

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

June 2, 2022



“Rich Heritage, Bright Future”

ADMINISTRATION DEPARTMENT

Commercial Sign Waiver Program

As part of the City's Buy Local Incentive Program, the Placentia City Council approved the Commercial Sign Waiver Program. This program allows the City to waive all planning and building fees, up to \$1,000 per business that is interested in upgrading their existing commercial building sign. Participating business must have an active business license. The Commercial Sign Waiver Program starts on May 1, 2022 and is only available for six months and will expire on November 1, 2022. For additional information, please call (714) 993-8268.



Resident Vehicle Rebate Program

Placentia residents purchasing or leasing a new vehicle from Fairway Ford or Audi North OC are eligible to receive a \$500 rebate with proof of residency. Vehicle price must exceed \$25,000 or more to qualify.

Visit the following participating dealerships for more information on this program:

- Fairway Ford - 1350 E. Yorba Linda Blvd., Placentia, CA 92870 (714) 579-3800
- Audi North OC - 1275 E. Yorba Linda Blvd., Placentia, CA 92870 (657) 452-6940

The Resident Vehicle Rebate Program will expire on April 30, 2025.

Legacy Bricks Available for Purchase

The City is partnering with the Placentia Community Foundation to create an opportunity for the community to invest in this one-of-a-kind historic project by incorporating a legacy brick dedication program into this restoration of the Kraemer Park Memorial Fountain. The City and Foundation are now selling personalized commemorative bricks to the community for installation in the fountain plaza area as part of this legacy project. This will provide the larger community an opportunity to participate in this legacy project and be a part of Placentia's legacy! Brick sales are on sale now and cost \$130 each. Placentia seniors (65+) can purchase a brick for \$95. For questions about the Legacy Brick Program, visit www.placentia.org/legacybrick or contact (714) 993-8232.

Get the iPlacentia App:



Follow us on Social Media:



Upcoming Meetings and Events

6/6/22	Veterans Advisory Committee
6/7/22	City Council Meeting
6/8/22	Heritage Festival Meeting
6/14/22	Park Arts and Recreation Commission
6/15/22	Blue Ribbon Committee

For additional

information or

questions about this

Weekly Briefing, please email:

CAWeekly@placentia.org



ADMINISTRATION DEPARTMENT

Flag Pole Dedication

Mayor Rhonda Shader and Council Member Craig Green attended the dedication of a new flag pole at Bradford Park donated by the Placentia Rotary Club. As part of the event, Mayor Shader accepted the keys to the new flag pole on behalf of the City.



Spanish Language Citizen's Academy

On May 25th, two of our Public Safety Dispatchers participated in the Police Department's Spanish Language Citizen's Academy. Alex Contreras and Sheila Rodriguez presented detailed information to the attendees at the Whitten Community Center. Participation in the presentation allows for our dispatchers to get out in the community, share vital information, and answer any questions the residents have about the job responsibilities and call process.



COMMUNITY SERVICES DEPARTMENT

Eagle Scout Project at Koch Park

Eagle Scout, Mitchell DiMario approached the City in April 2022 to complete a project at Koch Park to beautify the existing plaza area. The Community Services Department worked closely with Eagle Scout DiMario to finalize the project. The project includes adding new landscaping in the planter area at the base of the existing flag pole, beautification of the flag pole, and the addition of a dedication park bench. Currently, the planter area and the beautification of the flag pole have been completed and the park bench has been ordered. The City extends a special thank you to Mitchell and his family for their hard work and to Greenland Nursery for donating the new landscaping. The Community Services Department will continue to work with Eagle Scout, DiMario to finalize the installation of the dedication park bench.





COMMUNITY SERVICES DEPARTMENT

Tiny Tots Program Coming Soon!

A new Tiny Tots program will be offered beginning July 2022. The program will focus on introducing youth ages 3-5 years old to numbers, counting, colors, shapes, letters, vocabulary development, and following directions in order to gain valuable socialization skills and prepare for kindergarten. The program will be offered in 6-week sessions and at the Koch Park Community Building. For more information, [click here](#) to view the flyer or call (714) 993-8232.

LOT 318 Community Health Fair Event

The LOT318 Community Health Fair event was held on Monday, May 30th from 12:00 pm to 5:00 pm at the Gomez Community Center at 1701 Atwood Avenue. The event featured over 30 booths from health care providers and resources, games and rides, a yard sale, food, and other activities enjoyed by all families. Placentia Fire Life and Safety and Placentia Police were also in attendance to interact with community members. The event also featured a flag ceremony and over 200 people were in attendance. The City of Placentia and LOT318 would like to thank all the sponsors who made this event a huge success, especially the over 11 sponsors who supported the kid's fun zone game area, the three corporate sponsors, and the title sponsor, Veteran Air. LOT318 also extends a special thank you to Mayor Shader, the City Council, HIS-OC, and the Placentia Community Foundation for their continued support of LOT318's programming as we "Ignite Placentia." Congresswoman Young Kim and Senator Josh Newman also attended the event. For more information on programming and future LOT318 events, please contact the Community Services Department at (714) 993-8232.





PUBLIC WORKS DEPARTMENT

Expand the Forest Program

The City's Expand the Forest Program provides residents and community groups with an opportunity to purchase and dedicate a tree to commemorate a loved one or special event. Planting a tree in a City Park is a special way to honor a loved one and also provides a gift to the whole community by contributing to the expansion of the City's Urban Forest. 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. The current cost is \$300 for an Expand the Forest tree. Residents can participate by completing an Expand the Forest Program application and submitting it to the Public Works Department via email at 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 through the Public Works Department. For more information on the Expand the Forest Program, contact the Public Works Department at (714) 993-8148 or urbanforest@placentia.org.

SB1383—What You Need to Know

By now you've probably heard of Senate Bill 1383 which is designed to reduce the amount of organic waste sent to landfills. As of now, there is no change in service or waste disposal for Placentia residents. The State is allowing cities extra time to further develop plans for collecting organic waste. Please view the graphic below and visit www.placentia.org/sb1383 for more information on what to expect.

**HERE'S THE
DIRT
ON SB 1383!**



What is Senate Bill (SB) 1383? It is a State Law designed to reduce the amount of **organic waste** sent to landfills.

What do I do now? Nothing. At this time, there is no change in service or waste disposal for residents. Eventually, residents will be required to dispose of food waste in their yard waste bin.

What's next? The City will be focusing on promoting community awareness on future diversion efforts and finalizing the **organic waste** collection program with Republic Services.

Where do I learn more? The latest information can be found on placentia.org/SB1383.

Organic Waste:

Food scraps, yard waste, wood, lumber, paper products, manure





FIRE AND LIFE SAFETY DEPARTMENT

Blessed Sacrament Auction Winners

Fire Station #1 was excited to host a dinner for the winners of the Blessed Sacrament School auction. The winners received a Station tour, got to see the Paramedics tools and equipment, got a special ride on the Fire Engine, and ate a dinner prepared by the Firefighters. They even got to witness the crews respond to a call. There was also a birthday celebration, a chance to use the fire hose and put out a simulated fire, and best of all Captain Banister made his world famous “Chicken Parmesan.” It was safe to say a good time was had by all!



The Dinner



The Fire Engine



Meal Prep



Significant Incident at Valencia High School

On June 1st, Placentia Communications received a call for chest pain at Valencia High School. Prior to Medic 1 and Engine 1 arriving at the scene, Placentia Communications updated units responding that the patient was now unconscious. Lynch Medic 1 arrived on scene with Engine 1 shortly after to find an adult male pulseless and not breathing. Engine 1 started CPR while Medic 1 provided Advanced Life Saving interventions on scene. After treatment, the patient was loaded into the ambulance, still in CPR status. The patient was transported to the hospital with Engine 1 following up for more resources. Before arriving at the hospital, Medic 1 was able to obtain “ROSC” (Return of Spontaneous Circulation). The patient was transferred to the hospital with pulses and breathing. We are happy to report that this call was an excellent example of Placentia Fire, Lynch EMS, Placentia Communications, Placentia Police, and Emergency Ambulance working effectively together.



POLICE DEPARTMENT

Police Department Meets “This Kids on Cobb”

This week, Police Chief Butts and members of the Placentia Police Department met with the group known as “The Kids on Cobb.” These awesome kids range in age from 5 to 12, and a few weeks ago, all on their own, they decided to make a Lemonade Stand to buy a pizza lunch for our Department during Police Week. Chief Butts presented the kids with certificates of appreciation and Placentia Police challenge coins on behalf of all Police Department employees to thank the Cobb Crew! We sincerely appreciate their support!



Memorial Day Wreath Laying

The Placentia Veterans Advisory Committee, Placentia Police Department, Mayor Shader, and Council Member Craig Green participated in a wreath laying ceremony on Monday, May 30th for Memorial Day to honor those who have died while serving in our military.



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

Project Address	Project Description	Applicant	Project Status
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	Phases 1-5 Complete; Phases 6-9 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	Site Grading Underway and Building Permits issued
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	Grading Underway and Building Permits issued
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	Construction of parking garage complete. Framing of apartments has begun.
1478 N. Kraemer Blvd	Modify existing UP to permit the service of beer & wine (Type 41 ABC license).	Clyde's Hot Chicken Ray Hart	PC date scheduled
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 – Urban Dwell Architects	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	Certificate of Occupancy Issued. Now Open.



DEVELOPMENT SERVICES DEPARTMENT

Pending Development Projects

Project Address	Project Description	Applicant	Project Status
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	In Plan Check
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.	In Plan Check
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.	Maikel Faragalla – Urban Dwell Architects	In Plan Check
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. Interior work in progress.
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
2401 N. Rose Dr.	Addition of approximately 1,500 square feet to an existing single-family residence.	Ted Romios	Site Plan Review is approved. Awaiting building plan check submittal.
119 S. Main St.	Construction of a new two-story 2,870 square foot duplex, with a four-car garage.	Ernesto Ramos	Building permits issued and construction in progress.

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

Project Address	Project Description	Applicant	Project Status
17000 La Paloma	Construction of (3) three 2,532 square foot, two-story, single-family houses on (3) three recently subdivided parcels	Elliot Barker	Site Plan Review approved. Awaiting plan check submittal.
412 Tidland Circle (APN: 341-433-34)	Subdivide one 15,681 square foot parcel into two (2) parcels for the future development of single-family homes.	Blain Meith	Deemed incomplete, Now Under Entitlement Review;
1421 Cisneros Lane (APN: 341-433-48)	Subdivide one 17,424 square foot parcel into two (2) parcels for the future development of single-family homes.	Blain Meith	Deemed incomplete, Now Under Entitlement Review;
1451 E. Howard Place (APN: 341-431-01)	Subdivide one 19,166 square foot parcel into three (3) parcels for the future development of single-family homes.	Blain Meith	Deemed incomplete, Now Under Entitlement Review;
421 N. Nevin Place (APN: 341-433-05)	Subdivide one 1.76-acre parcel into Seven (7) parcels for the future development of single-family homes.	Blain Meith	Deemed incomplete, Now Under Entitlement Review;
502 Gerhold Lane (APN: 341-421-33)	Subdivide one 17,859 square foot parcel into two (2) parcels for the future development of single-family homes.	Blain Meith	Deemed incomplete, Now Under Entitlement Review;
406 Nevin Lane (APN: 341-433-23)	Subdivide one 20,908 square foot parcel into two (2) parcels for the future development of single-family homes.	Blain Meith	Deemed incomplete, Now Under Entitlement Review;



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; Project Deemed Incomplete
1840 N. Placentia Ave.	To permit the establishment and operation of a dance studio.	The Art of Dance & Ballet Academy	Planning Commission Date 6/14/22
1876 N Placentia Ave.	To permit the establishment and operation of a martial arts studio.	Ivan Seguel	Planning Commission Date 6/14/22
128 W. Santa Fe Ave.	Modify existing UP to permit the service of beer & wine (Type 42 ABC license).	La Biblioteca Anna Ayupova and Brad Johnson	Under Entitlement Review
1952 & 1958 E. Veterans Way (346-337-33 & 35)	To permit the subdivision to establish 39 three- and four-story residential condominiums on approximately 1.3 acres.	Toffoli Investments, Inc.	Deemed Incomplete

Building Activity Report May 2022

PERMIT TYPE	# PERMITS
RESIDENTIAL ALTERATION /ADDITION	67
SOLAR	33
COMMERCIAL TENANT IMPROVEMENT	6
SIGN	3
ROOF	20
POOL	2
PATIO	6
FENCE/WALL	0
Demolition	2
New MFR	3
TOTAL	142

EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary