

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

November 30, 2023



ADMINISTRATION DEPARTMENT

Ribbon Cutting Ceremony for Jefferson Cenza Luxury Apartments

In partnership with JPI, the City of Placentia held a ribbon-cutting event to celebrate the grand opening of the Jefferson Cenza, a new luxury mixed-use development located on West Crowther Avenue in Placentia. The celebration marks the completion of this development, which includes 418 residential units and approximately 8,200 square feet of high-quality retail-commercial space on the ground floor. The Jefferson Cenza is the second state-of-the-art development within the City's Transit-Oriented Development (TOD) District centered on Crowther Avenue. In addition to the 418 residential units, the Jefferson Cenza features high-end training facilities, gourmet kitchens, and well-appointed courtyards with resort-style amenities, including a pool and jacuzzi, firepits, barbeque grills, and dedicated dog-walking areas. The Jefferson Cenza, along with "The Herald," which is down the street, is helping achieve the City's goals established for the Transit-Oriented Development Packing House District by fostering sustainable living and mobility by increasing pedestrian and bike-friendly options to access mass transit. For more information about developments in the City of Placentia, please contact the Development Services Department at (714) 993-8124. For more information on Jefferson Cenza and leasing opportunities, please visit www.livecenza.com.



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Upcoming Meetings and Events

- 11/30/23 Tree Lighting Ceremony
- 12/1-12/2 Snow Play at the Civic Center
- 12/5/23 City Council Meeting
- 12/12/23 Park Arts and Recreation Commission
- 12/12/23 Planning Commission

For additional information or

questions about this

Weekly Briefing, please email:

CAWeekly@placentia.org



ADMINISTRATION DEPARTMENT

Shop Local for the Holidays

'Tis season! The holidays are well under way and as you shop for that perfect gift or for a place for family gatherings, remember to shop and/or dine locally here in Placentia. There are many advantages to supporting local retailers and businesses. When shopping locally, you support local jobs, assist in funding City services through sales tax, invest in our neighborhood retail centers and promote economic development. Please don't forget the Farmers Market is also open every Tuesday evening starting at 3:00 pm at the Placentia Town Center, with special holiday crafts and accessories for the entire family. Enjoy the season and don't forget to shop locally at your favorite Placentia retailers!



Ten Tips for Safe Holiday Decorating

Seasonal decorations, including lights, trees, and wreaths, can help put your household in the holiday spirit. However, when not used properly, decorations—particularly lights—can create safety hazards. Follow these best practices to ensure your holiday lights and decorations are installed correctly:

- Double check lights for frayed wires or cracks, and be sure there is a bulb in each socket. Discard and replace damaged strands.
- When decorating outside, keep ladders and decorations away from overhead power lines. Ensure the ladder is securely placed on the ground before climbing.
- Lights should be approved by Underwriters Laboratory. "UL" will be clearly displayed on the tag, signifying the product has been inspected for potential safety hazards. Red UL marks indicate the lights are safe for indoor/outdoor use, and green UL marks indicate the lights are only safe for indoor use.
- Do not hammer tacks or nails into the electrical cord when hanging lights. Instead, use clips to safely attach lights to the house.
- Use heavy-duty extension cords, and only use cords outdoors if they are designated for outdoor use. Avoid overloading extension cords by using no more than three sets of standard lights per cord.
- Outdoor lights and inflatable decorations should be plugged into circuits protected by ground fault circuit interrupters (GFCI). GFCIs help prevent electric shock by breaking the circuit when differences in the currents of hot and neutral wires occur.
- Use a timer or turn off lights before going to bed, or if you will be away from home.
- For special ornaments that plug into a bulb receptacle, use no more than two per strand, or check the manufacturer's directions.
- Indoor lights should not touch drapes, furniture or carpeting. Keep lit candles away from flammable items, too.
- Prevent tripping by placing cords and decorations in low-traffic areas where they won't be walked on. Avoid twisting, kinking or crushing cords.
- Be careful while working from ladders while placing decorations.

Additionally, if you have children in your home, use safety caps on all electrical outlets that are not in use to prevent shock.

By taking the proper precautions both inside and outside of your home, you can prevent hazards and focus on friends and family during the holidays.



PUBLIC WORKS DEPARTMENT

Shredding Event POSTPONED

The City regrets to inform you that the Shred Day Event scheduled for December 2, 2023, has been postponed to January 20, 2024, due to unforeseen circumstances. We apologize for any inconvenience this may cause and appreciate your understanding. We hope to see you at the event in 2024. If you have any questions or concerns, please feel free to contact the Public Works Department at (714) 993-8189 or recycling@placentia.org.

CITY OF PLACENTIA
Free Document Shredding Event

DECEMBER 2, 2023
Placentia Civic Center, 2301 East Chapman Ave
8:00 a.m. to 12:00 p.m.

DIRECTIONS

INFORMATION

- Paper clips, staples, rubber bands or file folders are accepted.
- No electronics recycling at this event.
- This is a drive-thru event. Please place paper in the trunk for easy access and stay in your vehicle.

For more information, please contact the City's Public Works Department at (714) 993-8123 or recycling@placentia.org.

Spring Compost Giveaway Event

In appreciation of the community's ongoing efforts to recycle its yard waste, Republic Services and the City of Placentia will host the annual compost giveaway event on Saturday, February 3, 2024, from 7:30 a.m. to 10:30 a.m. (or until compost runs out). The event will be held at Tri-City Park, 2301 N Kraemer Blvd. The event is open to Placentia residents only. Proof of residency is required. Due to the popularity of this event, each participant is limited to 60 gallons of each material. Residents must bring their own containers; bags are not permitted.

This event is a big "thank you" to Placentia residents for diverting yard waste from landfills! Composting is recycling organic materials into a useful soil product that can be used in gardens or on potted plants. It can save money and time and reduce your garden's watering and weeding needs. It also benefits the environment by recycling valuable organic resources and extending the life of our landfills. This compost is a rich, organic soil amendment that consists of composted, recycled green waste collected as part of the City's residential green waste recycling program. A new state-mandated organics recycling program is being developed that will require the community to recycle food scraps and yard waste. To learn more, visit www.placentia.org/sb1383.

For more information or questions, please contact Environmental Services Coordinator Cathy Nguyen at (714) 993-8123 or cnguyen@placentia.org.



PUBLIC WORKS DEPARTMENT

Yorba Linda-Placentia Active Transportation Plan

The neighboring cities of Yorba Linda and Placentia along with the Placentia-Yorba Linda Unified School District (PYLUSD) are partnering to develop a comprehensive Active Transportation Plan (ATP). The ATP will incorporate needed pedestrian and bicycle improvements, Safe Routes to School (SRTS) plans, and an updated Master Plan of Trails (including equestrian trails). This bi-city ATP is needed to add and connect infrastructure for safer, more accessible walking, biking, and riding for school children, families, residents, and visitors.

Please share your thoughts on walking, bicycling, rolling, and horseback riding in Yorba Linda and Placentia and identify key destinations in the community. Share your feedback through our online map or join us at one of our upcoming community meetings in January 2024.



Learn more about the community meetings and the project, and provide your feedback on the interactive map before it closes on January 31, 2024, by visiting www.virtualeventroom.com/yorba-linda-placentia-atp.

FIRE AND LIFE SAFETY DEPARTMENT

Fire and Life Safety Visits JUSA TOPSoccer Team

Recently, Placentia Fire had the opportunity to play with the Junior United Soccer Association's (JUSA) TOPSoccer team for their last match of the season at Brookhaven Elementary School. Placentia's TOPSoccer club is one of the state's largest clubs. We were honored to play with them during their 2023 season and to see them at their upcoming end-of-the-year celebration!





COMMUNITY SERVICES DEPARTMENT

Holiday Toy Drive

The Community Services Department, Fire and Life Safety Department, Police Department, and the Placentia Library are hosting a Holiday Toy Drive. Donations of toys are being accepted now through December 13th. Gifts will be distributed to families in need in Placentia and surrounding communities. For those interested in donating, please drop off a new, unwrapped toy for children ages 0-18 at one of the locations listed on the flyer. To view the flyer, please [click here](#). For more information, contact the Neighborhood Services Office at (714) 986-2333.



Holiday Tree Lighting Event

The City will host the annual Holiday Tree Lighting event **tonight** at the Civic Center Plaza. The event will feature a **NEW** snow play area from 4:00 p.m. to 9:00 p.m. Please wear warm clothing and gloves to participate. Additionally, the event will feature performances by the Musical Theatre University, the lighting of the Menorah by the Chabad Beth Meir Hacoheh, Holiday crafts, the lighting of the Holiday Tree, hot chocolate and coffee sponsored by Golden State Coffee Roasters, and tasty treats from 6:00 p.m. to 8:00 p.m. Photos with Santa Claus will be available from 8:00 p.m. to 9:00 p.m. Please bring your own camera for photos. The Holiday Tree will be lit every evening throughout the Holiday Season. For more information on City events, contact Community Services at (714) 993-8232.

Placentia Tamale Festival 2023

The City of Placentia is pleased to announce the 29th annual Tamale Festival to be held in Old Town Placentia on the 100 and 200 blocks of Santa Fe Ave and the 200 block of Bradford Ave on Thursday, December 7th from 4:00 p.m. to 10:00 p.m. Each year the event draws large crowds of 8,000-10,000 attendees and the City is excited to kick off the Holiday season with this beloved festival. The event will feature live entertainment, food and tamale vendors, non-profit booths, business booths, a beer garden, pictures with Santa Claus, a Holiday Tree Lighting, and a kids games area. Additionally, a free event shuttle will be available throughout the evening to and from nearby off-site parking locations. If you are interested in being a vendor, or for more information about the event, please contact the Community Services Department at (714) 993-8232 or visit www.placentiatamalefestival.org.



NEW Snow Day!

The City is excited to host a new community event this Holiday Season! A snow play area complete with sledding will be available for community members to enjoy from December 1st through December 2nd. The snow play area will be open from 4:00 p.m. to 8:00 p.m. on Friday, December 1st and from 10:00 a.m. to 4:00 p.m. on Saturday, December 2nd. The event is free and will be located at the Placentia Civic Center at 401 E. Chapman Ave in the grass area near the Placentia Library. Please dress warm and bring winter/snow gloves to participate. For more information on this new community event, contact Community Services at (714) 993-8232.



POLICE DEPARTMENT

Holiday Crime Safety Tips

With the holidays upon us, the Placentia Police Department wanted to provide some tips to prevent and avoid becoming a victim of crime as you enjoy the season and all its activities. Remember, if you see something, say something. For immediate, emergency assistance, call 911. For non-emergency matters, call (714) 993-8164. If you are not sure, call 911 and let our Dispatcher's decide where to route your call. We wish everyone a safe and happy holiday season!

HOLIDAY CRIME PREVENTION TIPS

SHOPPING AT HOME & STORES

- While shopping, be aware of your surroundings and park in well lit areas
- Never carry large amounts of cash, pay with checks or credit cards
- Deter pickpockets/purse-snatchers: Don't overburden yourself with packages, carry your purse close to your body, not dangling by straps, or in your cart, and ALWAYS keep it closed. Carry wallets in an inside coat pocket or front pants pocket
- Conduct ATM transactions in safe locations during daytime hours
- Use the Placentia PD SAFE EXCHANGE ZONE, located in front of the police station, to meet online buyers or sellers and conduct transactions
- Do not leave valuables or purchases in plain view inside your vehicle and ALWAYS LOCK YOUR CAR
- Do not display gifts near windows in your home
- Install a home security system
- Only shop online with companies you know and trust
- Use credit cards, not debit cards to pay for online transactions
- Do not open emails from unknown senders
- Never provide personal information in response to an unsolicited email
- Protect your devices with up-to-date anti-virus software
- Destroy boxes or conceal them before leaving them for garbage collection
- Check I.D.'s of any solicitors, delivery people who come to your door
- REPORT SUSPICIOUS ACTIVITY TO LAW ENFORCEMENT

IF AWAY ON VACATION OR TRAVELING

- Ask neighbors to keep an eye on your home, and park in the driveway occasionally
- Stop newspaper and mail deliveries
- Ask someone trusted to retrieve packages delivered to your home, or have them delivered to alternate locations/lockers
- Never hide a spare key outside
- Get automatic timers for lights
- Share vacation info on social media AFTER you return
- Check your bank accounts frequently to spot suspicious activity

CELEBRATE RESPONSIBLY

- DON'T DRINK AND DRIVE
- Use a designated driver, public transportation, or ride services

HAVE A SAFE AND HAPPY HOLIDAY

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

Project Address	Project Description	Applicant	Project Status
SEC of Rose Drive and Alta Vista Street	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	All residential phases are complete and occupied. Awaiting Commercial building plan submittal.
455 S. Van Buren Street	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	Construction of Phases 1, 2, 3, 4, 5, and 7 are complete. Certificate of Occupancy issued for Building 5 issued on November 1, 2023. Construction of Phases 10 & 12 in progress.
SWC of Orchard Drive and Highland Avenue	Development of four, three-story, multi-family buildings consisting of 16 residential townhomes located on a 1.24-acre unimproved vacant lot.	HQT Homes	Certificates of Occupancy issued for 11 of the 16 units.
505 W. Crowther Avenue	Development of a five-story, 418-unit apartment building with a seven-story parking structure on a 4.4-acre site.	JPI	Temporary Certificate of Occupancy issued for Phase I. Remaining phases under construction
207-209 Crowther Avenue	The development of a mixed-use community including 189 mixed-income apartment units and 1,500 square feet of retail on a 2.13-acre site on City-owned property.	USA Properties Fund Inc.	In Building Plan Check
1314 N. Angelina Drive	Development of an affordable senior housing project consisting of two, two-story buildings, one with 33 units and one with 32 units, as well as a new parish hall for an existing church.	National Core	Under Construction; Temporary Certificate of Occupancy for Parish Hall issued 10/23/23
119 S. Main Street	Construction of a new two-story 2,870 square foot duplex, with a four-car garage.	Ernesto Ramos	Final phase of construction in progress
777 W. Orangethorpe Avenue	A 248-unit development consisting of a five-story, 249,557 gross sq. ft. residential building with 2,703 sq. ft. of ground floor commercial space and a seven-level, 151,900 gross sq. ft. wrapped parking structure located on a 2.72-acre lot.	Gilad Ganish, representing Orangethorpe Investment Partners, LLC	Under Entitlement Review. CEQA Review in progress.

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

Project Address	Project Description	Applicant	Project Status
860 S. Placentia Avenue	Construction of a new 34,275 square foot warehouse building and a new 34,063 square foot maintenance building at an existing 6.28-acre lot.	U-Haul Co. of Orange County	Construction of Maintenance Building complete. The warehouse building is in plan check.
17000 La Paloma Avenue	Construction of three 2,532-square-foot, two-story, single-family houses on three recently subdivided parcels	Elliot Barker	Site Plan Review approved. Awaiting plan check submittal
1952 & 1958 E. Veterans Way (346-337-33 & 35)	To permit the subdivision to establish 39, three-story residential condominiums on approximately 1.3 acres.	Toffoli Investments, Inc.	In Building Plan Check
500 S. Placentia Avenue	Construction of a new ground mount PV solar system, carport PV solar system, battery energy storage system and associated equipment to an existing commercial building.	John Bruce	Site Plan Review Approved 1/10/23. Currently in construction.
503 & 513 S. Van Buren Street (346-164-23, 346-164-24)	To permit the development of two, three-story townhome buildings for a total of 12 condominium units on approximately 0.379-acre site.	Toffoli Investments, Inc.	Currently in construction.
118 E. Orangethorpe Avenue	A request to subdivide an existing 2.37-acre property into two parcels measuring 0.68-acres (Parcel 1) and 1.81-acres (Parcel 2).	Mike Patel	Submittal deemed incomplete 12/5/22.
Northeast of Alta Vista Street and Rose Drive. 341-501-01 through 341-501-65	To permit a new residential planned community consisting of 100 single-family detached homes.	Eric Everhart, Toll Brothers, Inc.	In Building Plan Check. Initial grading and street-facing landscaping underway.
929 Gonzales Street	Construction of a new 2,166-square ft. single-family home with a 482-square foot, two-car garage on an approximately 3,673-square foot lot.	Emmanuel Gonzalez Guerrero	Planning Division Approved 12/12/22. Building Division Approved. In Plan Check with Engineering
664 N. Rose Drive	A request to permit a Computer Code Programming Center, within an existing multi-tenant space within the Specific Plan 7 (SP-7) Zoning District.	Hani Amra, as Code Ninjas	Under construction; slated to open December 2023

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

Project Address	Project Description	Applicant	Project Status
1257 E. Yorba Linda Boulevard	To permit the establishment and operation of a 24,000-square foot hardware store, with façade improvement and an outdoor retail component in the parking lot, within an existing multitenant commercial shopping center.	Westlake Hardware, Inc.	Building Permit ready to issue
116 W. Santa Fe Avenue	A request to allow for the onsite sale and consumption of beer and wine (Type 41 ABC License) in conjunction with the operation of a 563-square foot commercial retail space.	Heidi Mahnke, as Broken Timbers Brewery	Building permit issued; under construction
604 S. Van Buren Street	A site plan review for one new 2-story, 2,649-square foot single-family dwelling on a vacant lot consisting of 3,920 square feet, containing a 1,050-square foot roof deck, along with a 100-square foot balcony on the front façade.	Mark Lee	Awaiting soil and grading report before submitting to Building
860 N. Rose Drive	A request to allow for the conversion of an existing, 13,007-square foot women's gym and spa into a children's swim school at an existing retail space at a commercial shopping center within the Specific Plan 7 (SP-7) Zoning District.	Diane Bainbridge, as The Australian Swim School	Undergoing interior demolition; In Building Plan Check
1251 E. Yorba Linda Boulevard	A request to permit the use and operation of an animal hospital, with minor tenant improvements to the existing tenant space.	Circle of Friends Veterinary Hospital	Building Plan Check
201 S. Bradford Ave	A request to permit the development of a 260-square-foot covered patio, two (2) new 514-square-foot bathrooms, and a 1,388-square-foot open patio cover/ enclosure on the site of an existing parking lot at the El Farolito Restaurant, located at 201 S. Bradford Avenue in the Main Street (2-Story) Subarea of the Old Town (OT) Zoning District.	El Farolito Restaurant	Administratively approved 10/24/23
717 Dunn Way	A request to permit the development of a permanent outdoor drinking/dining area on the site of an existing parking lot at The Bruery.	The Bruery, LLC	Under Administrative Review



DEVELOPMENT SERVICES DEPARTMENT

Pending Development Projects

Project Address	Project Description	Applicant	Project Status
1474 N. Kraemer Blvd.	A request to expand the existing Type 41 ABC license to include the existing outdoor patio, located in the northwest corner of Village Plaza Shopping Center.	Spitz Restaurant	Administratively Approved 11/20/23. Building Permit ready to issue.
101 W. Santa Fe Avenue	A renovation of the façade at the existing Tlaquepaque Restaurant in Old Town Placentia using Community Block Development grant funds.	Tlaquepaque Restaurant	Building façade renovation and installation of new awnings is complete.
803 W. La Jolla St	To permit the development of a two-story, approximately 6,559-square-foot condominium triplex with six enclosed garage parking spaces and one open guest parking space, including onsite hardscape and landscape improvement, within a R-3 High-Density Multifamily zoning district.	CHD International	Applicant to revise drive aisle width, as conditioned with Planning Commission approval.
910 W. La Jolla St	To permit the demolition of a three-unit housing complex, and construct five (5) new three-story, townhomes, within the (R-3) High Density Multiple-Family District.	Anh Khoi Lam	Submittal deemed incomplete 11/16/23.
200 Orange Grove Ave	A request to utilize SB 9 to split an existing R-1-zoned parcel from one to two parcels.	Bill and Cindy Maddox	Under Entitlement Review

Building Activity Report—November 2023

PERMIT TYPE	NUMBER OF PERMITS
Solar	22
Residential Alteration/Addition	7
Reroof	21
Commercial Alteration/Addition	0
Signs	0
New Condo/SFR	11
ADU/JADU	3
Patio	2
Pools & Spa	2
Fence/Walls	3
Demolition	2
Windows	7
TOTAL	70

Placentia Library District

WINTER READING PROGRAM

December 1, 2023 - January 13, 2024

placentialibrary.beanstack.org or the **Beanstack App**

Who doesn't enjoy snuggling up with a good book when it's cold outside? The more you read, the more chances you have to win. Take a little bit of time out of your busy holiday schedule to relax, have fun, learn and read! All ages!

Age 0-13

For every 60 minutes you read (or are read to), you'll earn the chance to win one of our fabulous Kids Grand Prizes. Paper logs are available at the Information Desk for you to track your reading at home!

- Nintendo Switch Lite
- Super-Fun Marble Run
- Cosmic Space Projector
- Young Scientist Microscope Set
- Butterfly Fairy Night-Light Kit

Age 14+

For each book you read, you earn a chance at one of our exciting Teen and Adult Grand Prizes.

- Baker's Gift Basket
- Cozy Up Gift Basket
- Bluetooth Headphones



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