,000 compared to today at approximately 53,000. The majority of our Senior population and other residents of all ages utilize our adjacent cities facilities for recreation programs and services. The City of Yorba Linda has a 28,000 sq. ft. Senior/Community Center and the City of Brea has a 51,000 sq. ft. Community Center compared to the City of Placentia's 4,732 sq. ft. Senior Center and lack of a Community Center. Based upon current and forecasted demographics, there is a significant lack of existing facilities that are adequate enough to handle current and future needs of the Placentia community. A dual-purpose facility with a minimum of 30,000 sq. ft. is needed to properly serve our seniors and residents of all ages.

At the City Council meeting of July 20, 2021, the City Council approved the potential of constructing a proposed multi-use Senior/Community Center and the formation of a Blue-Ribbon Committee. The formation of the Blue-Ribbon Committee will be comprised of one (1) resident from each Council district, one (1) resident from the Senior Advisory Committee, one (1) resident from the Parks, Arts and Recreation Commission and two (2) City Council Members that will work with the Blue-Ribbon Committee and City Staff. Once the Blue-Ribbon committee is selected, the committee members will decide the meeting dates and frequency of meetings. The meetings will be opened to the public.

If you are interested in being considered as a Blue-Ribbon Committee Member, please complete and submit the application by Thursday, August 12. Please [click here](#) for the application.



COMMUNITY SERVICES DEPARTMENT

Bicycle and Pedestrian Safety Grant

The City recently received a \$25,000 grant from the California Office of Traffic Safety (OTS) that focuses on the safety of bicyclists and pedestrians. Grant funds will be used for activities promoting bicyclist and pedestrian safety, including educational workshops geared toward youth and older adults, education on the importance of safety equipment that improves visibility, community walks and bicycle safety courses, bicycle helmet inspections, and distribution of bicycle helmets following the presentations. As part of the grant, the City, in partnership with Walk 'n Rollers, will host a community workshop on Friday, August 6th, at the Senior Center, 143 S. Bradford Avenue, from 9:30 am to 11:00 am. The workshop will focus on pedestrian safety essentials and the health benefits of walking. For more information, [click here](#) to view the flyer, or call the Community Services Department at (714) 993-8232. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

POLICE DEPARTMENT

Telemarketer Fraud Prevention Tips

1. Know who you're dealing with. If the company or charity is unfamiliar to you, be sure to check it out with the Better Business Bureau.
2. Do not believe promises of easy money. If they are claiming that you can make quick and easy money with little to no work, get a loan or credit card even if you have bad credit or make money on an investment with little to no risk, it is probably a scam. Remember, if it sounds too good to be true, it probably is.
3. Never pay to play. It is illegal for a company to require you to buy something or pay a fee in order to win a prize.
4. Resist pressure. Legitimate companies will be happy to send you more information and give you time to make your decision. It is probably a scam if they demand that you act immediately or will not take no for an answer.
5. Guard your personal information. Only provide your credit card or banking information when you are actually making a purchase. Never give your Social Security number to a telemarketer.
6. Senior Citizens are particularly vulnerable to scams that take advantage of people who live alone. Senior Citizens need to be wary when dealing with salespersons, especially over the phone.
7. Use common sense and ask for names, addresses and call back numbers. If you believe that something is suspicious, hang up.

If you feel you have been scammed, contact the Placentia Police Department to speak with an officer to file a crime report.

Agencies to report telemarketing scams:

California Department of Justice, Office of the Attorney General, Public Inquiring Unit

(916) 322-3360 or (800) 952-5225

Federal Trade Commission

(415) 356-5270 or (310) 824-4300

California Department of Consumer Affairs

(800) 952-5210

United States Postal Service

(800) 275-8777



PUBLIC WORKS DEPARTMENT

Expand the Forest Program

The Expand the Forest program provides residents an opportunity to purchase and dedicate a tree to commemorate a loved one or special event. A dedication tree can also be planted in a City Park. The cost to purchase and plant a tree will be funded by the tree sponsor and is based on the current contract price paid by the City for 24-inch box trees. Once planted, the City will assume maintenance responsibilities to care for the tree. Participate by completing an Expand the Forest Program application and submitting it via email to urbanforest@placentia.org or via mail at 401 E. Chapman Avenue, Placentia, CA 92870. The application is available online at www.placentia.org/urbanforest and at City Hall. For more information, contact (714) 993-8148.

Upcoming Measure U Funded Street Resurfacing Project

On July 20, 2021, the City Council awarded a construction contract for the Fiscal Year (FY) 2020-21 Roadway Rehabilitation Project. This Measure U funded project will repave more than 1.5 million square feet of pavement on Madison Avenue, Melrose Street, and Chapman Avenue as well as a number of collector and residential streets. In addition, damaged sidewalk panels within the project area will be removed and replaced, along with damaged concrete curb and gutter and replacement of all pavement striping and legends.

The entire project is estimated to be completed by November 2021. The City's contractor will begin mobilizing and performing the concrete improvements in late August. Actual construction of the road improvements is scheduled to start in mid-September and be completed by the beginning of November. The City made a significant effort to start and complete this project in the summer to minimize impacts to school traffic. Due to the COVID-19 pandemic, the City was faced with delays during the engineering design and procurement phases. This combined with a shortage of construction materials and schedule conflicts for the contractor delayed the start date for the project.

The City understands that there will be inconveniences due to the construction of this project and will try to maintain access and minimize any expected lane closures and delays. Changeable message signs will be placed in the project vicinity before construction begins to notify residents of the dates and time of construction. During construction, "No Parking" signs will be posted in advance of work. Unexpected schedule changes may occur. The City will continue to provide updates on this project to the community including upcoming traffic impacts and schedule changes. The City appreciates the patience of residents while working on paving projects. Visit www.placentia.org/measureu to review all of this year's Measure U funded projects. For more information about the City's current capital improvement projects, visit www.placentia.org/cip.

Caltrans Weekend Closures

Caltrans is scheduled to have the following closures for maintenance repairs:

Friday, August 6: Northbound Interstate 5 (I-5) Ave Mendocino off-ramp from 9:00 am to 1:00 pm, Southbound I-5 from Red Hill Avenue to Tustin Ranch Road center median from 9:00 am to 1:00 pm, Southbound State route (SR-57) on-ramp from Eastbound Yorba Linda Boulevard from 9:00 am to 3:00 pm, and Eastbound SR-22 on-ramp from Northbound and Southbound Euclid Street from 11:00 pm to 4:30 am.

Saturday, August 7: Southbound SR-55 connector to Southbound I-5 from 4:00 am to 9:00 am, Southbound SR-55 on-ramp from Southbound Fourth St. from 4:00 am to 9:00 am, Northbound SR-57 from I-5 to Katella Avenue left shoulder and HOV lane from 3:30 am to 4:45 am for sweeping operations, and Southbound SR-57 from Katella Avenue to I-5 left shoulder and HOV lane from 5:00 am to 7:00 am for sweeping operations.

Electronic Changeable Messages Signs will notify drivers of the closure. The work schedule is subject to change. For more information, contact (657) 328-6000.



FIRE AND LIFE SAFETY DEPARTMENT

Placentia Fire and Life Safety Update

It has been another busy week for Placentia Fire and Life Safety. Last week we completed our alerting system upgrades for both fire stations, and we are happy to report, the system is working very well. Also, last week Chief Van Gieson attended the National Fire Academy for the Executive Fire Officer program. Finally, we would like to turn our focus to “Fire Safety for People With Disabilities.” Please view the flyer below for helpful tips and information.



Millions of Americans live with physical and mental disabilities. It is important to know your risk and build your fire prevention plans around your abilities.

- ✔ Have smoke alarms on every level of your home, inside bedrooms and outside sleeping areas. Interconnect your alarms, so when one sounds, they all sound.
- ✔ If you are deaf or hard of hearing, use smoke alarms with a vibrating pad, flashing light or strobe light. These accessories start when your alarm sounds.
- ✔ Test your alarms every month.



Plan your escape around your abilities.

- ✔ Know two ways out of every room.
- ✔ If possible, live near an exit.
- ✔ You'll be safest on the ground floor if you live in an apartment building.
- ✔ If you live in a multistory home, sleep on the first floor.
- ✔ Being on the ground floor and near an exit will make your escape easier.

For more information and free resources, visit
www.usfa.fema.gov



**DEVELOPMENT SERVICES DEPARTMENT****Pending Development Projects**

Project Address	Project Description	Applicant	Project Status
140-150 E. Crowther Ave.	Development of a 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	Under Construction
SEC of Rose Drive and Alta Vista St.	Development of a 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 and Shea Homes	Under Construction
455 S. Van Buren St.	Development of 139, three-story townhome units on an approximately 5.57-acre site. Zoning of parcel to change from Manufacturing (M(O)) to High-Density Residential (R-3).	Toffoli Investments	In Building Plan Check
SWC of Orchard Drive and Highland Avenue	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	In Building Plan Check
505 W. Crowther Ave.	Development of a 5-story, 418 Unit apartment building with a 7-story parking structure on a 4.4-acre site.	JPI	Under Construction
718 & 719 S. Lakeview Loop Rd.	Development of two industrial buildings measuring 54,921 square feet and 39,456 square feet located on two separate lots.	Ajax Lakeview Development, LLC	Final Certificate of Occupancy Issued
719 ½ Monroe Way (APN: 339-102-21)	Development of a new 7,600-square foot, 2-story industrial building located on an unimproved 0.37 acre lot.	Randy Orozco	Awaiting Plan Check Submission

**DEVELOPMENT SERVICES DEPARTMENT****Pending Development Projects**

Project Address	Project Description	Applicant	Project Status
1049 Golden Avenue	Development of a 26 unit, three story town home complex units an unimproved 1.3 acre site.	Brandywine Homes – Angela Meyer	Under Construction
1474 N. Kraemer Blvd. (Phase II improvement)	Development and operation of a drive-thru in conjunction with a comprehensive façade remodel for the Village Plaza shopping center.	Maikel Faragalla	Under Construction
1275 E. Yorba Linda Blvd.	Development and operation of a new automobile dealership and construction of an approximately 35,334 square foot dealership building.	North Orange County Audi	Under Construction
803 W. La Jolla St.	Constructing a new two story, 3-unit condominium development product.	CHD International	Awaiting Plan Check Submission
1314 N. Angelina Ave.	Development of an affordable senior housing project consisting of two, two-story buildings, one with 33 units and one with 32 units and a new parish hall for an existing church.	National Community Renaissance of California	Awaiting Plan Check Submission
207-209 Crowther Ave.	The development of a mixed-use community including 189 mixed-income apartment units and 1,500 S.F. of retail on a 2.13 acre site on City owned property.	USA Properties Fund Inc.	Awaiting Plan Check Submission
140 E. Crowther Ave.	Establishment and operation of a 4-tap self-serve beer garden on a 5,056-square foot roof deck for The Herald multi-family community project.	Lyon Living	Under Construction

**DEVELOPMENT SERVICES DEPARTMENT****Pending Development Projects**

Project Address	Project Description	Applicant	Project Status
NWC of E. Orangethorpe Ave. and N. Lakeview Ave. (Cobblestone Village)	A request to construct a 4,311-square foot multi-tenant commercial building with site improvements.	Urban Dwell Architects	Awaiting Plan Check submission
736 S. Richfield Rd.	Construction of a two-story, tilt-up, industrial building consisting of 34,000 square feet on a 1.57 acre lot.	Net Development c/o Kevin A. Coleman	Under Construction
1211 E. Imperial Hwy.	The establishment and operation of a personal training fitness center in an existing 2,100 S.F. commercial space.	Lee Smith dba Vitality OC	Open for business
120 W. Santa Fe Ave.	Modification of existing Liquor License to allow for a full range of alcoholic beverages.	Francisco Miranda dba El Cantarito restaurant	Open for business
2099 E. Orangethorpe Ave	Allow for the sale and service of beer and wine for on-site consumption at an existing restaurant	Cacega Corp. dba Duke's Café	Open for business
1525 N. Placentia Ave.	Modification of existing Liquor License to allow for a full range of alcoholic beverages and to permit an outside patio dining area.	Robert Griffin dba Gina Maria's Pizzeria	Open for business
777 W. Orangethorpe Ave.	A 248 Unit Development Consisting of a 5-story, 249,557 Gross sq. ft. residential building with 2,703 sq. ft. of commercial space, surrounding 7 level, 151,900 gross sq. ft. parking structure located on a 2.72 acre lot	Gilad Ganish representing Orangethorpe Investment Partners, LLC	Under Entitlement Review; project deemed incomplete



DEVELOPMENT SERVICES DEPARTMENT

Pending Development Projects

Project Address	Project Description	Applicant	Project Status
860 S. Placentia Ave.	Construction of a new 34,275 sq. ft. warehouse building and a new 34,063 square foot maintenance building at an existing 6.28 acre lot	U-Haul Co. of Orange County	Under Entitlement Review

Building Activity Report Ending July 2021

PERMIT TYPE	# PERMITS
RESIDENTIAL ALTERATION	43
SOLAR	14
COMMERCIAL TENANT IMPROVEMENT	0
SIGN	5
ROOF	9
POOL	1
PATIO	0
FENCE/WALL	3
TOTAL	75

EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary



Placentia Library District

Weekly Summary – August 6-12, 2021

Follow us on social media!

Instagram: @placentialib

Facebook: Placentia Library

WE'RE OPEN 7 DAYS A WEEK!

Library Hours*

Monday - Thursday - 9:00 a.m. - 8:00 p.m.

Friday - Saturday: 9:00 a.m. - 5:00 p.m.

Sunday: 1:00 – 5:00 p.m.

**Curbside Service available up to one hour before closing.*

Passport Hours

Monday - Thursday - 9:00 a.m. - 7:00 p.m.

Friday - Saturday: 9:00 a.m. - 4:00 p.m.

Sunday: 1:00 – 4:00 p.m.



Save the Date:
Free Breakfast & Lunch – Drive-Thru Pickup

LUNCH AT THE LIBRARY

Tuesdays, August 10th & 17th

Thursdays, August 12th & 19th

9am - 11am

Drive-Thru Pickup at Placentia Library

Drive-thru begins at the parking lot entrance off All America Way

Placentia Library is again pleased to partner with the Placentia-Yorba Linda Unified School District for meals this summer at the library for children and teens ages 18 years old and younger!

Join us for free breakfast and lunches, available for drive-thru pick-up at Placentia Library. On Tuesdays, children and teens will receive a two-day pack which includes Breakfast and Lunch for Tuesday and Wednesday. On Thursdays, children and teens will receive a three-day pack which includes Breakfast and Lunch for Thursday, Friday, and Monday. Children and teens 18 years old and younger must be present to receive meals. Meals are provided while supplies last. Grab & Go meals will need to be heated at home.

In addition to meals, build your back-to-school kit by coming each day to receive a school supply item and book, while supplies last.



Children's Programs

AUGUST STORYTIME BREAK

Storytimes will be back in September!

BOOKS ABOUT THE OCEAN!

Check out picture books, nonfiction books and more about ocean life in our Children's Department!



Adult, Teen and Literacy Programs

LITERACY

Adult Literacy programs are still available. 1-on-1 tutoring is virtual and in-person instruction. Read, Write, Speak Club and Literacy Reads book club are virtual. Please visit www.placentiaLibrary.org/services/literacy for more info.

ADULT & TEEN HANGAR TAKE AND MAKE AUGUST PICKUP: CUTE AS A BUTTON HARRY POTTER ART

Pickup began August 3, while supplies last

Raise your wands (and your sewing needles)! This canvas art will have you practicing your sewing skills until the very end! Ages 14+. More info at

<https://www.placentiaLibrary.org/take-and-make-diy-kits>



ADULT & TEEN HANGAR TAKE AND MAKE SEPTEMBER PREORDER: LIBRARY CARD HOLDER

Preorders open August 1-7

Never lose your library card again with this DIY Library Card Holder! This project will require a sewing machine, but you can always drop by the Hangar to use ours. Ages 14+.

More info at <https://www.placentiaLibrary.org/take-and-make-kit-preorder>



PLACENTIA TEEN ADVISORY COUNCIL (PTAC)

First and Third Thursdays, 6:00 - 7:30 p.m.

Next week: August 19 in the Community Meeting Room

www.placentiaLibrary.org/ptac

DIY LIP BALM

Supply Kit & Virtual Tutorial

Pickup Begins: August 14, while supplies last

Video tutorial will be posted on our YouTube

Ages 14-18 only. For more info, please visit

www.placentiaLibrary.org/lip-balm



Featured Library Services

LIBRARY OF THINGS

Check out items such as bounce houses, sewing machines, laptops, hotspots, and much more! Free two-week checkout.

Learn more at www.placentiaLibrary.org/library-of-things

PLACENTIA LIBRARY CATALOG

Request books, e-books and more on our online catalog! Please visit www.bit.ly/placentialib or www.placentiaLibrary.org.

BOOK A LIBRARIAN

Need a little extra help with research or one-on-one help with a computer? Are you having trouble downloading an eBook or want a personal tour of the Library's resources? Reserve a free half-hour session with one of our librarians as they personally assist you with your reference and technology needs. This service is designed to offer dedicated, one-on-one, uninterrupted personal assistance scheduled at your convenience. This service can be done through Zoom. Contact the Information Desk or complete an online form at www.placentiaLibrary.org/book-librarian to schedule an appointment.

Creative Arts Technology Education Recreation Tools Literacy