

P-TOWN INFORMER

An Electronic Report to the Community



PLACENTIA
California

"The People Are The City"

March 25, 2013

Volume 3, Issue 2

ECONOMIC DEVELOPMENT IS THE BUZZ WORD FOR 2013

Economic development is the buzz word for 2013. This is true for the nation, State and, most importantly, for the City of Placentia. While economic development is different at each level of government, the essence of it is all the same: creating a business climate to develop jobs, increase employment, and generate revenue.

Successful economic development at the city level is not as easy as calling a favorite restaurant or retailer on the phone and telling them about an open location. Economic development is a complicated mix of many factors within the community and, ultimately, the decision to locate or expand is often outside the ability of a city to control. However, local governments can take positive steps to increase the desirability of the community and to reduce the burdens of a potential business looking to locate or expand. It is this approach that Placentia looks to take in 2013.

Placentia's motto is "The People are the City." That motto was the driving force for City leaders in the 50's, 60's and 70's in their efforts to create a highly desirable bedroom community, with amenities that complement a residential quality of life. The people were to live in Placentia and work

elsewhere. While neighborhood commercial was put in place and the Placentia Town Center became the center of town, larger shopping needs were to take place elsewhere. The crowds and traffic brought by commuters and shopping malls were just not wanted!

For the most part this strategy worked - but city finances changed after the passage of Proposition 13, forcing local governments to depend on other revenue sources than property tax. Placentia's desire to be a bedroom community became a limiting factor as the cost of being a city outpaced the revenue generated to pay for public services. And this is why the term "Economic Development" will be heard more and more often. The truth is, we have to develop the economic (commercial) potential of the City in order to maintain our basic public services.

To help strengthen our economic vitality, the City Council formed an Economic Development Committee which met for the first time in January 2013. This group will advise the City Council on economic development issues and will help guide the City in drafting an economic development strategic plan.

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UPCOMING COMMUNITY CALENDAR

March 26	Tuesday	Economic Development Committee at 6:00 p.m. at City Hall
March 26	Tuesday	Placentia Historical Committee at 6:00 p.m. at City Hall
April 1	Monday	Veterans Advisory Committee at 6:30 p.m. at City Hall
April 2	Tuesday	Placentia City Council Meeting at 7:00 p.m. at City Hall
April 8	Monday	Financial Audit Oversight Committee at 7:00 p.m. at City Hall



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Economic Development is the Buzz Word for 2013 (Continued)

At the Mayor's State of the City address, the Mayor challenged City Staff to bring forth programs to encourage business development and foster more business opportunities. On March 5th, the City Council approved a pilot program to allow greater retail sales in the Manufacturing districts. By Summer, the City will launch a new website for Placentia businesses and open a Small Business Assistance Center. We won't stop there.

Economic development may be a buzz word, but in Placentia, its more than that. It is a mission to make sure that Placentia is also a pleasant and prosperous place in which to do business. Economic development is the key to the City's prosperity and continued ability to provide the high quality services expected by our residents. After all, the people are the City!

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

Paint Your Heart Out

In conjunction with the City of Placentia, the Paint Your Heart Out program offers seniors, low income, or disabled homeowners with free preparation, paint, yard clean-up, weatherizing, energy audits, tree trimming, tree planting, and dusk to dawn lighting. The work is done by volunteers who generously donate their time and hard work for those who are in need of some help with exterior home repairs. For additional information or to apply for the program, please visit www.pyho.org or contact (714) 970-1150

Community Emergency Response Team (CERT)

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

CERT is a course that demonstrates how to prepare for disasters as well as what to do during and immediately after the event. It is free to all participants including non-residents of Placentia. For more information or to apply for the training, please visit www.placentia.org/cert.

Summer Volunteer Program

Placentia residents 13-16 years of age are invited to apply for the Summer Volunteer Program. Participants will have the opportunity to receive on the job training, develop friendships, and earn community service hours. Applicants must be 13 years of age by June 1, 2013 and reside within the City. Applications are available at the City of Placentia Community Services Department located in City Hall or online at www.placentia.org/volunteer. Deadline to apply is Thursday, March 28, 2013 at 5:30 p.m.

Assisting Our Community

Do you need volunteer service hours? Be a Placentia Volunteer. High school and junior high school students aged 13-16 who need volunteer service hours for graduation are encouraged to assist our Community Services staff with multiple activities throughout the City. Service organizations are also encouraged to participate.

Participants will have the opportunity to receive on-the-job training and develop friendships. For additional information, please contact the Community Services Department at (714) 993-8220.

Recruitment for Summer Community Services Staff

The Community Services Department is looking for energetic people to fill part-time positions leading recreational activities for youth and adults. Recruitment is open for Community Services Leader, Senior Community Services Leader, Community Services Specialist, Lifeguard, Instructor Guard and Senior Instructor Guard. Applicants can visit the employment opportunities page for more details and to view all of the job flyers and submit their application online at <http://www.placentia.org/Jobs.aspx>.



SB 1186 and Changes to Business License Fee

SB 1186 is a bill passed by the California Legislature and signed into law on September 19, 2012 by Governor Jerry Brown that imposes an additional \$1 fee on all applicants for local business licenses (new and renewal). This fee will be used to facilitate programs encouraging businesses and property owners to bring their property into compliance with State and Federal regulations regarding disability access. The \$1 fee went into effect as of January 1, 2013 and will end on December 31, 2018. For more information regarding disability access laws, please visit the California Commission on Disability Access at www.cdda.ca.gov.



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CRIME VIEW

Mothers Against Drunk Driving (MADD) Awards

On March 7th, the 26th Annual Law Enforcement & Prosecutor Recognition Luncheon was held by the Orange County Chapter of MADD. This year, three Placentia Police Officers were recognized for their efforts in arresting those driving under the influence of alcohol and/or drugs. Placentia Police Officer Sean Malone was awarded a Century Award for 132 DUI arrests in 2012. Placentia Police Officer Jonathan Ainley and Jason Alcalá received an award that is given to those officers who made between 25 and 99 DUI arrests in 2012.

AB 109 Realignment Impacts

Assembly Bill 109, which began implementation on October 1, 2011, has continued its release of parolees back to Placentia and other Orange County cities. In February, there were 85 releases from prison, with one of those releases listing Placentia as their city of residence. This keeps the number of parolees released and living in Placentia since October 1, 2011 at 21.

Police Reports

March 6, 2013

At approximately 8:30 p.m., officers responded to a call of shots fired with subjects down in the 200 block of Center Street. Upon arrival, Placentia Police Officers located two subjects with gunshot wounds. Both subjects were transported to the hospital. One adult male was pronounced dead and one male juvenile was in critical condition. Multiple units from outside agencies were requested via mutual aid to contain the three block-long crime scene. The investigation is continuing.

March 9, 2013

Investigations continued working the homicide that occurred on March 6th. In the early morning hours, with the assistance of Anaheim and Fullerton Police Departments, detectives served a search warrant on an Anaheim residence. A male adult La Jolla gang member was arrested and booked for murder.

March 10, 2013

Police Officers located a dumpster fire in the 600 block of Center Street. Orange County Fire Authority was contacted and responded to the location. The fire scorched a portion of an exterior garage wall. Arson appeared to not be a factor.

March 10, 2013

Police Officers responded to a residential burglary in the 500 block of Iwanaga. The method of entry was a rear slider pried from the frame. This burglary is similar to many residential burglary that are occurring in the City of Yorba Linda.



DEVELOPMENT SERVICES

The City's Construction and Demolition Ordinance

All contractors or owner-builders applying for a building permit are required to complete a project form and attest that only an authorized city agent or their own forces will be used to haul debris and other solid waste generated by that project.

The following projects trigger the Construction and Demolition (C&D) WMP requirements set forth in the Placentia Municipal Code Section 8.0.400.

- ◆ Residential additions of 500 square feet or more.
- ◆ Tenant improvements of 500 square feet or more.
- ◆ New structures of 500 square feet or more.
- ◆ All projects incorporating demolition regardless of their square footage.
- ◆ All City public works and construction projects which are awarded pursuant to a competitive bid procedure.
- ◆ All roofing projects.
- ◆ Pool demolitions.
- ◆ Other projects determined by the City Administrator to generate sufficient debris to warrant collection by the City Franchisee or authorized Permittee.

Should you have any questions about this program, please contact the Public Works Department at (714) 993-8149.

Rubberized Pavement Grant Funding

The City has learned that its application to CalRecycle for the Rubberized Pavement Grant funding has been selected. The City will receive \$250,000 in State funding to pave the street on Bastanchury Road from Kraemer Boulevard to the eastern City limits. CalRecycle established this grant program to promote markets for recycled-content surfacing products derived from waste tires generated in California and decrease the adverse environmental impacts created by unlawful disposal and stockpiling of waste tires. Rubberized Asphalt Concrete (RAC) is a proven road paving material that has been used in California since the 1970s. It is made by blending ground tire rubber with asphalt binder which is then mixed with conventional aggregate materials. For additional information on the program, please visit the link below.

New Business License Issued

Business Name	Address
ACCU Rack	1860 Miraloma #F
So Cal Ventures	1101 Richfield
Davcal	1101 Richfield



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

City Council

The City Council met on Tuesday, March 5, 2013 and took action on the following items:

- ◆ Approved the cooperative agreement with the Orange County Transportation Authority for the implementation of a video surveillance system at the Placentia Metrolink Station.
- ◆ Approved an easement with Southern California Edison Company for access associated with a Verizon Wireless facility located at Kraemer Memorial Park.
- ◆ Approved the implementation of a pilot program to allow temporary accessory retail sales in manufacturing districts.

Planning Commission

The Planning Commission met on Tuesday, March 12, 2013, and took action on the following items:

- ◆ Held a public hearing to permit an existing sports bar to change to a type 48 on-sale general for public premises alcoholic beverage control license, and continue to provide a pool table, four electric games, karaoke, and jazz/blues entertainment.
- ◆ Held a public hearing to permit a drive through service for a newly constructed McDonald's fast food restaurant that will be operating 7 days a week, 24 hours a day.
- ◆ Held a public hearing to create a single lot subdivision to allow for the individual ownership of thirty-three (33) attached and detached residential condominium units at 1049 Golden Avenue.

Recreation and Parks Commission

The Recreation and Parks Commission met on Monday, February 11, 2013, and took action on the following items:

- ◆ City Staff provided updates of programs and services offered by the Community Services Department.
- ◆ City Staff provided updates on status of current capital improvement projects and upcoming CIP Development for FY 2013-2014.
- ◆ City Staff provided an update regarding Boys & Girls Club programming in Placentia and potential utilization of former Boys & Girls Club site in Placentia, 132 East Crowther Avenue.
- ◆ City Staff and Commission reviewed fees in preparation for upcoming FY 2013-2014 Budget.
- ◆ Commission reviewed the components of a Park Inspection Report.

Senior Advisory Committee

The Senior Advisory Commission will meet on Wednesday, April 10, 2013.

Heritage Festival Committee

The Heritage Festival Committee met on Wednesday, March 13, 2013, and took action on the following items:

- ◆ Committee members provided a Treasurer's Report.
- ◆ City Staff and Committee approved the 2013 event budget.
- ◆ City Staff and Committee reviewed the applications for the 2013 breakfast.
- ◆ City Staff and Committee reviewed the 2013 vendor applications.
- ◆ City Staff and Committee discussed possible fundraising and sponsorship opportunities for the 2013 event.
- ◆ Sub-Committee chairpersons to review areas of responsibilities for discussion.
- ◆ City Staff reviewed areas of responsibility.
- ◆ City Staff and Committee reviewed agenda items for the next meeting.