

# P-TOWN INFORMER

A Bimonthly Report to the Community



PLACENTIA  
California

"The People Are The City"

October 24, 2011

Volume 1, Issue 1

## FROM THE CITY ADMINISTRATOR'S DESK

Thomas Jefferson was rumored to have said, "Information is the currency of democracy." Whether you agree with Jefferson's statement or not, it has been a long held belief that public access to government-held information allows individuals to better understand the role of government and the decisions being made on their behalf. With an informed citizenry, governments can be held accountable for their policies, and citizens can more effectively participate in the democratic process.

As a professional public administrator, I understand the importance of an informed citizenry and have worked hard to establish open lines of communication with the community. Over the past year, the City has launched a new and improved website, expanded programming on its government access channel (Channel 3), held quarterly neighborhood conversations throughout the community and recently started to stream city council meetings live on the Internet. To further enhance our communication with the community, the City has created a new biweekly electronic newsletter that we are calling the **P-Town Informer**. The P-Town Informer will include: current news and infor-

mation from City Hall, a calendar of upcoming events, a recap of actions taken at city council meetings, crime statistics, safety information, historical and interesting facts about the community and special features on a variety of issues of community importance.

Early next year the City will institute a new program to further our public outreach and to provide residents an opportunity to sit down in an informal setting with the City Administrator and his staff. **Chat 'n' Chew@City Hall** will be a quarterly opportunity for residents to sit down with the City Administrator and his department heads over lunch to hear about important issues affecting the City and to answer your questions or discuss concerns you may have. Residents are encouraged to bring a sack lunch to the meeting. More information about the Chat 'n' Chew@City Hall will be provided in future editions of the P-Town Informer and posted on the City's website.

An informed citizenry is not only more enlightened, but tends to be more engaged in the affairs of their community. Our goal is to make government fully transparent and to provide you with timely and accurate information.



## UPCOMING COMMUNITY CALENDAR

Oct. 26	Wednesday	OCTA Community Meeting to discuss the OC Bridges Project at 6:00 p.m. Whitten Community Center
Oct. 31	Monday	Happy Halloween! 
Nov. 1	Tuesday	City Council Meeting at 7 p.m. Council Chambers
Nov. 8	Tuesday	Cultural Arts Commission Meeting at 6 p.m. City Hall
Nov. 8	Tuesday	Planning Commission Meeting at 6:30 p.m. Council Chambers
Nov. 9	Wednesday	Heritage Festival Committee Meeting at 7 p.m. City Hall
Nov. 10	Thursday	Placentia Historical Committee Meeting at 7 p.m. City Hall

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## NEWS BITS

### Community Efforts with Proposed Water Rate Increase

Golden State Water Company (GSWC) has filed an application for a rate increase for 2013, 2014 and 2015 with the California Public Utilities Commission (CPUC). If the proposed application is approved by the CPUC, an average residential customer with a 5/8 x 3/4" meter would see a monthly bill increase in 2013 of \$11.59 or 24.54%. Excluding any applicable temporary credits or surcharges, this equates to a monthly residential increase from \$47.23 to \$58.82. The Mayor and City Administrator will be meeting with officials from the CPUC in Sacramento to discuss the proposed rate increase. To assist the Mayor and the City Administrator with their efforts in Sacramento, please e-sign a petition in opposition of the proposed water rate increase by clicking [here](#). This information will be collected and presented to the CPUC. For more information on the proposed rate increase, please click [here](#).



## DEVELOPMENT PROJECTS

### OC Bridges Project

The City continues to work with the Orange County Transportation Authority (OCTA) and the cities of Anaheim, Fullerton and Yorba Linda on the seven grade separations. OCTA has secured more than \$500 million in state and federal grant funds and local Measure M funds to build these grade crossings. Construction of the first two grade crossings, Placentia Avenue and Kraemer Boulevard, is slated to begin soon. A community meeting has been scheduled for **Wednesday, Oct. 26, 2011**, from 6-7:30 p.m. at the Whitten Community Center, 900 S. Melrose St. Placentia, to discuss road closures, bypass roads, local circulation, nighttime work activities, and the project schedule.

OCTA Staff will be available to answer questions and discuss local traffic alternatives. Exhibits will also be displayed. For additional information, please contact Tresa Oliveri by email at [toliveri@octa.net](mailto:toliveri@octa.net) or by calling (714) 560-5374. View the City's webpage [here](#).

### Join Recycle Placentia Teen Team!

Are you interested in earning community service hours and scholarship money? Do you want to help the environment? Become a member of the Recycle Placentia Teen Team! Participate in fun tours, educational programs, and projects! You will participate in public education and awareness programs, recycling education for children, and fun and exciting tours!

You must be between the ages of 14 and 18 to participate. Applications are now available at City Hall or online. We will push the deadline for those still interested to join!

For more information please contact the Administration Department at (714) 993-8117.



### Placentia Metrolink Station

The City met with OCTA staff on Wednesday, Oct. 5, to discuss the Placentia Metrolink Station. Staff has been informed that the Metrolink Station project is now completely being funded with Federal and local transportation funds. No State funds (STIP) will be needed. With the project now funded with federal and local transportation funds, OCTA should be able to advance the construction schedule. Construction is scheduled to begin in the first quarter of 2013 and will be completed in early 2015.



### DID YOU KNOW?

Placentia Disposal offers three large trash pickups per single family household, per calendar year. Please call (714) 238-3300 to schedule your pickup.

### Civic Center Parking Plan

In an effort to better meet the needs of the community, the Civic Center Parking Plan has been revised. Included in the new plan is a section for 30 minute parking to assist with those doing business as the Police Department, City Hall, and the Library. A total of 13 spots are available in this section.

### New Business License Activities

Business Name	Address
Executive Recovery	719 Monroe
Express Packaging	210 Crowther
Cortes & Company	185 W. Santa Fe
Action Kids	909 E. Yorba Linda

### Zoning Districts

To ensure that your business is compatible to those uses permitted in specific zoning districts, please contact the City Planning Commission by calling (714) 993-8124. You may need additional use permit approval(s) and other permits and clearances prior to operating your business at the proposed location.



## CRIME VIEW

### Placentia Police Monthly Traffic Report—August, 2011

	This Month	This Year	This Month Last Year	Last Year to Date	Percent Change
<b>Total Accidents</b>	27	254	30	271	-6%
<b>Fatal</b>	0	0	0	0	0%
<b>Personal Injury</b>	11	99	11	90	10%
<b>Property Damage</b>	16	155	19	181	-14%
<b>Motorist Injured</b>	0	0	0	0	0%
<b>Pedestrian Injured</b>	11	115	11	104	11%
<b>Bicyclist Injured</b>	0	0	0	0	0%
<b>Hit and Run Accidents</b>	1	13	0	6	100%
<b>Total Citations</b>	1,239	10,220	1,182	11,314	-10%
<b>D.U.I. Accidents</b>	3	29	2	28	4%
<b>D.U.I. Arrests</b>	16	132	14	155	-15%

### Patrol Operations Summary

During the month of September personnel assigned to Patrol responded to and handled approximately 1,040 calls for service. Day Watch handled approximately 554 calls, while Night Watch handled 486 calls. This is a -13.8% change from September, 2010 (1,207 total calls). Year-to-date the Patrol Division has responded to and completed approximately 10,164 calls for service in comparison to 10,847 through September of 2010 (-6.3% reduction).

There were a total of 94 arrests made by patrol officers during the month of September: 22 felony and 72 misdemeanor in-custody filings between both day and night watch.

Between Patrol and Traffic there were a total of 285 reports taken: 173 were initiated by patrol, 97 were taken by traffic personnel and 15 reports were generated by the Records staff.



## HISTORY

### What's in the Name?

The name "Placentia" was first recommended by Sarah Jane McFadden at a school board meeting in 1878. The school board could not decide on a name for the school district and when they asked Sarah, she said, "Placentia means delightful situation in Latin and is certainly very appropriate here."

To understand why she may have suggested the name Placentia, we must go back thousands of years. A great military general by the name of Hannibal conquered his way through Europe by using more than one hundred elephants to overwhelm and intimidate

his enemies. Hannibal and his army set up its headquarters in an area that he called, "Fort in the Womb of the Hills" which was the Roman town of Placentia, founded in 219 B.C. Hannibal and his army remained in Italy for 14 years until the Romans learned that elephants were afraid of loud noise. The ancient Roman town of Placentia became the modern city of "Piacenza" and is there today in the midst of the hills.

Some people believe that Sarah picked the name Placentia because of its Latin translation. Others believe that she imagined that the surroundings of her home were similar to that of the hills and rivers that protected Hannibal in Italy.

### First Store In Placentia

The first store in Placentia was established in 1897. It was also the second location of Placentia's post office, which was authorized in 1893. When the first postmaster resigned, Clara Wetzel offered to combine that job with opening a store on the Placentia school grounds. Placentia replaced its post office with rural-free delivery from Fullerton between 1902 and 1914.



## Did You Know?

Did you know that it is illegal to use a shopping cart to take your groceries home? California law (Business and Professions Code section 22435) strictly prohibits the removal of shopping carts from store premises. Despite this law, shopping carts continue to find their way from store parking lots onto city streets. The city of Placentia has received many complaints from residents and business owners about shopping carts being taken from stores and left on nearby streets and sidewalks. These stray carts can cause accidents and create an unattractive, blighted appearance throughout the community. Help beautify the community by not using shopping carts to take your groceries home. If you see a stray cart in your neighborhood, you can have it removed by calling (714) 993-8245.





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## MEETING NOTES

The following is an annotated summary of key actions taken by the City Council and various City Commissions/Committees. For additional details including the full agenda for the City Council and Commissions, please visit the City's website at [www.placentia.org](http://www.placentia.org). Live and recorded City Council meetings or individual agenda items can be viewed [here](#).

### City Council Meeting

The City Council met on Tuesday, October 18<sup>th</sup> and took the following actions:

- ◆ Received a presentation from the Orange County Fire Authority on the new ladder truck for Fire Station No. 34.
- ◆ Recognized City Maintenance Worker Saul Nungaray as Employee of the Quarter
- ◆ Received an update from representatives from OCTA and the City's Project Manager on the OC Bridges Project and the traffic mitigation measures that will be implemented
- ◆ Approved Amendment No. 1 to the Cooperation Agreement between the Orange County Transportation Authority and the City for the Metrolink Commuter Rail Station.
- ◆ Approved an award of construction contract to Interlog Corporation for exterior lighting upgrades at the Backs Community Building.
- ◆ Approved an award of contract to Jorgensen Facilities Services to perform a facilities condition assessment on specified City facilities to analyze the expected useful life, remaining useful life, and projected replacement costs of these facilities.

### Recreation and Parks Commission Meeting

On Monday, October 10<sup>th</sup> the Recreation and Parks Commission held their regular monthly meeting. The Placentia Rotary club addressed the Commission and presented a proposal to host a Crab and Lobster Festival at Kraemer Park in June 2012 as a fundraiser to help fund community events and programs that the Rotary Club supports. The Crab and Lobster Festival would also involve a car show and a beer and wine Garden. The Commission was supportive of the proposal pending additional event logistics to be worked out by Community Services staff with the Rotary Club and a final approval by City Council to have the event at the park. Community Services Staff worked with Neighborhood Services to develop a video presentation to the Commission highlighting all the summer programs organized the department. The Commission also conducted an initial review and discussion of the analysis provided by the Placentia Police Department and summary from the Director of Administrative and Community Services regarding prohibiting registered sex offenders in City parks.

### Cultural Arts Commission Meeting

On Tuesday, October 11<sup>th</sup>, the Cultural Arts Commission held their regular meeting and reviewed the results of fundraising efforts during the 2011 Concerts in the Park series. The funds raised go towards the Cultural Arts Projects for Every Student (CAPES) grants that are offered to PYLUSD teachers to plan and execute an arts related project for their student including music, visual art, dance, drama, poetry, photography, or graphic art. The Commission further discussed that approximately \$4,000 would be available for CAPES grants and that flyers have been distributed to the district with applications due on Thursday, October 27<sup>th</sup>. The Commission also discussed alternatives for planning the Winter Holidays Celebration, since the event's largest in-kind supporter Visions Lighting has moved to the City of Brea and will no longer support the event. The Commission discussed two options of either attempting to raise funds to offset \$3,000 in additional event cost or working with the Placita Santa Fe Merchants Association to combine the Winter Holidays Celebration with the Merchants Tamale Festival and Las Posadas. The Commission unanimously agreed that combining the event was the most feasible and cost effective way to move forward and a sub-committee of the commission will meet with representatives of the Merchants Association next week to have an initial discussion about combining the event.

### Senior Advisory Committee

On Wednesday, October 12<sup>th</sup>, the Senior Advisory Committee had their regular quarterly meeting and discussed their participation as a Craft Vendor at the Heritage Festival. The Committee has made several hand-knitted items that were made as part of the weekly craft activities at the Senior Center and they will be sold by the Committee at the Heritage Festival as a fundraiser to support programs at the Senior Center. The Committee also discussed an excursion that has been arranged to use the City bus to drive seniors from the Senior Center to the Free Flu Shot event offered at the Church of Latter Day Saints on Friday, October 21<sup>st</sup>. Over thirty (30) seniors have signed up for this excursion so far and there will also be supplement health screenings at the Senior Center the same day including glucose, blood pressure, body mass index, and nutrition screenings. The Committee was very excited about these upcoming events and noted that there has been an increase in attendance at the Senior Center.

### Planning Commission Meeting

The Planning Commission met on Tuesday, October 11, 2011 and took action on the following items:

- ◆ Use Permit 2011-12 – New Arco Service Station located at 102 E. Yorba Linda Boulevard – approved and recommended to the City Council
- ◆ Use Permit 2011-13: Sale of beer and wine in service station convenience store - approved
- ◆ Development Plan Review 2011-01: – construction of new Arco service station and convenience store – approved
- ◆ The Use Permit (2011-12) for the service station will come before City Council in a public hearing. The zoning code for the Town Center commercial district requires the action though it gives little direction otherwise. Since there is only one service station in the Town Center commercial district, it is clearly just an additional action so that the Council has a say in the matter as to whether the use is allowed, unlike the responsibility of the Planning Commission which looks at the comprehensive land use and design question.