

P-TOWN INFORMER

A Bimonthly Report to the Community

April 23, 2012

Volume 1, Issue 9



PLACENTIA
California

"The People Are The City"

SHREDDING, MEDICATION, AND E-WASTE DISPOSAL EVENT

Identity theft is one of the fastest growing crimes in the country. The Federal Trade Commission estimates that nearly 9 million Americans are victims of identity theft each year. Identity theft occurs when someone obtains personally identifiable information about you, such as credit card numbers, birth dates, social security numbers and uses them without your permission to commit fraud in your name. Identity theft can severely affect your credit and leave you in debt. People who have had their identity stolen spend hundreds to thousands of dollars and many months or years trying to repair their credit history.

There are several methods that criminals use to obtain your personal information, such as stealing your mail, skimming your credit card, or online scams. Another easy way to get a hold of valuable information is "dumpster diving." Like the name implies, criminals will root through your trash to find invoices, bills, and statements to obtain your personal information.

In an effort to prevent identity theft and fraud, the City will be hosting a free shredding disposal event on **Saturday, April 28, 2012 at the Placentia Civic Center, 401 E. Chapman Avenue, from 8:00 a.m. – 11:30 a.m.** Residents of Placentia will be able to securely dispose of personal documents by bringing confidential documents (up to two boxes) to the Placentia Civic Center where a licensed document destruction company will destroy the documents onsite.

In addition to the free shredding disposal event,

the Placentia Police Department, in conjunction with the Drug Enforcement Agency, will be taking back expired or unwanted prescription medication for safe disposal as part of the National Take-back Initiative. Participants may dispose of medication in its original containers (glass containers excluded) or empty the contents into the onsite disposal box from **10:00 a.m. – 2:00 p.m.** Participants are advised to remove any identifying information from the prescription label.

The safe disposal of medication is very important to the safety of our drinking water. When people dispose of their unwanted medications down the toilet or drain, those medications can potentially contaminate surface water, thereby affecting drinking water. According to the Associated Press National Investigative Team, wastewater treatment plants are not designed to remove many of the specific chemicals found in some prescription medications. As a result, these chemicals can enter the groundwater, through the interaction between surface water and groundwater and ultimately back into the water that we drink.

Lastly, electronic waste is also a rapidly growing problem that accounts for 70 percent of the overall toxic waste currently found in landfills. Electronics items such as televisions, computer monitors, game consoles, stereos, cell phones, and microwaves are illegal to put in the garbage because they can contaminate soil, drinking water and air. During the shredding and medication disposal event on **Saturday, April 28, 2012**, electronic waste will also be collected.

INSIDE THIS ISSUE

News Bits

- ◆ National Mayor's Challenge for Water Conservation
- ◆ Relay For Life
- ◆ Annual Photography Contest

Crime View

- ◆ Police Reports

Did You Know?

- ◆ Community Videos
- ◆ Neighborhood Park Improvement Project
- ◆ Lifeguard Training

Development Services

- ◆ New Businesses to Occupy Vacant Retail Spaces
- ◆ Code Compliance Activity
- ◆ New Business License

Meeting Notes

- ◆ City Council
- ◆ Planning Commission
- ◆ Recreation and Parks Commission
- ◆ Cultural Arts
- ◆ Placentia Community Foundation



UPCOMING COMMUNITY CALENDAR

April 24	Tuesday	Placentia Historical Committee Meeting at 7 p.m. City Hall
April 28	Saturday	Shredding, Medication, & E-Waste Disposal at 8 a.m. Civic Center
May 1	Tuesday	Placentia City Council Meeting at 7 p.m. City Hall
May 7	Monday	City Council Study Session City Hall
May 8	Tuesday	Cultural Arts Commission Meeting at 6 p.m. City Hall
May 8	Tuesday	Planning Commission Meeting at 6:30 p.m. City Hall



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NEWS BITS

National Mayor's Challenge for Water Conservation

The National Mayor's Challenge for Water Conservation is a friendly competition to see how "water-wise" U.S. cities can be, all to increase awareness about water conservation issues and celebrate the 40th anniversary of the Clean Water Act.

Residents can sign up online for the Clean Water Pledge and promise to take water conservation actions at home from now until Monday, April 30, 2012. Some examples include washing only full loads of laundry, fixing leaky faucets, using a refillable water bottle, and "singing shorter songs in the shower." Residents in winning cities can qualify for prizes, including a Toyota Prius Hybrid, home water makeover kits, rebates and other prizes. The National Mayor's Challenge is sponsored by the Wyland Foundation, a



non-profit environmental education organization founded by the artist known only as Wyland. The challenge raises awareness about water conservation and the positive implications these reductions have on our local and global environment from the energy we use, to products we make, to the food we grow, package, eat, and sell.

Take the [Clean Water Pledge!](#)

The American Cancer Society Relay For Life of Placentia

The American Cancer Society Relay For Life of Placentia will take place starting at 9 a.m. on Saturday, August 4, 2012 to 9 a.m. on Sunday, August 5, 2012 at Tuffree Middle School, 2151 N. Kraemer Boulevard.

The Relay For Life is a 24-hour community event where people form teams, collect donations, and take turns walking or running around the track for 24 hours. Relay For Life is the largest fundraising movement in the world and the signature fundraiser of the American Cancer Society. Join the fight against cancer by volunteering, forming a team, and fundraising. Those interested in participating in the event are encouraged to attend the Interested Parties Meeting on Friday, April 27, 2012 from 6 - 8 p.m. at Marie Calendar's Restaurant, 126 East Yorba Linda Boulevard.

A Kick-off Event is scheduled for Thursday, May 17, 2012 from 6 p.m. - 8 p.m. at El Torito Restaurant, 1474 N. Kraemer Boulevard.

For more information, please visit the website www.relayforlife.org/placentiaca or contact Alicia Muccillo, Relay Manager at (949) 892-0334 or alicia.muccillo@cancer.org.



DID YOU KNOW?

Did you know that the City's community videos are now available to view? The videos highlight the community through various attractions, economic development opportunities, quality of life and so much more. To view the photos visit www.placentia.org and click "Community Photos." To view the videos, please click [here](#).

Neighborhood Park Improvement Project

The City is currently exploring various improvements to several of its neighborhood parks. These improvements include upgrading light fixtures in and around the park focusing on park walkways, resurfacing athletic courts, installing new basketball standards, installing new drinking fountains, and new picnic tables.

The parks to receive these improvements include Praque de Los Ninos, McFadden Park, Santa Fe Park and La Placita Parkette. In addition, the pedestrian bridges at McFadden and Parque de Los Ninos will also be improved.

Annual Photography Contest Sponsored by the Placentia Cultural Arts Commission



The Annual Photography Contest is open to Placentia residents only. Photographs may be taken with any type of camera and submissions may not exceed 8" x 10". The contest is open to all ages with separate judging categories based on age and skill level. The deadline to enter is Thursday, April 26, 2012. For complete contest rules and information, [please click here](#).

Lifeguard Training

The City of Placentia Community Services Department is currently offering lifeguard training classes. For information please click on the flyer below or call the Placentia Community Services Department at (714) 993-8232.

[Lifeguard Training Flyer](#)



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CRIME VIEW

Police Reports

March 17th

Day Watch Officers responded to the library for a shattered window inside the computer room. Although the window was still intact, it was completely "spider webbed." There were no signs of forced entry and nothing was taken or appeared out-of-place. It is believed that the pane of glass was flawed or the incident was possibly due to the construction of the window frame.

March 18th

A commercial robbery occurred at the Northgate Market at about 3:23 p.m. A male entered the establishment and demanded money from the cashier. The cashier was told that if she said anything, that he would shoot her. The suspect then grabbed his waistband simulating a handgun. No gun was ever seen and no money was taken. The suspect left on foot and a short time later an Officer located the suspect and detained him for an in-field show-up. The suspect was positively identified and was arrested for the robbery.

March 21st

An officer observed a suspicious male standing in a drive way near two vehicles at Placentia and Whitten. The Officers investigation revealed that the vehicles were unlocked, but nothing had been taken. The male was a Yorba Linda resident on probation, who also had a felony warrant for narcotics.

March 27th

On March 27th a burglary occurred on Little Drive. The residents were home and asleep when someone broke into the house and stole a Play Station 3 game console and cell phone. The burglar removed a flat screen TV from the wall but did not take it. CSI was contacted and the investigation remains active.

April 4th

Patrol responded to Ruby Drive Elementary School regarding a missing 6 year old. After about an hour and a half later, Officers located her at a schoolmates home.



DEVELOPMENT SERVICES

New Businesses to Occupy Vacant Retail Spaces

The City has been approached by Crunch Gym to occupy a space at 1882 N. Placentia Ave. (the old Long's Drug building in the commercial center at Placentia and Bastanchury). The proposed gym seeks to occupy the entire building. The applicants are required to obtain Planning Commission approval of a Use Permit application, prior to operating at this location. Crunch Gym (www.crunch.com) is a newer, but well established fitness center franchise that originates from the east coast. The site is very large, approximately 19,800 square feet, and the gym proposes to use it all.

While the gym will have some limited retail, the benefit of the gym locating in this center is the attraction of customers to the overall site to benefit the other businesses and potentially open up the possibility of other related business to locate in the center. With this business and the Harbor Freight Tools that is locating the former Vons portion of the center, this will be the first time in many years that the center is nearly fully occupied.

Code Compliance Activity

March 27th-April 3rd

Year to Date 2012:

Courtesy Notices	28	Courtesy Notices	172
Administrative Citations	6	Administrative Citations	57
Cumulative Fines	\$700	Building Permit Violations	18

New Business License Issued

Business Name	Address
Launderland Coin Laundry	131 E. Chapman Ave.
Full Moon Haircutting	532 W. Chapman Ave.
Strictly Contents Restoration	516 Cameron
Green Tree Health Service	243 Lakeview
Angelos Burgers	510 Chapman Ave.
Barclay Chiropractic	1216 Yorba Linda Blvd.
Richies Installations	600 Jefferson #8
Refrigeration Plus	128 Santa Fe
Rivera Bros. Masonry	719 Monroe
Heinz Capital Financial	711 Kimberly #10



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. Live and recorded City Council meetings or individual agenda items can be viewed [here](#).

City Council

The City Council met on Tuesday, April 3rd, and took action on the following items:

- ◆ Approved Acceptance of Construction Work by Union Construction Company for the Gomez Community Center Renovation Project
- ◆ Approved Resolution to Adopt Establishment of an overall Annual Anticipated Disadvantaged Business Enterprise Participation Level (AADPL) goal of 8% for Federal Fiscal Year 2011/12
- ◆ Approved notice to proceed with Baker Nowicki Design Studio for Phase II of Architectural Services Related to the Downtown Parking Structure

The City Council met on Tuesday, April 17th, and took action on the following items:

- ◆ Approved the Consideration of Establishing No Parking/Resident-Only Permit Parking on Harmony Lane and Moonbeam Drive and to place the item on the public hearing calendar
- ◆ Approved the Acceptance of Right of Way Easement, Westerly 25 Feet at Kraemer Memorial Park and Anned Drive (Abandoned) for Public Road and Public Utility Purposes
- ◆ Approved Fiscal Year 2011 Urban Area Security Initiative Grant Funding Agreement
- ◆ Approved the Recommendation to Establish and Add Ten Contractors to the City's Pre-qualified List of Bidders for Public Works Street Improvement Projects

Planning Commission

The Planning Commission held its monthly meeting on Tuesday, April 10th and took action on the following item:

- ◆ Continued the Public Hearing item to permit the operation of a social dance instruction studio (Allegro Ballroom) within +/- 5,400 square foot commercial-industrial space to the May 8, 2012 Planning Commission Meeting

Recreation and Parks Commission

The Recreation and Parks Commission held its monthly meeting on Monday, April 9th at the newly renovated Gomez Community Center and took action on the following items:

- ◆ Staff provided the Recreation and Parks Commission with a tour of the Gomez Community Center showcasing the expanded space, new amenities, and renovated rooms
- ◆ Discussed the upcoming Sports Advisory Committee Meeting
- ◆ Staff provided an overview of budget timeline for development of the Community Services Budget

Cultural Arts Commission

The Cultural Arts Commission held its monthly meeting on Tuesday, April 10th and took action on the following items:

- ◆ Discussed the Photography Contest and decided that the judging of the photos will take place on Thursday, April 26, 2012 at 6:30 p.m.
- ◆ The Commission continues to plan out the Concerts in the Park and reviewed the vendors currently signed up to participate
- ◆ A variety of marketing materials were reviewed
- ◆ Discussed the idea of holding a new logo design contest to create a new more attractive logo for the City

Placentia Community Foundation Meeting

The Placentia Community Foundation held its regular meeting on Monday, March 19th and took action on the following items:

- ◆ Discussed holding the first meeting of their Blue Ribbon Committee. The Blue Ribbon Committee is made up of community volunteers that will help support the Foundations' mission and goals
- ◆ Discussed planning another nonprofit summit where they anticipate announcing that applications for grants will be accepted from community organizations and they had some discussion about continuing to move forward with a fundraising event in the fall