

# P-TOWN INFORMER

An Electronic Report to the Community

August 22, 2013

Volume 3, Issue 4



PLACENTIA  
California

"The People Are The City"

## CITY WORKING TO OVERCOME \$1.5 MILLION DEFICIT

The City entered the current fiscal year with a projected deficit of \$1.5 million that will trigger budget reductions if revenue enhancements or concessions from the City's labor unions are not met by October 1st. The deficit is reflective of the City's structural deficit – that is, the City continues to expend more on the delivery of services than it generates in revenue. This is not new. The City has had a structural deficit for nearly a decade, however, the ability to overcome such deficits is now beyond one time fixes.

The City is looking to bridge this current year gap with \$370,000 in labor concessions, \$725,000 in revenue from potential outdoor advertising, \$377,000 in savings from re-funding a current debt (bond) issue and continued budget savings and reductions. These efforts are on top of already using over \$11.6 million in one-time funds over the last five years to balance the budget. The truth is that living year-to-year does not solve our fiscal problems, instead, we must implement a fiscal recovery plan to make the City financially sound.

As part of the City's budget strategy a third party firm, Management Partners, was contracted to assess the City and conduct a five year financial outlook. The results were not

positive – the City will continue to expend more over the next five years even with moderate revenue gains and no expenditure increases. Management Partners will next be asked to prepare a "Budget Stabilization Plan" that will outline compensation changes, potential revenue enhancements, and changes in how we deliver services. The City's fiscal situation is so severe that we have to look at how we can more effectively and efficiently deliver services through a complete review of each and every City function – no one department is immune. But changing the way we deliver services is not enough.

The City did not fall into this fiscal challenge because of the "Great Recession" or the "OnTrac Debacle." For decades, the community wanted to be a bedroom community with a high residential quality of life. As a result, high service levels conducive for residential living were encouraged while neglecting to build an economic base. After Proposition 13, which limited property taxes, the City continued its development course with an emphasis on residential development and limited commercial opportunities. It was the combination of being ill-prepared for a shift in local government financing, limited econo-

*(Continue on Page 2)*

## INSIDE THIS ISSUE

### News Bits

- ◆ Community Emergency Response Team
- ◆ Sharps Containers and Disposal
- ◆ Red Shirt Friday Proclamation
- ◆ Community Voice
- ◆ Outdoor Advertising Display Program

### Crime View

- ◆ Police Reports

### Development Services

- ◆ Transit Oriented Development

### Meeting Notes

- ◆ City Council
- ◆ Planning Commission
- ◆ Recreation and Parks Commission
- ◆ Senior Advisory Committee
- ◆ Heritage Festival Committee



## UPCOMING COMMUNITY CALENDAR

August 27	Tuesday	Economic Development Committee at 6:00 p.m. at City Hall
August 27	Tuesday	Placentia Historical Committee at 6:00 p.m. at City Hall
Sept 2	Monday	Labor Day - All City Facilities Closed
Sept 9	Monday	Recreation and Parks Commission at 7:00 p.m. at City Hall
Sept 9	Monday	Veterans Advisory Committee Meeting at 6:00 p.m. at City Hall
Sept 17	Tuesday	City Council Meeting at 7:00 p.m. at City Hall



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## City Working to Overcome \$1.5 Million Deficit (Continued)

mic development opportunity, reduction in the City's Utility User Tax, reducing our reserves to settle OnTrac debts, increased pension and compensation for public employees, and the lingering effects of the Great Recession that has created the need for our current leaders to redefine Placentia.

Over the course of the next several months, City Staff will explore revenue enhancements and service changes in an open dialogue with our elected officials, and members of the public. This process will be facilitated in order to have a third party perspective to help outline the difficult decisions we will all have to make. And through it all, we will uphold the City's vision to "maintain an open, honest, responsive and innovative government that delivers quality services in a fair and equitable manner while optimizing available resources." That is our commitment to you. We welcome your input and participation as we move forward, please contact [administration@placentia.org](mailto:administration@placentia.org) to express your comments.

*-This article was written by Ken Damer, Assistant City Administrator for the City of Placentia*

## Community Emergency Response Team (CERT)

Do you know what to do in the event of a disaster? Do you know how to prepare before the disaster occurs? If your answer to these questions is no, come join the Community Emergency Response Team (CERT) training!

CERT is a course that demonstrates how to prepare for a disaster as well as what to do during and immediately after the event. It is free to all participants including non-residents of Placentia.



The course is 20+ hours in length and is provided free of charge; pre-registration is required. The first session begins on October 8, 2013. All courses must be completed to be considered a graduate of the program. For additional information, contact (714) 993-8117 or visit [www.placentia.org/cert](http://www.placentia.org/cert) to download an application.

## Sharps Containers and Disposal

The City was recently awarded a Sharps Grant from CalRecycle and received sharps containers for Placentia residents. These containers are free! The safest method for residents to dispose of their sharps is in an approved red sharps container. The sharps container are puncture resistant and once sealed cannot spill. Residents interested in obtaining a sharps container, can come to Placentia City Hall and pick up a container at the Engineering Counter. Proof of residency is required. Once full, residents can take their sharps to the County Household Hazardous Waste Collection located at 1071 N. Blue Gum, Anaheim, CA 92806. The Collection Center is open from 9.00 a.m. to 3.00 p.m., Tuesday through Saturday. Residents can also dispose of unwanted medications at this location. For more information please call (714) 993-8148.



## Red Shirt Friday Proclamation

Red Shirt Fridays is a nationwide initiative to honor and show support for our servicemen and servicewomen around the world. At the June 18th meeting, the City Council declared their support for Red Shirt Fridays and asked that Placentia residents join them by wearing red shirts on Friday.

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



## Community Voice

The City would like to hear from your thoughts and ideas for making Placentia better. The City is asking residents to take a few moments to submit their community voice by visiting

[www.placentia.org/communityvoice](http://www.placentia.org/communityvoice)



## Outdoor Advertising Display Program

The City is proposing to place five two-sided billboards along the 57 Freeway. Prior to having City Council make a decision on the program, we would like to hear from you, please visit [www.placentia.org/outdoordisplays](http://www.placentia.org/outdoordisplays) and make a comment on the right side of the screen. All comments will be compiled and reviewed by City Council.



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Volume 3, Issue 4



## CRIME VIEW

### Police Reports

#### August 8, 2013

Placentia Police Officers responded to a call of a homeless person causing a disturbance near the Total Woman Spa. When the subject began to pack up his belongings, he threw a baseball at Officer Anderson striking him on the chest. The transient was subsequently arrested for assault on a peace officer and transported to Orange County Jail.

#### August 10, 2013

In the early morning hours, Anaheim Police Department initiated a pursuit of a vehicle near the border of Anaheim and Buena Park. The vehicle was wanted for reckless driving and evading. The pursuit travelled eastbound on Orangethorpe Avenue and eventually terminated when a Fullerton Police Department unit conducted a PIT maneuver on the vehicle on the southeast corner of Placentia and Orangethorpe. Placentia Officers assisted in apprehending the occupants of the vehicle.

#### August 11, 2013

At approximately 4:30 p.m., there was a power outage centered in the area of Chapman and Bradford. The intersections on Chapman between Kraemer and Placentia were without power. Public Works Staff responded with stop signs, and police personnel were standing by to observe several of the blacked-out intersections. Before the stop signs were posted, Edison restored power.

#### August 12, 2013

A non-injury traffic collision occurred at the intersection of Santa Fe and Main Street. The driver struck the raised planter and knocked over a palm tree. Public Works was notified to remove the tree from the roadway.

#### August 13, 2013

Placentia Police made contact with a male adult who was parked in front of Vista Verde Liquor. K-9 Officer Anderson responded, and K-9 Habo searched the vehicle. Habo located some illegal drugs, and the driver was arrested.

A young male adult was driving southbound on Kraemer at Newcastle when he ran off the roadway, sheering off a fire hydrant. The fire hydrant flew through a cinder block wall. He continued driving down the sidewalk, sheering off a bus stop pole before coming to rest.



## DEVELOPMENT SERVICES

### Transit Oriented Developments (TOD)

A buzz word you will hear in planning circles is "transit oriented development." Known by the acronym TOD, transit oriented development is development closely associated with encouraging people to live within walking distance of a mass transit station. TOD is a mixture of residential, commercial, and office uses that are typically built in a higher density, multi-story manner. With the forthcoming Placentia Metrolink Station, located along the railroad tracks in Downtown Placentia, the area south from Crowther Avenue to Orangethorpe Avenue is slated to be designated as a TOD overlay zone.

The City has identified the current manufacturing area, comprised of approximately 112 acres, south of the railroad tracks as a TOD opportunity area given its size, location, and proximity to downtown, the proposed Metrolink Station and freeway access from the 57 freeway at Orangethorpe. An additional consideration is how to best protect the overall residential quality that the City is known for, while rebuilding the City's fragile economic base in a well planned manner. The concept the City is pursuing is to overlay a new zoning designation over the current manufacturing zone. This does not end current manufacturing uses but, instead, encourages a market-based approach to future changing out uses.

With the opening of the Metrolink Station and potential development projects, such as a contemplated 200 unit residential complex, parking structure and commercial spaces on City-owned property on Crowther Avenue immediately south of the tracks, the expectation is that momentum will be started for property owners and developers to use the TOD zoning designation. This will continue the needed change to the area and bring more economic development options. The TOD area south of the tracks, complete with retail, office and increase residential uses, will then provide more economic activity for the City's downtown business district. This activity will provide more customers, lure more businesses and increase property values. In turn, this will generate additional revenues to the City.

For more information on TOD and downtown Placentia opportunities, please visit [www.placentia.org/downtown](http://www.placentia.org/downtown).



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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

The City Council met on Tuesday, August 20, 2013 and took action on the following items:

- ◆ Recognized Sergeant Thomas Valentine (25 years of service) and Police Services Supervisor Beverly Schlieder (28 years of service).
- ◆ Presented a Certificate of Recognition to Hale Glass Inc. for 35 years in Placentia
- ◆ Approved a Lease Agreement with NewPath Networks, LLC for Distributed Antenna System Facility at Champions Sports Park
- ◆ Approved the acceptance of construction work for the Weather Based Irrigation Controller Project
- ◆ Approved a one-year contract extension with West Coast Arborists, Inc., for Fiscal Year 2013-14 tree trimming services
- ◆ Approved an Agreement with Placentia-Yorba Linda Unified School District for School Resource Officer Services for Fiscal Year 2013-14
- ◆ Approved a Lease Agreement with New Cingular Wireless for AT&T Personal Wireless Facility at Koch Park
- ◆ Held a Public Hearing and Resolution Establishing New Fees, Rates and Charges for Various City Services and Amending the Comprehensive Fee Schedule Accordingly
- ◆ Approved an Exclusive Negotiating Agreement with Sonnenblick Development, LLC for Development of Proposed Transit Oriented Development and Parking Structures
- ◆ Adopted a Resolution consenting to the inclusion of properties within the City to the California Home Energy Renovation Opportunity (HERO) Program to Finance Various Energy Efficiency Improvements and approved an amendment to a Joint Powers Authority related to participation
- ◆ Adopted a Resolution approving issuance of Tax Allocation Refunding Bonds and a form of indenture.

### Planning Commission

The Planning Commission of Tuesday, August 13, 2013 was cancelled due to lack of business.

### Recreation and Parks Commission

The Recreation and Parks Commission met on Tuesday, August 12, 2013, and took action on the following items:

- ◆ City Staff provided an update on the programs and services offered by the Community Services Department
- ◆ City Staff provided an update on the status of current capital improvement projects including the repair of Kraemer Middle School ballfield lights.
- ◆ City Staff provided an update on the Indoor Skate Park proposal at the former Boys and Girls Club facility located at 132 East Crowther.
- ◆ City Staff provided an update on the approved budget for Fiscal Year 2013-14.
- ◆ City Staff reviewed the parks and facilities fee schedule including recommendations for fee adjustments for City Council consideration.
- ◆ City Staff and Subcommittee provided an update on the Field Allocation Policy implementation with the changes proposed by the Subcommittee.

### Senior Advisory Committee

The Senior Advisory Commission met on Wednesday, July 10, 2013, and took action on the following items:

- ◆ Staff and Committee reviewed the updated budget log.
- ◆ Staff and Committee discussed updates on programs and operations at senior center and addressed any suggestions for improvement.
- ◆ Staff and Committee discussed excursion opportunities including the Aquarium of the Pacific Senior Day on Friday, September 9, 2013 from 9:00 am-2:00 p.m.

### Heritage Festival Committee

The Heritage Festival Committee met on Wednesday, August 14, 2013, and took action on the following items:

- ◆ Carole Nixon provided an updated treasurer's report.
- ◆ City Staff and Committee discussed possible fundraising opportunities and Business Expo.
- ◆ City Staff and Committee discussed options for event sound equipment and what will be needed.
- ◆ Sub-Committee Chairpersons reviewed areas of responsibility.
- ◆ City Staff reviewed areas of responsibility.