

# City Administrator's Weekly Briefing

From: *Damien R. Arrula*

September 16, 2021



“Rich Heritage, Bright Future”

## ADMINISTRATION DEPARTMENT

### 2021 State of the City Address

The City of Placentia, in partnership with the Chamber of Commerce, will be hosting Mayor Craig Green’s State of the City Address on Thursday, September 30<sup>th</sup> at 11:15 a.m. at the Alta Vista Country Club, 777 E. Alta Vista St. Mayor Green will highlight the City’s progress and accomplishments over the last year as well as discuss upcoming developments and events throughout the City.

For more information or to purchase tickets for this event, please contact the Placentia Chamber of Commerce at (714) 528-1873 or visit [www.placentiachamber.com](http://www.placentiachamber.com).

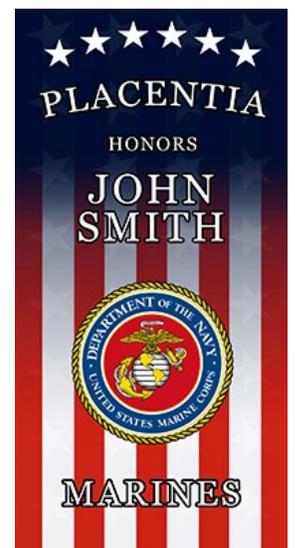
### Military Banner Recognition Program

The Placentia Military Banner Recognition Program is now accepting applications for the 2021 installation. The program, known as Placentia "Hometown Heroes," honors and recognizes Placentia residents currently serving as an active-duty member in a full-time capacity in the United States Armed Forces. Branches of service include Air Force, Army, Coast Guard, Marines, National Guard, and Navy. Honorees must have a current place of residence in Placentia, or have an immediate family member (parent, spouse, son, daughter, grandparents) residing in Placentia.

The banner will be installed along Kraemer Boulevard and Yorba Linda Boulevard based on the City’s discretion and will remain on display for two years. The City will not be responsible for replacing banners that are stolen, damaged, destroyed due to sun, weather, vandalism or any act of nature beyond our control such as high winds.

Upon the end of the display period, the banner will be given to the person named on the banner application. Applications are currently being accepted through October 18, 2021, allowing time for the banners to be ordered and installed during the month of November. The cost to display each customized banner is \$260 and each service person is allowed one banner. Applications can be submitted to the Placentia Police Department.

If you have questions, please contact Denise Krizo at (714) 993-8211 or [dkrizo@placentia.org](mailto:dkrizo@placentia.org). Please [click here](#) to view the application.



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### Upcoming Meetings and Events

- 9/16/21 Housing Element Community Workshop
- 9/20/21 Streetscape & Transportation Advisory Commission
- 9/21/21 City Council Meeting
- 10/4/21 Veterans Advisory Committee Meeting
- 10/5/21 City Council Meeting

For additional  
information or

questions about this

Weekly Briefing, please email:

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



## ADMINISTRATION DEPARTMENT

### Upcoming Small Business Conference

Does your business need help recovering and growing in a post-COVID-19 world? The Orange County Inland Empire Small Business Development Center will host a Small Business Conference on Wednesday, September 29th at the Great Wolf Lodge in Garden Grove.

The event will focus on small business financing, marketing, e-commerce, and operations. Attendees will learn about accessing the necessary capital in recovering and growing post-COVID, and will hear from a keynote speaker, a successful business owner. They will also have the opportunity to talk about how to take your business to the next level through leadership and management. Please visit <https://ociesmallbusiness.org/growth-summit/> for more information.

### Placentia Small Business Emergency Relief Grant Program (3rd Round)

The COVID-19 pandemic has had a significant financial impact on Placentia's local economy, with many local businesses temporarily closing, customer rates declining, and changes being made to business operations. The City is continuing the Placentia Small Business Emergency Relief Grant Program to small businesses in Placentia needing financial assistance in overcoming the temporary loss of revenue due to COVID-19. The program is based upon the availability of funds, program guidelines, and submission of all required information and supporting documentation. Applications are due by Monday, October 4th at 5:00 pm. Please [click here](#) for an application.

### Placentia Restaurant Week

The Placentia Chamber of Commerce, in partnership with e-foodie will host the Placentia Restaurant Week from October 4th through October 10th. Placentia Chamber Restaurant Week is a 7-day dining experience taking place at restaurants throughout Placentia. During this week restaurants may offer anything from promotions to special menu items.



For more information, visit <https://www.placentiachamber.com/restaurant-week/>.

### Notice of Treatment for the Asian Citrus Psyllid

Between April 3, 2017 to July 2, 2021, the California Department of Food and Agriculture (CDFA) confirmed the presence of the causative bacterial agent of the citrus disease huanglongbing (HLB) in citrus tree tissue and insect vectors collected in the cities of Anaheim, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, Irvine, La Habra, Orange, Placentia, Santa Ana, Tustin, Westminster, and Yorba Linda, in Orange County. HLB is a devastating disease of citrus and is spread through feeding action by populations of the Asian citrus psyllid (ACP), *Diaphorina citri* Kuwayama. Residents are notified in writing at least 48 hours in advance of any treatment.

Following the treatment, completion notices are left with the residents detailing precautions to take and post-harvest intervals applicable to the citrus fruit on the property. Treatment information is posted at [http://cdfa.ca.gov/plant/acp/treatment\\_maps.html](http://cdfa.ca.gov/plant/acp/treatment_maps.html).

For any questions related to this program, please contact the CDFA toll-free telephone number at 800-491-1899 for assistance.





## ADMINISTRATION DEPARTMENT

### West Nile Virus Detected in Placentia

The Orange County Mosquito and Vector Control District has confirmed the first bird samples infected with West Nile Virus in the City of Placentia. All residents, park guests, sports leagues, and outdoor event attendees are advised to take precautions and wear mosquito repellents when mosquitoes are most active (dawn or dusk). For more information on West Nile Virus, please visit <https://www.ocvector.org/west-nile-virus>.

## 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, call Community Services at (714) 993-8232.

### Bicycle and Pedestrian Safety Education Grant

The City 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 Walk and Roll Festival on Saturday, September 18th at Kraemer Middle School, 645 N. Angelina Drive, from 9:00 am to 1:00 pm. The event will feature skills stations, group rides, bike tune-ups, and kids in attendance will receive a FREE bike helmet!

For more information, [click here](#) to view the flyer, call Community Services at (714) 993-8232 or visit [www.walkmorebikemore.org/placentia](http://www.walkmorebikemore.org/placentia). Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

### 12th Annual Cowabunga Fundraiser Event

The 12th annual Cowabunga fundraiser event will be held on Saturday, September 18th, at Kraemer Memorial Park, 201 N. Bradford Avenue, from 5:00 pm to 9:00 pm. The event will feature a BBQ, local craft brews, and live music. Pre-sale tickets are available for \$40 for adults and \$5 for youth ages 5-12. Children under five years old are free.

For more information or to purchase tickets, please contact the Rotary Club of Placentia at (714) 875-5975 or visit [www.rotarycowabunga.com](http://www.rotarycowabunga.com).





## PUBLIC WORKS DEPARTMENT

### Notice of Road Closure

The City of Placentia plans to begin pavement rehabilitation work on Madison Avenue starting on Thursday, September 23, through Thursday September 30th. While the City tried to complete this work during the summer break, due to delays in the contractor's schedule we were not able to mobilize in time to complete this extensive work prior to school starting in order to avoid traffic impacts.

The City has contracted with RJ Noble Company for pavement rehabilitation on your street. The work includes Cold milling, Crack Sealing and AC Paving.

Parking notices will be placed on the sidewalks at least 72-hours in advance of the start of the paving operation. This work will span several days, and will require the street between Kraemer Avenue & Bradford Avenue to be completely closed to traffic for one full-day. During the construction phase, we ask that you comply with the temporary no-parking restrictions and leave your vehicles parked in your garage, driveway or outside of the work zone. Please note that on the day of the paving, the cars that remain parked on the street within the restricted NO-PARKING zones will be towed at the owner's expense.

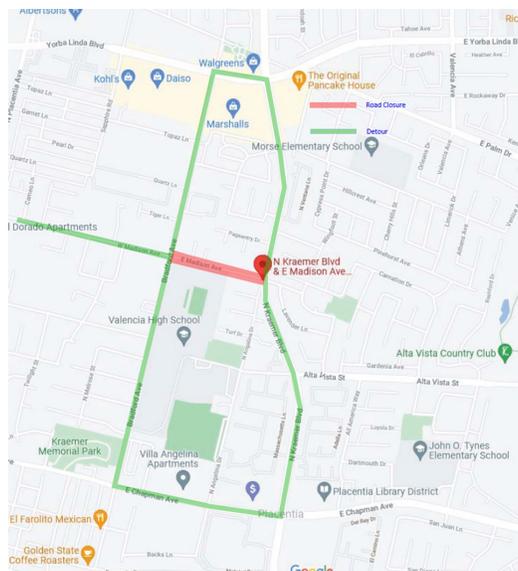
Normal work hours during the construction work will be from 7:00 am to about 5:30 pm. The City's contractor has coordinated their schedule with Republic Services for trash pickup.

There will be a one-way lane closure on Madison from Diane Avenue to Kraemer Avenue starting on September 23rd through September 30th, between the hours of 7:00 am – 5:30 pm, however motorists will continue to have access with the exception of the full closure, noted below on September 27th.

On Monday, September 27, 2021, the contractor will have a one-day full-closure on both sides of the road on Madison Avenue, between Bradford Avenue and Kraemer Avenue. The closure will be a hard closure (i.e. no access to motorists). Detour signs will be posted during the closure. Please see the map below for more information.

The City truly appreciates your patience and asks for your cooperation through this inconvenience. For additional information regarding this project, please do not hesitate to contact the City of Placentia Public Works Department at (714) 993-8148 or by email at [pwengineering@placentia.org](mailto:pwengineering@placentia.org).

*Note: Construction schedules are subject to change for various reasons including but not limited to weather conditions, unforeseen emergencies and other acts of nature.*





## PUBLIC WORKS DEPARTMENT

### California Coastal Cleanup 2021

September is Coastal Cleanup Month and there are two ways to participate:

Coastal Cleanup Day: Saturday, September 18th from 9:00 am - 12:00 pm, you can help remove the trash and plastic pollution at beaches and waterways throughout the state. In 2019, more than 74,000 volunteers picked up more than 900,000 pounds of trash from beaches and waterways throughout California. To find a cleanup site near you, [click here](#).

Self-Guided Neighborhood Cleanups: Participate throughout the month by cleaning your neighborhoods, parks, and other local areas. Trash from inland areas flows downstream to the coast, so cleaning up neighborhood trash prevents marine debris. Gather cleanup supplies from home, download the CleanSwell app (to count your trash, and to have your trash counted!), and clean on your own time throughout September. More than 14,000 Californians participated in a neighborhood cleanup during September 2020, preventing over 150,000 pounds of trash from entering our stormwater systems and potentially polluting our coast and ocean.

For more information on California Coastal Cleanup 2021, [click here](#).



## DEVELOPMENT SERVICES DEPARTMENT

### Community Workshop for City's Housing Element Update

Please join us in person or virtually to learn about what happens when the City updates its Housing Element, why the City is required to do so, and what opportunities community members have to give feedback. The Housing Element identifies the City's housing needs and conditions and establishes goals, objectives, and policies that form the basis of the City's vision and strategy for enhancing and preserving the community's character and expanding housing opportunities for all Placentia's community members. Your participation is important to help plan for Placentia's housing future. The community workshop will be held **tonight, September 16th** at 6:00 pm at the Senior Center/Powell Building, 143 S. Bradford Avenue. The community workshop will also be held virtually, please [click here](#) for more information. For any questions, contact City Staff at [DSD@placentia.org](mailto:DSD@placentia.org) or (714) 993-8124. Please visit the City's website for updates on the City's progress on the 2021-2029 Housing Element Update at [www.placentia.org/housingelement](http://www.placentia.org/housingelement).

**CITY OF PLACENTIA**  
2021-2029 Housing Element Update  
Community Workshop

The City of Placentia is beginning the process of updating the 2021-2029 Housing Element!

Please join us in-person or virtually to learn about what happens when the City updates its Housing Element, why the City is required to do so, and what opportunities community members have to give feedback. Your participation is important to help plan for Placentia's housing future.

The community meeting will focus on:

- Housing needs and services within Placentia
- Opportunities to provide housing at all income levels in the community
- Identifying constraints to building and accessing housing

**WHEN:** Thursday, September 16th at 6:00 pm  
**IN-PERSON:** Senior Center/Powell Building  
143 S. Bradford Avenue  
Placentia, CA 92870  
**VIRTUAL:** Zoom Link: <https://zoom.us/j/9149111111>

For questions, please contact City Staff at [DSD@placentia.org](mailto:DSD@placentia.org) or (714) 993-8124  
[www.placentia.org/housingelement](http://www.placentia.org/housingelement)

## POLICE DEPARTMENT

### National Preparedness Month

September is National Preparedness Month. Whether it be wildfires, storms, or power outages, remember to keep up to date with ways to keep you, your family, and your property protected.

Detailed information can be found at [www.ready.gov](http://www.ready.gov).

Protect your family and your property from disasters.

FEMA Ready



## FIRE AND LIFE SAFETY DEPARTMENT

### Fire and Life Safety Update

Last week was a significant week for all first responders. Twenty years ago, on September 11, 2001, America was attacked. Most can remember what we were doing on that tragic day. For Battalion Chief Jon Muir, he was working as a firefighter paramedic for the Santa Ana Fire Department. He and his partner had run six calls after midnight, and a firefighter rushed into the dorm room and shouted, "America is under attack." There was a calm around the Country that day, and everyone was glued to the television. As the day progressed, the reality slowly started to set in about the sacrifices made by many on that day.



On September 11, 2021, Placentia Fire and Life Safety participated in a caravan from the 57 freeway transporting a piece of steel from the twin towers to the Nixon Library for display with surrounding agencies. Later that night, the American Legion post honored first responders and military personnel. They made quilts for military personnel and gift baskets for both Fire and Police.

One of the highlights last week was the "Bell Game." Placentia Firefighters, Paramedics, and Police had the pleasure of walking out with both football teams for their annual "Bell Game." We were honored to be on the sidelines with both El Dorado and Valencia High School football teams showing the hometown support in Placentia. Thank you for inviting all of us to take part in such a special tradition!



Although it was a very busy week, we made sure to pause for a moment to remember those who lost their lives on September 11th. All Placentia Fire and Life Safety personnel have vowed to "Never Forget" September 11, 2001.

### Safety Reminder from your Paramedics at Lynch EMS

As it begins to get dark earlier, please ensure your home's address number and property are adequately illuminated, allowing first responders to find and navigate their way in the event of an emergency. In addition, clear any pathway towards your property entrance of any obstructions that may slow down the egress of first responders and their equipment. Finally, consider purchasing a motion detector light that activates when detecting any movement while making sure all other lights are in working order.





## DEVELOPMENT SERVICES DEPARTMENT

### Construction Underway at Future Luxury Apartment Site

The City's second development within the Transit Oriented Development (TOD) Zone is undergoing construction. JPI Development obtained building permits in March 2021 and is currently working on building the fifth of seven parking levels in the parking structure. The project site is located at 501 W. Crowther Avenue, directly east of Tyler Lighting on the north side of Crowther Avenue. The development will feature 418 high-quality, luxurious residential units, that features amenities such as a pool, high-end workout facilities, gourmet kitchens, high-quality courtyards with firepits, barbeques, and pet walking areas. The mixed-use development will also feature approximately 10,500 square feet of retail-commercial space on the ground floor, accessible from Crowther Avenue. This exciting new rental community is projected to take 18 months to two years to fully complete. Please contact the Planning Division if you have any questions at (714) 993-8124.



1. VIEW LOOKING NORTHEAST



2. VIEW LOOKING NORTHWEST

## EXTERNAL COMMUNICATION

### Placentia Library District Weekly Summary

Search the library catalog:  
[www.bit.ly/placentialib](http://www.bit.ly/placentialib)

Fall into  
books!

# Placentia Library District

Weekly Summary – September 17-23, 2021

Follow us on social media!  
Instagram: @placentialib  
Facebook: Placentia Library

## 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.

## FALL AND WINTER LIBRARY NEWSLETTER

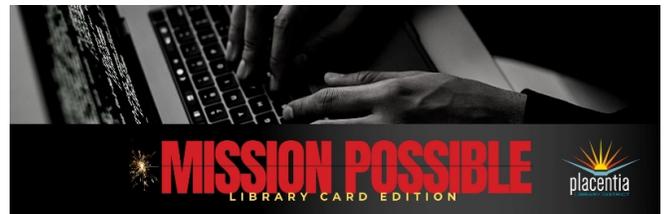
Check out what's new at the library this fall and winter, from Family Cooking Time kits to our all-ages Winter Reading program! Visit [www.placentialibrary.org](http://www.placentialibrary.org) to view the newsletter.

## MISSION POSSIBLE: LIBRARY CARD EDITION

Beginning September 15

Beanstack App – <https://placentialibrary.beanstack.org/reader365>

September is Library Card Sign-up Month and to celebrate we've created an exciting game to help you discover all you can do with your library card! Did you know your card can give you access to new and popular music, a movie screen and projector for your next outdoor party, or help you find your next great read? Mission Possible: Library Card Edition is open to all ages through the Beanstack App! New to the library? Sign up for a card to start your mission today! Survive the game and be entered into a drawing for a \$50 gift card. A random winner will be chosen each month.



## Children's Programs

### STORYTIMES ARE BACK!

Your favorite storytimes are back at Placentia Library District! Our storytimes are held in the Virginia and Norman Haussman Storytime Alcove.

#### Luna Luna Bilingual Storytime

First 3 Wednesdays of the month. Next storytime:  
Wednesday, October 6 @ 6:30 p.m.

#### Once Upon A Storytime

This week: Thursday, September 23 @ 10 a.m.

#### Family Storytime

This week: Saturday, September 18 @ 10 a.m.  
Family Storytime is back in the library...and we've got mail! Fun letters to open, songs to sing and books to read...all special deliveries! Everyone is welcome.

Visit [www.placentialibrary.org](http://www.placentialibrary.org) to see more dates for these reoccurring programs.



## Adult, Teen and Literacy Programs

### **FAMILY COOKING TIME: BUÑUELOS AND ATOLE OH MY! - PICKUP**

Celebrate Hispanic Heritage month by learning how to make Buñuelos, a traditional Mexican dessert that is a sweet and crunchy delight topped with sugar! Kit pickup September 16-18, details will be emailed to confirmed participants.

[www.placentialibrary.org/family-cooking-time](http://www.placentialibrary.org/family-cooking-time)



### **LITERACY**

Adult Literacy programs are still available. 1-on-1 tutoring is virtual and in-person instruction. Read, Write, Speak Club is held every Friday at 9:30 – 11:00 a.m. in the Placentia Library Community Meeting Room. Literacy Reads Book Club offers options for beginner readers and intermediate readers – contact us for details.

Please visit [www.placentialibrary.org/services/literacy](http://www.placentialibrary.org/services/literacy) for more info.

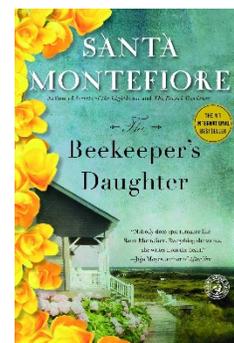
### **BOOK CLUB**

2<sup>nd</sup> Tuesday of Each Month, 1:00 p.m.

Placentia Library Community Meeting Room

Next month: *Beekeepers Daughter* by Santa Montefiore on October 12

You're invited to our monthly book club! Our group is always open to new members, so stop by to share or listen! Selections include a robust mix of fiction genres and selected titles are available for checkout. [www.placentialibrary.org/book-club](http://www.placentialibrary.org/book-club)



### **THE HANGAR DIY LAB**

Monday: 4:30 - 7:30 p.m.

Tuesday: 12:00 p.m. - 7:30 p.m.\*

Thursday: 12:00 p.m. - 7:30 p.m.\*

Saturday: 9:00 a.m. - 12:30 p.m.

\*Closed 4:30 p.m. - 5:30 p.m.

Check [www.placentialibrary.org/hangar-diy-lab](http://www.placentialibrary.org/hangar-diy-lab) for upcoming Hangar closure dates

Placentia Library welcomes you to The Hangar, a place to design, build, tinker, explore, and create! Use our maker equipment to develop your projects, pick up a new hobby, or get expert advice from our resident Tinkerer. The Hangar is open to adults and teens ages 14+ with a valid library card, ID, and signed waiver. Makers ages 9-13 are welcome with supervision from a parent or guardian.

### **ADULT & TEEN HANGAR TAKE AND MAKE SEPTEMBER PICKUP: LIBRARY CARD HOLDER**

Pickup began September 1, while supplies last

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:

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



### **PLACENTIA TEEN ADVISORY COUNCIL (PTAC)**

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

Next meeting: October 7 in the Community Meeting Room

[www.placentialibrary.org/ptac](http://www.placentialibrary.org/ptac)

### **TUTOR.COM RESOURCE**

Did You Know? We partner with Tutor.com to provide students with free online tutoring and test prep resources to help you throughout the year!

Connect with an expert subject tutor to get the specialized help you need. To get started, go to

[www.bit.ly/placentialibrarytutor](http://www.bit.ly/placentialibrarytutor).



#### **Contact Us**

(714) 528-1906

[www.placentialibrary.org](http://www.placentialibrary.org)

[information@placentialibrary.org](mailto:information@placentialibrary.org)

#### **Placentia Library Catalog**

Request books, e-books and more on our online catalog! Please visit [www.bit.ly/placentialib](http://www.bit.ly/placentialib) or [www.placentialibrary.org](http://www.placentialibrary.org).