

# P-TOWN INFORMER

A Bimonthly Report to the Community



PLACENTIA  
California

"The People Are The City"

March 13, 2012

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## NEW BUSINESS LICENSE SYSTEM

The Finance Department, with Council approval, purchased a NEW Business License System from HdL Software. The system is designed to help speed up the processing of business licenses, reduce delinquencies, and is integratable with current sales tax and property tax systems. Staff is currently running the system and is working with HdL Software to set up the Business License Web Renewal Module allowing businesses to renew and/or apply for a City business license online.

Frequently Asked Questions about Doing Business in the City of Placentia:

### What is a Business License Tax?

A business license tax is an annual non-regulatory licensing fee levied by individual California cities and counties for the privilege of conducting business within a particular city or county jurisdiction.

### Who is required to have a Business License Tax?

Any individual, corporation, sole proprietor, partnership or any entity that wishes to conduct business within the City of Placentia must secure a business license.

### How do I apply for a City of Placentia Business License Tax?

Contact the Finance Department to discuss the details of your business operation. Inquire about the City of Placentia zoning requirements for the type of business you will operate and its proposed location. Please click [here](#) to apply for a business license tax.

### What if my business is home-based?

Every business conducted from a residence in the City of Placentia must have both a City Business License and a Home Occupation Permit.

### Is my City of Placentia Business License Tax Transferable?

A Business License Tax is not transferable. It is the responsibility of the owner or operator to advise the Business License Tax Division of ownership changes, relocation or termination of business.

If you have any questions on the City's Business License process, please contact the Finance Department at 714-993-8230.

*This article was written by Maggie Le, who serves as a Management Analyst for the Finance Department.*

## INSIDE THIS ISSUE

### News Bits

- ◆ State of the City Address
- ◆ Traveling Vietnam Veterans Memorial
- ◆ VITA Program
- ◆ Gomez Community Center Project Update
- ◆ Shred-It Event
- ◆ 2012 Citywide Street Improvement Project

### Crime View

- ◆ Police Reports

### Did You Know?

- ◆ Placentia Neighborhood Services

### Development Services

- ◆ Code Compliance Activity
- ◆ New Business License

### Meeting Notes

- ◆ City Council
- ◆ Planning Commission
- ◆ Recreation and Parks Commission
- ◆ Cultural Arts
- ◆ City Council Presentations



## UPCOMING COMMUNITY CALENDAR

March 14	Wednesday	Heritage Festival Committee Meeting at 7 p.m. City Hall
March 19	Monday	Traffic Safety Commission Meeting at 7 p.m. City Hall
March 20	Tuesday	City Council Meeting at 7 p.m. City Hall
March 22	Thursday	Grand Re-Opening of Kraemer Memorial Park at 5 p.m.
March 22	Thursday	Neighborhood Conversation at 6 p.m. Backs Community Building
March 27	Tuesday	Placentia Historical Committee Meeting at 7 p.m. City Hall
March 27	Tuesday	City Council Study Session at 6 p.m. City Hall



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## NEWS BITS

### Overview: State of the City Address

On Thursday, February 23, 2012, the Placentia Chamber of Commerce held its 12th annual State of the City Address at the Alta Vista Country Club. The event was well attended with more than 140 people. A brief presentation was given by Pam Walrod, Marketing and Community Relations Manager of the Placentia-Linda Hospital. Walrod highlighted important events and services provided by the Placentia-Linda Hospital. Following Walrod's presentation was Mayor Jeremy Yamaguchi's State of the City Address. The Mayor discussed sustainability through economic, environmental, business and public safety factors. The Mayor's speech will be aired on the City's Government Access Channel (Channel 3 on Time Warner and Channel 99 on AT&T U-Verse) every Monday and Wednesday at 6 p.m. and 8 p.m. beginning March 5, 2012 through May 30, 2012.

### Traveling Vietnam Veterans Memorial and Museum

The Traveling Vietnam Veterans Memorial and Museum will be on display in the northwest corner of Tri-City Park, located at 2301 N. Kraemer Blvd. from March 13th through the 18th.

"The Wall that Heals" is a half-scale replica of the Vietnam Veterans Memorial in Washington D.C. and travels to communities across the United States. The exhibit also features a museum and information center, providing a comprehensive educational component to enrich and complete the visitor experience.

An Opening Ceremony will be held on Wednesday, March 14th at 10 a.m. and the Wall will be on continuous display and available for public view 24 hours a day until Sunday, March 18th.

For more information or to volunteer for the display, please contact the Orange Plaza Veterans and Patriots Committee at (714) 612-0431 or email them at [gillaspygh@aol.com](mailto:gillaspygh@aol.com).



### Gomez Community Center Project Update

Work at the Gomez Community Center is nearing completion. The Gomez Community Center has essentially transformed into a brand new facility with several improvements including new floors, doors, windows, kitchen, restrooms, activity rooms and creating approximately 1,000 square feet of additional space in the facility. It is anticipated that Community Services Programs and the Friendly Center will begin to reoccupy the center and start to resume operations in mid-March. A grand re-opening/re-dedication of the Gomez Community Center will be conducted in April once the center is fully operational.



### Volunteer Income Tax Assistance (VITA) Program

City of Placentia Neighborhood Services has partnered with California State University, Fullerton and Internal Revenue Service to provide the Volunteer Income Tax Assistance (VITA) Program. The VITA Program offers free tax help to low to moderate income (generally, \$49,000 and below) people who cannot prepare their own tax returns. Certified volunteers sponsored by various organizations receive training to help prepare basic tax returns in communities across the country and with the help of CSUF students, will extend services to the Placentia residents. Free tax assistance will be available at the Whitten Community Center 900 S. Melrose St. from 9 a.m. to 1 p.m. on:

- Saturday, March 17
- Saturday, March 24
- Saturday, March 31

For more information or to schedule an appointment, please call Neighborhood Services at (714) 986-2333.

### DID YOU KNOW?

Did you know that the goal of the City's Neighborhood Services Division is to strengthen communication with residents to create solutions that enhance the quality of life in the Placentia community. The Division, which is located at 900 S. Melrose, works with numerous public and private organizations to assist residents with information and referrals, healthcare and various types of aid services. For more information please contact Neighborhood Services at (714) 986-2333.



## CRIME VIEW

### Police Reports

#### February 16th

On February 16th Day Watch Officers responded to a radio call of a missing adult. The reporting party said his wife, who suffers from depression, had left for the store early that morning and had not returned home. Additionally, she was not answering phone calls made to her by the reporting party. The missing woman's vehicle was equipped with On Star and was located in San Diego by On Star. Placentia Police requested San Diego Police Department to assist in locating the vehicle. Placentia Police learned that San Diego PD was investigating a suicide incident where a female had jumped off an eleven story building, falling to her death. The suicide was confirmed to be the missing adult female.

#### February 16th

A drive by shooting occurred at Santa Fe and Walnut with approximately five shots fired from a semi-auto handgun. Expanded cartridge were located in the area. No persons were struck by the gunfire. CSI responded to process the scene.

#### February 29th

On February 29th Placentia Police received a call of a kidnapping victim who reportedly had been dropped off in the 1100 block of Bradford Ave. The suspect then fled the scene. The crime originated in the City of Orange and Orange Police Department handled the investigation.

#### March 3rd

Officers responded to a medical aid near Bradford and Primrose. A witness reported a male falling while jogging on Bradford. The male remained unconscious after his fall. Officers arrived within two minutes, found the subject in cardiac arrest, and began CPR. Officers deployed the AED and administered a shock to the victim. The Fire Dept and ambulance arrived a few minutes after and stabilized the victim before transporting him to the hospital.



## DEVELOPMENT SERVICES

### 2012 Citywide Street Improvement Project (Gas Tax Bond Funded)

The design process is underway. Construction is expected to take place during the summer of 2012. Design criteria for the project are based on Placentia's entire roadway system condition, with the goal to preserve as much roadway as is possible within the project budget. This project is primarily dedicated to residential neighborhood streets with the majority of work consisting of surface treatments such as slurry seal, cape seal, and thin overlay. Staff will also be recommending some arterial work and total reconstruction where appropriate.



### Code Compliance Activity

#### Feb. 15th-Feb. 28th

Courtesy Notices	13
Administrative Citations	13
Cumulative Fines	\$1200

#### Year to Date 2012:

Courtesy Notices	106
Administrative Citations	39
Building Permit Violations	7

### New Business License Issued

Business Name	Address
Union Place Sales Office	1500 Cherry
American Bullnose of SC	1049 Melrose #6
The Fanhood	712 Dunn
Webgroup Media LLC	1360 Kraemer
Festival Sound and Lighting	516 Chapman Ave.

### Shred-It Event

The spring "Shred-It" event has been scheduled for April 28, 2012 from 8-11 a.m. The bi-annual event invites Placentia residents to have their confidential documents destroyed on-site free of charge by Shred-It. The event will once again be held in the back parking lot of the Police Department located at 401 E. Chapman Ave. An event flyer with more detailed information will be available later this month.





## 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, March 6th, and took action on the following items:

- ◆ Approved agreement with ADT Security Services, Inc., regarding wireless connectivity for CCTV Traffic Cameras and Bradford Pedestrian Bridges Cameras
- ◆ Approved lease agreement with Los Angeles SMSA Limited Partnership dba Verizon Wireless for Verizon Wireless Communications Facility at Kraemer Memorial Park
- ◆ Approved appointments to the oversight board for the Successor Agency of the Redevelopment Agency of the City of Placentia and authorization for Staffing Support
- ◆ Approved Cooperative Agreement C-2-1330 between the Orange County Transportation Authority and the City of Placentia for the Richfield Road Widening Project

### Planning Commission

The Planning Commission will hold its monthly meeting on Tuesday, March 13th. An overview of the meeting will be featured in the next issue of the P-Town Informer.

### Recreation and Parks Commission

Due to the late meeting that the Recreation and Parks Commission had in February, there will be no meeting held in the month of March. The next Recreation and Parks Commission meeting will take place in April.

### Cultural Arts Commission

The Cultural Arts Commission will hold its monthly meeting on Tuesday, March 13th. An overview of the meeting will be featured in the next issue of the P-Town Informer.

### City Council Presentations



The City of Placentia takes pleasure in providing its citizens and organizations with the opportunity to honor and raise awareness for individuals, organizations, and special events at our City Council meetings. To assist citizens and/or organizations desiring to place a proclamation, commendation, or presentation on the City Council agenda and formally address the City Council, the City has created a Presentation Request Form. This form is available at the City Clerk's Office located at Placentia City Hall, as well as on the City's website, [www.placentia.org](http://www.placentia.org), in a fillable and printable format. If you have any questions about the application process, please contact the City Clerk's Office at (714) 993-8231.