

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

August 8, 2024



“Rich Heritage, Bright Future”

ADMINISTRATION DEPARTMENT

10th Annual Taste of Placentia

The Placentia Chamber of Commerce will host its 10th Annual Taste of Placentia on Thursday, August 15th from 5:00 p.m. to 9:00 p.m. The event will be held at Tri-City Park, 2301 N. Kraemer Blvd. Experience great food and beverages while meeting local OC businesses at this fun community event. There will be live music by Prime Time Music from 6:30 p.m. to 8:00 p.m. on the grass and DJ Slim Dee will play in the tasting area. Pre-sale tickets are \$40 and include unlimited food and drink tastings. Tickets are \$50 at the door. Visit www.TasteofPlacentia.com for the vendor list, VIP table options, and general ticket information.



Doing Business in Placentia

Are you considering doing business in the City of Placentia? If so, you'll need a business license. We aim to make this process as smooth as possible because we want you to make Placentia the home for your business. The City recently created a quick guide video to getting a business license in Placentia. [Click here](#) to watch the video on the City's YouTube Channel.

Social Media Corner

Are you following the City on social media? The City encourages you to follow us on our social media platforms to enhance communication and inform the community about the latest happenings, news, events, public safety alerts, and more. The City is active on Facebook, X, LinkedIn, YouTube, and Instagram, offering a variety of channels to stay engaged with your city. Recent Instagram videos include:

- [A National Night Out recap](#)
- [Welcoming Ape Coffee to Placentia](#)
- [Welcoming Ace Hardware to Placentia](#)
- And many more!

Click the following links to follow us on [Instagram](#), [X](#), [Facebook](#), [YouTube](#), and [LinkedIn](#).

Get the iPlacentia App:



Follow us on Social Media:



Upcoming Meetings and Events

8/8/24	Concerts in the Park—Soto Band
8/9/24	Movies in the Park—Kung Fu Panda 4
8/14/24	Backpacks for Success Event
9/2/24	Labor Day—City Facilities Closure
9/3/24	City Council Meeting

For additional information or

questions about this

Weekly Briefing, please email:

CAWeekly@placentia.org



ADMINISTRATION DEPARTMENT

Fall 2024 CERT Course

Throughout California, we have seen the catastrophic devastation that often occurs from large-scale natural and human-induced disasters. The immediate confusion and destruction that typically arise from these events initially overwhelm the local first responders. Still, the shining light in these incidents is the many volunteers arriving to help their neighbors and community. When large-scale emergencies occur throughout the nation, we often find that the non-traditional first responders are neighbors helping neighbors; therefore, it is the mission of the City of Placentia to provide consistent training and resources to the members of our community to ensure that in an emergency, our neighborhoods and communities can quickly recover from a disaster. In Emergency Management, many officials term this act of kindness and self-sustainability as the Whole Community Approach to disasters. In Placentia, we believe the Whole Community Approach is critical to our city's resilience.



To ensure that our residents are ready for a large-scale emergency, the City offers CERT training to develop a city-wide group of volunteers trained and willing to respond to large-scale emergencies in their neighborhoods throughout Placentia and Orange County. Trained members of CERT often assist their neighbors and communities in many ways, and each person truly provides invaluable support during large events and emergencies. To sustain and increase our level of preparedness, free CERT courses are offered several times a year. The CERT course provides training in fire suppression, terrorism, search and rescue, disaster medical operations, and disaster psychology. Upon completing the CERT training, each participant is given the option and resources to further their training to serve their neighbors and neighborhoods. Fall 2024 CERT training courses are planned for Wednesday nights in September and October. Tentatively, September 11th, 18th, 25th and October 2nd, and 9th. To sign up for the Fall 2024 CERT course, contact (714) 993-8214 or email ppowers@placentia.org.

PUBLIC WORKS DEPARTMENT

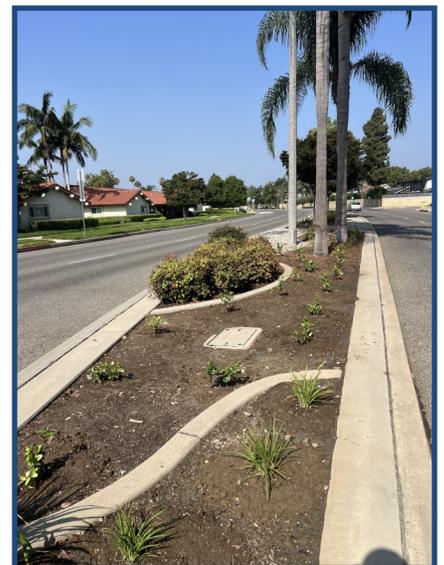
Yorba Linda Boulevard Median Restoration

The Public Works Department recently completed restoration of the medians along Yorba Linda Boulevard. The project consisted of the



removal of the existing landscape (grass) and replacement with new drought-tolerant plants (jasmine) on the medians located on Yorba Linda Boulevard. The bamboo was also replenished and additional jasmine was planted to fill in the existing plant life.

The new plant material is still taking root, but it should blossom nicely, enhancing the appearance and appeal of our City's medians.





FIRE AND LIFE SAFETY DEPARTMENT

Park Fire Updates

Placentia Fire and Life Safety still have two personnel assigned to the Park Fire as Fireline Emergency Medical Technicians. As of August 8th, the fire is 34% contained, and has burned 426,528 acres. This fire has destroyed 636 structures and damaged 49 others. Placentia Fire & Life Safety personnel will continue to assist our statewide partners in their time of need, while always focusing on maintaining coverage back at home.

Information on the fire incidents burning across the State can be found [here](#). Information on Smoke Alarms for your residence can be found [here](#).



COMMUNITY SERVICES DEPARTMENT

Movies in the Park



The Movies in the Park series continues this week at Placentia Champions Sports Complex, 505 Jefferson St. The next feature presentation of the season will be **Kung Fu Panda 4 on August 9th**. Movies begin at dusk, and participants are encouraged to bring a lawn chair for comfortable viewing. Admission to the Movies in the Park series is free all summer long. Snacks and light refreshments will be available for a nominal fee. The City extends a sincere thank you to Republic Services for their generous contribution to the Movies in the Park summer series. For more information, please contact the Community Services

Department at (714) 993-8232 or visit www.placentia.org/movies.

Concerts in the Park

The Concerts in the Park series continues tonight and will be held at Tri-City Park, 2301 N. Kraemer Blvd. **The featured band tonight will be Soto Band, specializing in Latin hits.** The Concerts series is hosted in partnership with the Placentia Parks, Arts, and Recreation Commission. The Concerts will begin at 6:30 p.m., and admission is free. Light snacks and dinner options will be available for purchase. Please contact the Community Services Department at (714) 993-8232 for more information.



Free Recreation Swim

The Gomez Community Pool at Parque de los Ninos, 1701 Atwood Ave., is open this summer for FREE recreation swim. The pool is open Monday and Wednesday from 11:30 a.m. to 4:30 p.m. and Tuesday/Thursday/Friday/Saturday from 11:30 a.m. to 5:30 p.m. Please note, pool floaties are not allowed in the pool and all swimmers must wear proper swim attire to participate. For more information on recreation swim, contact the Community Services Department at (714) 993-8232.



POLICE DEPARTMENT

National Night Out 2024

This week, we hosted our annual National Night Out event at the Placentia Town Center. We were joined by Placentia Fire and Life Safety, Placentia Public Safety Communications Center, Lynch Ambulance, Placentia Police K9 Foundation, C.E.R.T.,



Community Services, and more! There were hands-on activities, demonstrations, informational booths hosted by businesses and civic

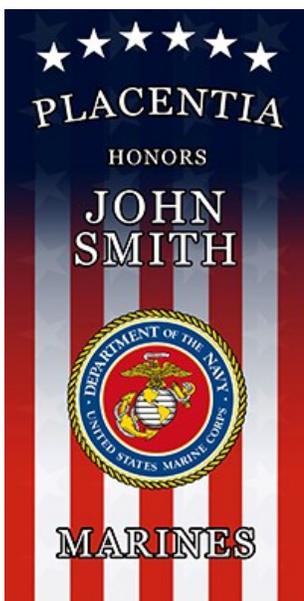
groups, food, and fun for everyone to enjoy. This event was a great opportunity to meet First Responders, ask questions, and learn more about the different jobs performed by each Department. This year was another great success and we can't wait until next year's event!

Police Department Citizen Academy

The Placentia Police Department is pleased to announce our upcoming Police Department Citizen Academy for interested members of the community. The academy is a ten-week course designed to provide community members with a better understanding of their Placentia Police Department and to help foster better communications between police personnel and citizens. The Academy will include instruction in the following areas: structure of the Placentia Police Department, investigations, traffic enforcement, accident investigation, driving under the influence investigations, gangs, narcotics, crime prevention, crime scene investigation, police K-9 program, and volunteer programs. There will also be a tour of the police facility, patrol vehicles, and equipment used by the department.

Academy graduates will receive a Placentia Police Department certificate of completion at the end of the program. For questions, please contact Officer Daniel Lee at dlee@placentia.org or Kelley Krahlung at kkrahlung@placentia.org.

2024 Military Banner Recognition Program



The Placentia Military Banner Recognition program is now accepting applications for the 2024 installation. The program, known as Placentia "Hometown Heroes," honors and recognizes Placentia residents currently serving as active-duty or honorably discharged veterans in the United States Armed Forces. Branches of service include Air Force, Army, Coast Guard, Marines, National Guard, Navy, and Space Force. 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. 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 21st, 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 are available online at www.placentia.org/militarybanner, and can be submitted to the Placentia Police Department. For questions, contact (714) 993-8179 or kkrahlung@placentia.org.



DEVELOPMENT SERVICES DEPARTMENT

Solicitors and Peddlers

Did you know? Solicitors, peddlers, and canvassers must first obtain a permit from the City of Placentia before going door-to-door. According to Placentia Municipal Code (PMC) Section 6.72.010, all City-permitted solicitors, peddlers, and canvassers will be issued an identification card labeled "permit," which must be visibly worn on their outer garment.

Additionally, no peddler or solicitor, whether selling or pretending to sell goods, wares, or merchandise of any kind, or taking orders for any article, material, or substance, is allowed to ring the bell or knock on the door of any residence, dwelling, flat, or apartment that has a sign displaying "No Peddlers," "No Solicitors," or "No Peddlers or Solicitors."

If you need to report any suspected unauthorized solicitors, peddlers, or canvassers, please contact Code Enforcement at (714) 993-8165. Stay informed and help keep our community safe!

Pending Development Projects

Project Address	Project Description	Applicant	Project Status
320 E. Crowther Ave	A request to utilize a conditional use permit to permit the establishment and operation of a batting cage operation at 320 E. Crowther Avenue, in the Manufacturing (M) Zoning District	Matthew Cotter	Under Entitlement Review
440 N. Jefferson Street	A request to permit the development of 140, three-story condominium townhome units on an approximately 4.97-acre site.	Toffoli Investments	Under Entitlement Review
950 S. Via Rodeo	A request to permit the modification of UP 2015-04 to permit an expansion of the existing Type 41 ABC license to occupy an approximately 728-square-foot newly constructed patio adjacent to the brewery.	Rick and Amanda Smets, of Stereo Brewing	Under Entitlement Review
132 S. Bradford Avenue	A request to utilize a conditional use permit to permit the obtaining of an alcohol license, in conjunction with the commercial tenant improvement of an existing commercial retail space in the Old Town (OT) zoning district.	William Stanton	Under Entitlement Review
895 E. Yorba Linda Boulevard, Suite 201	A request to utilize a conditional use permit for the establishment and operation of a massage studio at an existing commercial retail space in the Commercial Office (C-O) zoning district.	Wanjiao Tan	Scheduled for September 10, 2024 Planning Commission.

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

Project Address	Project Description	Applicant	Project Status
440 N. Jefferson Street	A request to permit the development of 140, three-story condominium townhome units on an approximately 4.97-acre site.	Toffoli Investments	Approval recommended at the July 9, 2024 Planning Commission meeting.
216 S. Melrose Avenue	A request to permit the construction of a new, six (6)-bedroom, four (4)-bathroom home in the rear portion of a parcel at 216 S. Melrose Street, in the R-2 Zoning District.	Luis Madrigal	Corrections issued. Awaiting resubmittal.
1664 Vicente Avenue	A request to permit the construction of a 1,918-square-foot single-family residence with a 399-square-foot attached garage, covered front porch, rear deck, driveway, and associated landscaping on a vacant lot.	Ameen Younis	Planning approved. Awaiting Building submittal.
202 W. Santa Fe Avenue	A Site Plan Review (SPR) to permit a 5,500-square-foot 2 nd floor addition to an existing, 5,500-square-foot commercial building at 202 W. Santa Fe Avenue, in the Old Town (OT) Zoning District.	Gevork Martirosian	Planning approved. Awaiting Building submittal.
300,307,312,314 , and 323 Baker Street	A request to permit the development of a five-story apartment building, with 68 affordable residential units on 300, 307, 312, 314, & 323 Baker Street, within the Old Town (High-Density 4-story Subdistrict) Zoning District.	Mercy Housing	Awaiting Plan Check submittal
201 E. Madison Ave	A request to expand the total permitted enrollment at Towne & Country Early Education Center from 68 to 84 students, to accommodate an infant center with a capacity of 16 infants, as well as construct a new, 1,756-square-foot building and 1,022-square-foot covered patio.	Maximus Kurera	In Building Plan Check
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	Awaiting Building Plan Check submittal
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	In Building Plan Check

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

Project Address	Project Description	Applicant	Project Status
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
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	Building Permit issued 6/27/24
604 S. Van Buren Street	A site plan review for one new two-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	In Building Plan Check
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	In Plan Check with Engineering.
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.	Initial grading and street-facing landscaping underway. Production models under construction. Temporary Certificate of Occupancy issued for two production models on 3/15/24.
503 & 513 S. Van Buren Street (Hudson)	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.	Construction of Phases 1, 2, 3, 4, 5, 6, 7, 8, and 9 are complete.
500 S. Placentia Avenue	Construction of a new ground-mounted PV solar system, carport PV solar system, battery energy storage system, and associated equipment to an existing commercial building.	John Bruce	Construction complete. Awaiting Building and Fire approval.



DEVELOPMENT SERVICES DEPARTMENT

Pending Development Projects

Project Address	Project Description	Applicant	Project Status
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.	Preliminary site work underway.
17000 La Paloma Avenue	Construction of three 2,532-square-foot, two-story, single-family houses on three recently subdivided parcels	Elliot Barker	Entitlement renewed until April 20, 2025.
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	Building Permits issued for both Warehouse Building and Maintenance Facility.
777 W. Orangethorpe Avenue	A 248-unit development consisting of a five-story, 250,681-gross-square-foot 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	Recommended for denial at July 9, 2024 Planning Commission meeting. Scheduled for September 3, 2024 City Council meeting.
NWC of E. Orangethorpe Avenue and N. Lakeview Avenue (Cobblestone Plaza)	A request to permit the development, establishment, and operation of a 4,296-square-foot multi-tenant commercial building at the northwest corner of E. Orangethorpe Avenue and N. Lakeview Avenue, within the Neighborhood Commercial (C-1) Zoning District.	Maikel Faragalla, representing Urban Dwell Architects	Grading permit issued. Building permit ready to issue.
207-209 W. 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. Landscape Plan approved 7/24/24.
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, 6, 7, 8, and 9 are complete. Construction of Phases 12-13 in progress.
SEC of Rose Drive and Alta Vista Street (Chick-Fil-A)	Development of an approximately 5,500-square-foot commercial retail pad 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	Chick-Fil-A in Building and Planning Plan Check. All single-family homes complete.



DEVELOPMENT SERVICES DEPARTMENT

Building Activity Report Ending July 2024

PERMIT TYPE	NUMBER OF PERMITS
Solar	14
Residential Alteration/Addition	9
Reroof	30
Commercial Alteration/Addition	0
Signs	7
New Condo/SFR	0
ADU/JADU	0
Patio	3
Pools & Spa	3
Fence/Walls	4
Demolition	1
Windows	1
TOTAL	72

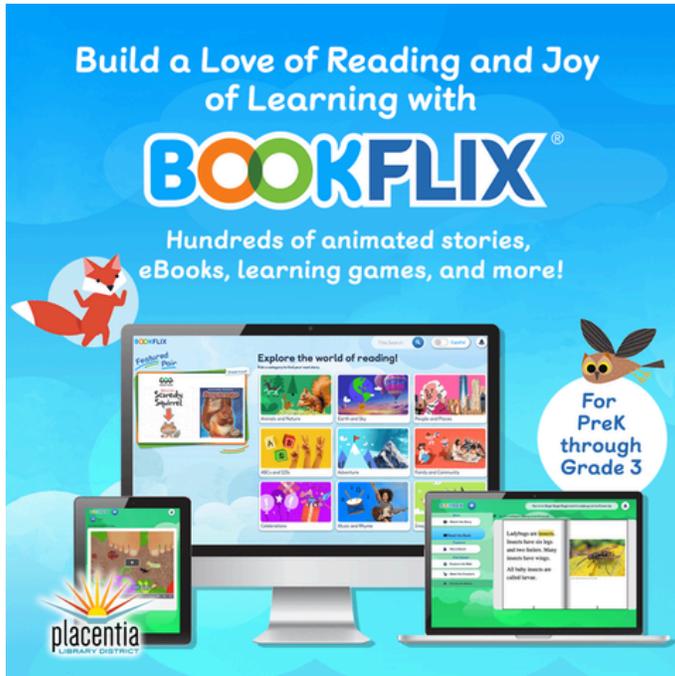
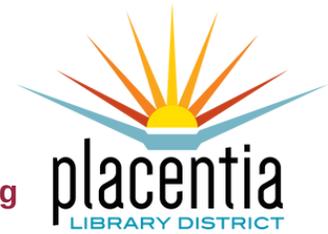
EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary

Placentia Library District

Weekly Summary: August 9-15, 2024

Storytimes, library events and more: calendar.placentialibrary.org



Featured Online Resource: Bookflix

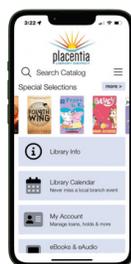
The library offers early literacy and multimedia resources from Scholastic, such as Bookflix, to support reading comprehension and teach children about the history and science topics with books, videos and more.

Access free with your library card!

ebooks.placentialibrary.org

Library App!

Download our library app, search "Placentia Library" on the App Store or Google Play



Baby Giggle and Wiggles Storytime

Fridays at 9:30 a.m.

On break until Friday, August 16

Virginia and Norman Haussman Storytime Alcove

Join us during our new time for a storytime filled with delightful stories, playful bounces, and engaging songs. Perfect for little ones and their caregivers, this is a wonderful opportunity to bond, explore, and set the stage for building early literacy skills! Open to children 0-3 years with a caregiver.

Placentia Library District
411 E. Chapman Ave., Placentia
(714) 528-1906

Search for books, items and more at:
catalog.placentialibrary.org