



# Placentia City Council

## AGENDA REPORT

TO: CITY COUNCIL  
VIA: CITY ADMINISTRATOR  
FROM: INTERIM CHIEF FINANCIAL OFFICER  
DATE: DECEMBER 6, 2016  
SUBJECT: **SEPTEMBER 2016 (PRELIMINARY) TREASURER'S REPORT**  
FISCAL  
IMPACT: NONE

### **SUMMARY:**

The Finance Department has prepared a monthly Treasurer's Report for the month of September 2016. The Treasurer's Report includes all investments managed by the City and investments held by trustees.

### **RECOMMENDATION:**

It is recommended that the City Council take the following action:

1. Receive and file the September 2016 (Preliminary) Treasurer's Report.

### **DISCUSSION:**

Government Code § 53646 states that the Treasurer or Chief Financial Officer of the City may render a report on investments at least quarterly to the legislative body. The attached Treasurer's Report reflects the City's investment portfolio for the month of September 2016 (Preliminary). The City Treasurer has reviewed and signed the attached report.

Prepared by:

Lawrence P. Schroeder  
Interim Chief Financial Officer

Reviewed and approved:

Damien R. Arrula  
City Administrator

### **Attachment:**

September 2016 (Preliminary) Treasurer's Report

**3.a.**

**December 6, 2016**

# **City of Placentia**

## **CITY TREASURER'S REPORT**

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**SEPTEMBER 2016  
(Preliminary)**

**Fiscal Year 2016-17**



**CITY OF PLACENTIA TREASURER'S REPORT**  
**SUMMARY OF CASH & INVESTMENTS**  
**AS OF SEPTEMBER 30, 2016 (Preliminary)**

<b>CASH &amp; INVESTMENTS HELD BY CITY</b>				
	Percent of Portfolio	Current Yield	Cost	Market Value
<b>Invested</b>				
Local Agency Investment Fund	50.72%	0.63%	\$ 4,773,855.58	\$ 4,773,855.58
Certificates of Deposit	13.02%	Varies	\$ 1,225,000.00	\$ 1,244,259.45
<b>Non-Invested</b>				
Checking Accounts	36.26%		\$ 3,412,582.59	\$ 3,412,582.59
<b>Total Cash &amp; Investments Held by City</b>	<b>100.00%</b>		<b>\$ 9,411,438.17</b>	<b>\$ 9,430,697.62</b>

<b>CASH &amp; INVESTMENTS HELD BY FISCAL AGENT</b>				
	Percent of Portfolio	Current Yield	Cost	Market Value
Money Market Mutual Funds & Treasury Obligations	100.00%		\$ 1,414,187.07	\$ 1,414,187.07
	100.00%		\$ 1,414,187.07	\$ 1,414,187.07

<b>TOTAL CASH AND INVESTMENTS</b>	
Cash & Investments Held by City and Fiscal Agent - Market Value	\$ 10,844,884.69

**CITY OF PLACENTIA TREASURER'S REPORT  
CASH AND INVESTMENT DETAIL - CITY  
AS OF SEPTEMBER 30, 2016 (Preliminary)**

HELD BY CITY						
Agency	Investment Description	Current Yield	Purchase Date	Maturity Date	Purchase Price	Market Value
<b>CASH:</b>						
Bank of America - General Checking	Account No. 143128-0221	N/A	N/A	On Demand	\$ 3,323,593.59	\$ 3,323,593.59
Bank of America - Workers' Comp	Account No. 143188-0525	N/A	N/A	On Demand	\$ 67,028.18	\$ 67,028.18
Bank of America - Healthcare	Account No. 143138-0513	N/A	N/A	On Demand	\$ 14,678.62	\$ 14,678.62
Multi-Bank Securities Cash Account	Cash / Bank Deposits	N/A	N/A	On Demand	\$ 7,282.20	\$ 7,282.20
<b>Total Cash</b>					<b>\$ 3,412,582.59</b>	<b>\$ 3,412,582.59</b>
<b>INVESTMENTS:</b>						
Local Agency Investment Fund	City Account No. 98-30-678	0.63%	N/A	On Demand	\$ 4,773,855.58	\$ 4,773,855.58
Multi-Bank Securities Cadence Bank, N.A.	Certificate of Deposit	0.80%	2/10/2016	2/10/2017	\$ 245,000.00	\$ 245,294.00
Multi-Bank Securities BMO Harris Bank	Certificate of Deposit	1.20%	2/4/2016	2/2/2018	\$ 245,000.00	\$ 246,496.95
Multi-Bank Securities Ally Bank	Certificate of Deposit	1.45%	2/4/2016	2/4/2019	\$ 245,000.00	\$ 248,449.60
Multi-Bank Securities American Federal Bk	Certificate of Deposit	1.50%	2/10/2016	2/10/2020	\$ 245,000.00	\$ 250,970.65
Multi-Bank Securities Goldman Sachs	Certificate of Deposit	2.00%	2/3/2016	2/3/2021	\$ 245,000.00	\$ 253,048.25
<b>Total Investments</b>					<b>\$ 5,998,855.58</b>	<b>\$ 6,018,115.03</b>
<b>TOTAL CASH &amp; INVESTMENTS HELD BY CITY</b>					<b>\$ 9,411,438.17</b>	<b>\$ 9,430,697.62</b>

**CITY OF PLACENTIA TREASURER'S REPORT**  
**INVESTMENT DETAIL - HELD BY FISCAL AGENT**  
**AS OF SEPTEMBER 30, 2016 (Preliminary)**

HELD BY FISCAL AGENT							
Agency	Investment Description	Current Yield	Purchase Date	Maturity Date	Purchase Price	Market Value	
<b>2011 Gas Tax Certificates of Participation</b>							
Wells Fargo	Wells Fargo Money Market	0.03%	N/A	N/A	\$ 485,927.84	\$ 485,927.84	
<b>2003 Certificate of Participation</b>							
US Bank	US Bank Money Market	0.03%	N/A	N/A	\$ 488,863.05	\$ 488,863.05	
<b>2013 Tax Allocation Refunding Bond</b>							
US Bank	First American Treasury Fund	0.01%	N/A	N/A	\$ 9.40	\$ 9.40	
<b>2009 Lease Revenue Bond</b>							
US Bank	US Bank Money Market	0.03%	N/A	N/A	\$ 439,386.78	\$ 439,386.78	
<b>TOTAL INVESTMENTS HELD BY FISCAL AGENT</b>					<b>\$ 1,414,187.07</b>	<b>\$ 1,414,187.07</b>	

# CITY OF PLACENTIA TREASURER'S REPORT



## CASH BALANCES

AS OF SEPTEMBER 30, 2016 (Preliminary)

CITY		
101	General Fund	615,328.36
115	Economic Uncertainty	-
201	Utility User Tax	-
205	State Gas Tax	420,545.77
206	Gas Tax Bond Fund	-
207	Housing Authority	(377,673.69)
210	Measure M	1,236,635.33
211	PEG Fund	232,637.32
215	Air Quality Management	191,291.23
225	Asset Seizure	925,772.06
226	Traffic Offender Fund	43,307.53
230	Supplemental Law Enforcement	43,713.81
235	Park Development	190,585.78
240	Sewer Construction	19,649.07
241	Public Safety Mitigation Fee	286,518.17
245	Storm Drain Construction	19,665.40
250	Thoroughfare Construction	74,128.23
260	Street Lighting District	(54,761.01)
261	Public Safety CFD 2014-01	2,737.79
265	Landscape Maintenance	110,842.74
270	CDBG Fund	112,571.87
275	Sewer Maintenance	2,372,267.86
280	Miscellaneous Grants	457,221.50
401	City Capital Projects	(160,180.27)
405	In-Lieu Low/Mod Housing	320,250.00
501	Refuse Administration	(616,517.30)
505	CNG Fueling Station	-
601	Employee Health & Welfare	(661,840.02)
605	Risk Management	1,131,295.11
610	Equipment Replacement	14,062.17
615	Information Technology	-
701	Special Deposits	432,281.50
715	Community Facilities District	32,599.35
	Sub-Total	7,414,935.66
SUCCESSOR AGENCY TO THE RDA		
208	Successor Agency Retirement Fund	11,454.06
	TOTAL CASH	\$ 7,426,389.72

**City of Placentia**  
**Changes in Cash Balances**  
**SEPTEMBER 2016**

RPT FUND	Data FUND	CASH BALANCE 8/31/2016	RECEIPTS	DISBURSEMENTS & TRANSFERS	YEAR-END CASH BALANCE 9/30/2016
101	10 GENERAL FUND	1,919,024.66	2,119,003.90	(3,859,543.52)	615,328.36
115	13 ECONOMIC UNCERTAINTY	500,000.00	-	(500,000.00)	-
201	16 UTILITY TAX FUND	442,022.51	281,626.82	(723,649.33)	0.00
205	17 GAS TAX	357,214.39	85,703.38	(22,372.00)	420,545.77
206	52 GAS TAX BOND FUND	-	-	-	-
207	53 HOUSING AGENCY	(379,282.03)	1,608.34	-	(377,673.69)
208	54 SUCCESSOR AGENCY FUND	11,647.56	-	(193.50)	11,454.06
210	18 MEASURE "M"	1,155,240.90	87,691.63	(6,297.20)	1,236,635.33
211	58 PEG FUND	263,094.20	-	(17,456.88)	232,637.32
215	19 AIR QUALITY FUND	369,969.51	-	(4,218.30)	191,291.23
225	21 ASSET SEIZURE FUND	954,579.98	2,138.01	(471.57)	925,772.06
226	51 TRAFFIC OFFENDER FUND	42,592.53	715.00	-	43,307.53
230	22 COPS/SUPPL LAW ENFORCEMENT	138.12	43,575.69	-	43,713.81
235	23 PARK DEVELOPMENT FUND	483,246.28	-	(248,300.00)	190,585.78
240	24 SEWER CONSTRUCTION FUND	19,649.07	-	-	19,649.07
241	57 PUBLIC SAFETY MITIGATION FUND	336,329.91	-	(49,811.74)	286,518.17
245	25 STORM DRAIN CONSTRUCTION FUND	114,587.40	-	(94,922.00)	19,665.40
250	26 THOROUGHFARE CONSTRUCTION	97,115.23	-	(22,987.00)	74,128.23
260	28 PLACENTIA LIGHTING DISTRICT	(25,546.52)	154.35	(29,368.84)	(54,761.01)
261	55 PUBLIC SAFETY CFD 2014-01	472.49	2,265.30	-	2,737.79
265	29 LANDSCAPE MAINT. DISTRICT	153,006.66	-	(42,163.92)	110,842.74
270	30 HOUSING & COMMUNITY DEVELOP.	112,571.87	-	-	112,571.87
275	48 SEWER MAINTENANCE FUND	2,349,243.30	87,148.70	(59,276.67)	2,372,267.86
280	50 MISC GRANTS	661,194.17	-	(203,972.67)	457,221.50
401	33 CAPITAL PROJECTS FUND	(966,319.86)	-	936,770.71	(160,180.27)
405	34 IN-LIEU LOW/MOD HOUSING	320,250.00	-	-	320,250.00
501	37 REFUSE FUND	(412,915.43)	-	(222,384.56)	(616,517.30)
505	38 CNG FUELING STATION	170,647.25	18,782.69	(170,647.25)	-
601	39 HEALTH & WELFARE INS.	(454,221.39)	262,266.46	(469,885.09)	(661,840.02)
605	40 RISK MANAGEMENT	1,158,097.99	2,353.00	(29,155.88)	1,131,295.11
610	41 EQUIPMENT REPLACEMENT FUND	14,062.17	-	-	14,062.17
615	42 INFORMATION TECHNOLOGY FUND	-	-	-	-
701	44 TRUST & AGENCY FUND	470,063.83	29,406.90	(31,727.37)	432,281.50
715	47 COMMUNITY FAC. DISTRICT	32,599.35	-	-	32,599.35
<b>TOTAL PER GENERAL LEDGER</b>		<b>10,270,376.10</b>	<b>3,024,440.17</b>	<b>(5,868,426.55)</b>	<b>7,426,389.72</b>

**CITY OF PLACENTIA TREASURER'S REPORT**  
**CERTIFICATION**  
**AS OF SEPTEMBER 30, 2016 (Preliminary)**

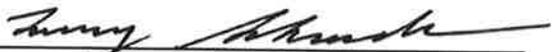
**TREASURER'S REPORT**

3 Month Projected Cash Requirements (October - December): \$11,210,000

3 Month Projected Cash Revenues (October - December): \$10,850,000

In compliance with the California Government Code Section 53646 et seq., I hereby certify that sufficient investment liquidity and anticipated revenues are available to meet the City's expenditure requirements for the next six months and that all investments are in compliance with the City's Investment Policy.

Submitted By:

  
Larry P. Schroeder, Interim Chief Financial Officer

Approved By:

  
Kevin A. Larson, City Treasurer

**CITY OF PLACENTIA TREASURER'S REPORT**  
**DEFICIT CASH TRANSFERS**  
**AS OF SEPTEMBER 30, 2016 (Preliminary)**

**DEFICIT CASH BALANCES**

Fund	Deficit Amount	Utility Users Tax	Economic Uncertainty	Gas Tax	Sewer Maintenance	CNG Fueling	Risk Management	Total Funding Source
Housing Authority	(377,673.69)	-	-	-	377,673.69	-	-	377,673.69
Street Lighting District	(54,761.01)	-	-	-	54,761.01	-	-	54,761.01
City Capital Projects	(160,180.27)	-	-	-	160,180.27	-	-	160,180.27
Refuse Fund	(616,517.30)	-	-	-	616,517.30	-	-	616,517.30
Employee Health & Welfare	(661,840.02)	-	-	-	661,840.02	-	-	661,840.02
<b>Total Transfers</b>	<b>(1,870,972.29)</b>	-	-	-	<b>1,870,972.29</b>	-	-	<b>1,870,972.29</b>
<b>Cash Balance Before Transfer</b>		-	-	420,545.77	2,372,267.86	-	1,131,295.11	<b>3,924,108.74</b>
<b>Cash Available After Transfer</b>		-	-	420,545.77	501,295.57	-	1,131,295.11	<b>2,053,136.45</b>

**CITY OF PLACENTIA  
BANK RECONCILIATION  
September 30, 2016**

RPT FUND NO.	Data FUND NO.	FUND	G/L BALANCE September 30, 2016	BALANCE PER BANK	TOTAL
101	10	GENERAL FUND	815,328.38	Bank of America Checking	\$3,323,583.59 ✓
114	14	CASH BASIS	-	Local Agency Investment Fund	4,773,855.58 ✓
115	13	ECONOMIC UNCERTAINTY	-	Certificates of Deposit	1,232,282.20 ✓
201	16	UTILITY TAX FUND	-		
205	17	GAS TAX	420,545.77		
208	52	GAS TAX BOND FUND	-	Less: A/P O/S Checks	(1,872,202.73)
207	53	HOUSING AGENCY	(377,873.89)	Less: Payroll O/S Checks	(34,117.80)
208	54	SUCCESSOR AGENCY RET OBLG FUND	11,454.06	Plus: Deposits in Transit	2,978.68
210	18	MEASURE "M"	1,236,835.33		
211	58	PEG FUND	232,837.32	TOTAL	<u>\$7,426,389.72</u> ✓
215	19	AIR QUALITY FUND	191,291.23		
225	21	ASSET SEIZURE FUND	925,772.08		
226	51	TRAFFIC OFFENDER FUND	43,307.53		
230	22	COPS/SUPPL LAW ENFORCEMENT	43,713.81		
235	23	PARK DEVELOPMENT FUND	190,585.78		
240	24	SEWER CONSTRUCTION FUND	19,649.07		
241	57	PUBLIC SAFETY MITIGATION FEE	288,518.17		
245	25	STORM DRAIN CONSTRUCTION FUND	19,665.40		
250	26	THOROUGHFARE CONSTRUCTION	74,128.23		
260	28	PLACENTIA LIGHTING DISTRICT	(54,781.01)		
261	55	PUBLIC SAFETY CFD 2014-01	2,737.79		
265	29	LANDSCAPE MAINT. DISTRICT	110,842.74		
270	30	HOUSING & COMMUNITY DEVELOP.	112,571.87		
275	48	SEWER MAINTENANCE FUND	2,372,267.86		
280	50	MISC GRANTS	457,221.50		
401	33	CAPITAL PROJECTS FUND	(180,180.27)		
405	34	IN-LIEU LOW/MOD HOUSING	320,250.00		
501	37	REFUSE FUND	(818,517.30)		
506	38	CNG FUELING STATION	-		
601	39	HEALTH & WELFARE INS.	(661,840.02)		
605	40	RISK MANAGEMENT	1,131,295.11		
810	41	EQUIPMENT REPLACEMENT FUND	14,082.17		
815	42	INFORMATION TECHNOLOGY FUND	-		
701	44	TRUST & AGENCY FUND	432,281.50		
705	45	HOUSING & COMMUNITY DEVELOP. (T&A)	-		
715	47	COMMUNITY FAC. DISTRICT	32,599.35		
		TOTAL PER GENERAL LEDGER	<u>7,426,389.72</u> ✓		
		GRAND TOTAL	<u>7,426,389.72</u> ✓		
		Difference	-		

PREPARED BY: EH  
 DATE: 10/28/16  
 APPROVED BY: AA  
 DATE: 10/31/16

Reviewed by: KL  
 Date: 11/11/16



# Placentia City Council

## AGENDA REPORT

TO: CITY COUNCIL

VIA: CITY ADMINISTRATOR

FROM: INTERIM CHIEF FINANCIAL OFFICER

DATE: DECEMBER 6, 2016

SUBJECT: **SELECTION OF AD-HOC COMMITTEE TO REVIEW REQUEST FOR PROPOSALS FOR BANKING SERVICES**

FISCAL  
IMPACT: NONE

### **SUMMARY:**

The City will be issuing a Request for Proposal (RFP) for banking services in January 2017. Given recent events, Staff is recommending that City Council appoint an Ad-Hoc Committee for the purpose of reviewing proposals and making a recommendation to City Council for selection of banking services for the City. Specifically, Staff is recommending that the Ad-Hoc Committee be comprised of two (2) Councilmembers and the City Treasurer.

### **RECOMMENDATION:**

It is recommended that the City Council take the following action:

1. Appoint two (2) members of the City Council and the City Treasurer to be members of an Ad-Hoc committee charged with the review of proposals and recommendation to the City Council for selection of banking services for the City.

### **DISCUSSION:**

City Staff, with the assistance of the City Attorney, is in the process of authoring an RFP for City banking services. These services will consist of the City's general checking account, payroll account, worker's compensation, health care, and Successor Agency checking accounts. As is the practice currently, included in the banking services will be a purchasing card program for certain authorized personnel to purchase goods and services for the City, savings accounts, cash depositing service (armored car), fund wiring services and an on-line banking program that allows Staff and the City Treasurer to track funds, deposit checks, and conduct various other banking services on-line. Additionally, included with the banking services will be various banking security protocols and equipment for all of the above-mentioned financial transactions.

Given recent events and to ensure transparency in the process, Staff is recommending that the City Council appoint an Ad-Hoc Committee for the purpose of assisting Staff in finalizing the

**3.b.**

**December 6, 2016**

RFP document to be sent out, reviewing responses to the RFP, and conducting interviews with responsive banking institutions. Ultimately, the Ad-Hoc Committee will make a recommendation to the City Council to enter into an agreement for banking services with an appropriate financial institution that best serves the City's banking needs, at a reasonable cost to the City.

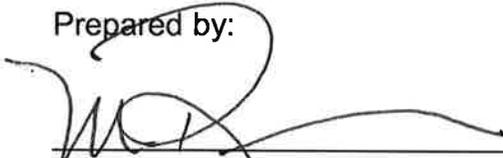
Staff is recommending the Ad-Hoc Committee consist of the following members:

- Two (2) members of the City Council
- City Treasurer

The Interim Chief Financial Officer and Senior Accountant will oversee and facilitate the banking services RFP process and serve as the Staff liaisons to the committee. This committee will be in place until such time that City Council approves an agreement for banking services.

Prepared by:

Reviewed and approved:

  
\_\_\_\_\_  
Matt Reynolds  
Management Analyst

  
\_\_\_\_\_  
Lawrence P. Schroeder  
Interim Chief Financial Officer

Reviewed and approved:

  
\_\_\_\_\_  
Damien R. Arrula  
City Administrator



# Placentia City Council

## **AGENDA REPORT**

TO: CITY COUNCIL

VIA: CITY ADMINISTRATOR

FROM: DIRECTOR OF DEVELOPMENT SERVICES

DATE: DECEMBER 6, 2016

SUBJECT: **OLD TOWN PLACENTIA (OLD TOWN) DISTRICT REVITALIZATION PLAN, DEVELOPMENT STANDARDS AND PUBLIC REALM STANDARDS (STUDY SESSION 1 OF 2)**

FISCAL IMPACT: NO FISCAL IMPACTS ARE ASSOCIATED WITH THIS STUDY SESSION. POTENTIAL SIGNIFICANT ECONOMIC BENEFIT TO THE LOCAL PLACENTIA ECONOMY, INCLUDING JOBS, PUBLIC & PRIVATE INVESTMENT, AND ANNUAL/ONE-TIME REVENUE

### **SUMMARY:**

The City of Placentia has been given a unique transit hub opportunity in the form of the new Metrolink Station (Station), which will be operational in 2020 near the City's center in Historic Old Town Placentia. The positive effect of 530 daily passengers traveling through the City provides a major opportunity for revitalizing this area. The proposed Station has the ability to transform the area into a destination, which is at the heart of the vision for the proposed Old Town Placentia (Old Town) District Revitalization Plan and Zone. The proposed Old Town District is designed to complement the adjacent proposed Transit Oriented Development Packing House District (TOD) which was reviewed by Council on November 15, 2016. Creating an Old Town District, with specific standards for land use, parking, streetscape, sustainability, architecture and public improvements will complement the TOD and proposed Station while fostering new development opportunities and creating a one-of-a-kind destination. In addition, an Old Town District can bring new housing, employment and supporting services to the area, which will help support existing retail and restaurant businesses while growing the City's local economy.

### **RECOMMENDATION:**

It is recommended that the City Council take the following actions:

1. Receive and file the report and presentation; and
2. Solicit public comment regarding the proposed Old Town District Revitalization Plan and Development Standards, Public Realm Design Standards, and supporting documentation; and

**3.c.**

**December 6, 2016**

3. Provide direction to Staff, as appropriate, regarding all of the Old Town Plan documents; and
4. Schedule the second study session regarding the Old Town Plan for the January 17, 2017 City Council meeting.

**BACKGROUND:**

The Old Town Plan and supporting documents are intended for the revitalization, activation, and economic growth of the City's original central business district, which was founded in 1910 around the building of the Placentia train depot and the citrus packing houses. Existing property owners, residents, and business have preserved the area with a unique and diverse mix of small businesses, restaurants, residential uses, meaning that the area never truly lost its old, small town charm. Among Orange County's old towns, Placentia is unique in its small scale and variety of land uses. Today, population groups of all types are looking for small scale, walkable urban centers around transit to live, work, and play. This is occurring throughout Orange County with new, more compact, and transit-oriented developments and historic reuse districts emerging in Anaheim, Orange, Fullerton, and Santa Ana.

The Orange County Transportation Authority (OCTA) and the City Council have approved the construction of a new state-of-the art Metrolink Station (Station) and 253-space parking structure within the Old Town area. The new Station will be operational in 2020 and serves as a unique opportunity to act as a hub for visitors and patrons to the area. The proposed Station is centrally located between the Old Town area and the proposed TOD District south of the station (along Crowther Ave.), which currently includes a variety of manufacturing uses and underutilized properties. Staff began working with the local business community to examine the feasibility of creating a destination surrounding the Metrolink Station that would include the Old Town area, and the area south of Old Town. These two project areas are complementary, but are distinctly different in a variety of areas. This unique opportunity will allow the City to rehabilitate the Old Town area and create the new TOD District. A key element of these advanced planning efforts is to ensure that the new destination would support the Old Town business community as well as improve our local economy, while creating more shopping and dining opportunities for Placentia residents and visitors.

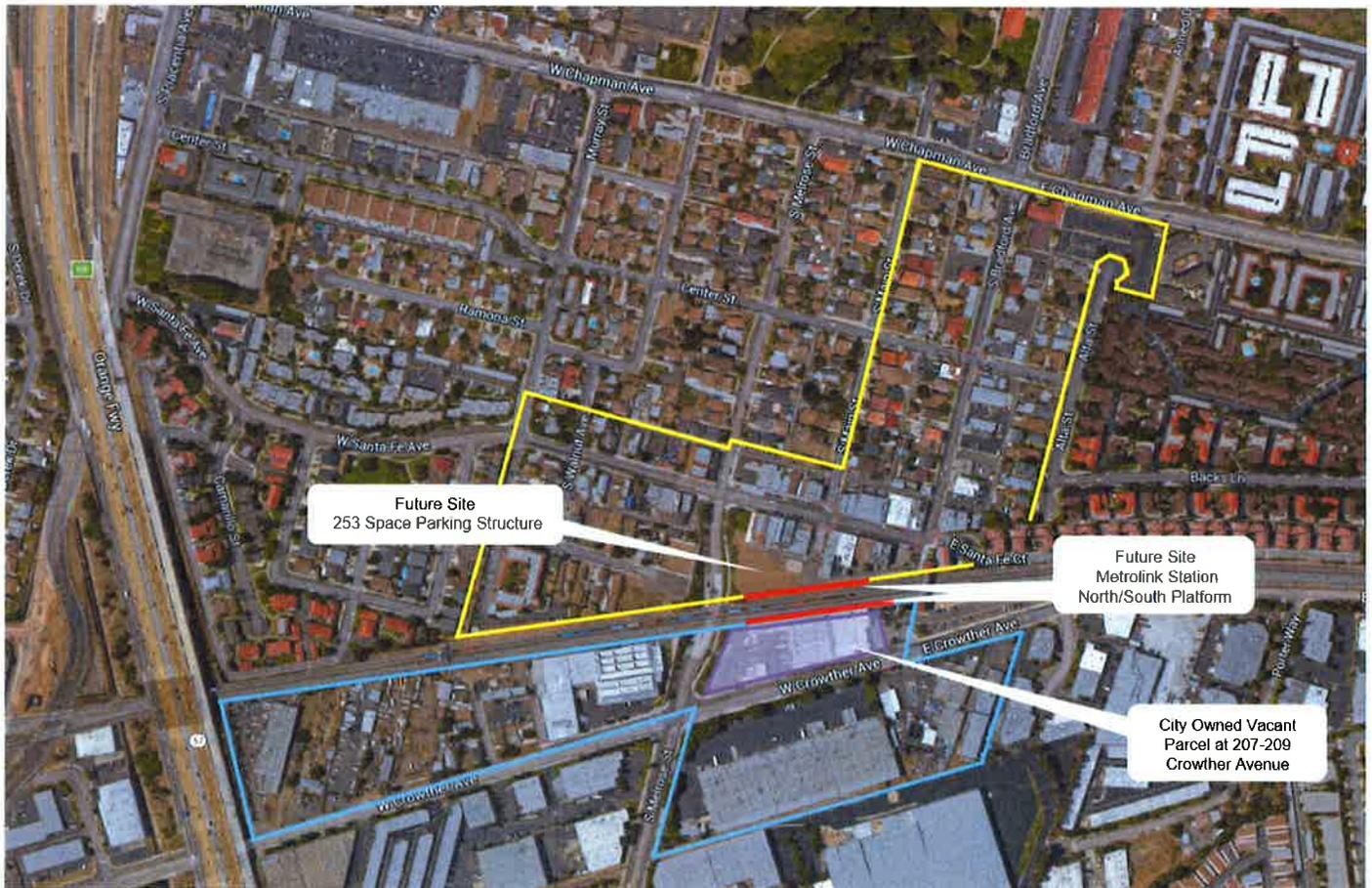
**DISCUSSION:**

Old Town is located in the southwest quadrant of the City along a section of BNSF railroad and is an integral part of the region. The Plan Area is about 32 acres in size and consists of over 140 parcels made up of a diverse mix of commercial land uses, surrounded by residential neighborhoods to the west, east, and north. There are a few existing mixed-use buildings featuring commercial uses and residential dwellings. The area also includes a small number of potential historic resources. Public facilities include the senior center and the fire station. Many parcels are less than 5,000 square feet in size and includes one to two story structures characterized by single family residential and "Main Street" retail, which contributes to the small scale of the Old Town.



Fundamental to the revitalization effort will be a connection from Old Town to the TOD District. While the City's pedestrian bridge functions as an integral feature to achieving this vision, it is ideal to create meaningful public spaces and plazas on both sides of the Station platform. Designing a seamless transition to the districts on both sides of the Station area will attract activity and public gathering, thereby supporting the success of both business areas. Also important to the success of this District is a park-once strategy for non-residential development, which will allow patrons and workers the opportunity to park and walk between Old Town and the TOD District without the need to move their cars.

The proposed boundaries of the Old Town and TOD Districts are represented below:



### **Committee Recommendations**

The Planning and Development Ad-Hoc Committee and Economic Development Committee have previously reviewed the attached planning documents and PowerPoint presentation and recommend the approval of the following items:

1. Old Town Revitalization Plan
2. Zoning Code Amendment/Development Standards
3. Public Realm Standards
4. Old Town Impact Fee Preparation
5. Old Town CFD Preparation

**Next Steps**

Subsequent to this Study Session, Staff anticipates holding a Community Meeting in January 2017, a second City Council Study Session January 17, 2017, a Planning Commission hearing in mid-March 2017, and City Council consideration of the full revitalization plan, zoning code text amendment, general plan amendment and supporting documents in April 2017.

**FISCAL IMPACT:**

No fiscal impacts are associated with this Study Session; however there is potential significant economic benefit to the local Placentia economy, including jobs, public & private investment, and annual/one-time revenue as outlined below.

**Economic Benefits**

Although a Fiscal Impact and Economic Benefit Analysis study has not yet been completed for the Old Town project, the study prepared by Kosmont Associates for the similarly sized, future TOD District can be used as a reference point. The TOD District (at build out), is estimated to generate \$495 million in new economic output, including public and private investments. Upon completion, the surrounding TOD area is estimated to generate approximately \$1,550,000 in General Fund revenue for the City. It should also be noted that the proposed TOD District area would garner \$15,075,000 in impact fee revenue, which would assist with the City's infrastructure funding needs. In total, construction of the TOD District is estimated to generate approximately 3,272 jobs, which will aid in improving Placentia's local economy. Any new construction in the Old Town District would be subject to paying Development Impact fees, Community Facilities District fees, and Public Safety Impact Mitigation fees. These fees will be very similar to the same fees proposed for the TOD District. Evaluation and study of the Old Town Plan is ongoing and Staff will be obtaining economic benefit figures regarding the Old Town Plan in the upcoming planning meetings.

Prepared by:

Reviewed and approved:



Joseph M. Lambert  
Director of Development Services



Damien R. Arrula  
City Administrator

**Attachments:**

1. Draft Old Town Revitalization Plan
2. Draft Old Town Development Standards
3. Draft Public Realm Design Guidelines
4. PowerPoint Presentation

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# Old Town Placentia

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## Revitalization Plan



Draft #1

December 6, 2016 Version

**Prepared by**  
**City of Placentia**

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## 1. Introduction

This Old Town Placentia Revitalization Plan (“Plan”) is a comprehensive plan for the revitalization, activation, and growth of the City’s original central business district founded in 1910 near the original the Placentia train depot and the citrus packing houses. The area suffered from disinvestment and economic decline with the widespread growth of Orange County’s suburbanization in the 1960s to 1990s periods.

However, existing property owners, residents, and businesses have kept the area active with a unique and diverse mix of small businesses, restaurants, churches, and public venues. This activity has helped this area retain some of its small town charm. Among Orange County’s old towns, Placentia has retained its unique small scale environment with rich variety of land uses.

Market data indicates that population groups of all types are looking for small scale, walkable urban centers located around transit to live, work, and play. This is occurring in Orange County with new, more compact, and transit-oriented developments and historic reuse districts emerging in Anaheim, Orange, Fullerton, and Santa Ana. Coupled with the proposed Transit Oriented Development (TOD) south of the railroad along Crowther Avenue, there is a unique opportunity for Old Town to see revitalization.

This Plan focuses on an 18-year period, from 2017 to 2035 and is expected to be implemented in phases under a partnership between City Elected Officials, City Departments, regional agencies, local businesses, stakeholders, residents, and community organizations.

### PURPOSE

The purpose of this Plan is to enhance the physical environment in the City’s Old Town aimed at creating a lively destination to support and expand the current economic base, create a town center for Placentia, and better connect to adjacent neighborhoods and surrounding cities. The area’s assets include a walkable layout with its short blocks across a linear street pattern. Old Town Placentia, also known as “Placita Santa Fe”, has a good mix of commercial uses including popular restaurants, shops, and neighborhood serving stores.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

In 2016, the City of Placentia and the Orange County Transportation Authority (OCTA) approved a new Metrolink Station and parking structure in the Old Town area. This Station and parking structure, to be completed by 2020, is the primary element in the planned changes to the Old Town as well as in the area immediately to the south, currently under study as the “Transit Oriented



Development Packing House District”. The Station will have two platforms, one north of the railroad and one south of the railroad. A pedestrian overcrossing bridge and a grade separated road at Melrose Street have been completed in anticipation of the station. Both plans will meld a cohesive vision for the area around the new station and will be tied together by shared public realm elements.

The Plan covers both private property and public spaces, city and other government owned land, utility and service providers and addresses both public and private realms. It also provides information on implementation and funding once this Plan is adopted. Responsibility for implementation includes the City of Placentia, land owners, developers, business operators, and other stakeholders. An important partner in the Metrolink Station is the Orange County Transportation Authority (OCTA).

This Plan is intended to represent a shared vision for the Old Town and will allow other, more specific planning and development to occur, as well as enable direction for seeking grant funding and other funding for construction of public improvements. An amendment to the City’s General Plan and Zoning Code is being processed concurrently with the adoption of this Plan to provide a regulatory framework for private development within the Old Town.

## BACKGROUND

Placentia’s Old Town constitutes the original town of Placentia, formed in 1910 and incorporated in 1926. The City has grown to a population of over 51,000 today. The Old Town developed around the original Placentia train depot and the citrus packing houses. Residential homes were

# OLD TOWN PLACENTIA REVITALIZATION PLAN

typically Craftsman style homes or duplexes built around the commercial and industrial uses. Afterwards, the Old Town transitioned to house more industrial and auto-related uses as the citrus industry declined. When the City incorporated, the Old Town was the location of City buildings, services, as well as commercial banking, shops and commerce.

The City of Placentia considers investment in its Old Town one of the top priorities and has prepared this Plan as a comprehensive public and private development plan to cover a horizon of 18 years. Prior planning and revitalization efforts included formal City redevelopment of blighted areas around the Old Town, a specific zoning code for the “Santa Fe Commercial District”, and branding “Placita Santa Fe” as an attraction. With the Placentia Metrolink Station coming and past projects like the railroad grade separation projects, new transit oriented opportunities have presented themselves. The annual Los Posadas Tamale Festival hosted by



the Placita Santa Fe Merchants Association has brought regional recognition to Old Town. The previously prepared Draft Westgate Specific Plan in 2006 (not adopted) was a more recent attempt to bring a broader vision to the Old Town. In that plan, revitalization of the City’s historic core was included as a top priority.

## COMMUNITY OUTREACH

In preparation for the City of Placentia’s Revitalization Plan for the Old Town area, a series of community meetings and workshops were conducted to gather the community’s input and insight. This identified the community’s goals and desires, and helped create a working glossary of terms related to the Plan. Data collected from the community workshops and public outreach was used to inform the vision, values, policies, and design elements of the Plan.

Outreach efforts focused on meetings, community events, public workshops, and stakeholder comments. Discussions covered a range of topics, including vision, mobility, land use/density, business type, streetscapes and landscapes, wayfinding, programming, implementation, and funding.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

Outreach began with a collection discussion amongst a group of identified stakeholders, comprised of agencies, businesses, city-wide organizations, school-afterschool entities, and individuals from the community. Many of the identified stakeholders were similarly engaged during the 2006 Placentia-Westgate Specific Plan that was not formally adopted.

Many participants were especially concerned with Old Town's perceived lack of safety. Stakeholders expressed an overwhelming need for a plan that implemented safety improvements, including a more consistent sanitation schedule, better lighting, and improved police surveillance. Stakeholders were additionally excited about plans that would offer extended parking opportunities, outdoor dining, additional retail and restaurants, and an improved connectivity between the new Metrolink station and its surrounding community.

The first community workshop was held on February 19, 2016 to discuss the purpose of the plan as well as further opportunities that encouraged public involvement. The public was given a clear description of the project boundaries and was presented with a review of past recommendations made from the Westgate Specific Plan for context. Additionally, they received visual examples of design elements. Participants undertook a design exercise intended to gather comments, ideas, and prioritize design elements. This activity took place amongst small groups, which presented their findings to the entire audience at the end of the activity. Common concerns included: poor landscaping, lack of street lighting, challenging parking, and physical deterioration. Common priorities included: improvement of private and public spaces, enhanced streetscapes, landscapes, improved lighting, sidewalks, and alleys. The community desired an enhanced environment that would be safer, more inviting, creating a better sense of place, while drawing from the historic importance in the area.

The second community workshop was held on May 4<sup>th</sup>, 2016, where the public was presented with both a summary of findings drawn from the previous meeting, as well as visual renderings of concepts, and alternatives for consideration. Participants discussed their impressions in small groups and emphasized the concerns. In regards to "Circulation and Infrastructure," the public recommended better lighting and enhanced security, as well as 2-4 hour parking accommodations for downtown patronage. Regarding "Density and Land Use", the public emphasized their desire for a more "open market" concept, as well as a premium coffee retailer. Regarding "Streetscape and Landscape," the public requested a consistent aesthetic that included curb appeal, earth tones, welcome signs, and street lights with hanging plants.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

They requested that bike racks, benches, planters, and welcome signs be prioritized, but they were also interested in more decorative focal points like street art and a public gazebo in a small public plaza area. Regarding “Identity and Programming”, the public has a high interest in establishing funding streams to support improvements—examples include the establishment of a lighting district, a business improvement district, and a special assessment. Lastly, there was an almost unanimous vote to change the district’s name to “Old Town Placentia”, as well as the desire to “phase out” auto shops and “phase in” minor public/private improvements that would add to the vitality of the district.

## SETTING AND BOUNDARY

### DEMOGRAPHICS

According to the Southern California Association of Government (SCAG) profile published in 2014, the City has a population of 52,094 persons, representing 1.7 percent of Orange County’s 3,113,991. Placentia experienced a growth rate that was higher than average for its area, 12.1 percent between 2000 and 2014. The population includes Hispanic (37.6 percent), Non-Hispanic White (42.9 percent), and Non-Hispanic Asian (15.0 percent), with Non-Hispanic Blacks, American Indians, and others making up the remaining 4.5 percent. There are an estimated 16,554 households within this population, and the median household income is \$76,688 as of 2014. The homeownership rate is high at 64.6 percent. According to SCAG, the most common housing type is single family detached dwelling: 70.3 percent of the homes. As of 2014, 84 percent of the population drives alone to work and 94 percent of Placentia’s residents commute to other cities for their place of employment, Anaheim and Los Angeles ranking in first and second place. Placentia statistics show the City to have 19,581 jobs out of Orange County’s 1,570,830 jobs. Between 2000 and 2014, Placentia saw a 3.7 percent reduction in the number of residents carpooling to work, which reflects the biggest change in transportation modes that were surveyed. There was a minimally detected increase in the number of residents who used public transportation. These demographics point to a stable, mostly single family residence, community with the potential for more sustainable transportation patterns.

### EXISTING ZONING, LAND USES, AND BUSINESS TYPES

The Old Town is located in Placentia’s southern and western portion and is a part of the north Orange County area. The Plan Area is approximately 32 acres in size and consists of over 140

# OLD TOWN PLACENTIA REVITALIZATION PLAN

parcels made up of a diverse mix of commercial land uses, surrounded by residential neighborhoods to the west, east, and north. There are a few residential uses. Four community churches are within and surrounding the Old Town. Community facilities include the City's senior center and the fire station. Many parcels are less than 5,000 square feet in size and this contributes to the small scale of the Old Town.

The Plan Area is focused on Bradford Avenue and Santa Fe Avenue from Chapman Avenue on the north to Murray Street on the west and is "L" shaped. To the north along Chapman Avenue is Kraemer Memorial Park. The immediately adjacent residential neighborhood to the north and west of the Plan Area, bounded by Chapman Avenue on the north and Murray Street on the west, is made up of primarily single family and duplex homes built during the Old Town's initial development period, many designed in the Craftsman architectural style.

The Plan Area includes the current "SF-C" Santa Fe Commercial District zone (Chapter 23.37 of the Code) and some surrounding parcels in the "C-1", "C-2", and "R-2" zones. The Plan Area does not include any schools, but Valencia High School is located just to the north of Chapman Avenue. California State University Fullerton is located approximately 2 miles to the west, in the City of Fullerton. Surrounding cities include Anaheim to the south with large industrial tracts and Fullerton to the west with large residential and commercial zones. The 57 Freeway (Orange Freeway) and the 91 Freeway (Riverside Freeway) provide the most direct freeway access. Business organizations include the Placita Santa Fe Merchants Association and the Placentia Chamber of Commerce. Long time establishments in the Old Town include the American Legion Post No. 277 and the Tlaquepaque and El Farolito Restaurants.

# OLD TOWN PLACENTIA REVITALIZATION PLAN



## CONSISTENCY WITH CITY POLICIES, CODES, AND PLANS

With proposed General Plan and Zoning Code Amendments, this Plan is intended to be consistent with the City’s General Plan, Zoning Code, Municipal Codes, and local and regional planning initiatives particularly for climate action, sustainability, multimodal transportation, complete streets, and livability. The City is currently in the process of updating the City’s General Plan adopted in the 1980s. This Plan is intended to expand the purpose and reach of the “Santa Fe Commercial District” zoning code provisions, creating a new zone called “Old Town,” with revised development standards to accommodate the goals of the community and this Plan. This Plan has also been prepared to be consistent with the Transit Oriented Development Packing House District plan and development codes for the area to the immediate south of the Old Town, separated by the Burlington Northern-Santa Fe (BNSF) railroad tracks.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## 2. Vision

The vision for revitalization of Old Town Placentia includes a combination of historic preservation, infill complementary development, creation of unique public spaces, enhanced public realm features, and designation of the area as a transportation hub, all to provide this downtown core with a special identity to call its own. Placentia is considered a bedroom community, with a large portion of the City's land uses devoted to single family and apartment homes. While this character is important to the City's identity, it is also important to present a different part of the City, unique and tied to the past.

### AN ACTIVE OLD TOWN

The vision for Old Town Placentia is to create a central gathering space inclusive of all population groups in the City and the region. A place where residents and visitors can walk to the corner store, go to dinner, congregate, shop, and relax in one place. This Plan strives to improve the built environment of the Old Town while also enhancing the human environment, creating more opportunities for people to interact and to create an environment conducive to expanding new business opportunities. The Plan is intended to attract customers, visitors, nearby residents, and travelers to destinations and to encourage people to stay longer by highlighting the aesthetics, views, scenes, and businesses of Old Town.

Central to the Plan is the creation of a "Pedestrian Priority Zone" around the intersection of Bradford and Santa Fe Avenue and a pedestrian network with primary paths along streets and secondary paths along alleys, behind buildings. The short blocks that are the original layout of the Old Town are very walkable and are preserved in the Plan.

Preserving the current diverse mix of land use types is important as well as supporting small businesses, public buildings, and housing. Although the area has developed with auto-related and industrial uses over the years, the goal is to phase out those types of uses to enhance more intense commercial development that contributes to a more pedestrian friendly environment and provides new business and shopping opportunities and points of interest.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## LOOK AND FEEL

The vision is to create a unique and distinguishable look and feel to Old Town Placentia that is slightly different from other old towns in Southern California by retaining the small scale buildings and shopfronts with smaller parcels, walkable blocks, and building frontages that are complementary to the public, pedestrian-scale spaces. The Old Town currently has a “village” character and the goal is to preserve and enhance that image.

Specifically, the objective is to preserve the commercial block style of building characteristic of Old Town Placentia. Buildings are built side by side and are placed at, or close to the right of way line, with very little interruptions for driveways and parking. Uses typically include shops, restaurants, and other attractions on the ground floor and offices and residential uses on the top floors. Building façades are well articulated and focus on openings, proportions, entries, and embellishments that add to the attractiveness of the area. Infill development is encouraged to help create the compact walkable environment important to a vital town center.

The Plan includes defining a look and feel for Bradford Avenue that is complementary but distinguishable from Santa Fe Avenue through streetscape and landscape features. Current building heights at two stories would be preserved around the Pedestrians Priority Area with increased allowances to three and four stories on the outer edges, but still retaining the commercial block style of buildings.

## A SUSTAINABLE FUTURE

The Plan also includes provisions for sustainable development by creating a multimodal transportation hub around the Metrolink Station. The objective is to increase active transportation modes such as walking and bicycling alone or in combination with transit. A multimodal future is built into the plan by placing less emphasis on development around the automobile and creating a multimodal place providing more options for travel.

Cities across the nation are implementing policies to enhance public health, public safety, and the environment. This includes the creation of a sustainable environment that encourages community activity and addresses climate change as well. There are multiple strategies that can be used to improve air quality and conserve water. The Green Cities program plays a role in reducing waste by having recycling, reuse and composting programs. Its mission is to

# OLD TOWN PLACENTIA REVITALIZATION PLAN

accelerate the adoption of innovative policies and practices that further sustainability at the local, State, and national levels and can be used as a model to guide the policies of this Plan. Green Cities support multimodal transportation that improves ease of access to a variety of transportation methods such as walking, cycling, and public transit. Green infrastructure includes innovative water drainage systems, water retention, and sustainable landscaping to assure water quality and conservation.

## PLAN GOALS AND POLICIES

The goals and objectives of the Plan is to support an enhanced the environment which will encourage more public capital improvements and serve as a catalyst for stimulating private investment.

### 1. Goal: Make Old Town Placentia a Unique Destination

#### Policies:

- A. Celebrate the City's heritage
- B. Make connections to the past
- C. Create a walkable village atmosphere
- D. Build public gathering spots
- E. Enhance the City's identity overall
- F. Highlight historic features
- G. Improve public and private spaces
- H. Create a diversified commercial base
- I. Create a shopping destination

### 2. Goal: Make Old Town Placentia a Pedestrian, People Priority Zone

#### Policies:

- A. Encourage and allow compact development
- B. Encourage and allow outdoor dining
- C. Provide for small passive recreation spots
- D. Support inclusivity across all walks of life
- E. Enhance community facilities and services
- F. Build lively streetscapes

# OLD TOWN PLACENTIA REVITALIZATION PLAN

- G. Create public spaces for events that will promote Old Town as a central focal point for City
- H. Create a small-scale village environment
- I. Create a variety of businesses, uses, and events that will encourage people to stay in Old Town longer
- J. Create a safe, inviting, pleasant, attractive and appealing sense of place
- K. Avoid large expanses of visible parking garages and surface parking
- L. Avoid conflicts with motor vehicles
- M. Provide opportunities to create intimate walkways
- N. Make the Old town walk-friendly for all ages and abilities
- O. Improve the alleys to make them attractive, useful and safe.

### 3. Goal: Promote Multi Modal and Sustainable Transportation

#### Policies:

- A. Connect surrounding suburban and commercial thoroughfares
- B. Encourage use and increased ridership of the Metrolink System
- C. Move away from the auto-orientation in the layout and land uses
- D. Provide hubs for various transportation modes
- E. Provide a community shuttle service within this hub

### 4. Goal: Support Businesses and Provide for Development Opportunities

#### Policies:

- A. Enhance safety and security
- B. Develop incentive programs
- C. Provide business start-up opportunities
- D. Promote the Old Town through media and outreach
- E. Provide for infill development, reuse, and preservation
- F. Develop a promotional campaign to encourage visits to Old Town Placentia

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## 3. Mobility

The development of the Old Town Placentia around the railway network was a key factor to the local citrus industry in the early 1900s. As a result, today the area is not well integrated into the street network of the City and the north Orange County region. The area is somewhat land-locked and tucked away from view. Contributing to the Old Town's isolated feel is the blocking of local streets with dead-ends and limited access to major thoroughfares. The train tracks are an additional feature that contributes to the area's inaccessibility.



METROLINK STATION. The new Placentia Metrolink Station constructed by the Orange County Transportation Authority (OCTA) will have a north and south platform similar to this example in Orange.

With the coming of the Placentia Metrolink Station, the area's local and regional connectivity will improve substantially, particularly for travelers using all types of transportation modes. The Metrolink Station provides the opportunity to reimagine getting to and from and around the Old Town and can draw visitors from outside the area along with new residents in the Packing House District. Recent circulation improvements

include the pedestrian bridge over the BNSF tracks and the underpass at Melrose Avenue.

Safety will be a driving factor in improving connectivity and will play a part in redesigning streets, sidewalks, and common public spaces, particularly where modes come together in a shared environment. The goal of this Plan is to make streets within and surrounding the Plan Area more accommodating and inviting for all users with varying abilities, a concept known as "complete streets."

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## LOCAL AND REGIONAL CONNECTIVITY

It is important that the Old Town be better connected to the larger north Orange County economic, commerce, and population centers including major destinations like California State University Fullerton to the west, Placentia City Hall to the east, the Packing House District to the south, Anaheim Canyon employment hub to the southeast, and schools and neighborhoods adjacent to and surrounding the Old Town.

## COMPLETE STREETS

Complete streets means that streets are designed for all users of the public roadways including bicyclists, transit users, pedestrians, and vehicles - for all ages and abilities. To achieve this balance, a redesign of the current roadway is necessary configurations since much of the urban landscape between the 1920s and 1990s centered on the automobile for movement and parking.

Streets have traditionally been designed to move automobile traffic as fast and efficiently as possible with pedestrians given second priority. Increasing traffic congestion has made streets less welcoming to pedestrians and cyclists. Streets are important for the livability of a community and economic sustainability for businesses, and more and more people want to be able to walk and ride bicycles in their neighborhoods. More people are focused on healthy living, with include better food choices, increased physical activity, reduced stress and the opportunity to relax and enjoy nature. To improve a more active lifestyle, many communities are taking steps to modify street designs to optimize their usability by a variety of users. Currently the City of Placentia is working on a health initiative with St. Jude's Medical Center, which will complement the new Health and Wellness Element of the draft General Plan Update.

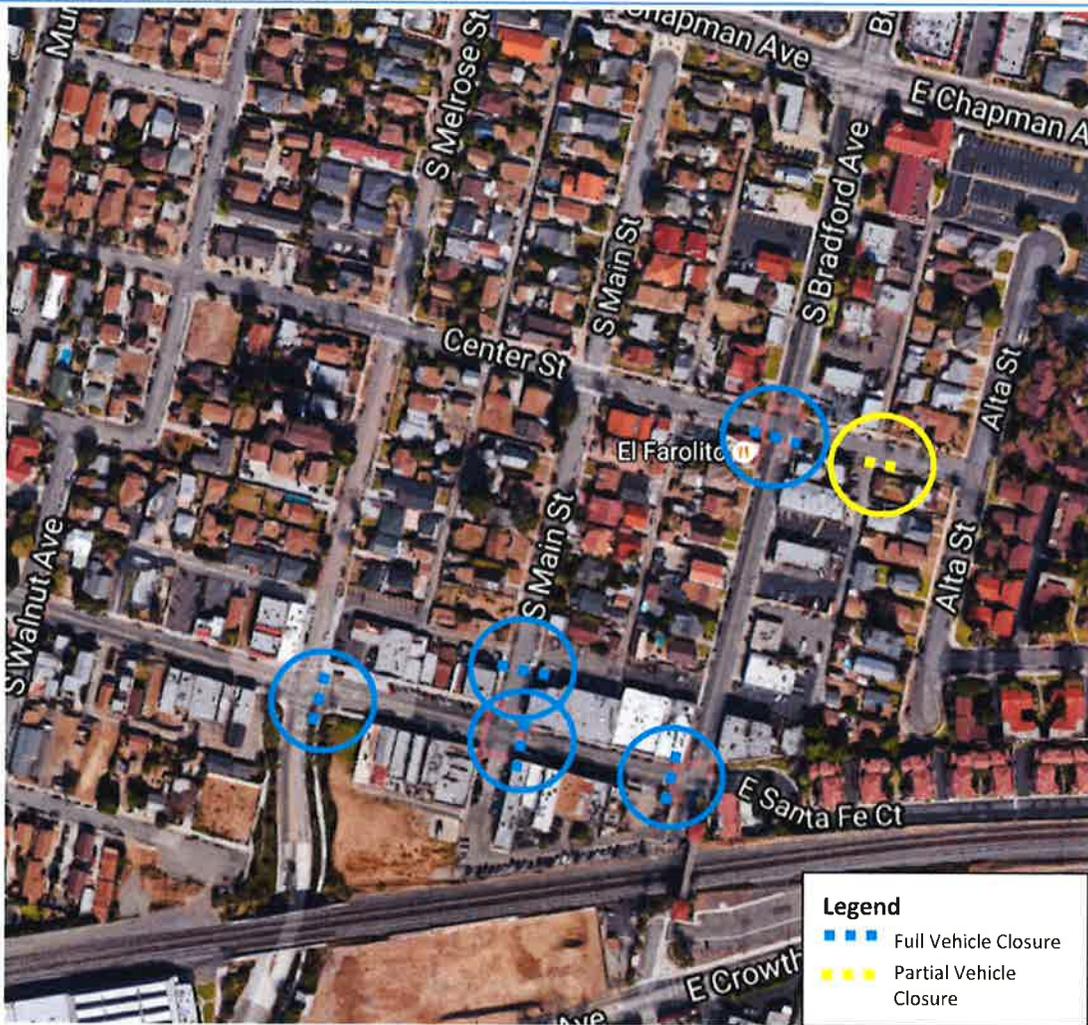
With a complete streets model, pedestrians of all ages and abilities can be given safe spaces with continuous unobstructed sidewalks. Cyclists desire a safe, clearly designated and cohesive network of cycling lanes. Transit riders want convenient and reliable transportation that reduces traffic congestion. Children and adults want safe and inviting routes to schools and transit stations. Motorists need roadways that facilitate safe movement while still providing safe spaces for pedestrians and cyclists. Freight operators and service providers require safe accommodations for unloading and loading supplies via dedicated curb access. People doing business need adequate space to provide active and rich street environments.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## FLEX STREETS

This Plan allows for certain streets to be easily closed for special events and festivals, day and night through provisions for “flex streets”. Flex streets provide communities a means to transform roadways into safe public areas for city supported functions. A flex street is a roadway that can be changed from vehicle-use to a pedestrian use by strategic placement of removable bollards or other vehicular barriers. Vehicles can be prohibited from road use during pedestrian priority events to ensure a safe walking area.

FLEX STREET



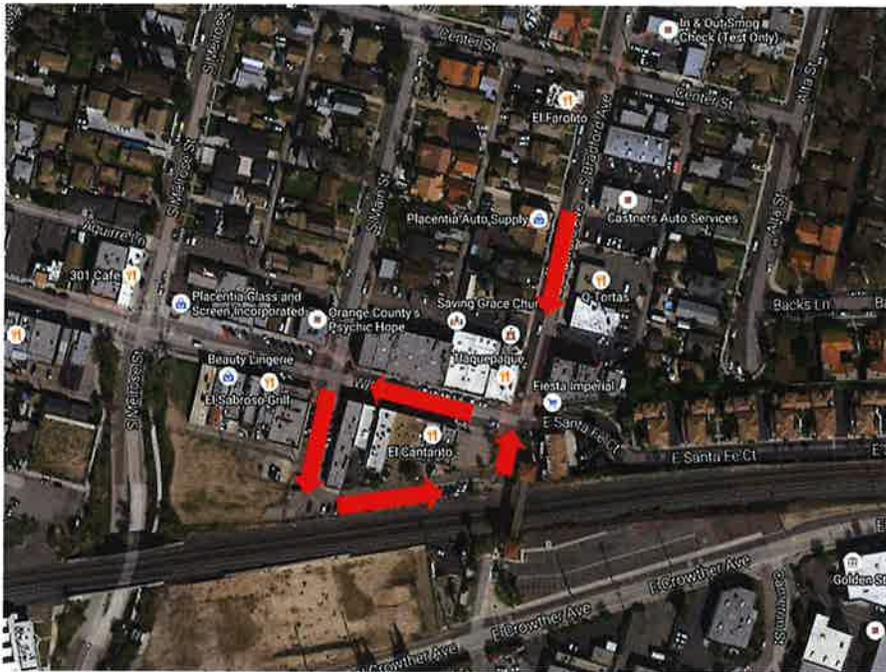
# OLD TOWN PLACENTIA REVITALIZATION PLAN

*SANTA FE AVENUE & BRADFORD AVENUE (from Center Street to Main Street). This street segment (s) can be easily converted into a "Flex Street" using physical temporary barriers such as rails and bollards that close the street in part or in full to vehicle traffic. This frees up public roadway space for community activities such as fairs and cultural festivals.*

## TRAFFIC SAFETY

This Plan considers that traffic safety and the reduction of collisions is a top priority. Although the Old Town does not suffer from many traffic collisions, the introduction of more pedestrians, bicyclists, and vehicles presents could increase the need for safety awareness and for designing public right of way improvements that reduce any conflicts between the different types of users.

## CIRCULATION



This Plan recognizes that enhanced vehicle circulation will be important to moving through the Old Town, particularly in cases where drop off and pick up of passengers and goods occur. The proposed circulation for the plan area includes creating a one way circulation pattern starting at Center Street on Bradford Avenue,

heading south to Santa Fe Avenue and west on Santa Fe to Main Street. This circulation plan includes dedicated bike lanes and parallel parking where right of way space allows.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## TRANSIT SERVICE

Important to creating a multimodal hub, is introducing various type of transit options for the Plan Area to include rail (Metrolink), community shuttle (OCTA), and transit circulator (OCTA) routes, stations, and stops. Through enhancing the pedestrian realm within the Old Town, walking routes to transit stations and stops will be enhanced, creating an environment that promotes use of transit.

## BICYCLE NETWORK

Bicycle facilities increase mobility options for residents and guests. Bike lanes are important to mobility in the Old Town and are proposed for both Bradford and Santa Fe Avenues. To ensure that bike travelers will have places to keep their bicycles, short term and long term bicycle parking spaces will be incorporated into each new development and with the development of a future streetscape master plan. Short term bicycle parking spaces are bicycle racks while long term bicycle parking spaces are provided via paid bicycle lockers. Long term storage is particularly important for the proposed Metrolink parking structure. Furthermore, a bicycle share program can be evaluated for those without bicycles. This would enable bicycle commuters to connect with bicycle routes to Fullerton on the northwest and Anaheim in the south and allowing bicycle commuters to connect to residences on the eastern areas of the City. Where feasible, protected bike lanes (Class I) can be installed in the Old Town district. Where the roadway cannot accommodate Class I lanes, Class II or III can be installed. Bike lanes can be either one way or two, depending on the right of way width available.

## PEDESTRIAN NETWORK

An overall goal of the Plan is to improve the walking environment for all visitors to Old Town. The Old Town Placentia Plan includes improvements to walkways for all users. Sidewalks along Bradford Avenue and Santa Fe Avenue can serve as the primary pedestrian network. These sidewalks are proposed to be widened from their current 5-foot to 8-foot widths (up to 16' in some areas) depending on location and feasibility. Wider sidewalks will be achieved by narrowing or redesigning roadways and wider sidewalks provide more public space for pedestrian travel, landscaping, outdoor cafes, and streetscape amenities. One way traffic allows for wider sidewalks, thus increasing pedestrian priority and a more active streetscape.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

The goal is to create more pedestrian friendly routes that will help to bring destinations within the Old Town closer by allowing shortcuts between spaces. Activating existing alleys behind buildings can provide a secondary pedestrian network. Alleys can be lined with green infrastructure to create more intimate and personal city spaces. Store owners can be encouraged to create secondary frontages along alleys and to maintain the rear entrances to their businesses. Alleys can be beautified in a way that they will also be utilized as off-street spaces for festivals and cultural activities as well. Naming of alleys as “courts”, “lanes”, etc. will help to create a sense of place with the Old Town. For example,

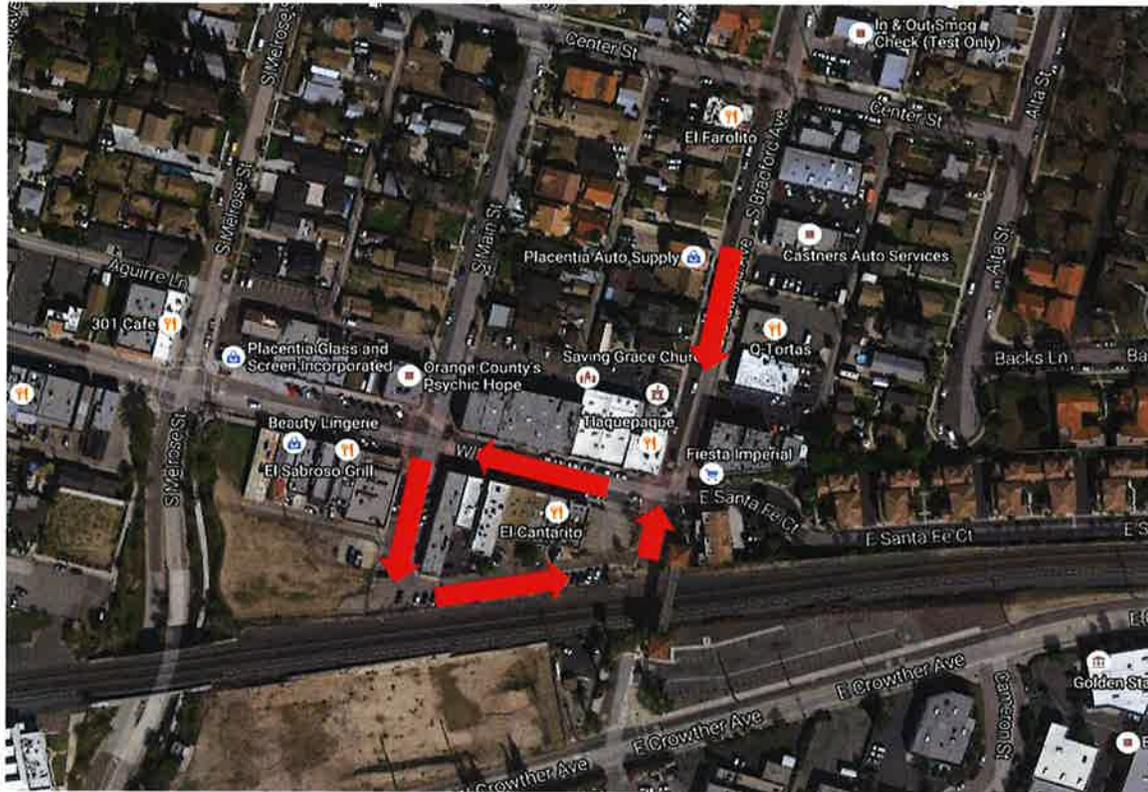
- The alley behind Santa Fe Avenue north could be called “Aguirre Lane;”
- The alley behind Santa Fe Avenue south could be called “Santa Fe Lane;”
- The alley nearest to the Metrolink Station could be called “Old Town Court;”
- The alley behind Bradford Avenue west could be called “Chapman Lane;” or
- The alley behind Bradford Avenue east could be called “Alta Lane”

## STREET CROSS SECTIONS AND CIRCULATION PLAN

The following pages contain illustrations showing the circulation plan options and corresponding street profiles and cross sections.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

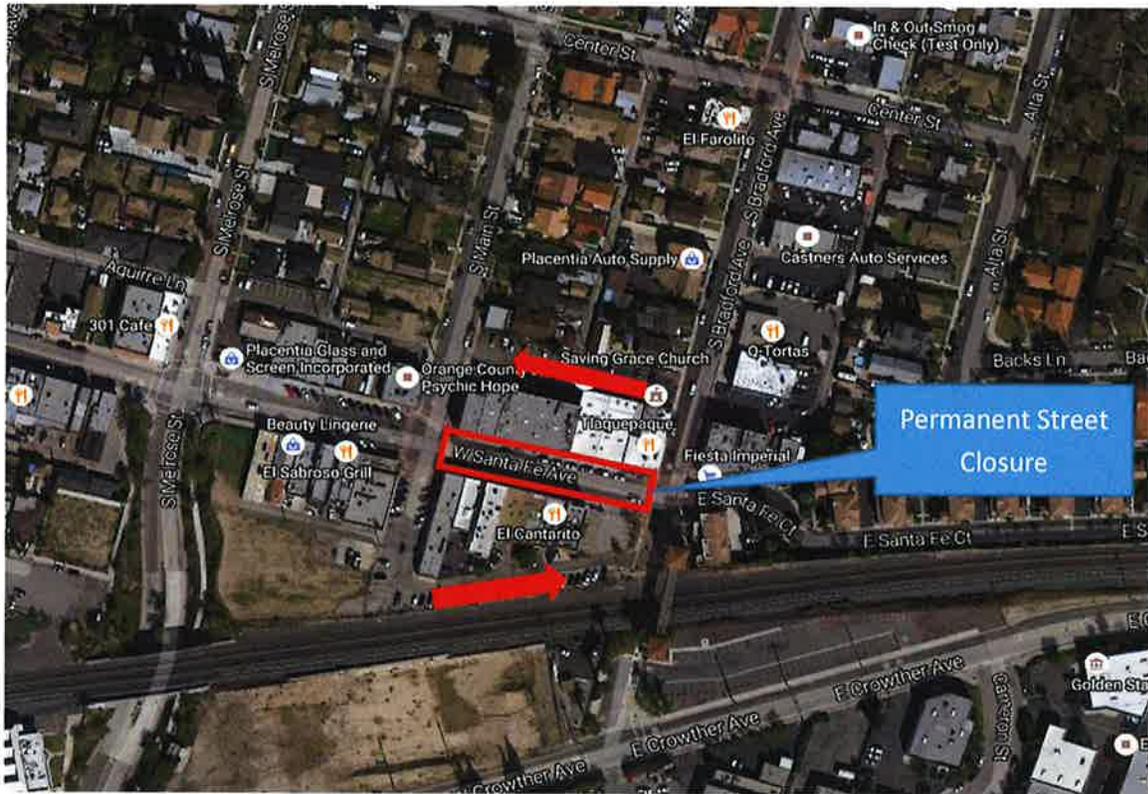
## Circulation Option 1





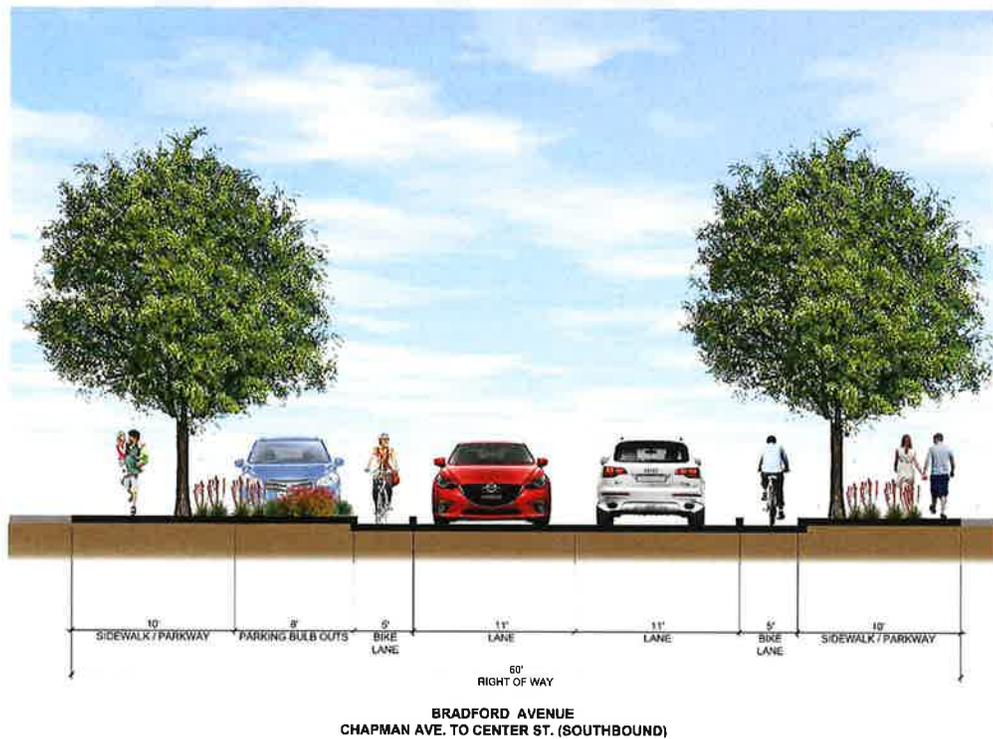
# OLD TOWN PLACENTIA REVITALIZATION PLAN

## Circulation Option 3



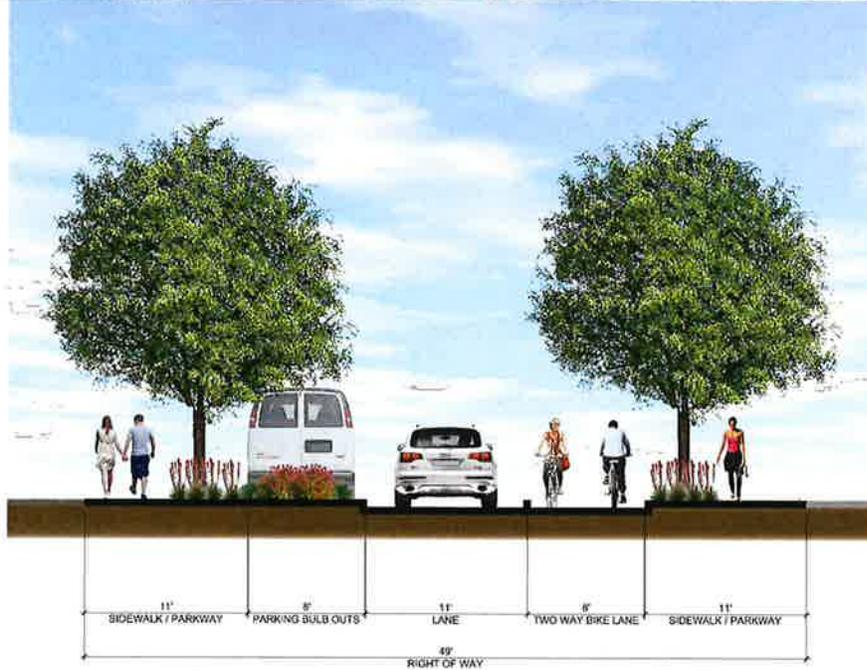
# OLD TOWN PLACENTIA REVITALIZATION PLAN

## Streetscape – Bradford Avenue (Chapman Avenue to Center Street) Southbound



# OLD TOWN PLACENTIA REVITALIZATION PLAN

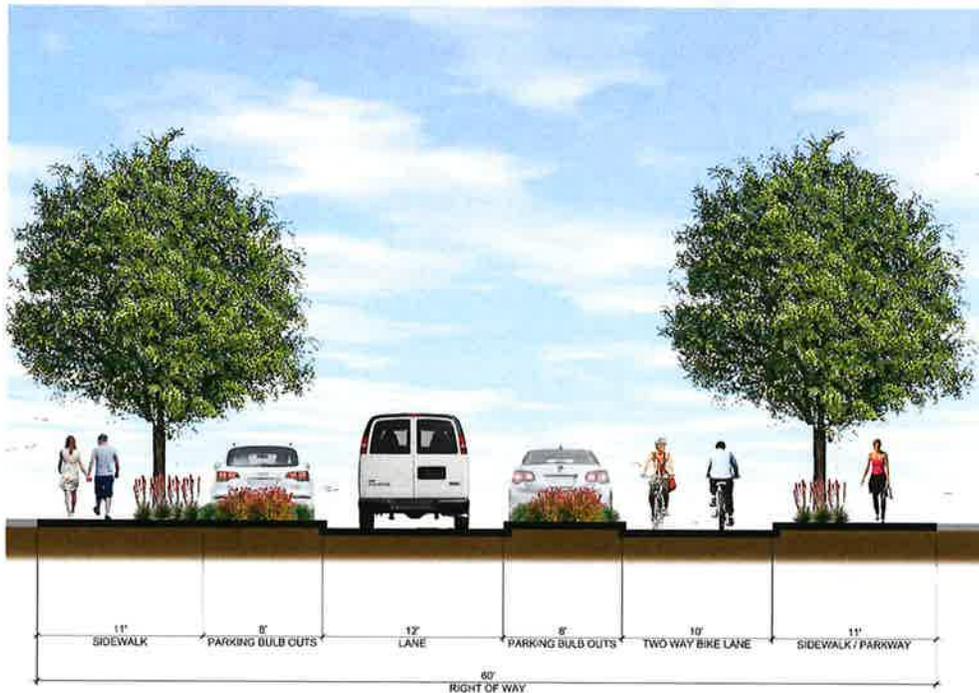
## Streetscape – Bradford Avenue (Center Street to Santa Fe Avenue) Southbound



**BRADFORD AVENUE  
CENTER ST. TO SANTA FE AVE. (SOUTHBOUND)**

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## Streetscape – Santa Fe Avenue (Bradford Avenue to Main Street) Westbound (Option 1)

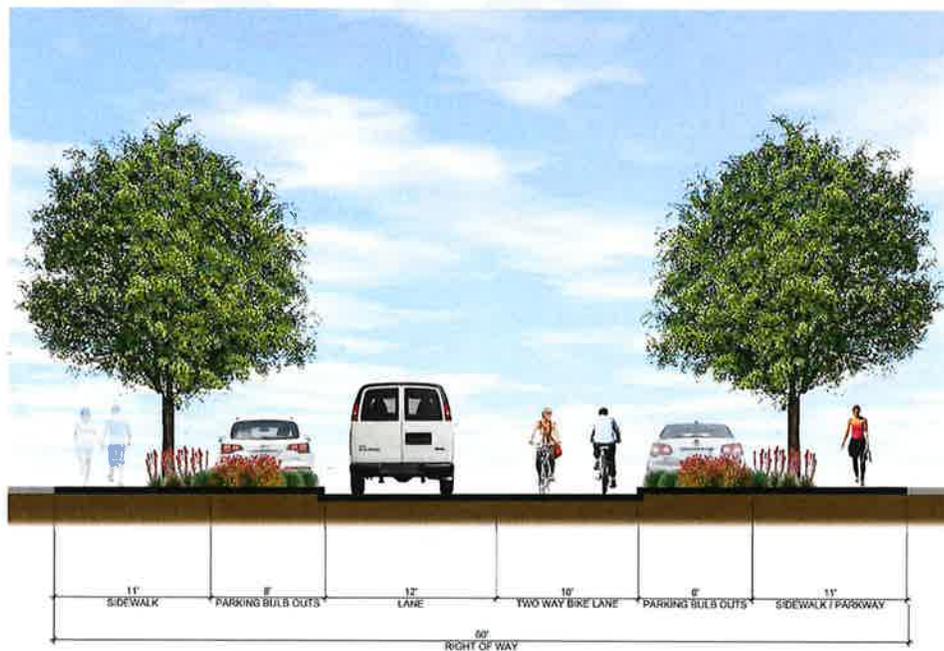


Santa Fe Avenue

SANTA FE AVENUE  
BRADFORD AVE. TO TO MAIN ST. (WESTBOUND)

# OLD TOWN PLACENTIA REVITALIZATION PLAN

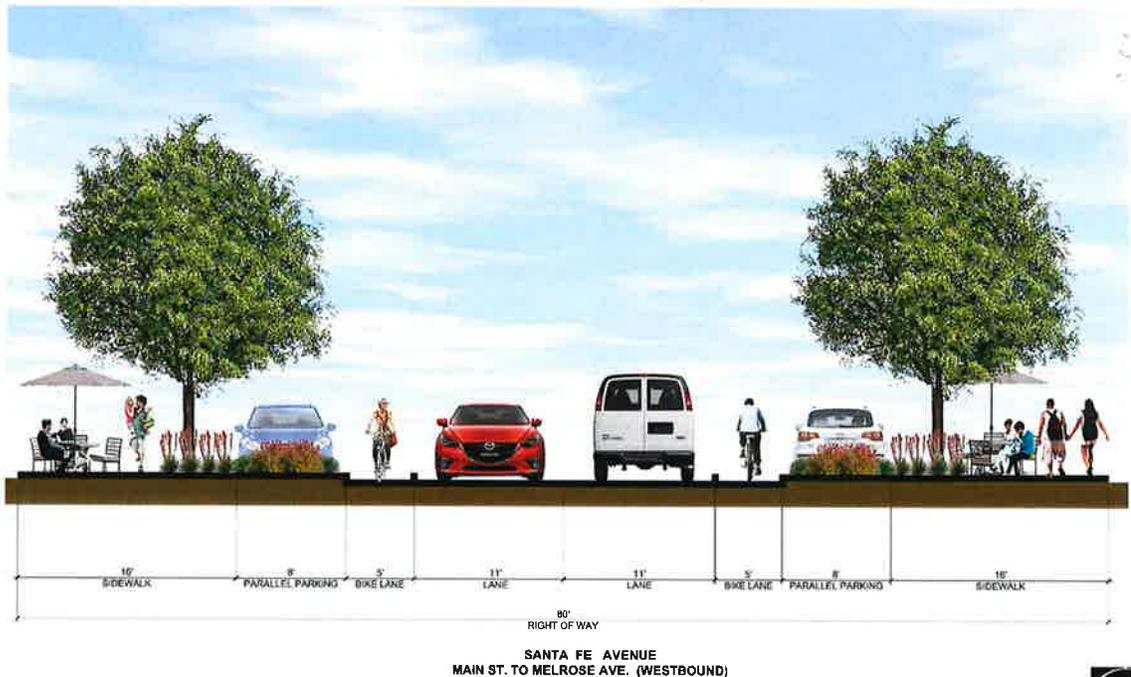
## Streetscape – Santa Fe Avenue (Bradford Avenue to Main Street) Westbound (Option 2)



SANTA FE AVENUE  
BRADFORD AVE. TO TO MAIN ST. (WESTBOUND)

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## Cross Section - Santa Fe Avenue (Main Street and Melrose Street) Westbound



## RECOMMENDATIONS

### CIRCULATION, SAFETY AND FLEXIBLE STREETS

1. Implement the tenets of Complete Streets model and follow, when adopted, the City's Complete Streets Ordinance
2. Build "Flex Streets" that allow for community events and activities through temporary closures (with removable bollards) and redirection of traffic.
3. Widen sidewalks and reduce roadway widths where feasible to slow vehicle traffic and increase walking, sitting, shopping, etc. in the pedestrian realm.
4. Construct enhanced crosswalks for increased visibility of pedestrians with decorative crosswalks that are highly visible.
5. Add signage at potential conflict points and design public right of way improvements that reduce any conflicts between the different types of users.
6. Open up closed streets and alleys to bicycles and pedestrians (keep existing closed to vehicles)

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7. Open up more access routes into and out of the Old Town by opening through traffic in both directions along Melrose Street.
8. Implement a community shuttle system.
9. Create a pedestrian priority intersection where Santa Fe Avenue and Bradford Avenue meet.
10. Install enhanced crosswalk designs.
11. Designate emergency access routes reviewed and approved by Public Safety
12. Consider folding into the mobility improvement the relevant components of the City's health initiative and the draft Health and Wellness Element of the draft General Plan Update

## TRANSIT

13. Install wayfinding signage for the Placentia Metrolink Station and link to the Packing House District, and citywide signage.
14. Design and install enhanced bus shelters on Chapman Avenue.
15. Instigate a local circulating bus or trolley that services the Old Town, the Metrolink Station, the Metrolink parking structure, the TOD Packing House District and surrounding areas.

## BICYCLE FACILITIES

16. Construct bike lanes along both Bradford and Santa Fe Avenues. Although Class I bike lanes are desirable, lower classes can be considered given available right of way widths.
17. Install short term and long term bicycle parking spaces at central and convenient locations, as development and streetscape improvements occur.
18. Evaluate the feasibility of a bicycle share program for those without bicycles, particularly near the Metrolink Station.

## PEDESTRIAN

19. Widen sidewalks to give priority to the pedestrian and to allow space for more active streetscape activities such as walking, outdoor dining, seating, and other amenities that improve the environment for the pedestrian.
20. Utilize the alleys as a secondary pedestrian network and encourage secondary business entries there.

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21. Implement “greening” the alleys.
22. Encourage the maintenance of alleys by the business or property owners.
23. Consider alleys as off-street spaces for festivals and cultural activities.
24. Consider a program of community naming of the alleys.

## 4. Infrastructure

To support any new infill development in the Old Town, an assessment of the capacity of the various infrastructure systems will need to be conducted. Because the Plan can allow for greater density through infill and increased height limits, the exiting systems will likely have to be upgraded.

### WATER

This Plan considers that increased development may require upgrades to the current water lines and facilities. The Plan Area is served by water distribution piping ranging in size from 8-inches to 12-inches. Golden State Water Company provides water supply assessment. Current water lines run from Center Street to Bradford and Santa Fe Avenues.

### WASTEWATER

This Plan considers that increased development may require capacity upgrades to the current wastewater and facilities. The Plan Area is served by the City's sanitary sewer system. This system contains sewage collection piping ranging in size from 8-inches to 15-inches. Current sewer lines run to Bradford and Santa Fe Avenues.

### DRAINAGE AND STORMWATER MANAGEMENT

The Plan Area is served by a storm drainage system consisting primarily of pipes with diameters ranging from 8-inches to 60-inches, which ultimately drain to Carbon Creek. These creeks have been channelized in their downstream sections and are also used in conjunction with the storm drainage system for flood protection. Drainage in the Plan Area collects at Bradford and Santa Fe Avenues.

### UTILITIES

The Plan area includes creating attractive public realm environment in all corners. To the extent feasible, overhead utility lines should be undergrounded or otherwise upgraded.

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## DRAINAGE AND STORMWATER MANAGEMENT



*PAVEMENT. Permeable pavement treatments help to retain runoff and improve water quality.*



*BIOSWALES. Swales help to ensure proper storm water drainage and water retention.*

## RECOMMENDATIONS

### WATER

1. Verify with Golden State Water Company that it can provide any additionally needed water supply.
2. Evaluate whether the water lines around the intersection of Bradford Avenue and Santa Fe Avenue, near the new Metrolink Station, need to be relocated to accommodate planned improvements.

### WASTEWATER

3. Conduct a wastewater facilities assessment to determine the capacity of the network.
4. Evaluate whether the wastewater facilities around the intersection of Bradford Avenue and Santa Fe Avenue, near the new Metrolink Station, need to be relocated to accommodate planned improvements.

### DRAINAGE AND STORMWATER

5. Assess the capacity of the current drainage system to accommodate future development
6. Ensure compliance with Low Impact Development standards pursuant to a Water Quality Management Plan.

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## 5. Streetscapes

Streetscapes are the common connectors between plazas, spaces, parking, and buildings and can be a major contributor to a clean, uniform, unified, uncluttered, and attractive shared environment, with a color scheme, style, and design tied to the City's heritage. Streetscapes as a major component of thoroughfares help define the street space as a safe environment for automobiles, cyclists and pedestrians while adding beauty and shade to the street. Landscaping, wayfinding, amenities, street furniture, and related elements are to be integrated with Packing House District to the south by means of a Public Realm Standards document that encompasses both areas. This document gives support and direction to completing a more detailed streetscape plan that will tie the two areas together with common or complementary streetscape elements and wayfinding.

SANTA FE AVENUE TODAY



*LACK OF STREETSCAPE. This image shows Santa Fe Avenue without street furniture and open spaces for pedestrians. There is a lack of landscaping and pavement treatments which would help bring out the welcoming character of the City.*

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## PEDESTRIAN REALM

The key component of the Old Town Placentia streetscape is the emphasis on a linear and park-like, pedestrian realm branching out from the new Metrolink Station area. An enhanced pedestrian experience can occur through streetscape improvements that unify corridors with consistent tree palettes and planting. Pedestrian amenities, organized in clusters, such as benches, trash cans, and pedestrian lighting all add to the pedestrian experience. Utility boxes that inhabit the roadway space should be wrapped with artistic materials that are evocative of Old Town Placentia. Shade structures can also be used to improve the pedestrian experience. This pedestrian zone environment is a guiding principle for the proposed circulation plan, as shown in the Mobility and Land Use Chapters of this Plan.

## STREETSCAPE ELEMENTS

### OPEN SPACE AND PUBLIC PLAZAS

Open space is integral to the success of the Plan in creating a destination and active town center. It is an important part of a commitment to provide places that promote the physical and emotional well-being of residents. Locating a space for a central public plaza is recommended and should be linked to the Metrolink station and parking structure. This public plaza could include a stage area, public amenities, landscaping and seating. The plaza could play an important role in community activities and festivals through the year and would be the central location for information and signage and could provide a focus to civic life in Placentia, provide shade, establish a focal point for the Metrolink Station, and attract visitors. Secondary to a public plaza could be a series of small open spaces to contain amenities, public art, and signage combined to produce attractive and well maintained areas of interest and continuity in the outdoor environment.

The Plaza complements commercial activity by allowing shoppers and patrons a place for respite amidst their activities. Instead of leaving the Old Town, pedestrians can retreat for a break. Public amenities contribute to an atmosphere and character, and help paint an area as a destination with a consistent planting palette and lighting scheme.

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## AMENITIES AND STREET FURNITURE

Amenities in the public realm provide for shared features that make the area attractive as well as functional. Street furniture such as benches, bike racks and trash receptacles coordinated in style and color can enhance the feel of the Old Town. Furniture should sit in clusters and be organized in a way that does not feel cluttered and that provides pedestrians respite from street and shopping activity. Resting or seating areas should be organized around trees, planters, and green spots for access to shade and a more peaceful environment.

## LANDSCAPE

Landscapes should preserve and promote the aesthetic character and value of Placentia's core by defining, unifying and enhancing the public realm while providing the passive solar functions of cooling in summer while allowing filtered sunlight and warmth in winter.



Landscapes can help to mitigate environmental degradation resulting from stormwater runoff. As practical, plant materials will be indigenous to Placentia, or similar in character and habitat to indigenous materials. The focus should be on shade trees, particularly those that are evergreen, to improve the environment for pedestrians. Indigenous trees such as, Oaks and Eucalyptus provide a sustainable habitat and are tolerant of stress created during periods of drought, while being receptive to eco-friendly integrated pest management. Storm Water Best Management Practices, along with Low Impact Development standards, can help to maintain and improve water quality. The landscape shall consist of elements consistent with the character, climate and soils of Placentia.

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## WAYFINDING SIGNAGE

Signage is a key navigation element of the Old Town Placentia Streetscape as it becomes more pedestrian oriented. Signage is necessary for locating parking, businesses, the train station and other points of interest, and a coordinated wayfinding program can add to the ambiance of the area. A wayfinding program, governing the placement, design, and style of signs, can create a feeling of consistency and a sense of place. Signage can indicate traffic direction, restrooms, parking lots, commercial areas, public transportation stops, and where to find city information. Signage should be clear and easy to read. The wayfinding program should be tied to the Packing House District, the Metrolink Station and other citywide points of interest, in a holistic manner. Individual business signage should not cover the façades, doors, or windows of buildings and be in proportion to the primary building façade.

## LIGHTING

Lighting has the capacity to make an area attractive, inviting, and safe at night times. Lighting is a fundamental amenity for streets, access-ways, parking lots, plazas, and other public spaces and helps to establish a more human environment for walking and driving. Well-designed lighting also fosters a safer and more viable night-life atmosphere and adds a more festive and relaxing feeling. It can create interest by illuminating special locations and architectural and landscape features, and can help convey an overall feeling of activity during the evening.

In addition to street lighting, lighting within the Plan Area should be pedestrian oriented, pedestrian scaled and contribute to the overall experience of the environment, while at the same time providing sufficient street lighting. Commercial and mixed-use area should exemplify the vitality of an urban night life while preserving the quality of the night sky.

Lighting signs, fountains, pedestrian crossings, and special features is encouraged, and the color and quality of the light should support the architectural character and textures of the building. Lighting fixtures should be spaced close together with lower light levels than further apart with intense and varied light levels. Light fixtures should not cause glares into the upper stories of buildings.

Architectural lighting should be encouraged and be consistent with the design vocabulary of the streetscape. Light fixtures should be hidden or integrated into the architectural character of building. Retail environments require special lighting to attract customers and promote the sale of merchandise. Interior lights should be directed towards the interior of the store, and

# OLD TOWN PLACENTIA REVITALIZATION PLAN

varied light expression is encouraged. Retailers should make special effort to create interesting and dynamic storefronts while abiding by the concerns of light-wash and over-lighting. Parking garage lighting should be limited to highlighting special features such as green or living walls, stair and elevator core elements, lobbies, and signage. Pedestrian and vehicular entrances must be controlled to reduce glare and/or light wash. Residential and balcony lighting should be directed toward building walls. In general, balcony lighting should provide architectural highlights with no illumination beyond the direct boundary of the building. Security lighting should be connected to a timer and/or motion detector. Other important lighting elements include festoon lighting over Santa Fe Avenue, landscaping up-lighting and lighting that marks the seasons and holidays.

## HARDSCAPES AND PAVEMENT TREATMENTS

Hardscapes and pavement treatments should be incorporated to break up spaces and particularly to define node, centers, segments, and districts within the Old Town. Hardscape materials such as wood, brick, masonry, stones, can be artfully combined to create these edges. Roadway pavement is encouraged to support the pedestrian friendly environment particularly around the existing Placita Santa Fe.

## PUBLIC ART

The Old Town has the potential to be a center of arts and culture in the City. A public art program would be coordinated by City departments and community organizations and could include a mural program.

## RECOMMENDATIONS

1. Prepare a streetscape master plan, based on the public realm document and the guidance in this Chapter, and have the plan encompass a cohesive approach to both Old Town and TOD packing house district.
2. Develop a wayfinding program that would include both Old Town and the TOD Packing House District.
3. Conduct a study to consider the feasibility of outdoor kiosks in the Plan area.

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4. Identify a location for a central public plaza and corresponding smaller open spaces. Create a site plan for the central plaza, as part of the streetscape master plan.
5. Consider adopting the sign regulations proposed in the TOD Packing House District code amendment.
6. Consider adopting a public art program.

## 6. Parking

Parking is an essential part of the success of the revitalized Old Town, but has traditionally caused lost opportunities and has helped to make the Old Town an uninviting pedestrian environment. Less land devoted to the automobile will make land uses and destinations with the Plan Area seem closer together and more easily accessible on foot. Currently, the Plan Area has on-street parallel and angled parking, surface public parking lots, and on-site private parking in addition to driveways associated with parking.

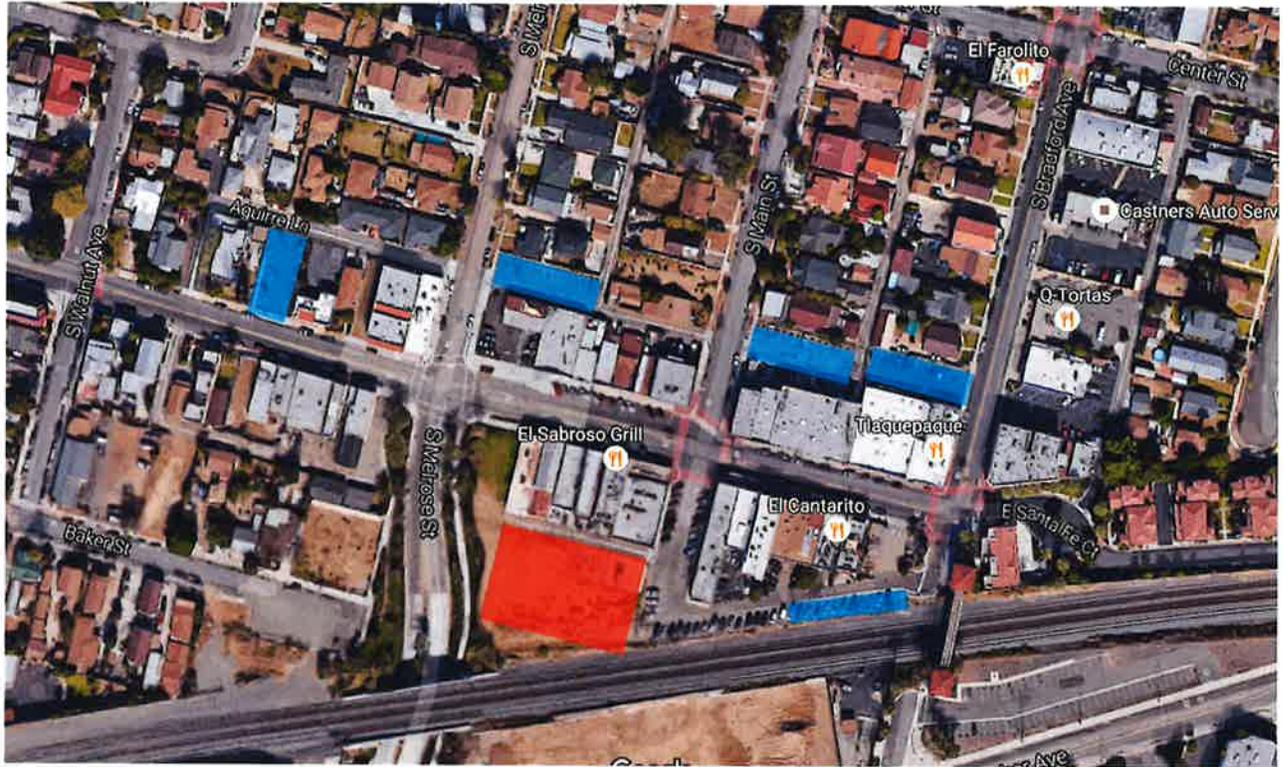
Consistent with the objective of creating a pedestrian friendly walkable environment with a sense of place, the Plan discourages on-site parking. Because parcels are small, space should be restricted to buildings to help create that compact development with a large variety of uses. All parking in the Old Town is intended to be shared public parking through on-street parking, City parking lots, and the Metrolink parking structure to provide parking for both the Old Town businesses and Metrolink commuters. The parking structure is planned to provide space for approximately 253 vehicles within a five-level structure. Also included would be designated space for electrical vehicle charging, bicycle racks, and long term bicycle parking (lockers).

A parking management program is being prepared for the Old Town including the new parking structure to include permitted, time-limited, and designated spaces to ensure adequate parking among various users.

An “in-lieu parking” program can allow development flexibility and add to funding needed for more centralized parking facilities.

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## Parking in the Old Town Placentia Area



### Legend

-  Existing Surface Parking Lot
-  Future 253 Space Parking Structure

## RECOMMENDATIONS

1. Complete a parking management program to evaluate how best to use paid, permitted, time-limited, and designated parking spaces to the benefit of residents, visitors and businesses.
2. Include amenities such as electrical vehicle charging, bike storage and parking for shared car programs with new parking structures and surface lots.
3. Develop an “in lieu” parking program.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## Land Use

The vision for the land use and private and public land is to keep development compact by providing opportunities for infill that preserves the small-scale character of the historic core. A portion of the Plan area encompasses surface parking lots and driveways, and the objective would be to convert that space to development use for stores, restaurants, offices, and residential uses. The Plan encourages rehabilitation, additions, and alterations to existing properties, while providing opportunities for new infill development. The objective is to create a more compact commercial core district, keep parcel sizes small as they currently exist, and consolidate parcels, where appropriate, to create larger development sites at the outer ends of the plan area.

### TYPES OF USES

The Plan's vision is to encourage a continuing and robust mix of uses oriented around this unique destination. The goal for commercial diversity includes a healthy mix of retail, restaurants, combined with outdoor gathering spaces such as public plazas. In addition, office and service uses would be permitted on the second floor of the Plan area buildings, providing an important element to create a more full service area. Residential development could occur in areas outside of the historic core, or "Main Street" areas.

### ZONING DISTRICTS

The Plan Area includes the current "SF-C" Santa Fe Commercial District zone (Chapter 23.37 of the Code) and some surrounding parcels in the "C-1", "C-2", and "R-2" zones. The Plan proposes the area to be rezoned as "Old Town" and further divides the Old Town into five planning sub areas to guide new development, infill, preservation, and reintegration of land uses. These subareas were drawn around distinctive areas or locations in the Plan area, with distinctive standards and include Main Street (2-story), Main Street (3-story) Village, Mixed Use, High Density Residential, and Public Facilities. (See Proposed Zoning Map)

### Subareas

Generally, the Old Town area encourages retail, commercial uses with residential uses permitted in the High Density Residential subarea and in the Mixed Use and Village subareas, where it is

# OLD TOWN PLACENTIA REVITALIZATION PLAN

permitted above the ground floor. Residential would not be permitted in the Main Street subarea.

## Main Street (Two and Three Story Height Subarea)

This subarea is the core of the Old Town area and is found along both Bradford Avenue and Santa Fe Avenue from Center Street to Melrose Street and is characterized by small scale buildings with frontages that blend with the streetscapes. The proposed height limit is two stories from Center to Main Street and three stories between Main and Melrose Streets. The focus is on historic rehabilitation and infill development to create a dense urban segment. Uses would be limited to commercial type uses that occupy smaller spaces and attract a large number of visitors.

The Main Street (MS) subarea encourages the preservation and enhancement of its unique historic character, with commercial block building forms and shopfront architecture. The north and south sides of Santa Fe Avenue from its intersection with Bradford Avenue to the first block west of Melrose Avenue is characterized by commercial block buildings, sitting at the sidewalk edge. This pattern could be repeated along the Bradford Avenue segment. The historic character of existing buildings is to be preserved where sufficient architectural integrity remains, and new buildings are to be designed to be compatible with the historic character of the area in the commercial block style.

Allowable land uses emphasize ground floor retail, restaurant, and related uses, with opportunities for offices and other services above. No residential uses are permitted in the Main Street subarea. The restoration and renovation of existing façades is encouraged. Parking is on-street, in existing and proposed surface lots, and in park-once surface lots/garages. "Park once" is where parking structures and lots are located so that people can park their cars and then make stops on foot rather than driving from one destination to another within the district, as you would with a car-oriented strip mall area. New buildings should mimic the existing older structures and be built to the front property line throughout the subarea.

## **Village (3 Story Height Subarea)**

This subarea is found in two separate places. One at the north end of Bradford Avenue from Center Street to Chapman Avenue (excluding the southeast corner) and along both sides of Santa Fe Avenue from Melrose Street on the east to Murray Street on the west. The intent is to

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create new and infill development opportunities while preserving existing historically significant properties such as the old City Hall, Library, and telephone exchange.

The Village (V) subarea provides an opportunity for a new walkable retail and office center as an extension of the Main Street subarea. The Village subarea would provide for the same building form and setbacks as the Main Street subarea but would allow three stories, with residential above. In this area, the primary frontages along Bradford and Santa Fe Avenues would orient to the street with no front setbacks and a minimal rear setback for secondary frontages along the alleys. Retail and restaurants would be located on the ground floor spaces, with offices and residential permitted above. Building types are intended primarily to be a commercial block with well-defined frontages in the shopfront style similar to the MS zone.

## Mixed-Use (Four Story Height Subarea)

This subarea is found at the southeastern corner of Chapman and Bradford Avenue and would be permitted four stories in height. The Mixed Use (MU) subarea provides for a mix of concentrated urban housing types with some live-work opportunities with commercial on the ground floor. Denser, high quality, landmark development is encouraged here as this is envisioned as the gateway into the Old Town area. This subarea could provide for urban residential building types including townhouses and courtyard housing, and live-work buildings.

## High Density Residential (Four Story Height Subarea)

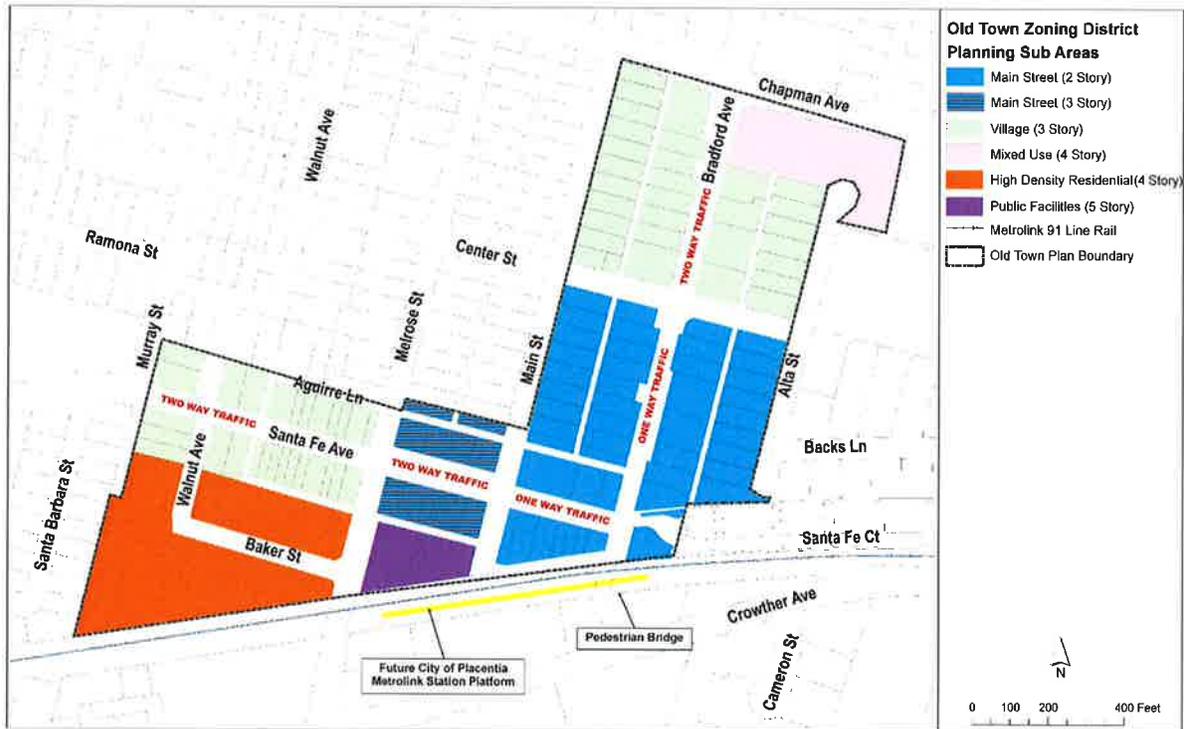
At the most southwestern corner of the Plan area is the high density residential subarea, with a four story height limit. This area can provide opportunity for new housing development; with its residents patronizing the Old Town businesses and using the new Metrolink station for certain transport needs.

## Public Facilities (Five Story Height Subarea)

This subarea, bounded by Melrose Street on the west, Main Street on the east, the railroad on the south and the alley on the north, is the location for the upcoming parking structure. This structure will be five stories in height and will provide 253 spaces and will provide parking for Old Town visitors as well as those using the Metrolink station.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## Proposed Zoning



## BUILDING PLACEMENT AND FORM AND USE

Compact development and shared parking is encouraged in all of the subareas; the emphasis is on the pedestrian, not the vehicle. This Plan provides increased height over what is currently allowed by existing zoning. The Proposed Zoning Map shows the height subareas within the Plan Area.

## ARCHITECTURAL STYLE AND GUIDELINES

The Plan prioritizes the “commercial block” style of architecture in its historic and contemporary forms. The style can be adapted for the two, three and larger four story envelopes and includes facades placed at or close to the right-of-way line, with the main entrance to each ground floor commercial unit being at the street level. Single or multiple storefronts and entryways are typically recessed. This style is also a form of building designed for occupancy by retail, service, or office use on the ground floor and secondary commercial or residential uses on the upper floors. Where an alley is present, loading may be accessed through the alley.

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The shopfronts are an important design feature of facades in this style and they are placed at or close to the right-of-way line, with their entrances at sidewalk grade. The ground floors are commonly equipped with cantilevered shed roof(s) or awning(s). Recessed storefronts are also common and create more visual interest for pedestrians on the sidewalk. A great variety of shopfront designs are possible, but the following is consistent with existing Main Street shopfront configurations and is encouraged throughout the Plan area:

- a. 12 feet to 16 feet tall, as measured from the adjacent sidewalk;
- b. The corresponding storefront(s) opening(s) (doors and windows) along the primary frontage shall comprise 65% of the 1st floor wall area facing the street and not have opaque, stucco or reflective glazing;
- c. Storefronts may be recessed from the frontage line by up to 10 feet;
- d. "Bulkheads," which are a segment of wall that provides a transition between the window opening(s) and the adjacent grade, are also encouraged. The bulkhead shall be between 24 inches and 36 inches tall (aluminum storefront or spandrel panel may not substitute for a bulkhead); and
- e. Awnings, signs, etc., shall be located 8 feet above the adjacent sidewalk and may project for the width of the sidewalk. Awnings shall only cover storefronts and openings so as to not cover the entire facade.

New Infill development, rehabilitation, additions, and building alterations need to consider the context of the Old Town block pattern and setting as well as the existing properties of historic significance or merit. The following are a few principles to guide new construction.

## **Encouraged:**

- a. multiple openings;
- b. recessed, protruding, cantilever, balconies;
- c. proportioned articulation for all building walls and well positioned details; and
- d. a complimentary mix of building materials.

## **Discouraged:**

- a. blank façades and block walls along the streets and alleys;
- b. poor quality building materials and construction methods.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## RECOMMENDATIONS

1. Recognize the five subareas within the Plan Area and adopt an amendment to the Zoning Code outlining regulations, land uses and standards that would implement the Plan's goals for each subarea.
2. Adopt an amendment to the General Plan to allow the proposed land uses in the Old Town area.
3. Retain and preserve the historic architecture of the core of the Plan area, principally located in the Main Street subarea and with the designated historic buildings along Bradford Avenue.
4. New shopfronts should be consistent with the patterns of the existing shopfronts in the Old Town.
5. Require high quality architectural and urban design for all new buildings.

## 7. Historic Resources

Based on a limited field review of historic properties in the Old Town, there appears to be enough historic fabric and integrity for the area to qualify as a historic resource under local and State law and the area would likely be eligible for the National Register of Historical Places as a historic district.

### HISTORIC CONTEXT

Placentia was originally part of the Rancho San Juan Cajon De Santa Ana, known today as the area comprising the cities of Placentia, Anaheim, Fullerton, and La Habra. The City of Placentia emerged when approximately 4,000 acres were purchased by two separate parties, Daniel Kraemer and William and Sarah Jane McFadden, in the late 1860s. Like many early Southern California settlements, the area was attractive for both its climate and its soil—the town quickly became known for its citrus crops, though walnuts, grapes, and avocados were also grown. The town's development was largely dependent on early, civic-oriented residents. In 1910, a rancher by the name of A.S. Bradford convinced the Santa Fe railroad to re-route its track through the area, making the rail distance to Los Angeles notably shorter. A train depot was constructed alongside multiple packing houses to accommodate the town's growing citrus industry, and by 1926, the town had continued to develop and saw 500 of its citizens successfully vote to incorporate.

A.S. Bradford was also responsible for laying out the main streets of the town, and he had the foresight to structure the town's center around the Santa Fe depot. Between 1910 and 1912, three blocks of the designated city center on Santa Fe Avenue were subdivided multiple times to properly accommodate commercial lots; these lots would eventually house banks, markets, hardware stores, and hotels. 1910 saw Samuel Kraemer Jr. construct the town's first packing house, called the Placentia Mutual Orange Association. In 1917, the Union Oil Company took an interest in exploratory drilling and struck oil in 1919. As a result, Placentia experienced another period of huge development, as settlers seeking fortunes, rather than agricultural prospects, arrived to the town.

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## RESOURCE IDENTIFICATION

The City of Placentia has not conducted a historic resources survey to determine which properties may have historical significance; however, an inventory of potential historic resources located in the Plan Area is included in Table below. This list does not necessarily represent all historic resources in the Old Town but can help focus historic preservation efforts.

**Identified Historic Resources in Old Town Placentia**

Name	Year	Address	Designation	Prior Evaluation/Date
<b>Placentia Water Tower</b>		Chapman Ave at Main St	Local	
<b>Old Placentia Library</b>		143 S Bradford Ave	Local	
<b>Old City Hall</b>	1939	120 S Bradford Ave	Local	(1)
<b>Cavalry Church</b>	1928	102 S Bradford Ave		(1)/2002
<b>The Kraemer Building</b>	1914	238 & 240 S Bradford Ave	Local	(2)/2002
<b>Telephone Exchange Building</b>	1931	125 S Bradford Ave		(2)/2002
<b>Marjie Building</b>		149,155, and 161 W Santa Fe Ave	Local	
<b>The Stradley Building No. 2</b>		167 & 173 W Santa Fe Ave	Local	

*Sources: City of Placentia; California Historic Property Data File (2012); California Register of Historical Resources*

*Notes: (1) Appears Eligible for National Register & California Register based on Survey Work; (2) Contributor to a local district as recognized by local government*

Properties identified as potential historic resources in the Westgate Specific Plan include over 20 identified properties that have enough integrity to at least qualify as contributors to a historic district. The properties represent buildings that should undergo review against the Secretary of the Interior's Standards and Guidelines for the Rehabilitation of Historic Properties (available online).

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The old Placentia City Hall, Library, and Telephone Exchange buildings on their own and combined represent a cluster of Spanish Colonial Revival style architecture, and a grouping important to early Placentia. The commercial block style architecture on Santa Fe Avenue constitutes another distinct historic cluster with strong associations to the early citrus industry and town

formation. Bradford Avenue has several distinctive Mid-Century Modern style buildings which merit further consideration. Some properties appear to be important due to early town site associations, but need to be further evaluated due to the amount of alterations inconsistent with key historic features and styles. An assessment of historic integrity will also be necessary. This Plan recommends that a historic resource survey be conducted for the entire Plan Area within the first year of adoption to closely identify properties of significance. Infill development and alterations will need to be carefully reviewed on a case by case basis.

## ADAPTIVE REUSE, HISTORIC PROPERTY REHABILITATION, AND INFILL DEVELOPMENT

Adaptive reuse is converting the use of a historic property for more contemporary use that may require certain modifications to the building form and features. Such modifications can be achieved without compromising the features identified as significant in earlier work. Historic rehabilitation may involve returning previously inappropriate alterations made to conform to the style and features of the historic architecture. Infill development in a historically sensitive area requires special attention to scale, massing, rhythm, and building placement.



Guidance for alterations to historic properties is best found in the Secretary of the Interior's Standards and Guidelines for Rehabilitation of Historic Properties. Changes, alterations, and demolition of potential and listed historic resources often undergo a design review process to

# OLD TOWN PLACENTIA REVITALIZATION PLAN

determine the impact of the changes on the historic significance of the property. Minor changes and ongoing maintenance require minimal staff review, but major alterations and demolitions are typically reviewed by a commission.

## REGULATORY FRAMEWORK

Certain rules and laws apply to the treatments of historic properties. Local ordinances can prescribe how to treat listed historic properties in the City. At the State level, the California Environmental Quality Act requires review of discretionary public approvals for impacts to historic resources.

## HISTORIC PRESERVATION PROGRAMS

Certain programs and activities can help with supporting a historic preservation environment such as collecting oral histories, displaying information about important historical events in the community, and providing preservation incentive programs.

## RECOMMENDATIONS

1. Ensure that all new development is compatible with adjacent and nearby historic resources.
2. Complete detailed documentation to determine the historic elements of each resource (DPR 523 forms).
3. Consider an historic façade rehabilitation program.
4. Consider annual awards honoring historic resources and their preservation, reuse or restoration.
5. Consider a National Preservation Month event (May).

## 8. Business Support

Small businesses are the engines helping to drive economic development. Nearly all the businesses located in Old Town Placentia are small businesses or “mom and pop” type of stores. Conversations with small business owners during the community workshops further highlighted the need for small business support, with an emphasis on minority and women-owned businesses, and assistance, when available, through the City of Placentia, State programs, business assistance centers, and the local chambers of commerce to develop policies, procedures and practices that encourage small business growth in Placentia and Old Town. Areas of need prioritized by workshop participants included:

- Business Development, such as topical workshops and seminars
- Marketing of Old Town as a destination
- Branding with Logo and Tagline
- Maintenance of public areas
- Public Safety & Security Measures
- Public/Private Funding for building improvements, common public areas
- Public/Private Partnerships for promoting and developing Old Town
- Incentive programs

An area of business support that was frequently mentioned included support with finding private or public funding streams from physical improvements to the Old Town. Recommendations for generating funding streams included:

- Adapt an Old Town CFD
- Establish a Lighting District in this specific area
- Establish a Business Improvement District
- Establish a Special Assessment
- Establish a parking In-Lieu Fee Program
- Adopt an Old Town impact fee

The City and the business community can encourage local businesses to take a more active role in the Old Town by adopting such measures as staying open for longer hours as feasible, illuminating storefronts, arranging attractive window displays, ongoing building maintenance, repair and refurbishing shopfronts and building facades, greening the rears of shops as secondary frontages.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## RECOMMENDATIONS

1. Encourage the business community to take a more active role in Old Town's improvements including such things as establishing a lighting district, special assessment districts, and a Business Improvement District, or BID. These can be used to fund physical improvements, provide added security measures and create a branding/marketing program.
2. In order to ensure that improvements can be financed, have developers pay into a parking In-Lieu Fee Program to fund new parking opportunities, a community facilities district to fund ongoing maintenance, and pay an Old Town impact fee to fund physical improvements to the district.
3. Encourage the Chamber of Commerce and Placita Santa Fe Merchants to provide business development workshops that are relevant to the needs of existing and emerging businesses.

## 9. Community Events & Programming

Programming includes promoting and hosting community events including farmer's markets, crafts fairs, outdoor performances, street festivals, community classes, parades, and special celebrations in the town square fashion.

Robust event programming, specifically in the town's center, provide encouragement for citizens to gather for civic events, as well as private functions. These events and community activities support the Plan's goals for an active Old Town and add interest to attract visitors, tenants, customers, etc. Community programming is intended to:

- Strengthen community image and sense of place
- Support economic development
- Strengthen safety and security
- Promote health and wellness
- Foster human development
- Increase cultural unity
- Protect environmental resources
- Facilitate community problem solving and create an atmosphere of working together toward common goals
- Provide recreational experiences

In the workshops held with the community, the following programming was recommended to support the growth of the Old Town:

- Festivals
- Public Art
- Special Events/Activities
- Cleaning and Maintenance
- Sponsorships & Partners
- Public safety, police patrol events
- Wayfinding signage

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## RECOMMENDATIONS

1. Create “flex streets” with removable bollards for community events.
2. Ensure that all new light standards are supplied with electrical outlets and hardware for banners.
3. Encourage the business and property owners to adopt special assessments districts, a community facilities district, and a business improvement district to help fund and foster community programming and events.
4. Encourage a more active and engaged Chamber of Commerce and Placita Santa Fe Merchants to implement community programming and events.
5. Develop a wayfinding signage program for Old Town and the Packing House Districts.

## 10. Maintenance

A clean and maintained Old Town will not only attract tenants and visitors but will make the area feel safer knowing that investment is occurring in an on-going manner. Maintenance includes upkeep of the public and private realms, including public improvements, trash pick-up, landscaping, graffiti abatement, and addressing repair as need. Maintenance responsibilities are assigned to the City and area stakeholders and can be integrated with an ongoing code enforcement program.

Safety and security can be enhanced through improvements such as lighting, but also through crime prevention programs such as a neighborhood watch and other localized public safety programs. Increased security patrolling and police presence can assist with the feeling of safety and security. More multimodal travel will lead to more “eyes on the street” which will add to the feeling of safety.

## RECOMMENDATIONS

1. Establish an Old Town community facilities district (CFD) to ensure future and ongoing maintenance of the built environment.
2. Establish a neighborhood watch program.

## 11. Implementation

This Plan, once adopted, serves as a three phase action plan to proceed with the implementation activities and funding strategies to bring about public and private improvements. This Plan represents a collective agreement on the future direction of the City's Old Town with support by area stakeholders. Both the Old Town and the TOD Packing House District should be considered together in the implementation actions.

### PHASING

As with any project or planning effort, there are actions that need to happen fairly quickly to ensure the groundwork is laid for implementing the plan. Other actions follow in later phases. The table below lists specific recommendations and their general timing, together with the parties responsible for their fruition. This Plan assigns implementation phasing to best capture the investment and synergy of detailed streetscape and street plans.

### INTERGOVERNMENTAL AGENCY COORDINATION

Important to the implementation of this Plan is the support and coordination with other governmental agencies including the Orange County Transportation Authority (OCTA).

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## Implementation Plan

<b>OLD TOWN REVITALIZATION PLAN IMPLEMENTATION</b>			
<b>ACTION</b>	<b>TIMING</b> 1=Short term phase, 1-2 years 2=Mid Term phase, 3-5 years 3=Long Range phase, beyond 5 years	<b>RESPONSIBILITY</b> DS-Development Services PW-Public Works ED-Economic Development NS-Neighborhood Services PS-Public Safety PD-Private Development B/PO-Business & Property Owners OA-Outside Agency OS- Outside Services	
		<b>LEAD</b>	<b>SUPPORT</b>
<b>REGULATORY ACTIONS</b>			
Adopt General Plan Amendment and Zoning Code Amendments enabling new development standards	1	DS	
Adopt a circulation plan for Old Town, redesigning the current roadway configurations	1	PW	
Prepare and adopt an Old Town development impact fee	1	PW	
Establish a community facilities district (CFD)	1	PW	B/PO
Establish creative sign and master sign permits	1	DS	
Establish outdoor dining permit	1	PW	DS
Initiate code enforcement to address unsafe conditions	1	NS	
Adopt a Complete Streets Ordinance	1	PW	DS
Consider folding into the mobility improvements the relevant components of the City's health initiative and the draft Health and Wellness Element of the draft General Plan Update	2	PW	DS
Consider adopting the sign regulations proposed in the TOD Packing House District code amendment.	1	DS	
<b>IMPROVEMENT PROJECTS</b>			
The completion of the Metrolink Station platforms and Metrolink service to Placentia	2	OA	

# OLD TOWN PLACENTIA REVITALIZATION PLAN

The completion of the Metrolink Parking Structure	2	PW	OA
Redesign streets as called out in the circulation plan, as development occurs	2-3	PD	PW
Conduct any water and sewer upgrades as necessary	2	PW	
Install streetscape features as development occurs	2-3	PD	PW
Ongoing streetscape and roadway improvements, as development occurs	2-3	PD	PW
Install short term and long term bicycle parking spaces at central and convenient locations, as development and streetscape improvements occur.	2-3	PD	PW
Build "Flex Streets" that allow for community events and activities	2-3	PW	
Construct enhanced crosswalks for increased visibility of pedestrians with decorative crosswalks that are highly visible.	2-3	PW	
Add signage at potential conflict points and design public right of way improvements that reduce any conflicts between the different types of users.	2-3	PW	
Open up closed streets and alleys to bicycles and pedestrians (keep existing closed to vehicles)	2-3	PW	
Construct bike lanes along both Bradford and Santa Fe Avenues. Although Class I bike lanes are desirable, lower classes can be considered given available right of way widths.	2-3	PW	PD
Open up more access routes into and out of the Old Town by opening through traffic in both directions along Melrose Street.	2	PW	
Design and install enhanced bus shelters on Chapman Avenue.	2-3	OA	PW
Evaluate Infrastructure capacity and upgrade as needed	2-3	PW	PD
Include amenities such as electrical vehicle charging, bike storage and parking for shared car programs with new parking structures and surface lots.	2-3	PD	DS
Ensure that all new light standards are supplied with electrical outlets and hardware for banners.	2-3	PW	
<b>PROGRAMS</b>			
Consideration of Historic Resources:	1	ED	DS

# OLD TOWN PLACENTIA REVITALIZATION PLAN

<ul style="list-style-type: none"> <li>• Inventory of historic resources</li> <li>• Historic resource listing at the local, State, and National levels can also be achieved in this phase.</li> <li>• Historic façade rehabilitation program</li> <li>• Awards honoring historic resources and their preservation, reuse or restoration, National Preservation Month event</li> <li>• Adaptive reuse of significant historic properties</li> <li>• Marketing and public awareness campaigns about the history and plans for the Old Town</li> </ul>			
Develop an “in lieu” parking program.	1	DS	
Prepare and adopt a streetscape master plan, based on the public realm standards document, including recommendations on public plazas and other public areas	1	PW	DS
Create an outdoor kiosk master plan	2	DS	
Study a bike share program	2	PW	
Establish a Branding and Marketing program	2	ED	
Adopt a wayfinding signage program	1	DS	PW, ED
Designate emergency access routes reviewed and approved by Public Safety	2	PS	
Implement a community shuttle system.	2	PW	ED, OA
Implement “greening” the alleys.	2	PW	
Encourage the maintenance of alleys by the business or property owners.	1	PW	DS, ED
Consider alleys as off-street spaces for festivals and cultural activities.	1	ED	PW
Consider a program of community naming of the alleys.	2	ED	
Utilize the alleys as a secondary pedestrian network and encourage secondary business entries there.	2	DS	PW
Consider adopting a public art program.	1	DS	ED
Establish a neighborhood watch program.	2-3	B/PO	
Complete a parking management program to evaluate how best to use paid, permitted, time-limited, and designated parking spaces to the benefit of residents, visitors and businesses.	1	PW	DS
Retain and preserve the historic architecture of the core of the Plan area, principally located in the Main Street subarea	1-3	DS	ED

# OLD TOWN PLACENTIA REVITALIZATION PLAN

and with the designated historic buildings along Bradford Avenue.			
New shopfronts should be consistent with the patterns of the existing shopfronts in the Old Town.	1-3	DS	
Require high quality architectural and urban design for all new buildings.	1-3	DS	
Encourage the business community to take a more active role in Old Town's improvements including such things as establishing a lighting district, special assessment districts, and a Business Improvement District, or BID.	1-3	ED	PW
Encourage the Chamber of Commerce and Downtown Merchants Association to provide business development workshops that are relevant to the needs of existing and emerging businesses.	1-3	ED	

## 12. Sources of Funding

Funding for the implementation of this Plan will need to draw upon a mixture of public, quasi-public, and private resources under a funding strategy focusing on implementing the Plan. For most of the physical improvements to the Old Town district, private development funding will be sought.

### PRIVATE DEVELOPMENT FUNDING

As redevelopment occurs, new development will be required to pay a specific impact fee for the area, to pay, proportionately, for the construction of roadway and public realm improvements. As part of new construction, developers will be responsible for installing sidewalk improvement up to the curb face in front of their properties and to pay an impact fee to fund the cost of constructing roadway improvements to the center of the street. Wherever public funds, grants, or other private sources of money are identified or become available, these will be used to augment private resources.

### REGIONAL, STATE, AND FEDERAL GRANTS

Various federal and State funding programs are available through the year depending on priorities of larger scale resources. Opportunities are particularly appropriate for the sustainability aspects of this Plan including multimodal transportation improvements.

### SPECIAL ASSESSMENTS

Special assessment districts, such as Community Facilities Districts (CFD), are available for public improvements and on-going maintenance of the public real estate such as business assessment districts, infrastructure districts, and lighting districts. Such districts require the support of the local property owners and/or businesses.

### INFRASTRUCTURE FINANCE DISTRICTS

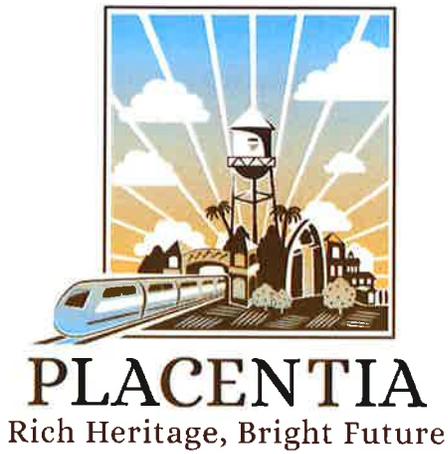
Although redevelopment funding is no longer available to California agencies, infrastructure finance districts are still available and operate similarly with "tax increment" financing available to install capital improvements.

# OLD TOWN PLACENTIA REVITALIZATION PLAN

## FOUNDATION AND CORPORATE SUPPORT

Limited funding opportunities are available through large foundations, non-profits, and corporations that can fit into the overall funding strategy for the Old Town.

DRAFT



**DRAFT #1**

*December 6, 2016 version*

# **Old Town Placentia Revitalization Plan Development Standards**

*Prepared by City of Placentia*



**OLD TOWN PLACENTIA REVITALIZATION PLAN  
DEVELOPMENT STANDARDS**

**23.112.010 Purpose and Intent**

The following provides detailed regulations for development of land uses within Old Town Placentia (Old Town). The purpose of these standards is to facilitate the protection and enhancement of the City's historic core, characterized by its small scaled village atmosphere, shopfront architecture, mix of uses and inviting streetscapes. Specifically, these regulations are aimed at accomplishing the following objectives, in tandem with public realm standards and guidelines created for Old Town and the TOD Packing House District:

- A. Preserve and enhance the distinguishable "village" look and feel of Old Town Placentia;
- B. Preserve the original Old Town grid pattern comprised of short, walkable blocks;
- C. Preserve the diverse mix of land use types while attracting a more diversified commercial base that creates a shopping destination and contributes to a more pedestrian-friendly environment;
- D. Encourage infill development that contributes to creating a compact walkable environment important to a vital town center;
- E. Support businesses and attract new investment through enhanced safety and security measures, development incentives, a high level of amenities and adaptive reuse standards;
- F. Create fine-grained detail in architectural and urban form that provides interest and complexity at the level of the pedestrian and bicyclist;
- G. Enhance public safety by improving street lighting, public services, streetscapes and alleys, and police surveillance;
- H. Support multimodal transportation that improves ease of access to a variety of transportation methods such as walking, cycling and public transit;
- I. Create a sustainable environment through standards that result in "green" buildings and infrastructure, as well as a safe, healthy and attractive environment;
- J. Preserve and highlight historic features that make Old Town Placentia a unique destination;
- K. Provide for public gathering spaces and small passive recreation places;
- L. Improve connections between Old Town and the region through increased transit ridership and the provision of hubs for various transportation ;
- M. Maintain an adequate level of parking and access for automobiles;
- N. Continue to brand Old Town Placentia through wayfinding, welcome signs, banners, public art, creative public spaces, a focal point (i.e., gazebo), etc.; and
- O. Create a physical and visual connection with the TOD Packing House District to the south through interconnected plazas on both sides of the rail line;

**23.112.020 Applicability and General Provisions**

Old Town Placentia shall apply to lands delineated as such on the City's official zoning map and shown in Figure 1. All land uses and development within Old Town shall be located and developed in accordance with the following provisions. The standards of Old Town shall not apply to development for which approvals were granted prior to the adoption of these regulations and which entitlements are still valid and for development which has current, valid building permits.

**23.112.030 Planning Sub Areas**

Old Town Placentia is divided into five Sub Areas described below:

- A. Main Street (MS) (this subarea has both a 2 and 3 story area).**
- B. Village (V).**
- C. Mixed-Use (MU).**
- D. High-Density Residential (HDR).**
- E. Public Facilities (PF).**

**INSERT PROPOSED ZONING MAP**

**23.112.040 Land Use and Permit Requirements**

This section identifies the land use types allowed by the City in Old Town Placentia.

- A. Allowable Land Uses.** A parcel or building within Old Town shall be occupied by only the land uses allowed by Table 1. Each land use in the table is defined in the glossary of this Ordinance or in the Placentia Municipal Code (PMC) (Definitions, Chapter 23.04).
1. **Multiple Uses.** Any one or more land use identified by Table 1 as being allowable within Old Town may be established on any parcel, subject to the planning permit requirement listed in the table, and in compliance with all applicable requirements of this Code.
  2. **Unlisted Uses.** The Development Services Director may determine an unlisted use is similar to another allowable permitted or conditionally permitted use and if all of the following findings can be made:
    - a. The use is no greater in density or intensity than other uses allowed, or conditionally allowed in the Planning Sub Area;
    - b. The use is compatible with permitted or conditionally permitted uses in the Planning Sub Area;
    - c. The use will meet the purpose of the Planning Sub Area;
    - d. The use is consistent with the goals and policies of the General Plan; and
    - e. The use will not be detrimental to the public health, safety or welfare.

Applicants may appeal this decision using the Use Conformity Determination process, outlined in Section 23.39.035 of the PMC.
- B. Permit Requirements.** Table 1 provides for land uses that are:
1. **Permitted.** These uses are permitted subject to compliance with all applicable provisions of this Chapter and require a Development Plan Review or Site Plan Review in compliance with Chapter 23.75 of the PMC. These uses are shown as “P” uses in Table 1. All proposed projects in this Zone must be reviewed by the Planning and Development Ad Hoc Committee.
  2. **Conditionally Permitted Uses.** These uses are allowed subject to the approval of a Use Permit and require a public hearing in compliance with Chapter 23.87 of the PMC. These uses are shown as a “UP” in Table 1. All proposed projects in this Zone must be reviewed by the Planning and Development Ad Hoc Committee.
  3. **Not Permitted.** These uses are not permitted, and shown as “NP” in Table 1. A land use that is not listed in Table 1 is not allowed within the District, except as otherwise provided in Section 23.11.030 (A.3). Uses that are expressly listed as not permitted are prohibited.
- C. Standards for Specific Land Uses.** Where the last column in Table 1 (Specific Use Regulations) includes a section number, the regulations in the referenced section of this chapter and/or the PMC apply to the use. Provisions in other sections of this chapter may also apply.

**Table 1: Allowed Land Uses and Permit Requirements**

PERMIT REQUIREMENT	PLANNING SUB AREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
P – permitted						
UP – use permit						
NP – not permitted						
<b>Recreation, Education, Public Assembly Uses</b>						
1. Churches and religious facilities	UP	UP	NP	NP	NP	
2. Commercial recreation facility –	P	P	P	NP	NP	

PERMIT REQUIREMENT P – permitted UP – use permit NP – not permitted	PLANNING SUB AREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
indoor						
3. Community Recreation Facility	P	P	P	NP	P	
4. Conference/Convention Facility	NP	NP	NP	NP	NP	
5. Health/Fitness Facility, including stand alone or roving fitness classes	P	P	P	NP	NP	
6. Library, Museum	P	P	P	NP	NP	
7. Park, Playground	P	P	P	P	P	
8. School – specialized Education, training	NP	NP	NP	NP	NP	
9. Studio – art, dance, martial arts, music, photography, cooking, instructional, fitness (such as yoga, Pilates, spin, etc)	P	P	P	NP	NP	
10. Theatre (live performing arts, live music)	UP	UP	UP	NP	NP	Movie Cinemas only permitted in Mixed-Use Sub Area
<b>Residential Uses</b>						
11. Emergency/Transitional shelter	NP	NP	NP	NP	NP	
12. Home Occupation	NP	P	P	P	NP	
13. Live Work	NP	NP	UP	NP	NP	
14. Multi-Family Residential	NP	P (upper floors only)	P (upper floors only)	P	NP	
15. Nursing Home	NP	NP	NP	NP	NP	
16. Single-Family Residential	NP	NP	NP	NP	NP	
<b>Retail/Commercial Uses</b>						
17. Accessory Retail or services	NP	NP	NP	NP	NP	Only permitted when primary commercial use is established. Must be incorporated into mixed-use; cannot stand alone
18. Adult Entertainment Facility or Business	NP	NP	NP	NP	NP	Pursuant to PMC Chapter 23.89

PERMIT REQUIREMENT	PLANNING SUB AREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
<b>P – permitted</b>						
<b>UP – use permit</b>						
<b>NP – not permitted</b>						
19. Alcoholic beverage sales (not associated with bar, brewery, distillery or restaurant)	UP	UP	UP	NP	NP	
20. Antique or collectible store	P	P	P	NP	NP	
21. Artisan Shop	P	P	P	P	P	
22. Auto repair, auto sales or auto parts sales	NP	NP	NP	NP	NP	
23. Bar, tavern, brewery, distillery, tasting rooms, wine cellar	UP	UP	UP	NP	NP	
24. Drive-through (any uses)	NP	NP	NP	NP	NP	
25. Furniture, furnishings and appliance store	P	P	P	NP	NP	
26. General retail – less than 5,000 sf	P	P	P	NP	NP	
27. General retail –5,000 sf to 20,000 sf	UP	UP	UP	NP	NP	
28. General retail – more than 20,000 sf (max 60,000 sf)	NP	NP	NP	NP	NP	
29. Groceries, specialty foods – 10,000 sf or less	P	P	P	NP	NP	
30. Groceries, specialty foods – more than 10,000 sf	UP	UP	UP	NP	NP	
31. Medical Marijuana Facilities	NP	NP	NP	NP	NP	Pursuant to PMC Chapter 23.46
32. Neighborhood Market (with or without alcohol beverage sales)	UP	UP	UP	NP	NP	
33. Nightclub (including comedy clubs)	UP	UP	UP	NP	NP	Must be incorporated into mixed-use; cannot stand alone. “Hostess” clubs are not permitted.
34. Outdoor Dining	P	P	P	NP	NP	Permitted in public right-of-way with

PERMIT REQUIREMENT P – permitted UP – use permit NP – not permitted	PLANNING SUB AREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
						an encroachment permit. Pursuant to ABC requirements as well as the Outdoor Dining Permit and Guidelines.
35. Outdoor display and sales	NP	NP	NP	NP	NP	May not encroach into public right-of-way
36. Pet store, pet boarding, animal shelter	P	P	P	NP	NP	Sheltering and boarding shall be limited to 10 animals or less. Over 10 animals shall require a Use Permit.
37. Restaurant	P	P	P	NP	NP	
38. Restaurant with alcohol sales	UP	UP	UP	NP	NP	
39. Restaurant with outdoor dining	P	P	P	NP	NP	
40. Secondhand/Thrift/Consignment/Charity store	P	P	P	NP	NP	
41. Service Station	NP	NP	NP	NP	NP	
42. Tobacco Sales, including electronic smoking devices	UP	UP	UP	NP	NP	
<b>Services – Business, Financial, Medical, Professional</b>						
43. ATM	P	P	P	NP	NP	Must be integrated into building façade. Stand along kiosks not permitted.
44. Bank (2,000 sf or less)	P	P	P	NP	NP	Banks over 2,000 sf are not permitted.
45. Business support services (copying, printing, office supplies, etc.)	P	P	P	NP	NP	
46. Hospital	NP	NP	NP	NP	NP	
47. Medical office	P	P	P	NP	NP	See definition. May only be permitted on upper floors.

PERMIT REQUIREMENT P – permitted UP – use permit NP – not permitted	PLANNING SUB AREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
48. Office	P	P	P	NP	P	See definition. May only be permitted on upper floors.
<b>Services – General</b>						
49. Adult daycare	NP	NP	NP	NP	NP	
50. Cigar or Hookah Lounge	UP	UP	UP	NP	NP	
51. Commercial daycare center	UP	UP	UP	NP	NP	Large family daycare facilities not permitted.
52. Hostess Bars	NP	NP	NP	NP	NP	
53. Laundromat and laundry services	P	P	P	NP	NP	
54. Lodging – B&B	UP	NP	NP	NP	NP	
55. Lodging – Hotel	UP	NP	NP	NP	NP	
56. Massage Establishments	UP	UP	UP	NP	NP	Pursuant to PMC Section 23.30.030
57. Meeting Halls, Banquet Centers (Stand alone)	UP	UP	UP	NP	NP	
58. Personal services	P	P	P	NP	NP	
59. Public Safety Facility	NP	NP	NP	NP	P	
60. Spa Services (with or without alcohol)	UP	UP	UP	NP	NP	
61. Tattoo Parlors/Body Modification	UP	UP	UP	NP	NP	
<b>Transportation, Communications &amp; Infrastructure</b>						
62. Broadcasting or Recording Studio	UP	UP	UP	NP	NP	May only be permitted on upper floors of mixed-use development.
63. Public Parking Structure	P	P	P	P	P	
64. Transit Station or terminal	P	NP	NP	NP	NP	
65. Telecommunication Cell Tower						Pursuant to PMC Chapter 23.82

### 23.112.050 Development Standards

Table 2 identifies the development standards required for new land uses in new or modified buildings in Old Town Placentia.

Table 2. Development Standards

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
<b>A. Building Placement Regulation</b>						
1. Density (max du/ac)	25	35	55	65	NA	Density shall be calculated using gross lot size, prior to any required right-of-way dedications.
<b>B. Setbacks.</b> Minimum setbacks required and, where noted, maximum setbacks established, except where a frontage type standard allows exceptions or establishes different requirements. Setbacks are measured from property line after any required dedications. Fire Department requirements supersede any setback listed below.						
1. Setback from Railroad Track	NA	NA	NA	0 ft	0ft	10' from rear ROW preferred by BNSF for above ground structures. Applicants should consider access to rear portion of new development.
2. Front Yard Setback (min-max)	0 ft	0-5 ft	5-15 ft	5-15 ft	NA	All setback areas facing a street or alley not devoted to walkways and driveways shall be properly landscaped and maintained in compliance with PMC Chapter XX. For 2-3 story buildings, ground floor setback may be increased by a maximum of 15 feet.
3. Side Yard Setback	0 ft	0 ft	0 ft	0 ft	NA	
4. Rear Yard Setback	0 ft	0 ft	0 ft	0 ft	NA	
5. Street Side Yard Setback (min-max)	0 ft	0-5 ft	0-5 ft	5-15 ft	NA	
<b>C. Projections and Encroachments</b>						
1. Allowable Setback Projections	a. Ground Floor: <ul style="list-style-type: none"> <li>• Awnings and canopies over windows: 60 inches;</li> <li>• Barriers for defining outdoor dining areas such as fences, railings, planter boxes: as needed to encompass outdoor dining area;</li> <li>• Sun Shade Structures: 15 feet;</li> <li>• Bay Windows: 60 inches (not wider than 10</li> </ul>					

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
	feet); <ul style="list-style-type: none"> <li>• Cornices, belt courses, and similar architectural features: 12 inches;</li> <li>• Eaves, roof overhangs: 30 inches; and</li> <li>• Uncovered porches, decks and landings (may be covered by arbors or trellises): 10 feet.</li> </ul> b. ii. Above Ground Floor - Awnings, galleries, balconies, bay windows: 48 inches c. Art, as determined by the approval of the public art component of the project. d. For signs, see Sign Regulations, 23.111.070. e. Outdoor dining is allowed by approval of the Director of Development Services or Designee and may require Alcoholic Beverage Control Board (ABC) approval. f. All projections must maintain a minimum of 8' vertical height from ground.					
2. Public Right-of-Way Encroachments (all require approval of an encroachment permit)	a. Art, as determined by the approval of the public art component of the project. b. For signs, see Sign Regulations, 23.111.070. c. Outdoor dining, including sun shade structures for such, is allowed by approval of the Director of Development Services or Designee and may require Alcoholic Beverage Control Board (ABC) approval. Approval is pursuant to the Outdoor Dining Permit and Guidelines.					
<b>D. Building Height, Rooftop Amenities, Frontages, and Ground Floor</b>						
1. Building Height (max)	2-Story Area: 2 stories, 30 ft. 3 Story Area: 3 stories, 40 ft.	3 stories, 40 ft.	4 stories, 60 ft.	4 stories, 55 ft.	5 stories, 65 ft.	New stories built on top of existing buildings shall be fully integrated into the design of the existing building.
2. Ground Floor Height (min)	15 ft	15 ft	15 ft	--	--	
3. Frontage Requirements	In order to support the pedestrian environment, building frontages onto streets and open spaces shall be maximized. No visible parking is permitted along frontages. A minimum of 75% of the site frontage shall be occupied as building frontage. A section of blank wall shall not exceed 20 linear feet without being interrupted by a window or entry or other façade treatment.					
4. Rooftop Amenities	In multi-family residential and mixed-use residential projects, rooftop amenities, such as and not limited to, clubhouses, swimming pools, tennis courts, open space					

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
	<p>areas, fitness centers, are permitted to project 16' above the maximum height limit if integrated into the overall design of the project and the maximum rooftop building coverage is limited to 30% of the rooftop floor area. Rooftop amenities shall be setback from the building edge such that no more than 20% of the rooftop structure can be visible from the primary public right of way at centerline of the street. Rooftop amenities are intended for the use of building residents.</p>					
5. Height Exceptions	<p>Non-habitable building features such as chimneys (up to 6' in width), cupolas, flagpoles, monuments, steeples, roof screens, equipment, and similar structures, covering no more than 10% of the top floor roof area to which they are accessory, may exceed maximum permitted height standards by up to 8'.</p>					
<b>E. Provision of Common Open Space (Residential Only)</b>						
1. Amount per residential use	<p>a. 50 sf/unit for residential units; b. 50 sf/unit for 5 or more Live Work Units</p>					
2. Types of Common Open Space Permitted	<p>a. Common open space can be active or passive but must be accessible to all non-residential tenants (i.e. employees and employers) and residential residents. b. Required setbacks may not be counted as common open space. c. Common open space shall be fully landscaped and requires an approved landscape plan. d. Examples may include: courtyards, clubhouses with accompanying landscaped areas, swimming pools, plazas, greens, parks, playgrounds, picnic areas, outdoor seating.</p>					
3. Rooftop Amenities	<p>a. Rooftop amenities are permitted if they provide additional recreational or common open space activities. b. Amenities, such as and not limited to, clubhouses, swimming pools, tennis courts, open space areas, fitness centers, are permitted to project 16' above the maximum height limit if integrated into the overall design of the project and the maximum rooftop building coverage is limited to 30% of the rooftop floor area. Roof top amenities shall be setback from the building edge such that no more than 20% of the rooftop structure can be visible from the primary public right of way at centerline of the street. Rooftop Amenities are intended for the use of building residents. c. 50% of the rooftop amenities (structures and active recreation amenities) may count towards the square footage requirement for either private or common open space. d. Rooftop buildings supporting recreational activities may cover a maximum of 30% of the rooftop area</p>					

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
	and may project above the maximum height limit by 16 feet.					
4. Courtyard and Common Open Space Requirements	<p>a. Courtyards shall be designed as a central courtyard or as partial, multiple, separated or interconnected courtyards.</p> <p>b. Minimum courtyard dimension shall be 40 feet when the long axis of the courtyard is oriented EW and 30 feet for a NS orientation. The courtyard proportion is 1:1 between its width and height for at least 2/3 of the court's perimeter. As long as total open space requirement is met, this ratio could be modified by up to 10%.</p> <p>c. When there are two or more courtyards, they shall be connected to each other.</p>					
<b>F. Provision of Private Open Space (Residential and Live/Work Only)</b>						
1. Amount per residential use	64 sf/unit					6 feet min in any direction; the total of 64 sf must be provided as one private open space area, not broken up into smaller sizes.
<b>G. Architectural Styles</b>						
1. Main Street Commercial- Multi-story facades are typically divided into base, body and top with the ground floor taller than the shorter upper floor which is finished by a significant parapet. The ground floor has recessed entries and any expansive glass is interrupted by structural columns with transoms to allow light to penetrate deep into the interior. Upper floor windows are smaller with vertical windows directly relating to the ground floor openings.					Main Street Subarea	
2. Mission Revival- Prominent features of the style include red clay tile roofs, use of balconies, smooth-stuccoed exterior walls usually painted white, arched openings, colorful tile work and elaborate landscaping. The buildings frequently have courtyards.					<ul style="list-style-type: none"> <li>Village Subarea</li> <li>Mixed Use Subarea</li> <li>High Density Residential Subarea</li> </ul>	

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
<p>3. Spanish Colonial- Typical features include a low-pitched roof with little or no eave overhang, a red-tiled roof, perhaps a prominent rounded arch over a door, window or porch, a stucco wall surface, and usually an asymmetrical façade. The features elaborate molded ornament around doors and windows, polychrome tile at ingresses and wrought iron grilles and balconies.</p>						<ul style="list-style-type: none"> <li>High Density Residential Subarea</li> </ul>

### 23.112.060 Parking Standards

- A. Parking Standards.** Table 3 identifies the parking requirements for new land uses in new or modified buildings in Old Town Placentia. All Sub Areas shall be subject to the parking requirements listed in Table 3, with the exception of the Main Street Sub Area as described in subsection (B) below. Applicants may also elect to pay an in-lieu fee in exchange for meeting the parking requirement, as described in subsection (C) below.
- B. In-Lieu Parking Fee.** Applicants may also elect to pay an in-lieu fee in exchange for meeting the parking requirements in the Main Street subarea or in the Village subarea. Payment made to the City of Placentia in-lieu of providing some or all of the required off-street parking spaces of a project in Old Town shall be allowed by right.
- C. Main Street Sub Area Parking Exception.** Providing parking in this subarea is optional. However, in the 3-story area of Main Street subarea, parking shall be required for third floor uses, according to this section, or by payment of an in-lieu parking fee.
- D. Un-Listed Uses.** On-site parking requirements for unlisted but similar uses shall be based on the parking requirements of similar uses found in this section and shall be at the discretion of the Development Services Director. The Development Services Director may require the preparation of a parking demand study by a qualified, licensed traffic engineer approved by the City to determine the parking requirement for unlisted but similar uses.
- E. Parking Reduction.** Applicants may apply for a parking reduction before the Planning Commission for High Density Residential and Mixed Use subareas up to a maximum reduction of 25% through a parking demand study or shared parking analysis. One such incentive could include a Zip car or shared car plan. Parking demand studies shall be reviewed and approved at a noticed public hearing before the Planning Commission.
- F. Bicycle Parking-Short Term.**
1. *Residential:* One (1) resident bicycle parking space for every five (5) residential units, or portion thereof.
  2. *Non-Residential:* One (1) bicycle parking space for every 5,000 square feet, or portion thereof, of non-residential floor area.
- G. Bicycle Parking-Long Term.**

1. *Residential*: Two (2) bicycle storage units for every five (5) dwelling units for the first 20 units, and one (1) for every five (5) additional units, or portion thereof;
  2. *Non-Residential*: Any establishment with a parking structure and a minimum of 10,000 square of non-residential space shall provide long-term bicycle parking at a minimum ratio of one (1) space per 20 vehicle spaces.
- H. Electric Vehicle (EV) Charging Stations.** A minimum 10% of a project’s parking spaces shall provide EV Level 2 charging stations, or 5% of total spaces if installing DC Fast Charging Stations.
- I. Surface Parking.** Surface parking is permitted as long as it is not visible from a public street and is fully landscaped and screened from public view.
- J. Parking Structure.** Structured parking is permitted only if integrated into the overall design of the building and “wrapped” with the building, such that the parking area is not visible from any portion of the front, sides, rear or interior courtyards of the project.
- K. Podium Parking.** Permitted if fully integrated into a development with a “wrapped” parking structure.
- L. Underground Parking.** Permitted if fully integrated into the design of the development.

**Table 3. Parking Standards**

PARKING STANDARDS	STANDARDS	APPLICABLE LAND USES
<b>Non-Residential</b>		
1. Retail – spaces per 1,000 sf	2 min./4 max.	Accessory retail, Antique, Artisan, Bank, Business support services, General retail, Grocery, Retail complex, Personal services, Pet store/boarding
2. Eating and Drinking Establishments– spaces per 1,000 sf	5 min./10 max.	Bar/Tavern, Restaurant, Brewery, etc.
3. Outdoor Dining	0	Provided the outdoor dining area does not exceed the interior dining area. Any square footage over the interior dining area shall provide parking pursuant to the eating and drinking establishment requirement above.
4. Specialty Goods & Foods– spaces per 1,000 sf	2 min./4 max.	

PARKING STANDARDS	STANDARDS	APPLICABLE LAND USES
5. Entertainment & Recreation-- spaces per 1,000 sf	6 min./10 max.	Health/Fitness, Recreation, Playgrounds, Studios, Theatres cannot be stand alone
6. Commercial Goods-- spaces per 1,000 sf	2 min./4 max.	
7. Civic & Cultural, including Libraries, Museums-- spaces per 1,000 sf	3 min./no max.	
8. Office Professional -- spaces per 1,000 sf	2 min./4 max.	
9. Personal Services	3 min./no max.	
10. Live Work	1 min./1.5 max.	
11. ATM	0	
12. Lodging – Bed & Breakfast	1 per sleeping room	No assembly space permitted.
13. Lodging – Hotel	1 per sleeping room, plus 1 space for every 75 sf of assembly area.	
<b>Residential</b>		
14. Spaces per studio unit	1 min./1 max.	
15. Spaces per 1 bed unit	1 min./1.5 max.	
16. Spaces per 2 bed unit	1.5 min./2 max.	
17. Spaces per 3 or more bed unit	2 min./ 2.5 max.	
18. Guest spaces per 10 units	2 min./3 max.	
<b>Mixed-Use</b>		
19. Mixed Use	Parking shall meet the requirements for individual land uses. Residential parking shall be separated from non-residential parking and easily accessible through a controlled mechanism.	Reduced parking may be permitted through a parking study
<b>Other</b>		

PARKING STANDARDS	STANDARDS	APPLICABLE LAND USES
20. Transit Station or terminal	As per Director of Development Services in coordination with transportation authority	
21. Telecommunication Facility	1 space to service facility.	

**23.112.070 Sign Regulations**

**A. Purpose and Intent**

These sign regulations are intended to appropriately limit the placement, type, size, and number of signs allowed within Old Town Placentia, and to require the proper maintenance of signs.

The purposes of these limitations and requirements are to:

1. Avoid traffic safety hazards to motorists, bicyclists, and pedestrians, caused by visual distractions and obstructions;
2. Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the City as a place to live, work, and shop;
3. Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically proportioned in relation to adjacent structures and the structures to which they are attached;
4. Safeguard and protect the public health, safety, and general welfare; and
5. Promote the pedestrian scale of the district.

**B. Applicability**

1. These sign regulations apply to all signs in Old Town Placentia, except that directional/instructional signs and real estate signs shall instead comply with the requirements of the City’s Zoning Code (Sign Regulations).
2. The provisions of this Chapter do not regulate the message content of a sign (sign copy), regardless of whether the message content is commercial or noncommercial.
3. Sign installation within the areas subject to this Code shall require sign permit approval in compliance with the City’s Zoning Code (Sign Regulations), unless exempted from sign permit requirements.
4. Sign Variances and Historic Sign Designation - See the Zoning Code (Variances).
5. Definitions of the specialized terms and phrases used in this section are in the Zoning Code (Sign Regulations).

**C. Prohibited Signs**

All sign types and sizes not expressly allowed by this Chapter shall be prohibited. Examples of prohibited signs include, but are not limited to the following:

1. Abandoned signs (includes signs on abandoned or closed businesses);
2. Animated and moving signs, including electronic message display signs, and variable intensity, blinking, or flashing signs, or signs that emit a varying intensity of light or color, except time and temperature displays (which are not considered signs), and barber poles;

3. Exposed cabinet/raceways behind channel letters;
4. Internally illuminated cabinet (can) signs;
5. Off-site signs (e.g., billboards, and signs mounted on vehicles);
6. Obscene signs;
7. Pole signs and other freestanding signs over six feet in height;
8. Roof signs;
9. Signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic;
10. A sign burned, cut, or otherwise marked on or affixed to a rock, tree, or other natural feature;
11. A sign placed within a public right-of-way, except as provided by Table 3 (Sign Standards by Use);
12. A sign painted directly on a building;
13. Permanent signs that advertise continuous sales, special prices, or include phone numbers are prohibited.
14. Temporary signs, including the following:
  - a. Balloons and other inflatable devices;
  - b. Flags, except official national, state, or local government, institutional or corporate flags, properly displayed; and
  - c. Pennants and streamers, except in conjunction with an athletic event, carnival, circus, or fair.

#### **D. General Requirements for All Signs**

##### **1. Sign area and height measurement**

The measurement of sign area and height shall occur in compliance with the City's Zoning Code (Sign Regulations).

##### **2. Sign location requirements**

Each sign shall be located in compliance with the following requirements, and all other applicable provisions of this Chapter.

- a. On-premise signs required. Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by this Chapter.
- b. Setback requirements. Each sign shall comply with the setback requirements of the applicable Sub Area, except for an approved projecting sign, and except for an approved freestanding sign, which shall be set back a minimum of 5 feet from the front and side street property lines.
- c. Placement on a building. No sign shall be placed so as to interfere with the operation of a door or window. Signs should not be located so that they cover prominent architectural features of the building.
- d. Signs within a public right-of-way. No sign shall be allowed in the public right-of-way except for the following:

- i. A projecting sign in compliance with Table 4 (Sign Standards by Use);
  - ii. Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic;
  - iii. Bus stop signs installed by a public transit company;
  - iv. Informational signs of a public utility regarding its lines, pipes, poles, or other facilities; or
  - v. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized within the public right-of-way.
- e. Any sign installed or placed within the public right-of-way other than in compliance with this Section shall be forfeited to the public and be subject to confiscation.

### 3. Sign design

The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or Building Permit can be approved.

- a. Color
 

Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the buildings on the site. Contrasting colors may be utilized if the overall effect of the sign is still compatible with building colors.
- b. Design and construction
  - i. Except for banners, flags, temporary signs, and temporary window signs conforming with the requirements of this Chapter, each sign shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
  - ii. Each permanent sign shall be designed by a professional (e.g., architect, building designer, landscape architect, interior designer, or others whose principal business is the design, manufacture, or sale of signs), or who are capable of producing professional results.
  - iii. Each permanent sign shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability, to reduce maintenance costs and prevent dilapidation.
- c. Materials and structure
  - i. Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the site where the sign is located. Sign materials shall match those used on the buildings on the site and any other signs on the site.
  - ii. No sign shall include reflective material.
  - iii. Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
  - iv. The size of the structural members (e.g. columns, crossbeams, and braces) shall be proportional to the sign panel they are supporting.
  - v. The use of individual letters incorporated into the building design is encouraged, rather than a sign with background and framing other than the structure wall.
- d. Street address
 

The review authority may require that a sign include the street address of the site, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more buildings on the site.
- e. Copy design guidelines

The City does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.

- i. Sign copy should relate only to the name and/or nature of the business or commercial center.
  - ii. Permanent signs that advertise continuous sales, special prices, or include phone numbers are prohibited.
  - iii. Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
  - iv. The area of letters or symbols should not exceed 40 percent of the background area in commercial uses or 60 percent for residential uses.
  - v. Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant center.
- f. Sign lighting. Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.
- i. External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.
  - ii. Sign lighting shall not blink, flash, flutter, or change light intensity, brightness, or color.
  - iii. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
  - iv. Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
  - v. For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited.

#### 4. Sign maintenance.

- a. Each sign and supporting hardware, including temporary signs and awning signs, shall be maintained in good repair and functioning properly at all times. Any damage to a sign or its illumination, including the failure of illumination shall be repaired within a maximum of 14 days from the date of damage or failure.
- b. A repair to a sign shall be of materials and design of equal or better quality as the original sign.
- c. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the City's Zoning Code.
- d. When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed, and any/all damage to the exterior of the building shall be repaired/repainted to the satisfaction of the Development Services Director or his/her designee.

#### 5. Sign Standards by Use

Each sign shall comply with the standards provided by this Section and comply with the requirements in the following Table 4, except as permitted by the approval of a Creative Sign Permit described below.

#### 6. Master Sign Program

- a. All mixed use projects shall require a Master Sign Program, which is reviewed and approved by the decision-making body in each case. A "master sign plan" means a coordinated program of signage for new or existing commercial, office or residential which contain more than one business establishment or tenant.

The Master Sign Program can permit signs that meet the intent and standards of the Sign Code and ensure that the all signs are integrated thoughtfully into the design of the structures, creating a unified architectural statement. The Master Sign Program provides a means for defining common sign regulations for multi-tenant projects, to encourage maximum incentive and latitude in the design and display of multiple signs, and to achieve, not circumvent, the intent of this chapter.

- a. *Application Requirements Revisions to Master Sign Programs.* A sign permit application for a master sign program shall include all information and materials required by the department, and the filing fee set by the city's Fee Resolution. Revisions to a master sign program may be approved by the Director with a standard sign permit if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require the approval of a new master sign program.
- b. *Standards.* A master sign program shall comply with the following standards:
  - i. The program shall comply with the purpose of this chapter.
  - ii. The signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the master sign program, to the structures or developments they identify, and to surrounding development;
  - iii. The program shall accommodate future revisions that may be required because of changes in use or tenants; and
  - iv. The program shall comply with the standards of this chapter, except that flexibility is allowed with regard to sign area, number, location, or height to the extent that the master sign program will enhance the overall development and will more fully accomplish the purposes of this chapter.

## 7. Creative Sign Permit

- a. *Definition Creative Sign Permit.* Applicants may apply for a Creative Sign Permit for those signs which are not listed or which exceed the provisions of this Chapter. The Creative Sign Permit is intended for signs that meet the intent and standards of the Sign Code, but may not necessarily meet the standards shown in Table 4. An applicant may request approval of a creative sign permit to authorize on-site signs that employ standards that differ from the other provisions of this chapter but comply with the intent of this Chapter.
- b. *Purpose.* To encourage signs of unique design, and that exhibit a high degree of thoughtfulness, branding, imagination, inventiveness, and spirit; and to provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the city, while mitigating the impacts of large or unusually designed signs.
- c. *Application and Procedure Requirements.* A sign permit application for a creative sign shall include all information and materials required by the department, and the filing fee set by the city's Fee Resolution. A sign permit application for a creative sign shall be subject to review and approval by the Director of Development Services when the proposed sign is fifty square feet or less, and by the Commission when the sign is larger than fifty square feet. Notification for a sign permit for a creative sign shall be given in the same manner specified by this Zoning Ordinance for Director-approved development permits in Chapter 19.48.
- d. *Design Criteria.* In approving an application for a creative sign, the review authority shall ensure that a proposed sign meets the following design criteria.
  - i. *Design Quality Criteria.* The sign shall 1) constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area; 2) be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and 3) provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
  - ii. *Contextual Criteria.* The sign shall contain at least one of the following elements: 1) classic historic design style; 2) creative image reflecting current or historic character

- of the city; 3) symbols or imagery relating to the citrus packing industry; or 4) inventive representation of the use, name, or logo of the structure or business.
- iii. *Architectural Criteria.* The sign shall: 1) utilize or enhance the architectural elements of the building; and 2) be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features and details of the façade.
  - iv. *Neighborhood Impacts.* The sign shall be located and designed not to cause light and glare impacts on neighboring residential uses.

**Table 4. Sign Standards by Use**

<b>a. SIGN STANDARDS</b>			
<b>MULTI-FAMILY RESIDENTIAL USE</b>			
Allowed Sign	Maximum Sign Height	Maximum No. of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
i. Wall or Freestanding	Wall signs: below edge of roof.  Freestanding: 48 inches	1 wall sign or freestanding sign per entrance or street frontage	12 sf each per face area; 24 sf maximum total sf for all signs.

<b>b. SIGN STANDARDS</b>		
<b>NON-RESIDENTIAL USE/MIXED USE</b>		
Allowed Sign	Placement Standards	Maximum Number and Sign Area
i. Awning	Shall be entirely on awning valence; lettering max 66% of valence height; valence height max: 18 inches.	50% of the area of the valence front. 1 sign max per each separate awning valence.
ii. Marquee	To be established during project review.  Allowed only for the entrance of a theatre or playhouse.	To be established during project review.  1 sign max
iii. Monument	5 ft including base structure. Allowed only on a site with more than 100 ft. of continuous street frontage.	36 sf
iv. Projecting or suspended	16 inches from face of building and bottom of sign shall be no	6 sf. No dimension greater than 3 ft. Sign shall be redwood

		closer than 8 ft above sidewalk surface below.	sandblasted, hand carved or architecturally designed.
v.	Wall	2 ft below parapet or eave. Individual letters 18 inches.  Mounting 1-story: above 1 <sup>st</sup> floor windows.  Mounting multi-story: between windows.	1 sf. per linear foot primary business.  1 sign allowed per business frontage with pedestrian entrance.  Side street or rear entrance wall sign max 50% of the primary sign area.
vi.	Window Permanent	Within window area	15% of total window area max.
vii.	Window Temporary	Within window area	25% of total window area. Allowed for display a maximum of 15 days at 1 time, up to 3 times in a 12 month period.
viii.	A-boards and other portable sidewalk signs are permitted	May not impede pedestrian flow.	1 per business. Signs may only be permitted while the business is open. Requires an encroachment permit if in the public right-of-way
ix.	Building Wall Facing RR ROW	Businesses may have signage equal to or less than the allowable projecting or wall sign standards.	Building or parcel must front along Crowther Avenue and the Railroad ROW
x.	Directional Signage on private property		

## 8. Legal Nonconforming Signs

A legal nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this specific plan.

- a. General requirements. A legal nonconforming sign shall not be:
  - i. Changed to another nonconforming sign;
  - ii. Structurally altered to extend its useful life;
  - iii. Enlarged;
  - iv. Re-established after a business is discontinued for 60 days or more, subject to the amortization clause below; or
  - v. Re-established after damage or destruction to 50 percent or more of the value of the sign, or its components, as determined by the Building Official and subject to the amortization clause below.

- b. Maintenance and changes.

Sign copy and face changes, nonstructural modifications, and nonstructural maintenance (e.g., painting, rust removal) are allowed without a sign permit up to a maximum of 25 percent of the

existing total area of the sign. Face changes not including copy, and any nonstructural modifications exceeding 25 percent of the existing total area of the sign, and any structural changes shall comply with all applicable standards of this Chapter.

### 23.112.080 Amortization and Existing Uses

A. Except as provided in this section, all Old Town zone properties must come into compliance with the requirements of this Chapter upon its effective date.

B. In order to preserve private property rights, all legal uses operating and in existence immediately prior to the effective date of this Chapter, may be continued subject to the following limitations:

- a. If at any time, the structure or use is abandoned or discontinued for twelve (12) months or more, the property or use must comply with this ordinance.
- b. The building or use may not be altered or expanded.
- c. The business/property may be transferred from a Parent to his/her Child, from a Child to his/her Parent as defined in this Chapter.
- d. The business/property may be transferred from an owner to his/her employee(s) such that the Ownership does not change as defined in this Chapter.
- e. For a period of five (5) years following the effective date of this Ordinance, all legal uses operating and in existence immediately prior to the effective date of this ordinance, may be transferred or assigned from the owner to any other party, provided that the buyer continues to operate the same business activity. This transferred business activity must remain the primary business activity on the property, and the building footprint may not be expanded.
- f. If the primary use of the business/property (not accessory uses), remains unchanged, then accessory uses may change. An accessory use as defined in Section 23.04.030 of the PMC means “a use incidental, appropriate, subordinate and devoted exclusively to the main use of the lot or building.”

C. Beginning five (5) years after the effective date of this Chapter, no Old Town zoned property may be sold or transferred unless it is brought into compliance with the requirements of this chapter, unless the sale or transfer is specifically authorized in this subsection B above. Due to the historic nature of the Packing House site on Melrose Street, this property is exempt from this provision.

D. The City shall give notice to all property owners of properties within the Old Town regarding this ordinance in the following manner:

- a. Within 180 days of adoption of this ordinance;
- b. Within 3 years after adoption of this ordinance; and
- c. At least 4 years after adoption of this ordinance.

Failure to provide any of the notices above shall not prevent the City from enforcing the requirements of this chapter.

### 23.112.090 Public Art/Public Plazas

#### A. Applicability:

Public Art and Public Plazas are encouraged in every development. Public art or plazas may be required as part of a development agreement for those developments that include 20 or more units or which are over 20,000 square feet. This includes new construction and remodel/rehabilitation of existing structures. Public art is encouraged to reflect the history of Old Town Placentia and the citrus growing industry.

Generally, the plans for proposed plazas or public art shall be part of the entitlement package submitted. The plazas may be located on the project site or at another location set forth in a development agreement, but must be located within the Old Town boundaries.

**23.111.100 Old Town Development Impact Fee Program**

In addition to City baseline impact fees, Old Town will require additional public realm improvements and projects are subject to an Old Town Impact Fee that ensures all public sector infrastructure improvements can be provided. In addition to the Old Town Impact Fee, all projects will be required to install public infrastructure and streetscape elements up to the curb face of the public street immediately adjacent to the project, in accordance with the Public Realm Development Standards.

**23.112.110 Definitions to be added to Chapter 23.04 of Municipal Code**

Term	Definitions
<b>Adaptive Reuse Plan</b>	Adaptive reuse refers to a detailed plan for reusing an old site or building for a purpose other than which it was originally designed for. Adaptive reuse seeks to preserve existing buildings by retrofitting spaces for new uses while retaining much of the original features of the structure, and making use of existing infrastructure and transportation networks. Adaptive reuse plans are prepared by preservation professionals.
<b>Bed &amp; Breakfast</b>	A guest house or small hotel offering sleeping accommodations and a morning meal. This does not include owners of single family homes renting individual rooms.
<b>Bike Parking – Long Term</b>	A volume of space that can accommodate locked storage of one or more bicycles or an area located inside a building where bicycles can be stored. Generally for longer term storage of bicycles.
<b>Bike Parking – Short Term</b>	A fixture to which one or more bicycles can be securely locked. Generally for 2 hours or less.
<b>Child/Parent</b>	“Child” and “Parent” shall have the same meaning as defined in California Probate Code Sections 26 and 54, respectively. In the event of any renumbering or repeal of Sections 26 and/or 54, the successor definition(s) provided pursuant to the provision shall apply.
<b>Courtyard</b>	An open space created by a minimum of 3 sides of a courtyard building and used for private recreation in residential developments.
<b>Courtyard Housing</b>	Building type consisting of residences that can be arranged in several possible configurations: townhouses, townhouses over apartments, apartment over apartments, where an apartment occupies a single floor.

<b>Electric Vehicle Charging Stations</b>	<p><u>Level 2: 240-volt:</u></p> <p>Level 2 requires charging equipment to be purchased and installed and provides about 10-20 miles of range per hour of charge. From empty, a full size battery electric car takes about 4-7 hours to recharge.</p> <p><u>DC Fast Charging: 440-volt:</u></p> <p>DC fast charging provides up to an 80% charge in about 30 minutes.</p>
<b>Entitled Project</b>	Entitled project shall mean a project that has obtained final approval of all necessary planning and other land use approvals.
<b>General Retail</b>	A business or person who sells goods to an individual consumer as opposed to a wholesaler or supplier, who normally sell their goods to another business. Any retail transaction, which has a good sold, is taxable by the State Board of Equalization.
<b>Green</b>	Available for informal active and passive recreation. A green may be spatially defined by ground plan landscape and informal trees and/or buildings.
<b>Hostess Bar</b>	Hostess clubs are nightclubs where staff cater to and/or engage with customers seeking drinks and/or attentive conversation. Typically the staff will be scantily clad. These are also called “bikini bars,” “bee clubs,” and other similar descriptions.
<b>Live/Work</b>	Integrated residence and working space, occupied and utilized by a single household in a structure that has been designed or structurally modified to accommodate joint residential occupancy and work activity. However, such residential use shall only be allowed on the second floor or above of said live/work space. The interior residential portion shall be clearly separated and not be visible from the commercial space.
<b>Medical Offices/ Services</b>	An office or health facility providing health services including, without limitation, preventative and rehabilitation treatment, diagnostic services, testing and analysis. This use includes offices providing medical, dental, surgical, rehabilitation, podiatric, optometric, chiropractic and psychiatric services, and medical or dental laboratories incidental to these offices, but exclude inpatient services and overnight accommodation.
<b>Mixed Use</b>	The combination of non-residential and residential uses in the same structure or on the same site, where the residential component is located either above (vertical mixed-use) or behind or next to (horizontal mixed-use) the non-residential component.
<b>Neighborhood Market</b>	A retail store specializing in fresh produce and staples including bread, cereal, dairy products, and may include a deli counter. More than 75% of floor plan shall be devoted to food sales.
<b>Nightclub</b>	Any bar, cocktail lounge, discotheque, or similar establishment which provides live entertainment (music and/or dancing, comedy, etc.) in conjunction with alcoholic beverage sales. Includes bars, taverns, pubs, karaoke bars, and similar establishments

	where any food service is subordinate to the sale of alcoholic beverages.
<b>Office Use</b>	A place of business providing administrative business professional services such as insurance agencies, real estate offices, law offices, architectural or design offices, accounting services, travel agencies, etc. This includes government offices, and postal facilities and businesses engaged in the production of intellectual property such as advertising agencies, computer software production and programming services, educational, scientific and research organizations, media postproduction services, photography and commercial art studios, and writers and artists offices. This definition does not include "banks and financial Services."
<b>Ownership</b>	Five (5) years from the effective date of this Ordinance, Ownership shall mean 51% or more interest in real property including all land, structures, and all interest in the property.
<b>Personal Services</b>	Personal services are any businesses where services are provided or performed through direct physical contact between patron and employee. These include but are not limited to: barbers, beauticians, aestheticians, cosmetologists, nail salons, tanning salons, massage therapists, and tattoo parlors/body modification studios. They do not include doctors, dentists, chiropractors, or other state-licensed medical professionals.
<b>Plaza</b>	An open area usually located near buildings and often featuring walkways, trees and shrubs, places to sit, and sometimes shops
<b>Primary Use</b>	Five (5) years from the effective date of this Ordinance, Primary Use shall mean use or occupancy of 70% or more of the total building area.
<b>Retail and/or Commercial Uses</b>	Uses as listed as Retail/Commercial Uses in Table 1 herein.
<b>Studio</b>	A place for the study or practice of an art, skill or specific fitness activity (such as dancing, singing, acting, cooking, yoga, palates, spinning, etc). Typically this is one room devoted to the activity and where there is a limited number of teachers, all teaching the same skill or activity.
<b>Telecommunication Cell Tower</b>	A cell tower not including building used for telecommunication businesses.
<b>Transit Oriented Development (TOD)</b>	Transit-oriented development, or TOD, is a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation.
<b>Wrapped Parking</b>	A building parking design that completely conceals on all sides a parking garage that is designed for occupancy by retail, service, office, and/or residential uses, or for an all residential development.

**Admin Draft City Council Old Town District Study Session # 1**  
**TOD Packing House District and**  
**Old Town Placentia District**  
**Public Realm Design Standards**  
**December 6, 2016**

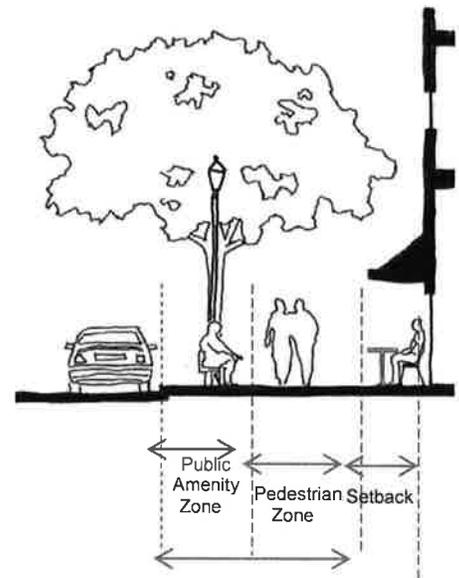
The Transit-Oriented Development (TOD) Packing House District and Old Town Placentia Public Realm Design Standards are intended to enhance the physical safety, comfort and convenience of the pedestrian realm as well as the aesthetic character and quality of the pedestrian experience in the TOD Packing House and Old Town Placentia Districts. Elements defined in these guidelines should be coordinated with those selected for Old Town Placentia and serve as a unifying thread between the two areas. These design standards will be used to design and specify detailed engineered streetscape improvement plans for the TOD and Old Town Placentia Districts. The pedestrian realm refers to the public sidewalk area and any adjoining public parkways (or right of ways) parks and plazas. The pedestrian realm is reserved specifically for pedestrian use and serves as the interface between the buildings and uses on private property and the street right-of-way, providing both connections and buffers. As such, the design of the sidewalk and the elements within it are critical for the creation of an active, pedestrian friendly surrounding environment, an environment that encourages walking, cycling and public transit as attractive and effective modes of transportation.

For purposes of these design standards, the pedestrian realm has been subdivided into two functional zones: the Pedestrian Zone and the Amenity Zone (see diagram below). Each zone plays a slightly different role as defined below. Please see the various cross sections at the end of this document.

**Pedestrian Zone.** The pedestrian zone is the middle section of the sidewalk, of which the primary function is to accommodate the efficient movement of pedestrians. As such, it needs to provide an unobstructed, linear sidewalk space that is free of street furniture, street trees, planters, and other vertical elements such as light standards, fire hydrants and transit facilities, and shall be wide enough to accommodate projected volumes of pedestrian traffic.

**Public Amenity Zone.** The public amenity zone is the section of the public sidewalk that adjoins the street and buffers pedestrians from the adjacent roadway. This zone is the appropriate location for the majority of the public facilities and streetscape amenities that enhance and serve the pedestrian zone, including features such as street trees, landscaping, street lights, transit stops, fire hydrants, benches, public art, and other street furniture and amenities.

Figure 1 Pedestrian Realm



8-foot Right of Way

**A. Pedestrian Realm – General**

## 1. Sidewalk Width for Combined Pedestrian and Amenity Zones

*Intent: To dedicate adequate space to support a safe, comfortable, attractive, and robust pedestrian environment sufficient for the desired level of pedestrian activity.*

- a. **Width.** Sidewalk width shall be no less than 9 feet adjacent to the north side of Crowther Avenue (North Crowther) and shall be no less than 8 feet adjacent to the south side of Crowther Avenue (South Crowther) and adjacent to other Rights of Way, including the area dedicated to the pedestrian zone (5 feet minimum North Crowther and 4 feet minimum South Crowther) and public amenity zone (4 feet minimum North Crowther and 3 feet minimum South Crowther). Sidewalk widths of 9 feet or greater generally provide space for pedestrian amenities and provide for a leisurely walking pace without vehicle traffic dominating the pedestrian realm.

Sidewalk width along Bradford Avenue between Chapman Avenue and Center Street shall be no less than 10 feet, and on Bradford Avenue between Center Street and Santa Fe Avenue sidewalk width shall be no less than 11 feet.

Sidewalk width along Santa Fe Avenue between Bradford Avenue and Main Street shall be no less than 11 feet, and along Santa Fe Avenue between Main Street and Melrose Street sidewalk width shall be no less than 16 feet.

- b. **Curb Extensions.** Curb extensions at intersections are required as a means of expanding the pedestrian zone where pedestrians are likely to congregate while waiting for transit or to cross the street. It is important to ensure that curb extensions do not interfere with vehicular traffic and bike lanes.
- c. **Elements Prohibited in Pedestrian Realm.** Merchants are prohibited from using the public right-of-way in front of their business for displaying merchandise or signs. They may use the setback area as defined by the development standards (0-15' setback area). Outdoor dining is encouraged but will be placed in the private setback area and is only allowed to encroach within the public Right of Way pursuant to Chapter 23.111 of the Placentia Municipal Code (TOD Regulations) and Chapter 23.112 of the Placentia Municipal Code (Old Town Placentia Regulations).



*Example of Curb Extensions*

## **2. Sidewalk Paving**

*Intent: To define and enhance the pedestrian environment and the quality and safety of the pedestrian experience through the use of consistent, coordinated, attractive, and high-quality paving surfaces.*

- a. **Sustainable Materials.** Recycled and/or locally-sourced paving materials should be specified whenever feasible in order to minimize resource depletion and energy to transport. Examples include pavers, decorative stamped concrete, colored concrete, permeable pavers and other pervious materials.
- b. **New Development/Redevelopment.** All new development and redevelopment shall include new sidewalks and/or sidewalk widening per the specifications of these design standards and city approved roadway plans.
- c. **Decorative Paving.** Decorative paving materials should be provided at bulb-outs, driveway entrances where there are breaks in the sidewalk, and marked crosswalks (i.e., at Crowther Avenue and Melrose Street) and (Santa Fe Avenue and Bradford Avenue) to delineate access points and to provide an aesthetic transition between the pedestrian and vehicular realms.
- d. **Accessibility and Safety.** The design and composition of sidewalk paving must maintain smooth and level surfaces that meet ADA requirements, are durable, and have a non-slippery surface when wet.



*Example of decorative and permeable paving.*

- e. **Stormwater Management.** The use of permeable or porous pavement in the amenity zone, including bioswales, is encouraged whenever feasible as a means of reducing and treating stormwater and increasing water volume to the root zone of street trees. Permeable paving is also encouraged in the pedestrian zone to minimize the flow of untreated water into gutters.



*Example of Pedestrian Realm with bioswales in the Amenity Zone.*

## **B. Pedestrian Zone**

*Intent: To accommodate convenient and comfortable pedestrian circulation, with sidewalk designs proportional to pedestrian traffic levels.*



*Example of Pedestrian Zone flanked by outdoor seating in the setback area and benches, bike racks, trees and other amenities in the Amenity Zone.*

1. **Width Proportions.** The pedestrian zone should comprise at least 50 percent of the right of way width but never be less than 5 feet, whichever is greater.
2. **Clearance.** The pedestrian zone should not be obstructed with street furniture, utility poles, traffic signs, trees, etc., in order to maintain a minimum sidewalk width for pedestrian through-traffic and ADA clearance requirements.
3. **Minimum Vertical Clearance.** The Pedestrian Zone should maintain a minimum vertical height clearance of 9 feet for pedestrians and 14 feet for vehicles where vehicular access is provided, clear of overhanging tree limbs, protruding fixtures such as awnings, signs, or other horizontal obstructions.

### C. Public Amenity Zone

*Intent: To provide space and amenities within the Pedestrian Realm that contribute to pedestrian comfort, convenience, safety and interest, and encourage walking.*



*Example of Public Amenity Zone, providing seating, shade and flower pots.*

1. **Width Proportions.** The amenity zone should comprise at least 50 percent of the sidewalk width, but never less than 3 feet, whichever is greater. A minimum of 4 feet is preferred. While 3 feet is sufficient for shade trees, tree wells should include a root barrier system to minimize root damage to sidewalks.
2. **Appropriate Uses.** Public utilities and street furniture generally should be consolidated in the amenity zone to keep them from becoming obstacles in the pedestrian zone. This includes, but is not limited to street trees, planting strips, street furniture, bicycle parking, utility poles, public art, signal poles, signal and electrical cabinets, signs, fire hydrants, etc.
3. **Distribution and Concentration.** Whereas the function of features such as light standards, street trees and waste/recycle receptacles requires an even distribution along the length of a street, street furniture should generally be

located in high activity areas where people can be expected to congregate, such as transit stops, major building entrances, plazas, and retail and entertainment areas.

4. **Continuity.** Street furnishings should provide a continuity of streetscape features along the length of a street. At a district scale, coordinated design, type, color and material of street furniture contributes to a sense of community identity, complements the context of existing buildings and landscape and reflects and strengthens the local character of the TOD Packing House and Old Town Placentia Districts. These furnishings should be selected for compatibility with Old Town Placentia furnishings.
5. **Variety.** Public streetscape furnishings should include a variety of amenities and selection of materials that add interest to the pedestrian environment.
6. **Setback from Curb.** Elements within the amenity zone generally shall be setback at least 1.5 feet from the face of the street curb to avoid conflict with on-street parking (e.g. car doors, passenger loading, etc.).
7. **Location of Utilities.** Utility vaults, transformers, and other utility access points should be located out of the sidewalk area, and in the private parcel area. Above ground utility boxes, control panels, etc. should be discouraged or located outside of the pedestrian realm, and should have a standardized color where possible. All utility facilities shall be located on private property and screened from view with the exception of traffic signal cabinets.
8. **Undergrounding of Utilities.** In order to reduce conflict with pedestrian movement and improve the aesthetic character of the public realm, all existing overhead utilities located on private property shall be converted to underground facilities. This will require the undergrounding of additional overhead facilities located within the public right-of-way connected to those serving private properties. All utility undergrounding will require coordination with affected utility companies and the work shall be completed at the developer's expense and to the satisfaction of the utility companies. Undergrounding projects should maximize space available for street tree planting.
9. **Stormwater Management.** The use of permeable or porous pavement and landscape designed to treat and attenuate stormwater flow in the amenity zone is pursuant to the Water Quality Management Plan (WQMP) as a means of reducing stormwater runoff rates and volumes. Use of permeable surfaces are encouraged in both private and public realms.
10. **ADA Clearance at Bus Stops.** Bus stops shall maintain a 5 x 8 foot clear area for universal access and shall meet all Orange County Transportation Authority requirements for bus stops and bus pads.

## D. Street Furnishings and Amenities

*Intent: To help animate the pedestrian realm, support public use, contribute to the social and economic vitality of the TOD Packing House and Old Town Placentia Districts, and establish the character and identity of the area.*

### 1. Seating

*Intent: To provide as much formal and informal seating as possible to increase the number of opportunities for people to socialize and spend leisure time outdoors along public streets.*

- a. **Design.** Benches should be attractively designed to further promote pedestrian use. The benches should be fixed in place and constructed of durable and low-maintenance materials. Benches at bus stops should be incorporated into the design of the bus shelter. The selected bench design shall also be of a style that discourages skateboarding on the bench and rails and does not permit users to lay down on the length of the bench.



*Examples of desired seating types in the TOD Packing House and Old Town Placentia Districts.*



- b. **Informal Seating.** The creation of seat walls, steps, and planters that can serve as informal seating areas is encouraged as a means of expanding the seating potential and providing diverse opportunities for social interaction.
- c. **Universal Access.** Street furniture needs to be designed for universal access, to facilitate use by those of all ages and abilities and shall comply with all applicable ADA standards.

## 2. Bicycle Racks

*Intent: To provide for a convenient, safe and user-friendly place for cyclists to leave their bicycles to encourage bicycling as a means of transportation.*



- a. **Distribution.** Bicycle parking generally should be accommodated with a number of smaller racks distributed along the length of a block, rather than one or two large concentrations of bike racks.
- b. **Placement.** Bicycle racks should be located so that parked bicycles do not block the travel path of pedestrians, infringe upon seating areas or block ingress and egress to parked vehicles. Bike racks should also be placed where there is adequate distance in front and back to attach the front wheel to the rack in either direction.
- c. **Prominent Location.** Bicycle racks should be located in prominent locations within the public amenity zone that are clearly visible to cyclists from the street and from adjoining buildings and public spaces. Placement in view of doors and windows will ensure adequate surveillance from building occupants and visitors. Bicycle parking should not be located in isolated areas, dark locations, or garage recesses.
- d. **Adequate Space.** Due to the space required for bicycle parking, curb extensions are good locations to site bicycle racks, as long as the facilities do not interfere with pedestrian circulation. Providing space for bicycle parking should be considered a design criterion when designing curb extensions. It is important to ensure that curb extensions do not interfere with traffic and bike lanes.
- e. **Design.** Bike racks should be designed to allow the bicyclist to secure the bicycle frame to the device at two points of contact (including both the frame and front tire together with a standard U lock). Appropriate bicycle rack designs include the inverted U, the ribbon type rack, or the corkscrew. The design of bike racks should be encouraged to be a form of public art that is both creative and functional.

*Examples of desired bicycle racks in the TOD Packing House and Old Town Placentia Districts.*



### 3. Waste and Recycling Receptacles

- a. **Distribution.** Separate trash and recycling receptacles should be located regularly at intersections, near major building entrances, near bus stops and the Metrolink Station, public parking structures/lots and adjacent to outdoor seating areas.
- b. **Design.** Each receptacle should accommodate recycling, prevent wind, rain and birds from entering the container, facilitate convenient access to the liner, and must be anchored to the pavement. Preference shall be given to solar-powered trash receptacles, which provide automatic compacting and significantly reduce the frequency that receptacles need to be emptied.



*Example of solar powered trash receptacles*



*Example of desired trash receptacle in the TOD Packing House and Old Town Placentia Districts*

- c. **Style and Color.** The style and color of the City's trash receptacles should be coordinated with the selected bench design and be consistent throughout the district.

#### 4. Planter Boxes and Pots

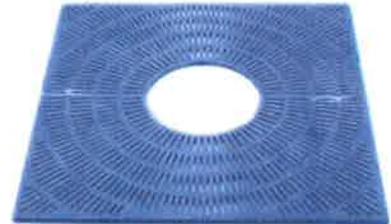
*Intent: To add color and unity to the Amenity Zone through potted ornamental trees, flowers and shrubs.*

- a. **Planter Dimensions.** Planter dimensions may vary depending on the root ball size of the proposed plants as well as the site-specific conditions. However, to avoid pedestrian congestion, no planter should be larger than 25% of the entire sidewalk width.
- b. **Design.** Planters shall be supplied with a drainage hole in the bottom. While a variety of different sizes in groupings may be used, planter colors and styles should complement the adjacent building architecture.
- c. **Installation.** Planters should be level and anchored. Planting installation should allow for an adequate layer of a gravel base, insulated soil mix, and a topping mulch and/or groundcover.
- d. **Plant Species.** Planters should incorporate an evergreen component for year round interest and require low water usage.
- e. **Irrigation.** Drip lines should be routed to the planters and connected to irrigation clocks, to ensure efficient irrigation and maintenance.

#### 5. Tree Grates

*Intent: To protect trees and reduce safety hazards.*

- a. **Use with Tree Wells.** Tree grates should be used in all tree wells that are surrounded by paving, unless the wells are specifically designed for accent planting. In areas with lower levels of pedestrian activity, bare soil with mulch covering, or gravel instead of tree grates may be permitted.
- b. **Added Fixtures.** Grates that allow for integrated tree guards, decorative lighting, electrical fixtures and auxiliary power (for special events, holiday lighting, or maintenance) are encouraged where appropriate.



*Example of tree guard (on left).*

## 6. Bollards

*Intent: To prevent vehicles from entering pedestrian zones and to mark pathway entries at public-private interfaces.*

- a. **Emergency Access.** Bollard placement and design should be coordinated with emergency vehicle access; in certain locations, removable bollards may be appropriate to balance pedestrian protection with emergency access.
- b. **Style and Color.** Bollard style and color should match the selected pedestrian bench and be consistent throughout the district.

## 7. Bus and Transit Stops

*Intent: To encourage and support the transit-oriented character of the TOD Packing House and Old Town Placentia Districts by providing attractive, safe and quality public amenities at bus stops.*

- a. **Prominently Signed.** All transit stops should be prominently signed and all pertinent route and schedule information, including major connecting services, should be posted.
- b. **Seating and Shelter.** All bus and transit shelters should provide seating and protection from the sun, wind and rain.
- c. **Design.** Transit and bus shelters and other amenities should be distinctive through strong architectural design that reflects the character of the district.
- d. **Energy Efficient.** Transit and bus shelters should be designed to be fully solar powered.

## 8. Light Standard/Poles and Fixtures

*Intent: To ensure that public safety and security criteria are met through sufficient lighting, and that the design of light fixtures and the quality of the illumination add visual interest to the streetscape and contribute to the overall character and attractiveness of the street.*

- a. **Lighting Style.** A single consistent style and size of pole and fixture should be used within the district to create a unifying scheme of illumination that is appropriate to the scale of the street and the level and character of nighttime activity. Pole and fixture design should be coordinated with other street furniture and amenities to establish an attractive and unified design character. Street lighting shall primarily be oriented towards pedestrians. New street light poles should provide for pedestrian and street lighting, and include armature or fixtures that allows for the hanging of flower baskets, artwork, banners, holiday lights, etc. to add character and identity to the district. Lighting standards should be equipped with electrical outlets suitable for spider boxes.



- b. **Height.** The height of light fixtures generally should be kept low to promote a pedestrian scale and to minimize light spill to adjoining properties. Light standards should not exceed 12 to 15 feet in height from grade to light source. However, dual purpose light fixtures may be used to provide lighting for both the pedestrian and vehicular realms, which would allow for higher light standards to serve the street.
- c. **Spacing.** Generally, shorter light standards should be more closely spaced to provide appropriate levels of illumination, based on a lighting study and plan. Although in lower activity areas where lower lighting levels are acceptable, closer spacing may not be necessary.
- d. **Levels of Illumination.** Street lighting should focus on illuminating the pedestrian realm (e.g., sidewalks, paseos, plazas, alleys, transit stops), rather than the vehicular realm (i.e., the street). Levels of illumination should be responsive to the type and level of anticipated activity, without over-illuminating the area (i.e., bright, uniform lighting of all public right-of-ways is not desirable). The level of illumination for pedestrian areas generally should range from 0.5 foot candles in lower activity areas up to 2.0 foot candles in more critical areas. (A foot candle is a unit of illumination, measured at the distance of one foot from the source of light.)
- e. **Light Pollution.** Lighting shall be Dark Sky certified and generally focused down toward the ground, avoiding all unnecessary lighting of the night sky. In addition to standard street light poles, light sources that are mounted closer to and focus illumination directly onto the ground plane, such as bollard-mounted lighting, stair lighting, and wall- and bench-mounted down-lighting, are desirable. Light fixtures should include internal reflector caps, refractors, or shields that provide an efficient and focused distribution of light and avoid glare or reflection into upper stories of adjacent buildings.

- f. **Illumination of Conflict Areas.** Higher lighting levels should be provided in areas where there is potential for conflict between pedestrians and vehicles, such as intersections and crosswalks, changes of grade, public parking lots and areas with high levels of nighttime activity.
- g. **Color Balance.** Color-balanced lamps that provide a warm white illumination and realistic color rendition are recommended.
- h. **Energy Efficiency.** In order to conserve energy and reduce long-term costs, energy-efficient, Energy Star-certified LED lamps (or of equal efficiency) should be used for all pedestrian realm lighting, and hours of operation should be monitored and limited to avoid waste.

## 9. Street Trees

*INTENT: To ensure that the selection of street trees for the TOD Packing House and Old Town Placentia Districts are appropriate for the climate and conditions of Placentia, contribute to the creation of a walkable pedestrian environment and create continuity and identity within the district.*

- a. **Unified Tree Planting Scheme.** To optimize the beneficial effects of street trees, both aesthetic and as green infrastructure, emphasis should be placed on establishing and maintaining a consistent and well-coordinated planting scheme within the district. A diversity of tree species may be used to prevent diseases from spreading, as long as a coordinated tree palettes used. All plantings should conform to city water efficiency landscape regulations.
- b. **Shade Trees.** In selecting the appropriate tree(s) for the TOD Packing House and Old Town Placentia Districts, species that provide large canopy shade coverage shall be selected to enhance the pedestrian experience and reduce the heat island effect.
- c. **Tree Size.** A 36 inch box tree should be selected if feasible, but no less than 24 inch box shall be used for the main tree canopy. Smaller tree varieties may be used as accent trees.
- d. **Horizontal Clearance.** Appropriate horizontal clearance is dependant upon species and subject to approval. Trees shall not be placed in such a way that they could block business signs in commercial areas. Generally, to maintain proper clearance and sight lines, street tree centerlines should be located no closer than:
  - i. 10-20 feet from a building façade, depending upon tree form
  - ii. 10-25 feet from the curb line of an intersection, depending upon tree form
  - iii. 5 feet from a driveway or alley
  - iv. 5 feet from fire hydrants, underground utilities, utility poles, and parking meters

- v. 3 feet from sidewalk furniture
  - vi. 3 feet from curb adjacent to parallel parking
  - vii. 4 feet from curb for perpendicular and diagonal parking
  - viii. 15 feet from street lights
- e. **Tree Spacing.** The maximum spacing for street trees should not exceed 40 feet on center. The minimum spacing for street trees is 15 feet for trees with small mature size. The optimum spacing should be responsive to species type and canopy characteristics. As a general rule, the following spacing should be used:
- i. Large canopy trees: 30 to 40 feet on center
  - ii. Medium canopy trees: 20 to 30 feet on center
  - iii. Small canopy trees: 15 to 20 feet on center
- f. **Pruning.** To maintain the health of trees (e.g. safety, longevity) and provide a pleasing form, existing street trees should be pruned per ANSI standards, and shall not be topped.
- g. **Vertical Tree Clearance.** Street trees should be selected that have a branching pattern and bottom canopy height at maturity—generally 14 feet or higher—that will not obscure commercial signage and storefront windows or conflict with truck access. Lower branching heights may be appropriate in plazas or other open spaces.
- h. **Planting Conditions.** Efforts should be made to provide the best possible conditions for proper tree growth when planting new street trees, including ample soil planting depth, subsurface preparation, aeration, root protection, irrigation, and drainage. Newly planted street trees will need supplemental irrigation until they are established.
- i. **Tree Wells.** Trees can be planted in parkway planting strips or in individual tree wells. Tree wells are preferred in higher intensity areas with high levels of pedestrian activity, particularly cross traffic between on-street parking and adjoining buildings (e.g., retail uses, sidewalk cafes, etc.).
- j. **Tree Well Dimensions.** In order to promote tree health, tree wells should generally be 6 feet by 6 feet or larger. In constrained areas, the minimum acceptable tree well is 4 feet by 6 feet. As existing trees are replaced, existing tree wells should be expanded wherever possible.
- k. **Tree Grates.** Metal tree grates and tree guards should be used on all tree wells to protect trees, and allow for aeration and surface water collection. Tree grates should be flush with the pavement and shall be of a design that allows pedestrians to walk over them and allow for expansion of grates with tree growth.

- i. **Protecting Tree Roots.** In order to avoid damage to pavement, appropriate, deep-rooted trees shall be selected, and root barriers shall be installed in all instances.

## 10. Public Signage

*INTENT: To distinguish and brand the TOD Packing House and Old Town Placentia Districts from other areas of the City with thematic district signage at key locations in the public realm.*

- a. **Public Street Banners.** Street lights should include mounting brackets to hang banners for City-sponsored events or advertisements.
- b. **Wayfinding Signage Program.** A comprehensive wayfinding signage program is needed for the TOD Packing House and Old Town Placentia Districts that is coordinated with Old Town Placentia, the Metrolink Station, and other points of interest throughout the City.



- c. **District Archway Sign.** District archway signage shall be included as a component of the wayfinding signage program, to create a sense of place and promote the identity of the TOD Packing House District and Old Town District. This sign may either span Crowther, east of the 57 freeway or may span Melrose Street. Separate funding and design work will be needed to complete this archway sign but it should be considered as an element of the wayfinding signage program. Include an Old Town archway sign?

## 11. Transit Plaza

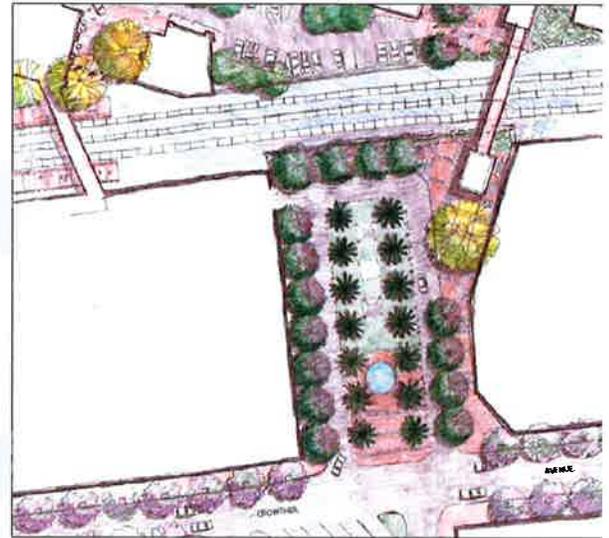
*INTENT: To create a dramatic yet pleasant gathering and resting place in the TOD District that supports the Metrolink Station and surrounding businesses, as well as provides a visual and physical connection with Old Town Placentia.*

- a. **Location.** Adequate square footage should be dedicated south of the transit station for a public plaza. The plaza should act as a continuation of the proposed plaza directly north of the tracks in Old Town Placentia, as an extension of Bradford Avenue. Access to both is provided from the pedestrian over-crossing of the railroad tracks.

b. **Size and Use.** The Transit Plaza should be of sufficient size that allows for informal gathering and passive entertainment and at other times organized or formal events that may support new businesses south of the tracks.

c. **District Identity.** The Plazas should help establish a unique identity for both the TOD Packing House and Old Town Placentia Districts by incorporating elements that celebrate the packing house heritage of this area. This may be accomplished through public art, citrus trees, and/or an open lawn area with a palm grove that recalls the earlier train station.

d. **Views.** The Transit Plaza should maintain sightlines over the tracks and to the proposed plaza in Old Town. One can easily see across and use the pedestrian bridge that is accessible from both the Old Town plaza and the Transit Plaza.



*Depiction of the Transit Plaza in the Placentia Westgate Specific Plan*

e. **Pedestrian Orientation.** The Transit Plaza should foster an active and welcoming pedestrian environment to provide a connection to Old Town and minimize the railroad tracks as a barrier. Elements may include decorative paving that extends north across Santa Fe Avenue, shade structures, active water features, benches, lighting or lit elements, decorative plantings, bike racks, etc.

f. **Framing of Plaza.** The Transit Plaza should be defined to the west by buildings that face onto the plaza, providing both an intimate and active setting with ground floor retail and café uses oriented onto the plaza where possible.

g. **Furnishings, Plantings and Amenities.** As a gateway into the TOD District, the furnishings, lighting, planting palette and other amenities in the Transit Plaza should contribute to an atmosphere and character, complement and establish unity with Old Town Placentia, and help paint the area as a destination.

h. **Bus Service.** A bus stop on Crowther located near or at the Transit Plaza will maximize the transit nature of this place and of the commuter rail activity.

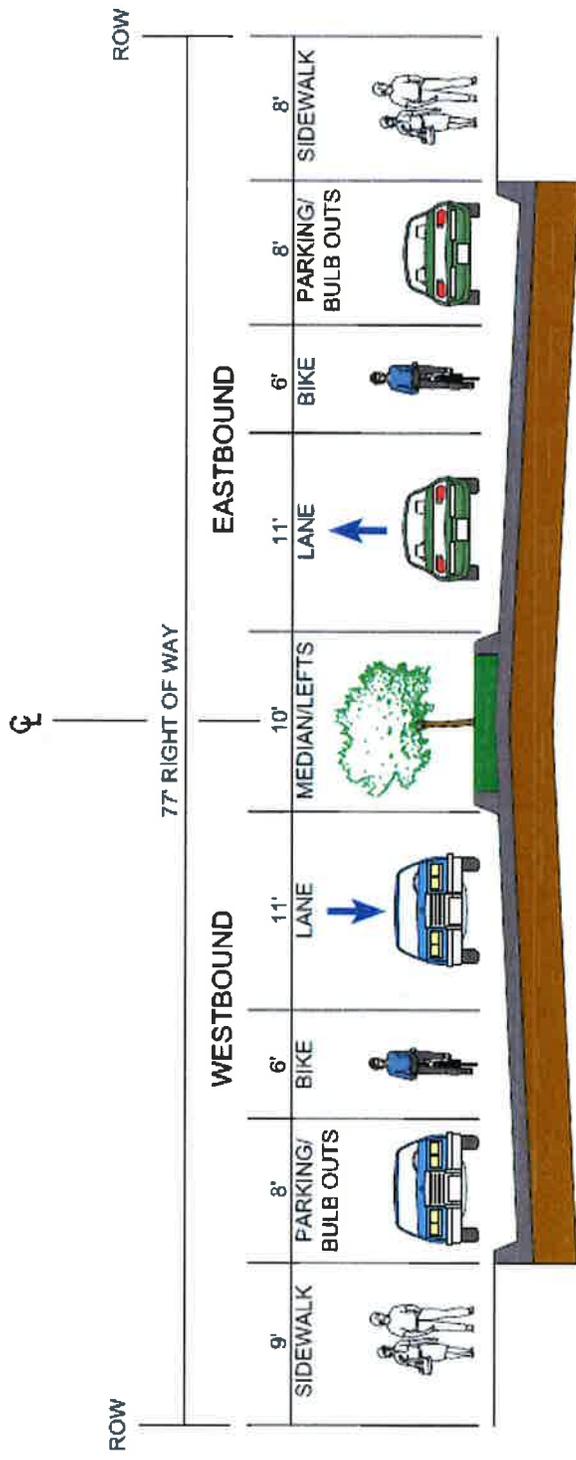
**11. Graphic Depictions of the Public Realm**



Figure 1, Option 1: Crowther Avenue Streetscape Photosimulation.



Figure 1, Option 2: Two Lane Crowther Avenue Streetscape Photosimulation.



Proposed Roadway - 60' Curb to Curb  
**Crowther Avenue - Section A-A**  
**SR-57 to Melrose Street**



Figure 2 CROWTHER AVENUE CROSS SECTIONS - SR57- Melrose -- Option with on-street parking

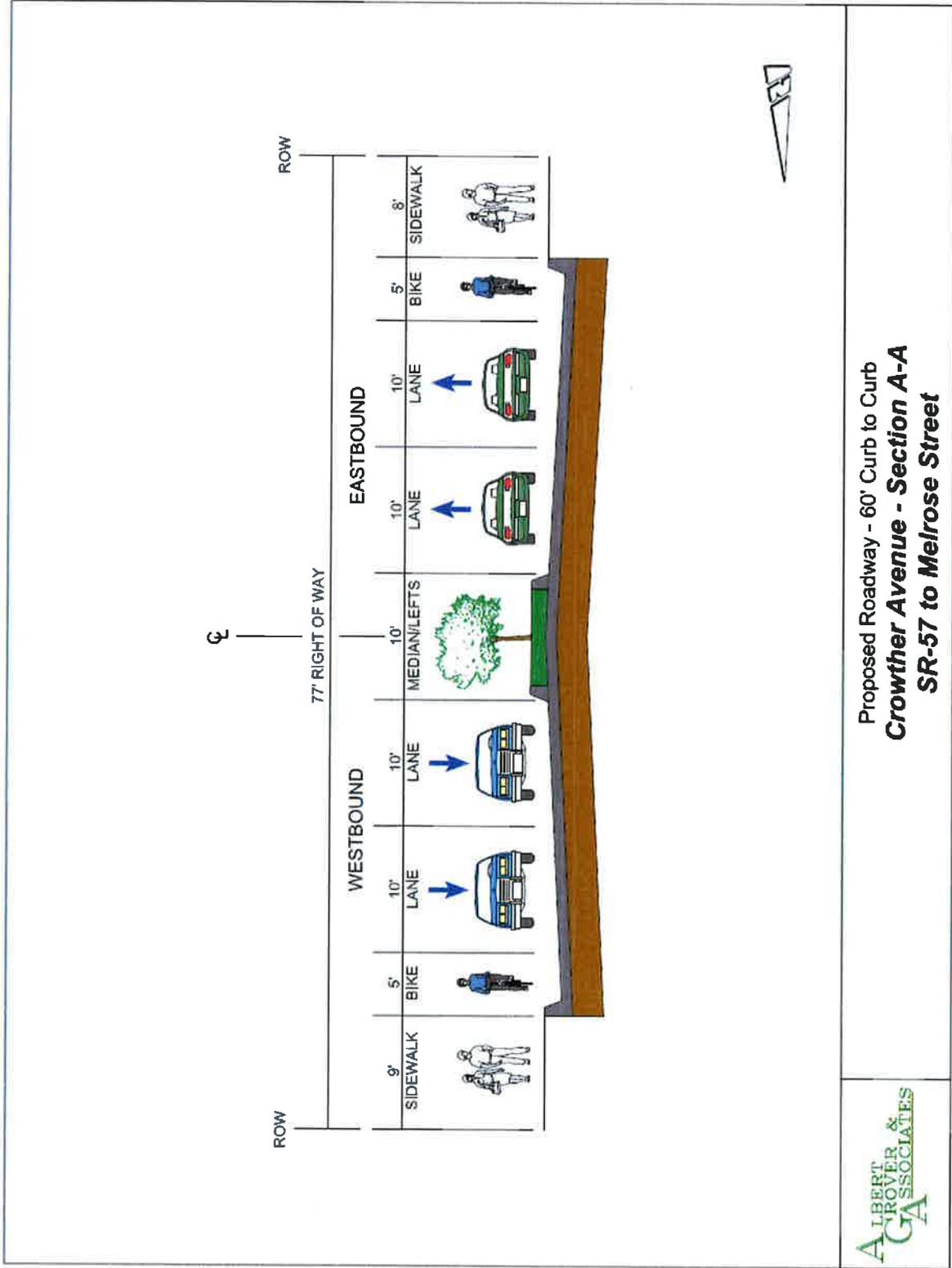


Figure 3 CROWTHIER AVENUE CROSS SECTIONS - SR57- Melrose

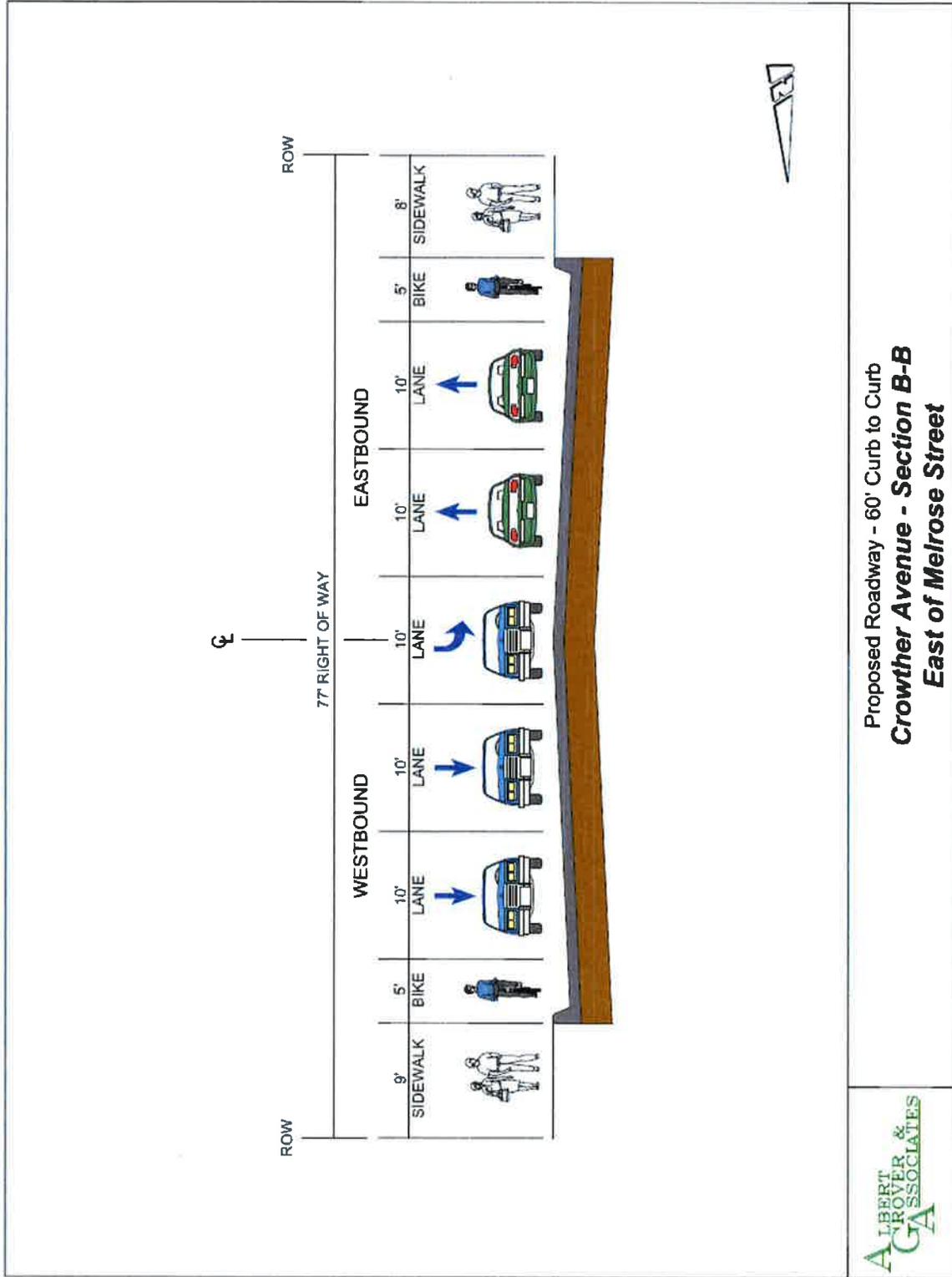
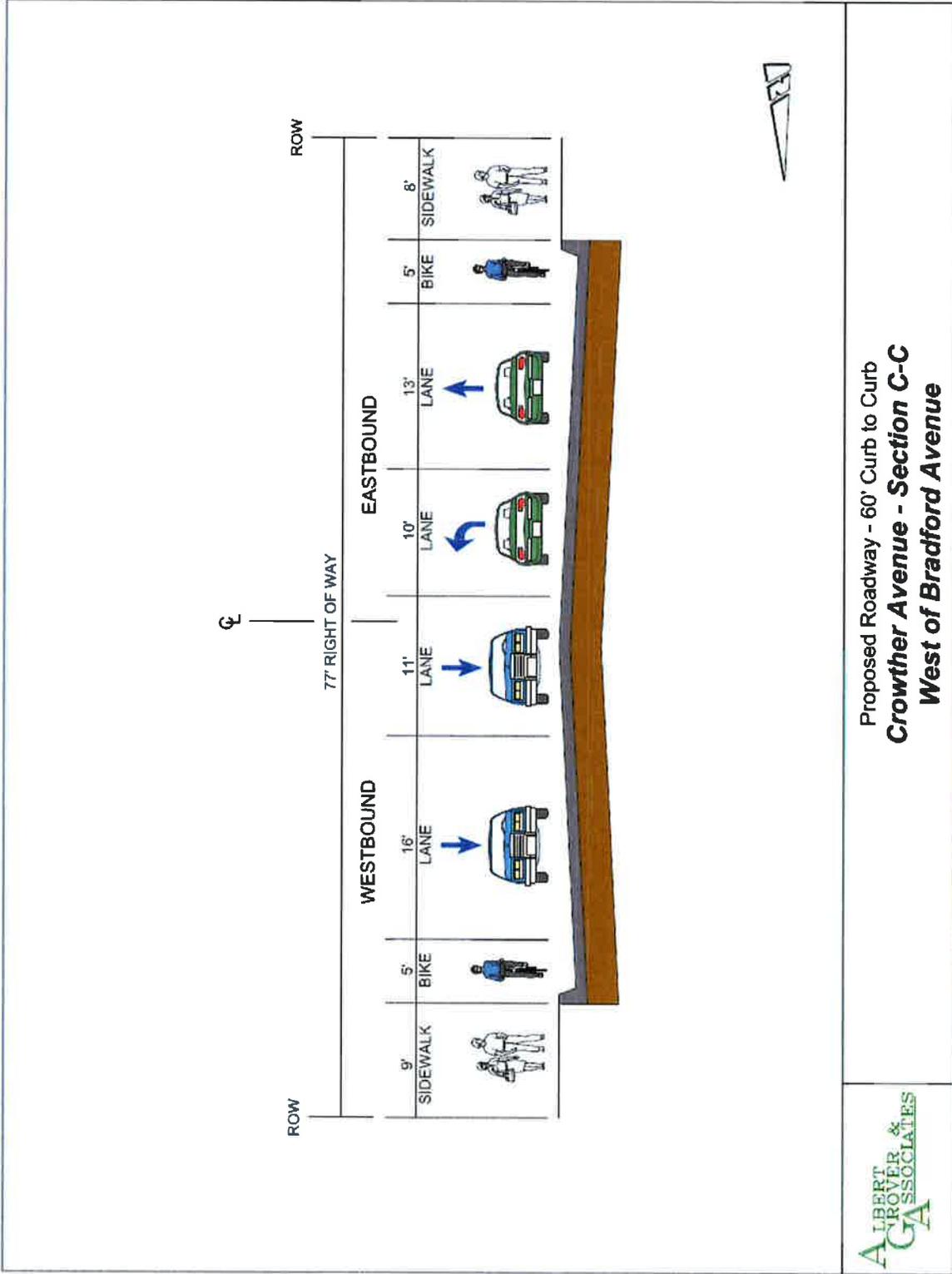
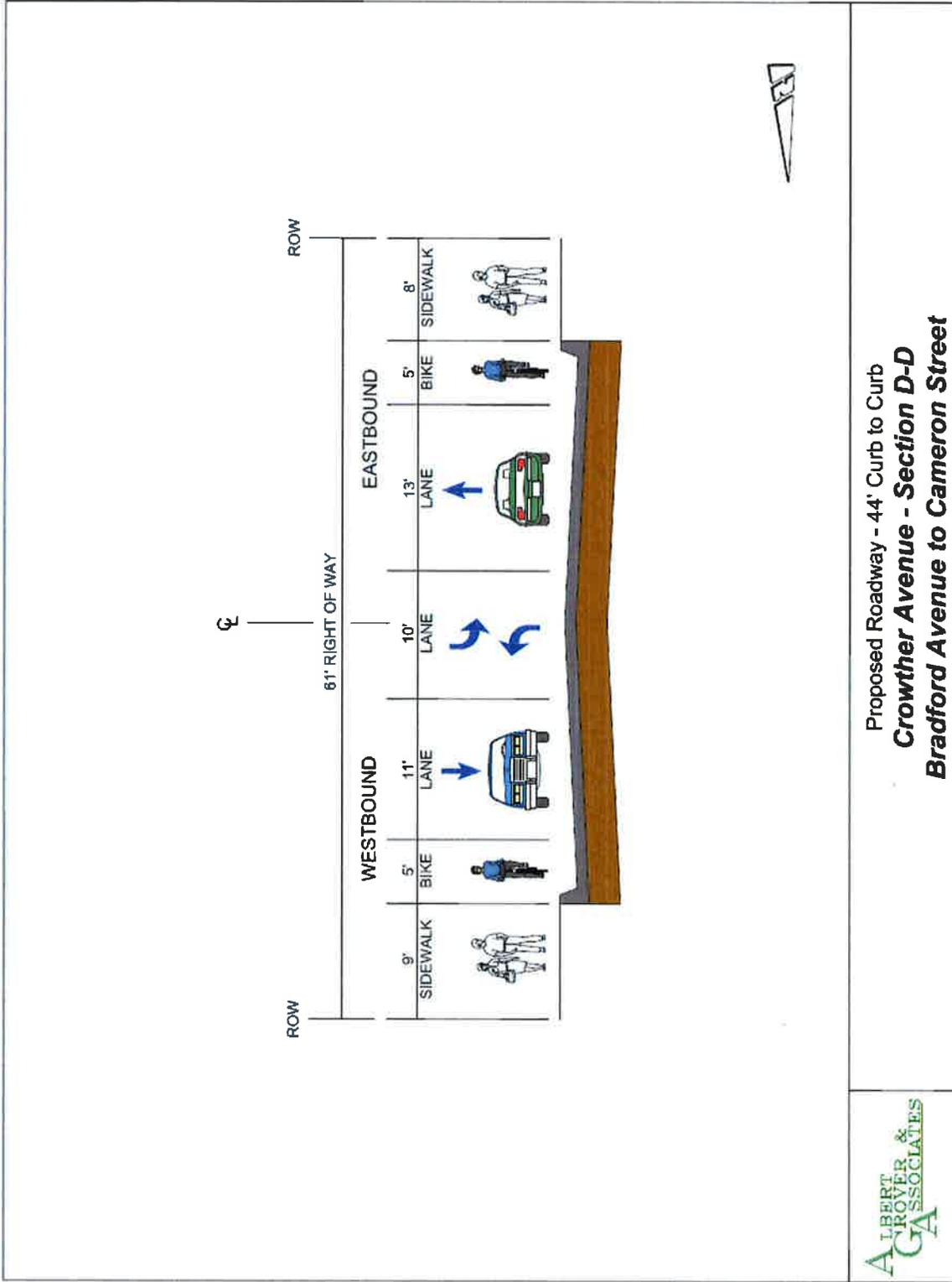


Figure 4 CROWTHER AVENUE CROSS SECTIONS – East to Melrose



Proposed Roadway - 60' Curb to Curb  
**Crowther Avenue - Section C-C**  
**West of Bradford Avenue**

Figure 5 CROWTHER AVENUE CROSS SECTIONS - West to Bradford Ave



ALBERT  
 ROVER &  
 ASSOCIATES  
 GA

Proposed Roadway - 44' Curb to Curb  
**Crowther Avenue - Section D-D**  
**Bradford Avenue to Cameron Street**

Figure 6 CROWTHER AVENUE CROSS SECTIONS - Bradford to Cameron

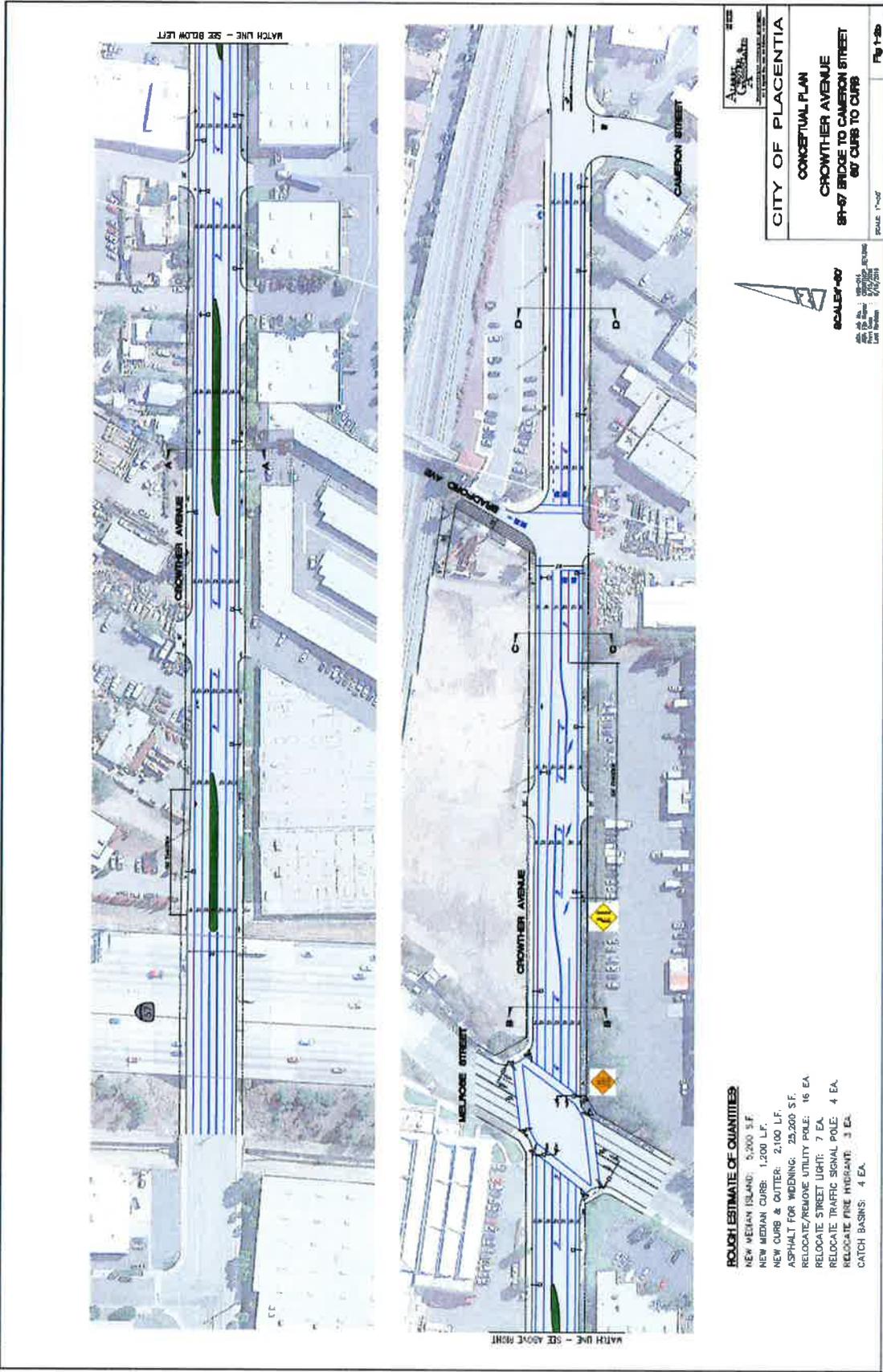
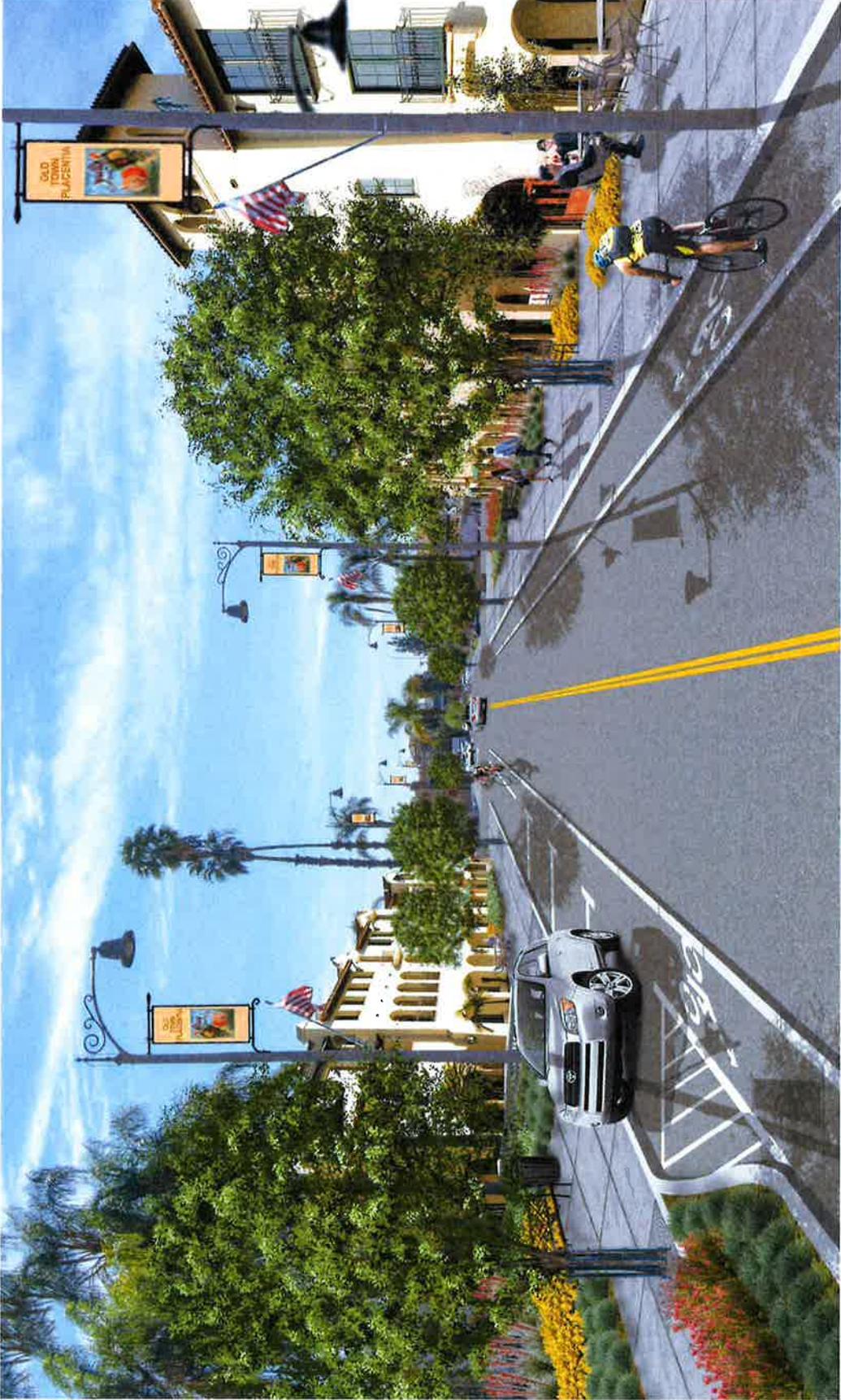


Figure 7 Conceptual ROW Plan Crowther Avenue



**Figure 8 Bradford Avenue Looking Southbound from Chapman Avenue Streetscape Photo simulation**



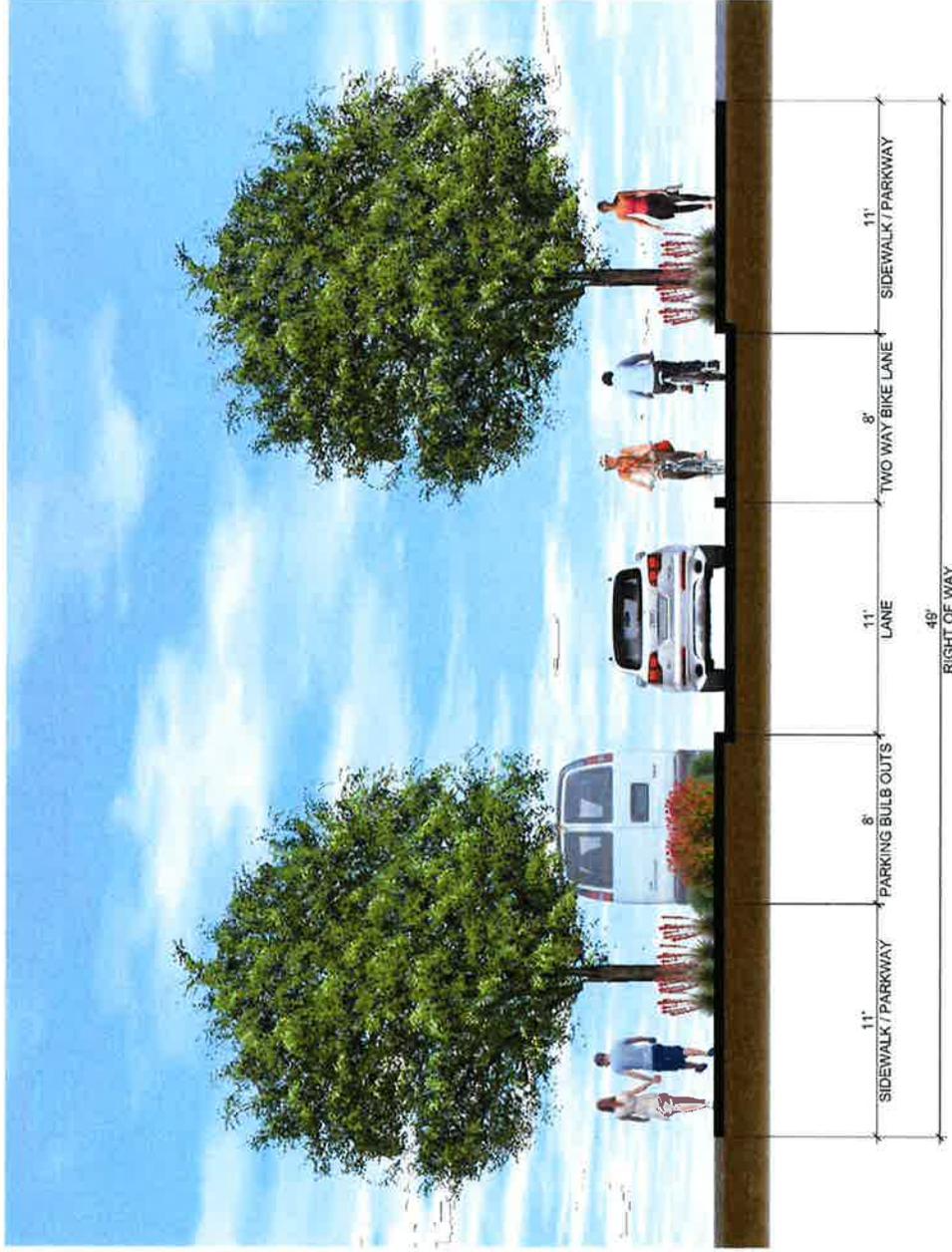
**Section A - Bradford Avenue**  
**OLD TOWN PLACENTIA**  
 Placentia, CA

**BRADFORD AVENUE**  
**CHAPMAN AVE. TO CENTER ST. (SOUTHBOUND)**

Figure 9 Bradford Avenue Looking Southbound from Chapman Avenue Cross Section



Figure 10 Bradford Avenue Looking Southbound from Center Street Photo simulation



**BRADFORD AVENUE  
CENTER ST. TO SANTA FE AVE. (SOUTHBOUND)**

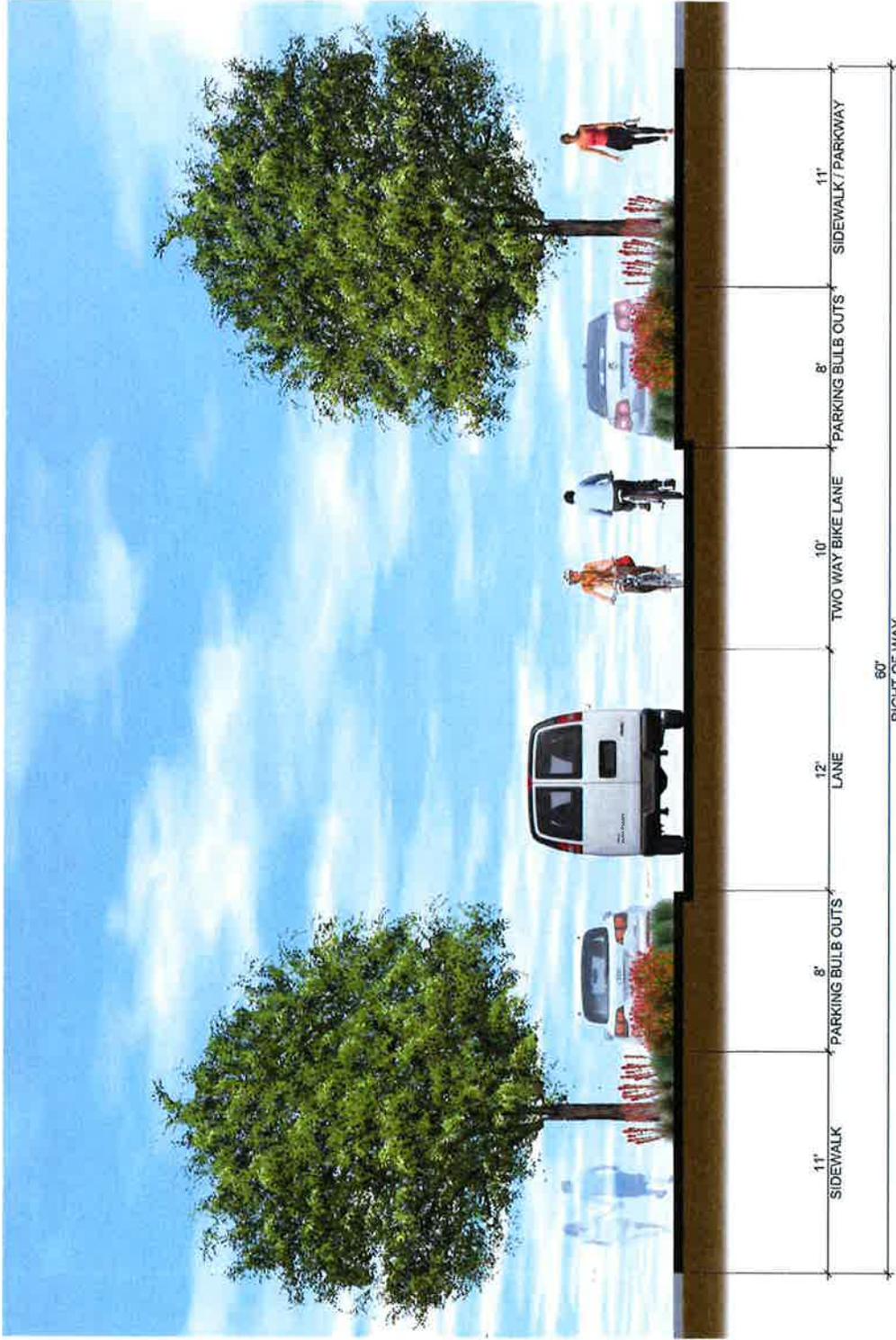
**Figure 11 Bradford Avenue Looking Southbound from Center Street Cross Section**



Figure 12, Option 1 Santa Fe Avenue Looking Westbound from Bradford Avenue Photo simulation

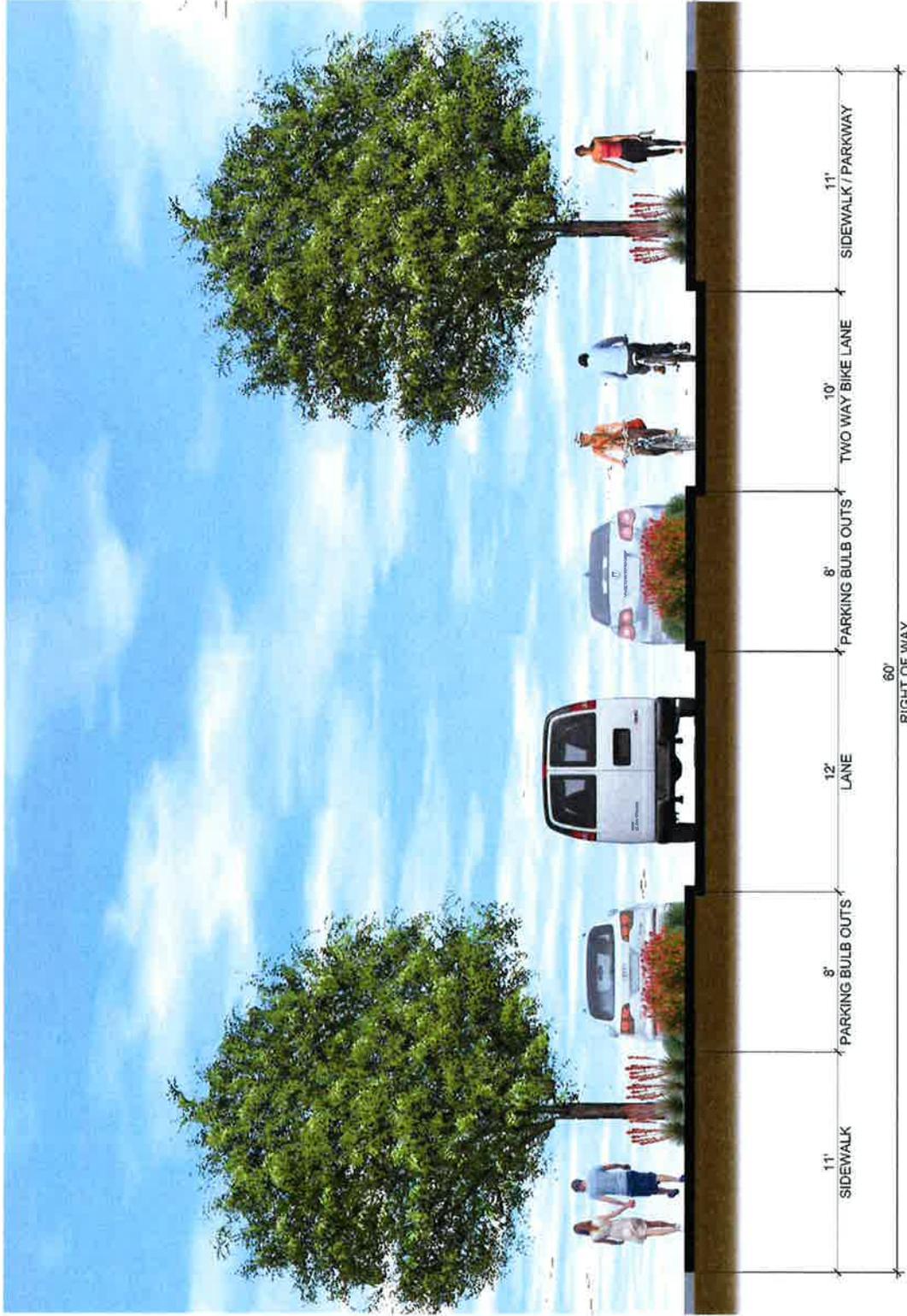


Figure 12, Option 2 Santa Fe Avenue Looking Westbound from Bradford Avenue Photo simulation



**SANTA FE AVENUE  
BRADFORD AVE. TO MAIN ST. (WESTBOUND)**

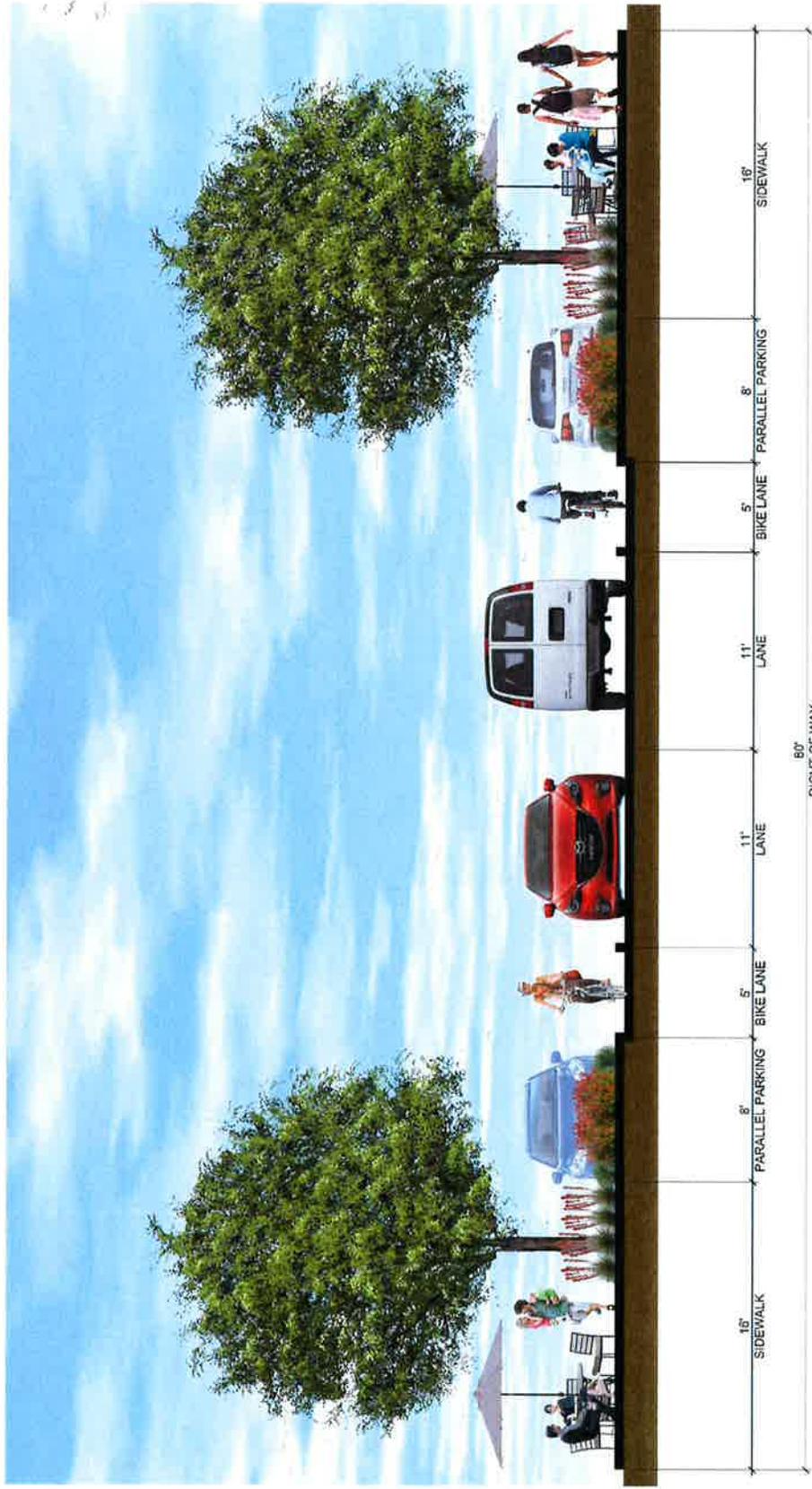
**Figure 13, Option 1 Santa Fe Avenue Looking Westbound from Bradford Avenue Cross Section**



**SANTA FE AVENUE  
BRADFORD AVE. TO MAIN ST. (WESTBOUND)**

Santa Fe Avenue

Figure 13, Option 2 Santa Fe Avenue Looking Westbound from Bradford Avenue Cross Section



**SANTA FE AVENUE  
MAIN ST. TO MELROSE AVE. (WESTBOUND)**

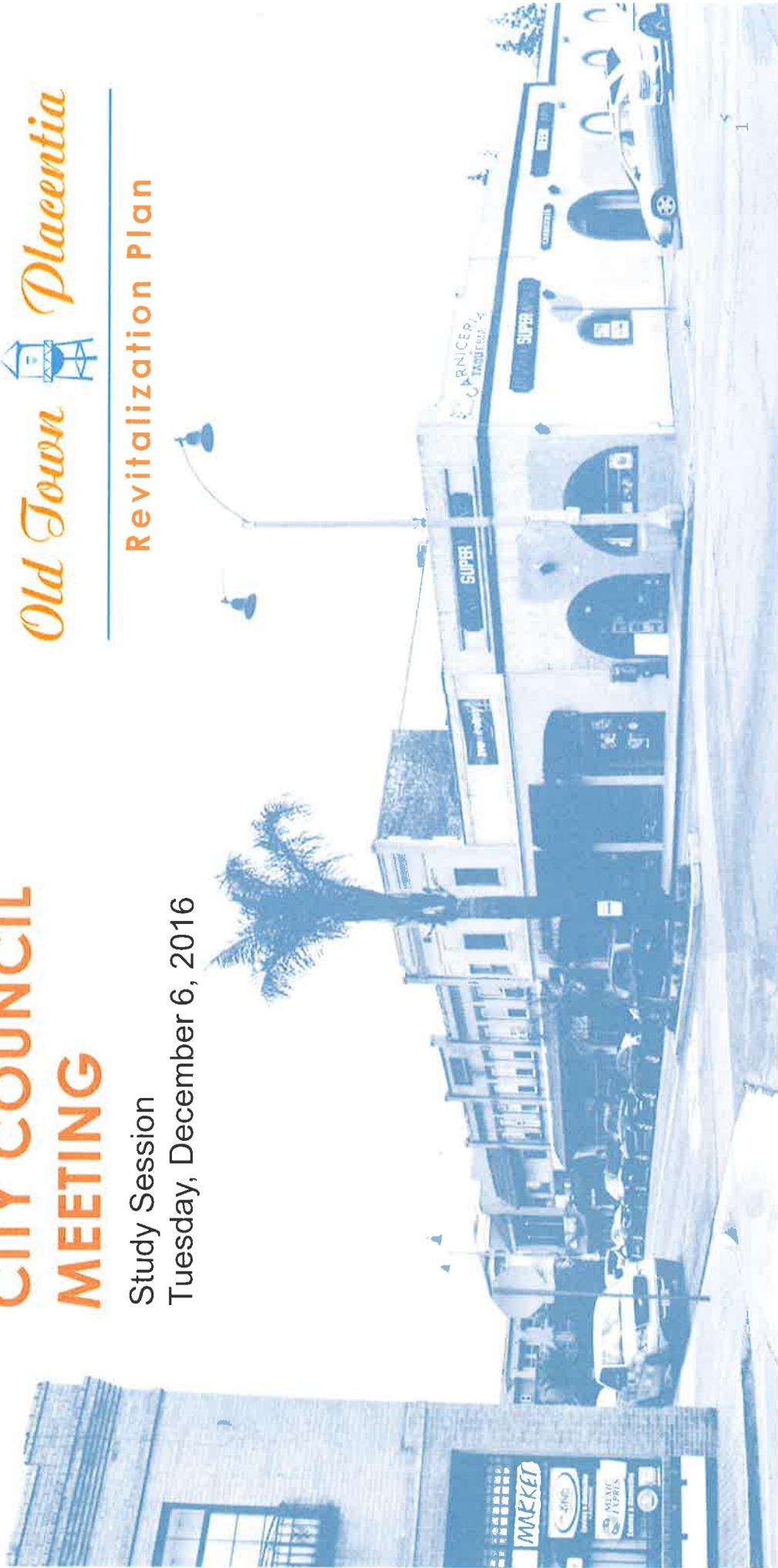
**Figure 14, Santa Fe Avenue Looking Westbound from Main Street Cross Section**

# CITY COUNCIL MEETING

Study Session  
Tuesday, December 6, 2016

*Old Town*  *Placentia*

Revitalization Plan



# TODAY'S AGENDA

- 1 Background
- 2 Existing Conditions & Vision
- 3 Development Standards
- 4 Public Realm Standards & Circulation
- 5 Historical Resources & Adaptive Reuse
- 6 Wayfinding & Programming
- 7 Funding & Maintenance
- 8 Next Steps



# 1 BACKGROUND

This Old Town Placentia Revitalization Plan (“Plan”) is a plan for the revitalization, activation, and economic growth of the City’s original central business district founded in 1910 around the building of the Placentia train depot and the citrus packing houses.

Existing property owners, residents, and business have preserved the area with a unique and diverse mix of small businesses, restaurants, residential uses, meaning that the area never truly lost its old, small town charm.

Among Orange County’s old towns, Placentia is unique in its small scale and variety of land uses. Today, population groups of all types are looking for small scale, walkable urban centers around transit to live, work, and play. This is occurring in Orange County with new, more compact, and transit-oriented developments and historic reuse districts emerging in Anaheim, Orange, Fullerton, and Santa Ana.

## PURPOSE AND INTENT

The purpose of this Plan is to enhance the physical environment in the City's Old

Town aimed at:

- Creating a lively destination to support the current and future economic base
- Creating an in-town and regional destination for Placentia
- Connection to transit in and around the area
- Improving walkability and other modes of transportation for residents and visitors
- Creating a high-quality mix of commercial uses to serve visitors and residents including restaurants, shops, and boutique retail
- Creating additional mixed use opportunities for quality residential and office uses
- Facilitating enhanced residential development to support the surrounding businesses

# COMMUNITY OUTREACH

Two community meetings have been conducted to gather the community's input and insight, including:

- Identifying goals and desires for Old Town
- Identifying Old Town vision, mobility, land use/density, business type, streetscapes and landscapes, wayfinding, programming, implementation, and funding

Data collected from the community workshops and public outreach will be used to shape the vision, values, policies, and design elements of the draft Plan. One additional community meeting will be held in January.



# PUBLIC COMMENTS

## Sample Downtowns

- Brea - good parking, eating establishments, entertainment
- Orange - architectural design, charm, restaurants, trolley
- Santa Ana - pedestrian friendly, young people, art galleries, historic integrity
- Pasadena - live music, alley improvements, ample parking

## Needs

- Perceived as unsafe
- Area needs to look clean
- Need more city advertisement
- Alleys need to be cleaned
- Area needs more lighting
- Buildings with balconies and overlooks
- Basic code enforcement issues
- Entertainment and music options
- Market Old Town to students

## Wants

- Old town should be unique
- Plans “in the works” for years but have not seen progress. Complete and implement a Plan
- Plan needs to revitalize the area
- Diamond in the rough; Use its potential to create new opportunities for development and streetscape
- Preserve and enhance sense of place

## PLAN BOUNDARY

The Old Town is located in Placentia's southern and western portion along a section of BNSF railroad and is an integral part of the region. The Plan Area is approximately 32 acres in size and consists of over 140 parcels made up of a diverse mix of commercial land uses, surrounded by residential neighborhoods to the west, east, and north. There are a few mixed-use residential dwellings. It includes a small number of historic buildings. Public facilities include the senior center and the fire station. Many parcels are less than 5,000 square feet in size and include one to two story structures characterized by single family residential and "Main Street" retail, which contributes to the small scale of the Old Town.





# 2 EXISTING CONDITIONS & VISION



# CURRENT CONDITIONS



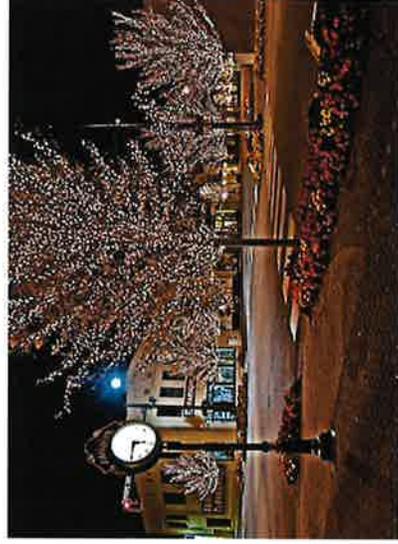
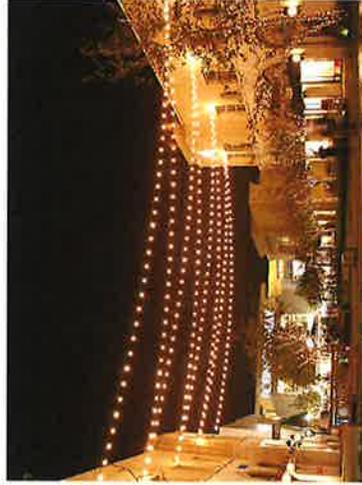
# CREATE AN ACTIVE OLD TOWN

Old Town *Placentia*

Revitalization Plan



# CREATE A PEDESTRIAN FRIENDLY AND TRANSIT-ORIENTED ENVIRONMENT





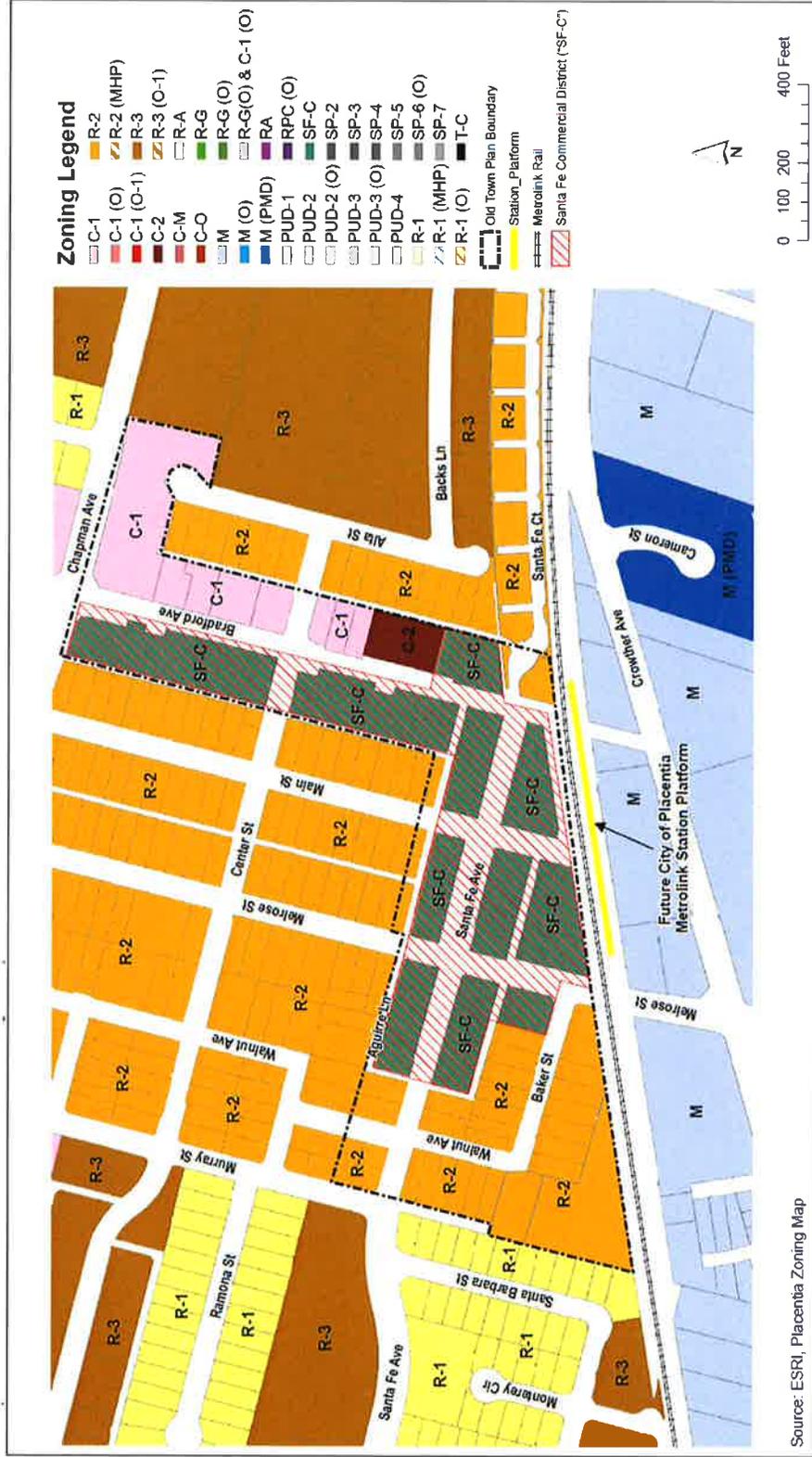
# 3 DEVELOPMENT STANDARDS



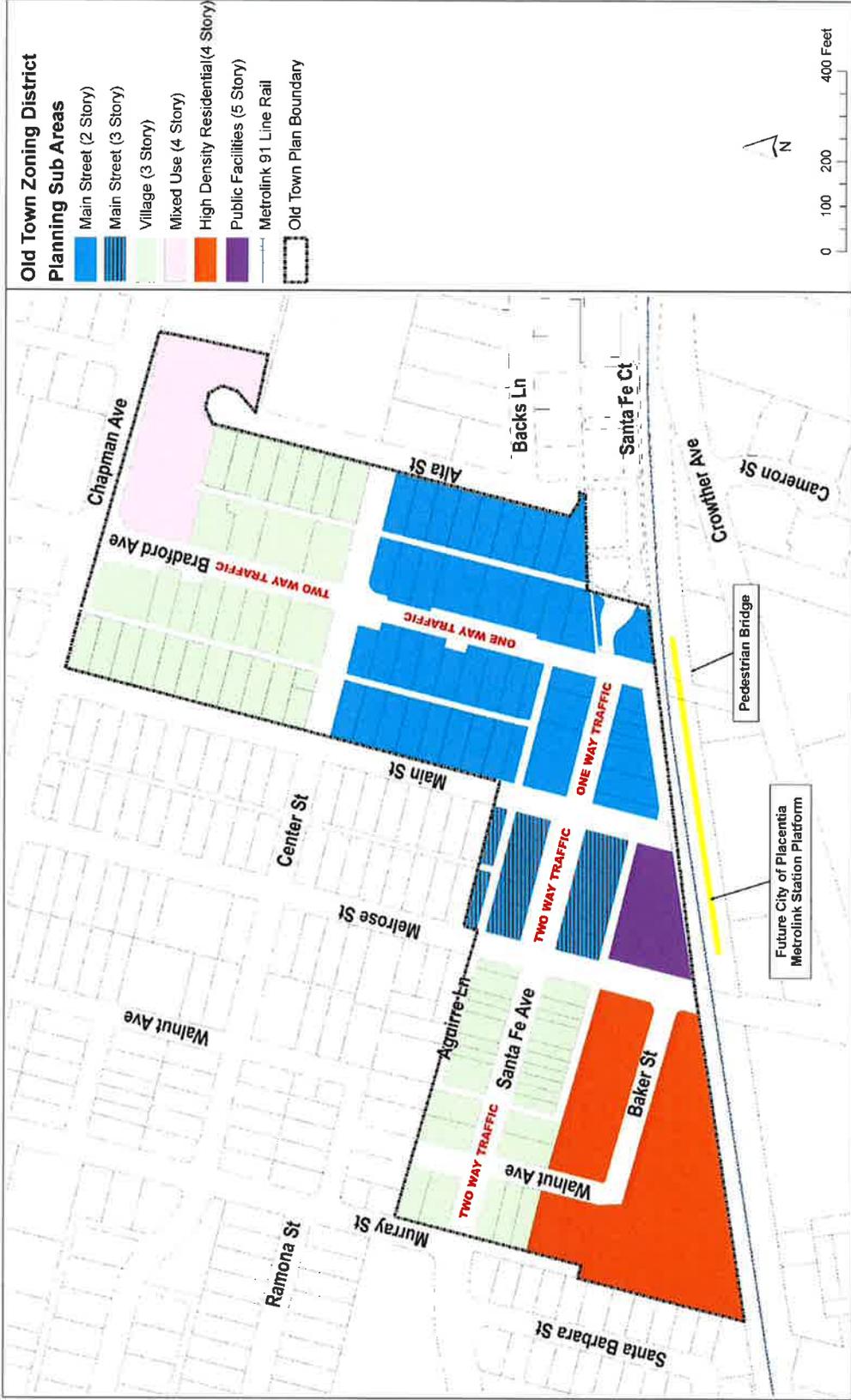
## DEVELOPMENT STANDARDS PURPOSE AND INTENT

The following provides detailed regulations for private development of land uses within Old Town Placentia (Old Town). The purpose of these standards is to facilitate the protection and enhancement of the City's historic core, characterized by its small scaled village atmosphere, detailed shop front architecture, mix of uses and inviting streetscapes. These regulations are designed to work with public realm standards and guidelines created for Old Town and the TOD Packing House District.

# CURRENT ZONING



# PROPOSED ZONING



# PROPOSED DEVELOPMENT STANDARDS

DEVELOPMENT STANDARD	PLANNING SUB AREAS				NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	
<b>Building Placement Regulation</b>					
Density (max du/ac )	25	35	55	65	N/A
<p><b>Setbacks.</b> Minimum setbacks required and, where noted, maximum setbacks established, except where a frontage type standard allows exceptions or establishes different requirements. Setbacks are measured from property line after any required dedications. Fire Department requirements supersede any setback listed below.</p>					
Setback from Railroad Track	N/A	N/A	N/A	0 ft	0 ft
Front Yard Setback (min-max)	0 ft*	0-5 ft*	5-15 ft*	5-15 ft	N/A
Side Yard Setback	0 ft	0 ft	0 ft	0 ft	N/A
Rear Yard Setback	0 ft	0 ft	0 ft	0 ft	N/A
Street Side Yard Setback (min-max)	0 ft	0-5 ft	0-5 ft	5-15 ft	N/A
<p><b>Building Height, Rooftop Amenities, Frontages, and Ground Floor</b></p>					
Building Height (max)	2-Story Area: 2 stories, 30 ft. 3 Story Area: 3 stories, 40 ft.	3 stories, 40 ft.	4 stories, 60 ft.	4 stories, 55 ft.	5 stories, 65 ft.

# ARCHITECTURAL STYLES

Architectural Styles	Definition	Photo	Sub Areas
Main Street Commercial	Multi-story facades are typically divided into base, body and top with the ground floor taller than the shorter upper floor which is finished by a significant parapet. The ground floor has recessed entries and any expansive glass is interrupted by structural columns with transoms to allow light to penetrate deep into the interior. Upper floor windows are smaller with vertical windows directly relating to the ground floor openings.		<ul style="list-style-type: none"> <li>• Main Street (preserve and enhance existing buildings)</li> </ul>
Mission Revival	Prominent features of the style include red clay tile roofs, use of balconies, smooth-stuccoed exterior walls usually painted white, arched openings, colorful tile work and elaborate landscaping. The buildings frequently have courtyards.		<ul style="list-style-type: none"> <li>• Village</li> <li>• Mixed Use</li> <li>• High Density</li> </ul>
Spanish Colonial/Revival/Eclectic	Typical features include a low-pitched roof with little or no eave overhang, a red-tiled roof, perhaps a prominent rounded arch over a door, window or porch, a stucco wall surface, and usually an asymmetrical façade. The features elaborate molded ornament around doors and windows, polychrome tile at ingresses and wrought iron grilles and balconies.		<ul style="list-style-type: none"> <li>• High Density</li> </ul>

# PROPOSED PARKING STANDARDS

USES	STANDARDS	APPLICABLE LAND USES
<b>Non-Residential</b>		
Retail – spaces per 1,000 sf	2 min./4 max.	Accessory retail, Antique, Artisan, Bank, Business support services, General retail, Grocery, Retail complex, Personal services, Pet store/boarding
Eating and Drinking Establishments– spaces per 1,000 sf	5 min./10 max.	Bar/Tavern, Restaurant, Brewery, etc.
Outdoor Dining	0	Provided the outdoor dining area does not exceed the interior dining area. Any square footage over the interior dining area shall provide parking pursuant to the eating and drinking establishment requirement above.
Specialty Goods & Foods– spaces per 1,000 sf	2 min./4 max.	
Entertainment & Recreation– spaces per 1,000 sf	6 min./10 max.	Health/Fitness, Recreation, Playgrounds, Studios, Theatres cannot be stand alone
Commercial Goods– spaces per 1,000 sf	2 min./4 max.	
Civic & Cultural, including Libraries, Museums– spaces per 1,000 sf	3 min./no max.	
Office Professional – spaces per 1,000 sf	2 min./4 max.	
Personal Services	3 min./no max.	
Live Work	1 min./1.5 max.	
ATM	0	
Lodging – Bed & Breakfast	1 per sleeping room	No assembly space permitted.
Lodging – Hotel	1 per sleeping room, plus 1 space for every 75 sf of assembly area.	

# PROPOSED PARKING STANDARDS

PARKING STANDARDS	STANDARDS	APPLICABLE LAND USES
<b>Residential</b>		
Spaces per studio unit	1 min./1 max.	
Spaces per 1 bed unit	1 min./1.5 max.	
Spaces per 2 bed unit	1.5 min./2 max.	
Spaces per 3 or more bed unit	2 min./ 2.5 max.	
Guest spaces per 10 units	2 min./3 max.	
<b>Mixed-Use</b>		
Mixed Use	Parking shall meet the requirements for individual land uses. Residential parking shall be separated from non-residential parking and easily accessible through a controlled mechanism.	Reduced parking may be permitted through a parking study

**Parking Exceptions:**

**In-Lieu Fee.** Applicants may also elect to pay an in-lieu fee in exchange for meeting the parking requirements in the Main Street sub area or in the Village sub area. Payment made to the City of Placentia in-lieu of providing some or all of the required off-street parking spaces for a project in Old Town shall be allowed by right.

**Main Street Sub Area Parking Exception.** Providing parking in this subarea is optional. However, in the 3-Story Area, parking shall be required for third floor uses, according to this section, or by payment of an in-lieu fee.

**Parking Reduction.** Applicants may apply for a parking reduction before the Planning Commission for projects within the High Density Residential and Mixed Use sub areas, up to a maximum reduction of 25% utilizing a parking demand study or shared parking analysis.

# WHAT HAPPENS TO EXISTING USES?

## Amortization and Existing Uses

- A. Except as provided in this section, all Old Town zone properties must come into compliance with the requirements of this Chapter upon its effective date.
- B. In order to preserve private property rights, all legal uses operating and in existence immediately prior to the effective date of this Chapter, may be continued subject to the following limitations:
- a. If at any time, the structure or use is abandoned or discontinued for twelve (12) months or more, the property or use must comply with this ordinance.
  - b. The building or use may not be altered or expanded.
  - c. The business/property may be transferred from a Parent to his/her Child, from a Child to his/her Parent as defined in this Chapter.
  - d. The business/property may be transferred from an owner to his/her employee(s) such that the Ownership does not change as defined in this Chapter.
  - e. For a period of five (5) years following the effective date of this Ordinance, all legal uses operating and in existence immediately prior to the effective date of this ordinance, may be transferred or assigned from the owner to any other party, provided that the buyer continues to operate the same business activity. This transferred business activity must remain the primary business activity on the property, and the building footprint may not be expanded.
  - f. If the primary use of the business/property (not accessory uses), remains unchanged, then accessory uses may change. An accessory use as defined in Section 23.04.030 of the PMC means “a use incidental, appropriate, subordinate and devoted exclusively to the main use of the lot or building.”
- C. Beginning five (5) years after the effective date of this Chapter, no Old Town zoned property may be sold or transferred unless it is brought into compliance with the requirements of this chapter, unless the sale or transfer is specifically authorized in this subsection B above.
- D. The City shall give notice to all property owners of properties within the Old Town regarding this ordinance in the following manner:
- a. Within 180 days of adoption of this ordinance;
  - b. Within 3 years after adoption of this ordinance; and
  - c. At least 4 years after adoption of this ordinance.



# 4 PUBLIC REALM STANDARDS & CIRCULATION



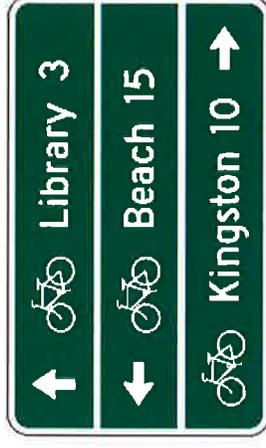
# PUBLIC REALM



# COMPLETE STREETS CONCEPT



- Less priority on the car
- Streets are for all users
- Safe infrastructure for bicycling
- Streets, sidewalks, paseos, and parks that encourage walking
- Safety measures for modal conflicts
- Balancing the needs of all modes
- Making the public realm more livable



# STREETSCAPE/LANDSCAPE



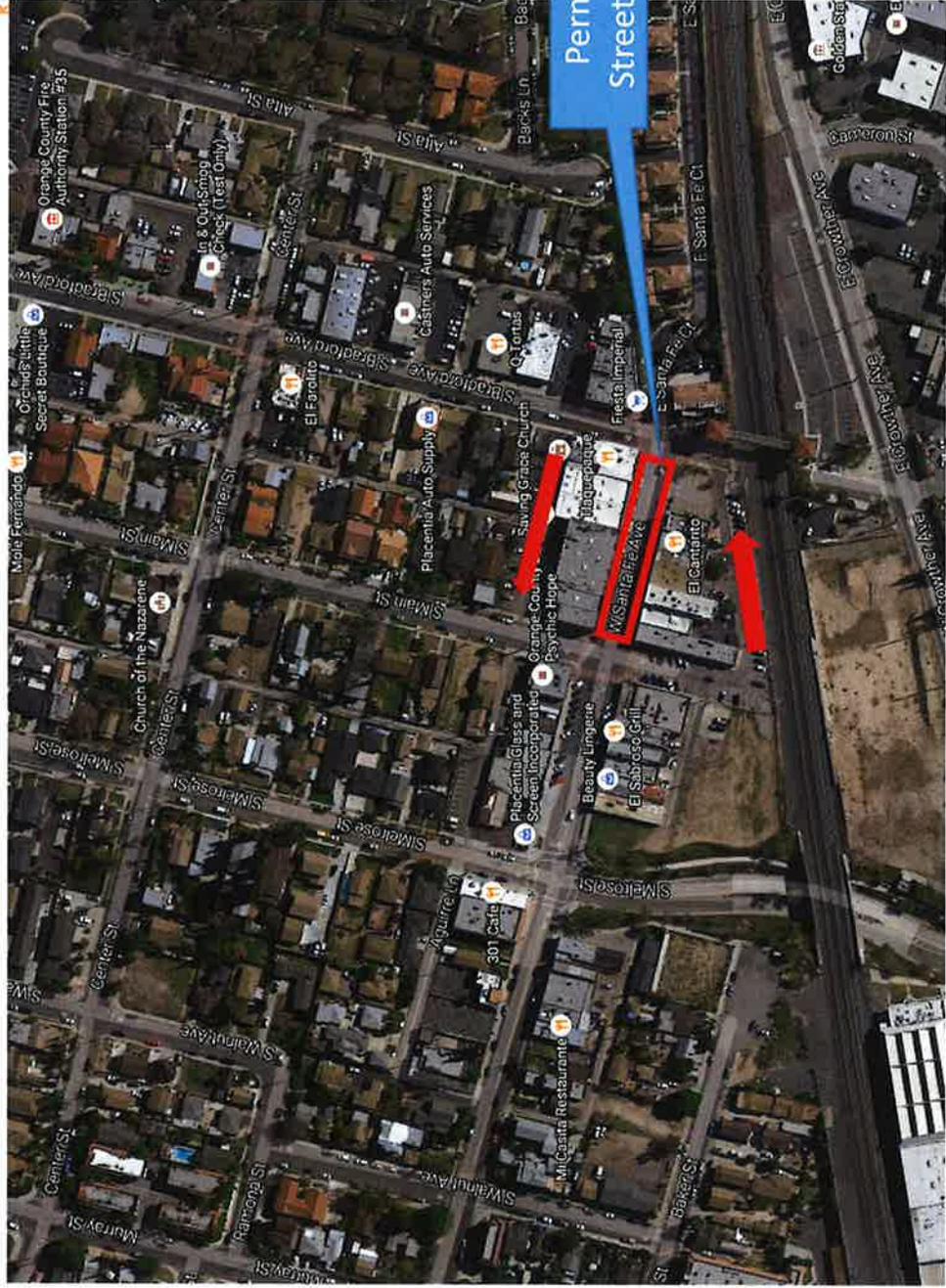
- Creative and artistic use of colors, earth tones for buildings and more vibrant complementary colors for streetscape elements
- Creative and artistic use of lighting, public and private realms
- A mix of landscape types, shrubs, trees, drought tolerant, low maintenance
- Creative and artistic styles of streetscape furniture
- Creative and artistic wayfinding signage
- Creative and artistic gateway entry monuments



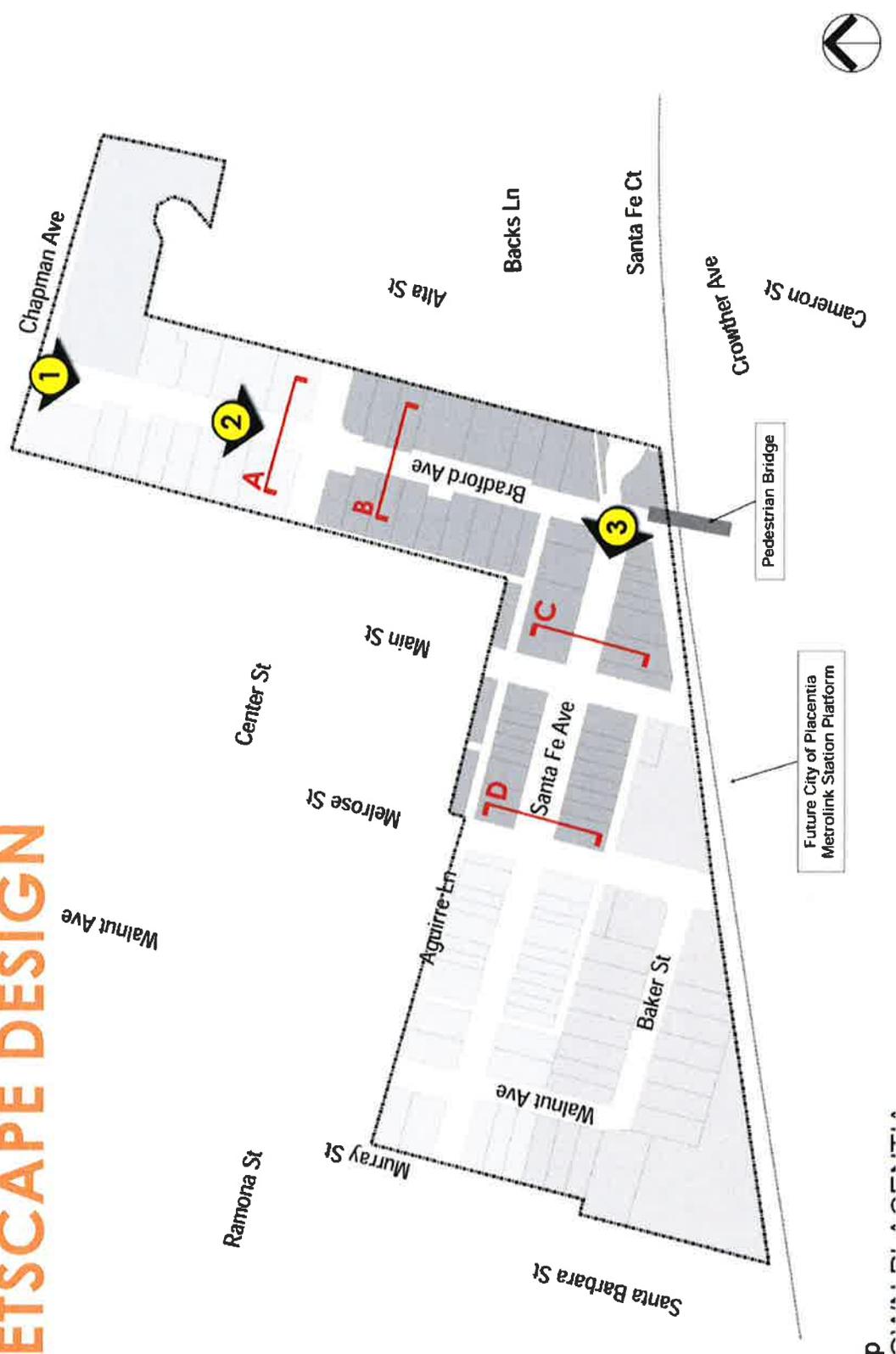




# OPTION 3. – TRAFFIC CIRCULATION



# STREETSCAPE DESIGN

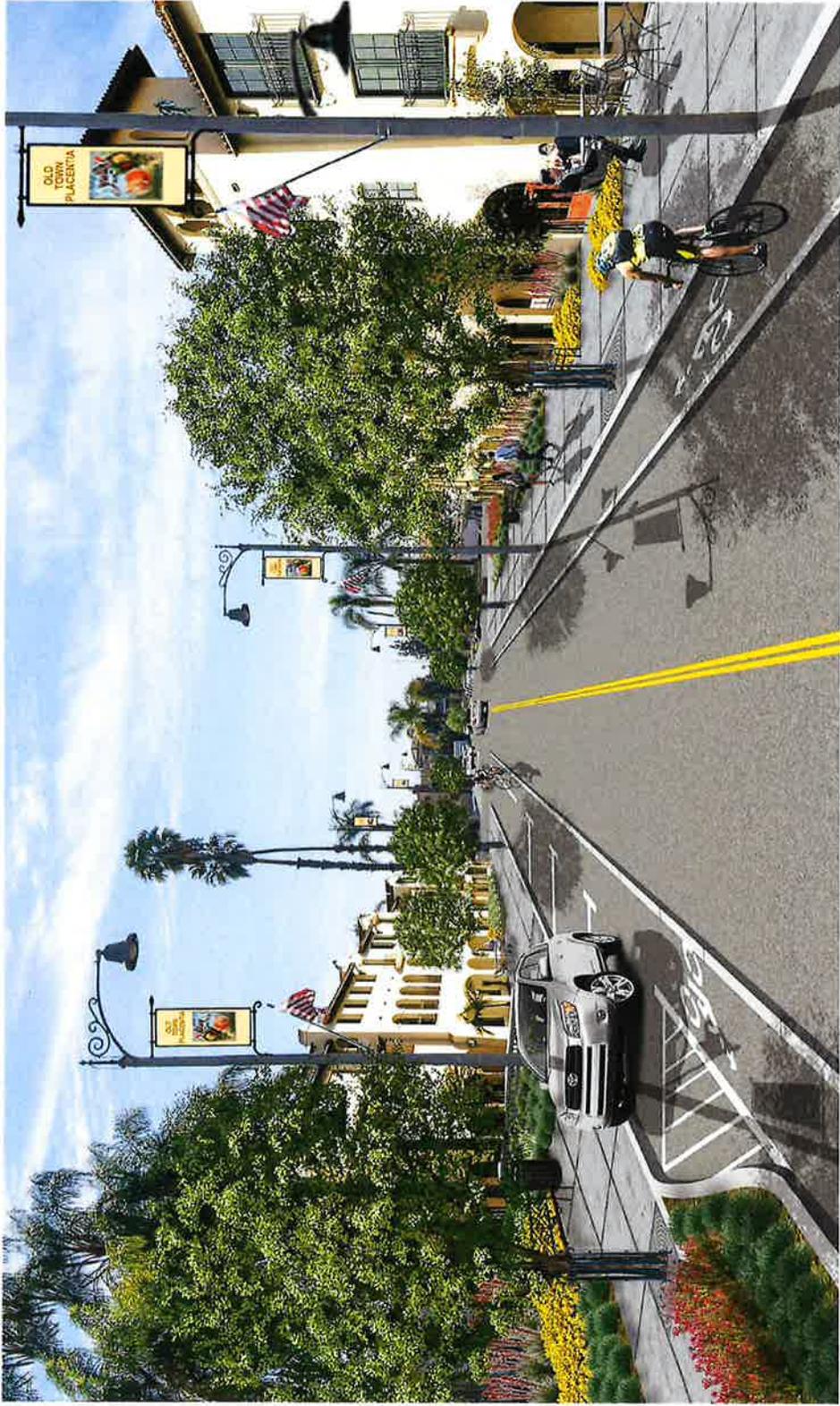


PLACENTIA

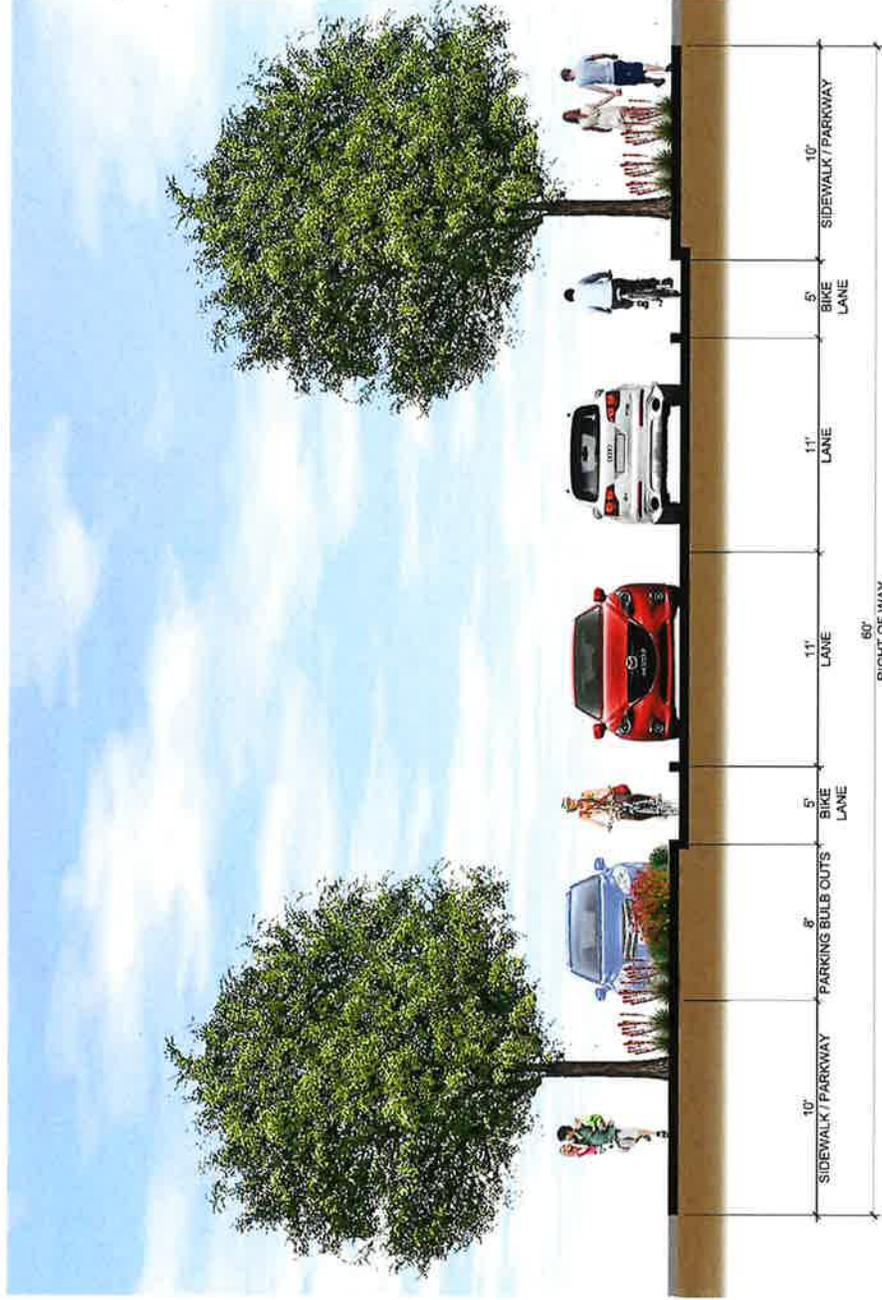
# STREETSCAPE – BRADFORD SOUTHBOUND



# STREETSCAPE – BRADFORD SOUTHBOUND



# CROSS SECTION-BRADFORD (BTWN CHAPMAN AND CENTER)



BRADFORD AVENUE  
CHAPMAN AVE. TO CENTER ST. (SOUTHBOUND)

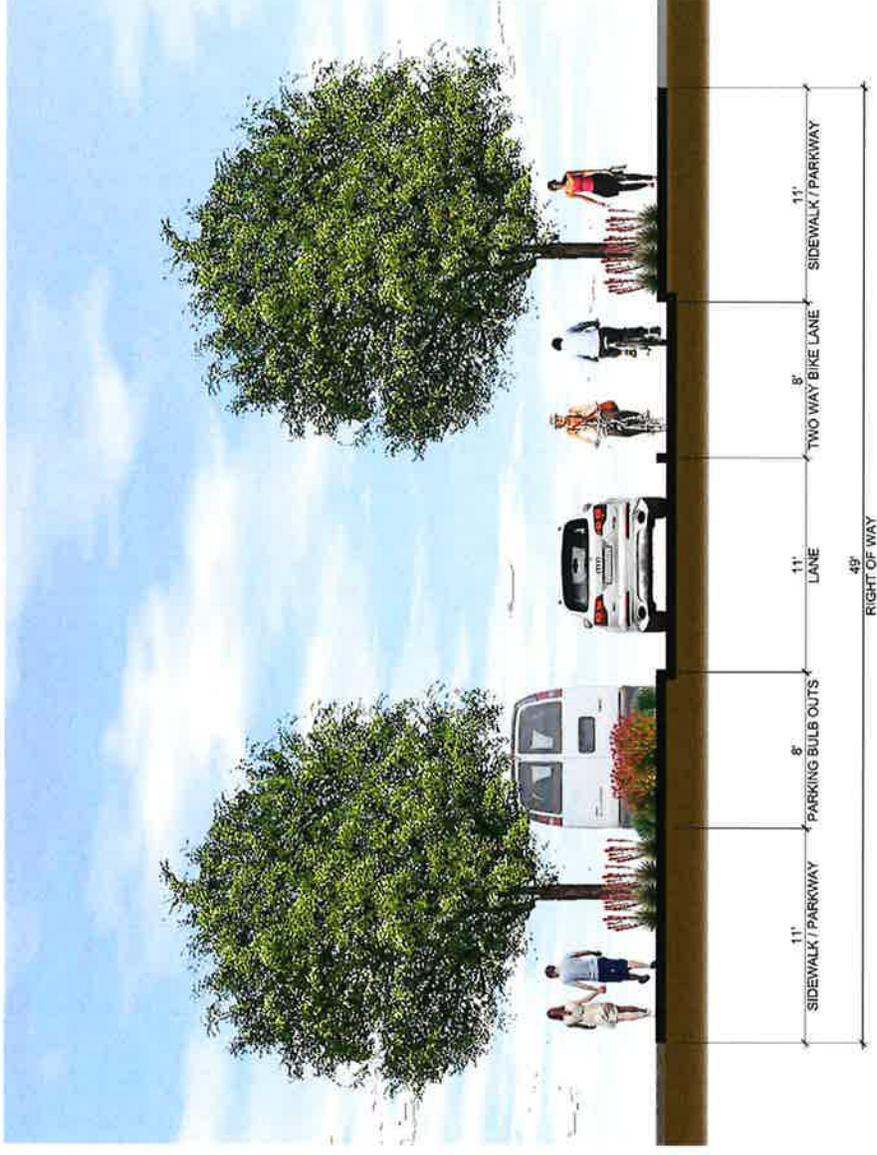
# STREETSCAPE – BRADFORD (MID-WAY) SOUTHBOUND



# STREETSCAPE – BRADFORD (MID-WAY) SOUTHBOUND



# CROSS SECTION - BRADFORD (BTWN CENTER AND SANTA FE)



BRADFORD AVENUE  
CENTER ST. TO SANTA FE AVE. (SOUTHBOUND)

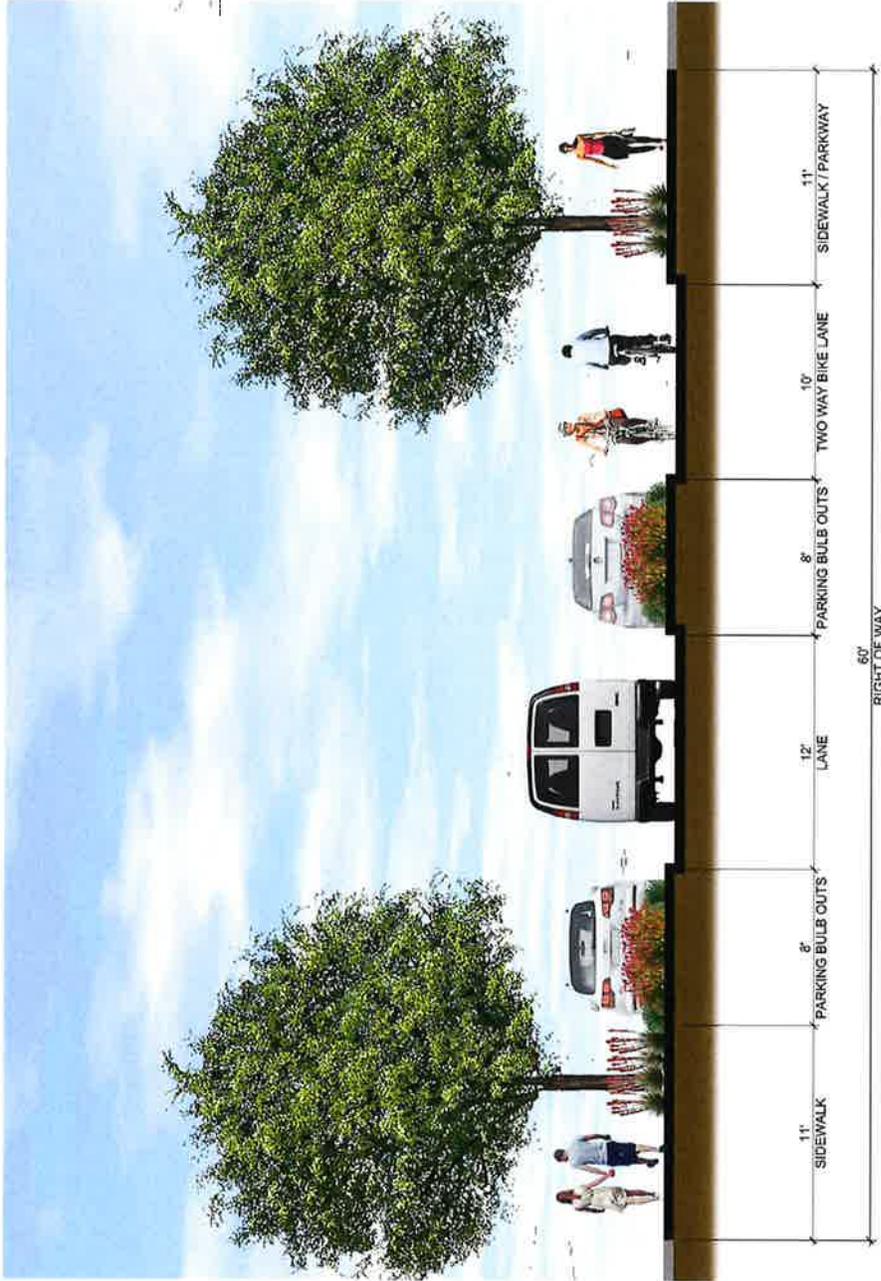
# STREETSCAPE – SANTA FE LOOKING WEST



# STREETSCAPE – SANTA FE LOOKING WEST OPTION 1



# CROSS SECTION - SANTA FE (BTWN BRADFORD AND MAIN) OPTION 1



SANTA FE AVENUE  
BRADFORD AVE. TO MAIN ST. (WESTBOUND)

# STREETSCAPE – SANTA FE LOOKING WEST OPTION 2

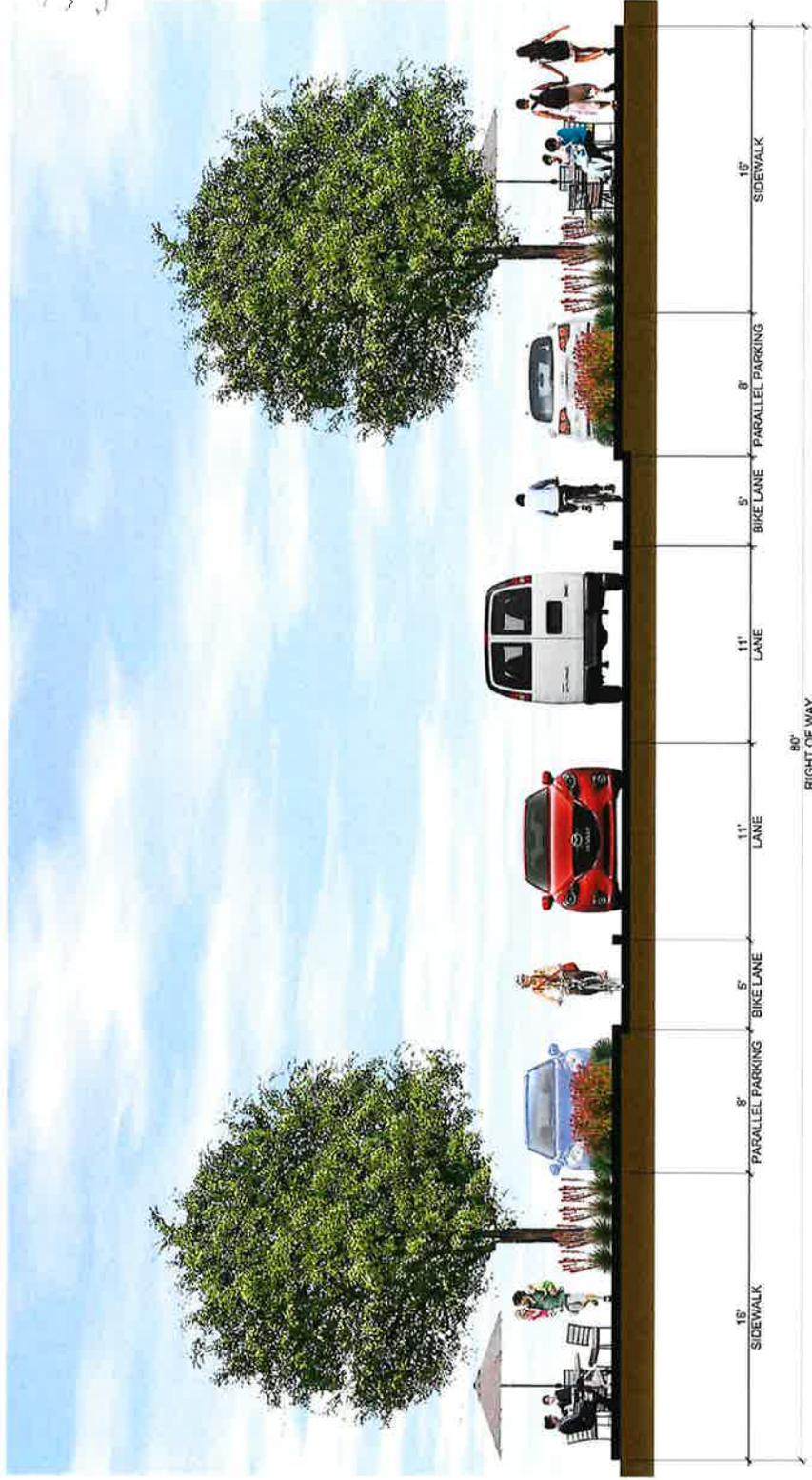


# CROSS SECTION-SANTA FE (BTWN BRADFORD AND MAIN) OPTION 2



SANTA FE AVENUE  
BRADFORD AVE. TO MAIN ST. (WESTBOUND)

# CROSS SECTION-SANTA FE (BTWN MAIN AND MELROSE)



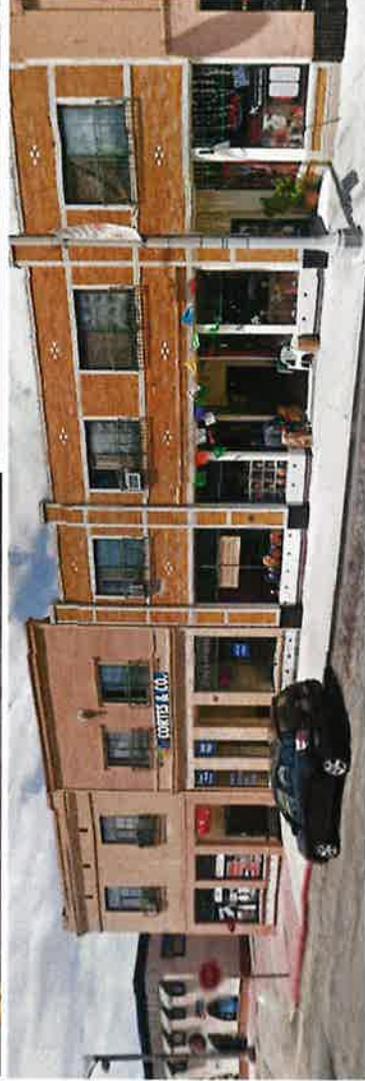
SANTA FE AVENUE  
 MAIN ST. TO MELROSE AVE. (WESTBOUND)



# 5 HISTORICAL RESOURCES & ADAPTIVE REUSE



# PRESERVE HISTORIC FABRIC



# ADAPTIVE REUSE



**Church on Bradford and Chapman Avenue  
1022 N. Bradford Avenue**

- Not on the National, State or Local Designation
- State has determined that this site is eligible for local listing or designation.

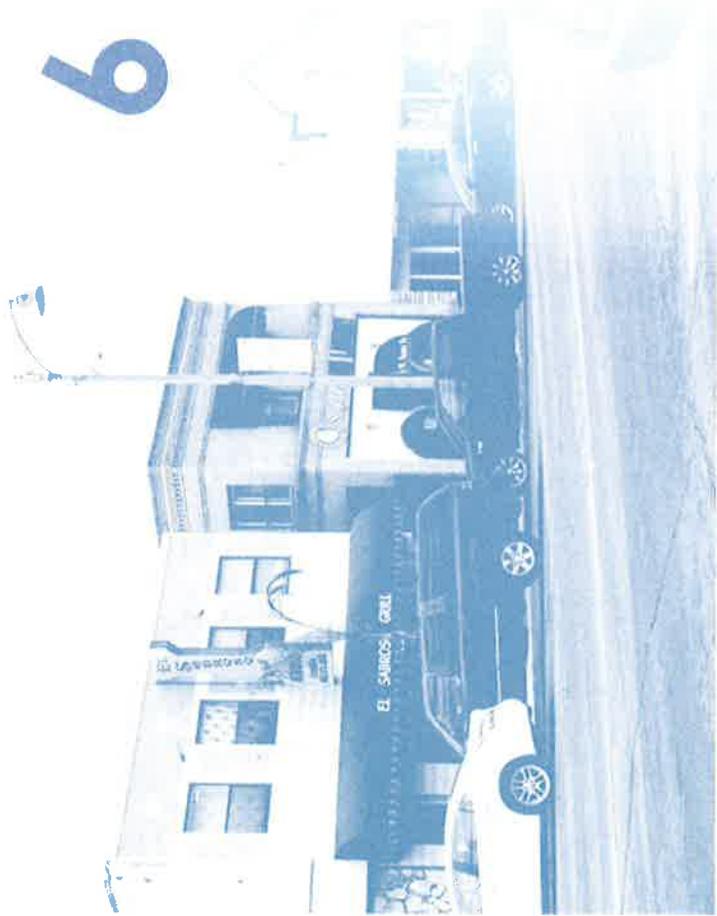


**Old City Hall  
120 S. Bradford Avenue**

- Local Designation Only
- State has determined that this site appears eligible for National Registry.



# 6 WAYFINDING & PROGRAMMING



# SIGNAGE & IDENTITY



# COMMUNITY EVENTS & PROGRAMMING



Programming includes promoting and hosting community events including farmer's markets, crafts fairs, outdoor performances, parades, street festivals, community classes, parades, and special celebrations in the town square fashion.

- Electrical outlets and hardware for banners and festoon lighting on light poles.
- Create “flex streets” with removable bollards
- Encourage the business and property owners to adopt special assessments districts, a CFD, and a BID
- City to partner with Library, Chamber of Commerce and the Placita Santa Fe Merchants to implement community programming and events.
- Develop a wayfinding signage program for Old Town and the Packing House Districts.



# 7 FUNDING & MAINTENANCE



# FUNDING & MAINTENANCE

- **Not Funded by General Fund**
- **Private Development Funding**  
As redevelopment occurs, new development will be required to pay a specific impact fee for the area, to pay, proportionately, for the construction of roadway and public realm improvements.
- **Old Town Placentia Impact Fees**  
Designed to fund public right of way improvements constructed by the City from curb face to property line. Also provides public safety impact fees.
- **Old Town Placentia Community Facilities District (Funded by Developers/Property Owners)**  
Designed to fund the ongoing maintenance and repair of all public right of way improvements constructed. Provides sustainable revenue source without depleting General Fund.





# 8 NEXT STEPS



# NEXT STEPS

• Environmental Review – December 2016/January 2017

• Community Meeting – January, 2017

• City Council Study Session (2 of 2) – February 7, 2017

• Planning Commission – March 14, 2017

• City Council Public Hearing – April 4, 2017

• City Council Public Hearing – May 2, 2017

## COMMITTEE RECOMMENDATIONS

Planning and Development Ad-Hoc Committee and Economic Development Committee recommended the approval of the following items:

1. Old Town Placentia Revitalization Plan
2. Zoning Code Amendment/General Plan Amendment
3. Public Realm Design Standards
4. Old Town Impact Fee Preparation
5. Old Town Community Facilities District Preparation

## STAFF RECOMMENDATION

It is recommended that the City Council take the following action:

1. Receive and file the report and presentation; and
2. Solicit public comment regarding the proposed Old Town Placentia Revitalization Plan, Zoning Code Amendment/General Plan Amendment, Public Realm Standards, and supporting documentation; and
3. Provide direction to Staff as appropriate regarding all of the Old Town Plan documents; and
4. Schedule the second study session regarding the Old Town Plan for the February 7, 2017 City Council meeting.



# Placentia City Council

## AGENDA REPORT

TO: CITY COUNCIL

VIA: CITY ADMINISTRATOR

FROM: CITY ADMINISTRATOR AND CITY ATTORNEY

DATE: DECEMBER 6, 2016

SUBJECT: **ORDINANCES PROHIBITING ALL MARIJUANA RELATED USES AND ACTIVITIES INCLUDING RECREATIONAL MARIJUANA**

FISCAL  
IMPACT: COSTS RELATED TO ENFORCEMENT

### **SUMMARY:**

The City's current Municipal Code expressly and affirmatively bans only "medical marijuana dispensaries" (including mobile dispensaries) and "medical marijuana cultivation." (PMC Chapter 8.42). The City's current ban does not apply to the several additional categories of marijuana related businesses beyond just medical marijuana dispensaries and cultivation. In addition, effective November 9, 2016, California voters approved Proposition 64 (Adult Use of Marijuana Act (AUMA)) legalizing recreational marijuana and authorizing the State to establish a licensing scheme for recreational marijuana businesses and activities.

Unless the City immediately regulates or bans marijuana related uses and activities, marijuana businesses may operate within the City without State regulation until approximately January 2018. So as to prevent the immediate and undue proliferation of unregulated marijuana related uses and activities in the City, the City must act urgently as authorized by California Government Code 65858 (relating to urgency zoning ordinances) and Government Code § 36934 (relating to non-zoning urgency ordinances)

The first urgency ordinance before the City Council would repeal Chapter 8.42 of the Placentia Municipal Code and replace it with a new Chapter 8.42 prohibiting all marijuana related uses and activities in the City. The second ordinance is a zoning ordinance to establish a 45 day moratorium to temporarily amend related provisions of Title 23 of the zoning code related to marijuana land uses and activity, until such time as a permanent amendment to the zoning code can be made through the City's normal process.

### **RECOMMENDATION:**

It is recommended that the City Council take the following actions:

1. Approve Urgency Ordinance No. O-2016-XX, An Urgency Ordinance of the City Council of the City of Placentia, California, Repealing Chapter 8.42 of Title 8 of the City of Placentia Municipal Code and Replacing it with a New Chapter 8.42 to Prohibit Marijuana-Related Uses and Activities; and

**3.d.**

**December 6, 2016**

2. Approve Interim Urgency Ordinance No. O-2016-XX, An Urgency Interim Ordinance of the City Council of the City of Placentia, California, Amending Provisions of Title 23 (The Zoning Code) Prohibiting the Development of Marijuana Related Uses.

### **DISCUSSION:**

The City's current Municipal Code expressly and affirmatively bans only "medical marijuana dispensaries" (including mobile dispensaries) and "medical marijuana cultivation." (PMC Chapter 8.42). The current ban applies only to medical marijuana. The City's current Zoning Code does not expressly permit distribution or sale of marijuana, therefore, those activities are prohibited. (Related Zoning Code Provisions, PMC Title 23).

New state laws impacting marijuana related use and activity throughout the state have been adopted by the state legislature and California voters as follows.

1. Effective January 1, 2016, the State of California adopted the Medical Cannabis Regulation and Safety Act (MCRSA), recognizing several categories of marijuana related businesses beyond just medical marijuana dispensaries and cultivation.
2. Effective November 9, 2016, California voters approved Proposition 64 (Adult Use of Marijuana Act (AUMA)) legalizing recreational marijuana and authorizing the State to establish a licensing scheme for recreational marijuana businesses and activities.
3. In January 2018, the State will begin issuing licenses for both medical and recreational marijuana related businesses and activities including (1) cultivation, (2) dispensing, (3) transporting, (4) distribution, (5) processing, (6) delivery, (7) manufacturing, (8) labelling; and (9) testing of marijuana. The State is not anticipated to have created any rules or regulations governing medical and recreational marijuana businesses until January 2018.
4. Both MCRSA and AUMA expressly allow cities to ban both medical and recreational marijuana related uses and activities within their boundaries. Unless the City bans marijuana businesses, they may operate legally in the City of Placentia without State regulation until January 2018.

#### *Adult Use of Marijuana Act*

##### *Non-medical / Recreational Marijuana for Personal Use*

AUMA presently allows adults 21 and over to use, possess, and cultivate limited amounts of marijuana, establishes a state licensing and regulatory scheme for marijuana businesses serving the recreational market; and expressly allow local jurisdictions to prohibit outdoor cultivation of marijuana for personal use, to regulate indoor cultivation of marijuana for personal use, and to prohibit all non-medical and recreational marijuana businesses from locating and operating within their jurisdictions.

The AUMA specifically prohibits cities and counties from completely prohibiting indoor cultivation for non-medical use, but allows cities and counties to completely ban cultivation outdoors upon

the grounds of a private residence.<sup>1</sup> The AUMA also expressly allows cities and counties to enact and enforce reasonable regulations to regulate the indoor cultivation of marijuana for non-medical use.<sup>2</sup>

Also of note, the AUMA prohibits smoking or ingesting marijuana or marijuana products in the following places:

- In any public place (unless its inside a business that is authorized by state and local law to allow use of marijuana on its premises);
- In places where smoking tobacco is prohibited;
- Within 1,000 feet of a school, day care center, or youth center while children are present, except in or upon the grounds of a private residence or inside a business that is authorized by state and local law to allow the use of marijuana on its premises; and
- While driving in, operating, or riding in a motor vehicle, boat, vessel, aircraft or other vehicle.<sup>3</sup>

The AUMA also allows cities, counties and public employers to maintain a drug and alcohol free workplace and to have policies prohibiting the use of marijuana by employees and prospective employees.<sup>4</sup> The City will therefore be conducting a review its current personnel policies related to the use of drugs and make sure marijuana use is addressed.

#### *Nonmedical / Recreational Marijuana Businesses*

The second primary component of the AUMA is a newly established state licensing and regulation scheme for commercial non-medical marijuana businesses, similar to the categories of businesses permitted under the MMRSA.<sup>5</sup> The AUMA renames the Bureau of Medical Marijuana Regulation the Bureau of Marijuana Control and charges it with issuing licenses to marijuana-related retail, manufacturing, distribution, transport, dispensary and delivery businesses catering to recreational users in addition to licensing medical marijuana businesses.<sup>6</sup> The Department of Food and Agriculture is tasked with issuing licenses to non-medical marijuana cultivation businesses. The AUMA requires all state licensing authorities to issue licenses by January 1, 2018.<sup>7</sup>

The AUMA permits local jurisdictions to adopt and enforce local ordinances to regulate recreational marijuana businesses, including local zoning and land use requirements, business license requirements, and requirements related to reducing exposure to secondhand smoke. The

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<sup>1</sup>Proposed Health and Safety Code section 11362.2(b)(2) and (3).

<sup>2</sup> Proposed Health and Safety Code section 11362.2(b)(1).

<sup>3</sup> Proposed Health and Safety Code section 11362.3.

<sup>4</sup> Prospective Health and Safety Code section 11362.45.

<sup>5</sup> Proposed Business and Professions Code sections 26000 et seq.

<sup>6</sup> Proposed Business and Professions Code section 26010.

<sup>7</sup> Proposed Business and Professions Code section 26012(c).

AUMA also expressly authorizes cities and counties to completely prohibit the establishment or operation of businesses within their jurisdictions.<sup>8</sup>

*City Authority to Regulate Non-medical Marijuana Businesses*

The City may regulate or completely ban non-medical marijuana businesses. Since the state will not begin licensing until January 1, 2018 under AUMA, there is adequate time for the City to evaluate whether to permanently ban or allow with regulations these types of businesses, **but immediate action to preserve the status quo in the interim is advisable.**

Currently, the City's municipal code prohibits marijuana cultivation and prohibits some but not all commercial cannabis activity with respect to medical cannabis only, but the prohibition on recreational non-medical cultivation should be more explicit and comprehensive. Recreational commercial cannabis activity is not currently prohibited by the municipal code. Due to the passage of AUMA, recreational marijuana businesses could potentially operate within the City if a prohibition is not put in place. This is why an urgency ordinance is required.

To solidify the current ban in light of new legislation the City Council should consider the adoption of this proposed ordinance that would ban all medical and non-medical marijuana related activities and uses including cultivation, manufacturing, processing, storing, testing, labeling, relabeling, packaging, transporting, delivery, distribution, dispensing, and sale.

The proposed ordinances before you will do the following:

1. Add Chapter 8.42 to the Municipal Code to be entitled "Marijuana Related Uses and Activities Prohibited." This ordinance is enacted as an urgency ordinance pursuant to Government Code § 36934.
2. Temporarily amend Title 23 of the Municipal Code (Zoning) to expressly prohibit the development of Marijuana Related Uses. This ordinance is enacted as an urgency moratorium pursuant to Government Code § 65858.

The ordinances would apply to both medical marijuana and recreational marijuana. Unlike the current municipal code that only applies to medical marijuana, State law requires that an ordinance not prohibit qualified patients and persons with identification cards to cultivate indoors, possess, and use marijuana for their own personal medical purposes. The proposed ordinance does not regulate medical and recreational marijuana because they are regulated by state law.

AUMA prohibits cities from banning the following with respect to recreational marijuana: (1) Possession of no more than 28.5 grams of marijuana or 8 grams of marijuana product; (2) transportation through the City on City streets; and (3) indoor cultivation of no more than 6 plants per dwelling.

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<sup>8</sup> Proposed Business and Professions Code section 26200.

Additionally, because the City will not be allowing marijuana sales or outdoor cultivation, the City will not be eligible to apply via a grant for a portion of the newly imposed excise tax under AUMA, and collected by the State from recreational marijuana businesses.

**FISCAL IMPACT / SOURCE OF FUNDING:**

Costs related to citation and enforcement against violators, and to abate illegal marijuana businesses.

**GENERAL PLAN AND ZONING DESIGNATIONS:**

The proposed amendments are consistent with the General Plan. The General Plan's goals, objectives and policies do not permit or contemplate allowing marijuana-related activities and uses. The proposed language is also consistent with the purpose of the Zoning Ordinance, which is to serve the public health, safety and general welfare and the proposed changes are necessary.

**ENVIRONMENTALASSESSMENT:**

The proposed ordinances do not have the potential to cause significant effects on the environment because: (1) it essentially maintains the status quo; (2) most provisions of this ordinance do not affect the environment, but rather individual behaviors that collectively have no potential for any significant effect on the environment; and (3) the zoning provisions of this ordinance are temporary in duration and therefore will not therefore have a significant effect on the environment. Therefore, the project is exempt from the California Environmental Quality Act (CEQA) pursuant to 14 Cal. Code Regulations §15061(b)(3). There is no possibility that the proposed ordinance will have a significant effect on the environment.

**URGENCY ORDINANCE AUTHORIZED:**

AUMA went into effect November 9, 2016, legalizing marijuana related uses and activities that are not presently regulated or prohibited by the City. Unless the City immediately regulates or bans marijuana related uses and activities, marijuana businesses may operate within the City without State regulation until approximately January 2018. So as to prevent the immediate and undue proliferation of unregulated marijuana related uses and activities in the City, the City must act urgently as authorized by California Government Code 65858 (relating to urgency zoning ordinances) and Government Code § 36934 (relating to non-zoning urgency ordinances).

*Non-Zoning Ordinance – Chapter 8.42*

The first ordinance includes provisions that do not relate to zoning. It replaces the existing Chapter 8.42 to the Municipal Code with a new Chapter 8.42. This addition is unrelated to zoning, and therefore, pursuant to Government Code 36934, may be permanently adopted via urgency ordinance. Only 3 of the 5 City Councilmembers are required to adopt this ordinance on an urgency basis.

*Zoning Ordinance*

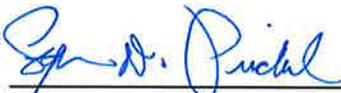
The other ordinance includes provisions that relate to permissible uses of land. Because it is a zoning ordinance, Staff recommends that it be adopted on an urgency basis pursuant to Government Code 65858. Under this section, the prohibitions can only be in effect for an initial 45 day period. The City may vote thereafter to extend the moratorium either one (1) or two (2) times, such that the moratorium would be in effect for a collective total of no more than two (2) years. A zoning moratorium may only be adopted if at least 4 of the 5 members of the City Council approve the ordinance.

If the City Council adopts the zoning ordinance as proposed, it is expected that Staff would prepare and present a regular and more permanent ordinance to the Planning Commission for its consideration early next year. The Planning Commission would then make a recommendation to the City Council to approve, modify or reject the permanent ordinance.

Prepared by:

Reviewed and approved:

*for*   
Carrie A. Raven  
Deputy City Attorney

  
*for* Christian L. Bettenhausen  
City Attorney

Reviewed and approved:

  
Damien R. Arrula  
City Administrator

Attachments:

1. Proposed Urgency Ordinance No. O-2016-XX
2. Proposed Interim Urgency Ordinance No. O-2016-XX

## ORDINANCE NO. O-2016-XX

### **AN URGENCY ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PLACENTIA, CALIFORNIA, REPEALING CHAPTER 8.42 OF TITLE 8 OF THE CITY OF PLACENTIA MUNICIPAL CODE AND REPLACING IT WITH A NEW CHAPTER 8.42 TO PROHIBIT MARIJUANA-RELATED USES AND ACTIVITIES**

WHEREAS, the City, pursuant to its police power granted by Cal. Const. art. XI, § 7 and Cal. Govt. Code § 37100, may adopt regulations to protect the health, safety and welfare of the public, and thereby is authorized to declare what use and condition constitutes a public nuisance; and

WHEREAS, Section 38771 of the California Government Code 38771 authorizes the City through its legislative body to declare actions and activities that constitute a public nuisance; and

WHEREAS, in 1970, Congress enacted the Controlled Substances Act (21 U.S.C. Section 801 et seq.) which, among other things, makes it illegal to import, manufacture, distribute, possess, or use marijuana for any purpose in the United States and further provides criminal penalties for marijuana possession, cultivation and distribution; and

WHEREAS, the People of the State of California have enacted Proposition 215, the Compassionate Use Act of 1996 (codified at Health and Safety Code Section 11362.5 et seq.) (the "CUA"), which exempts qualified patients and their primary caregivers from criminal prosecution under enumerated Health and Safety Code sections for use of marijuana for medical purposes; and

WHEREAS, the California Legislature enacted Senate Bill 420 in 2003, the Medical Marijuana Program Act (codified at Health and Safety Code Section 11362.7 et seq.) (the "MMPA"), as amended, which created a state-wide identification card scheme for qualified patients and primary caregivers; and

WHEREAS, on August 19, 2008, the City of Placentia enacted Ordinance 0-2008-09, which expressly prohibited the operation of "Medical Marijuana Dispensaries", including mobile dispensaries in the City. On January 19, 2016, the City of Placentia enacted Ordinance 0-2016-01 adding Chapter 23.46 to the Zoning Code expressly prohibiting "Marijuana Cultivation" in all zoning districts throughout the City.

WHEREAS, on October 11, 2015, the Governor signed into law Senate Bill 643, Assembly Bill 266, and Assembly Bill 243, collectively referred to as the Medical Cannabis Regulation and Safety Act (MCRSA) formerly known as (the Medical Marijuana Regulation and Safety Act), effective January 1, 2016, which established a state licensing system for medical marijuana cultivation, manufacturing, delivery, and

dispensing, regulating these activities with licensing requirements and regulations that are only applicable if cities and counties also permit marijuana cultivation, manufacturing, dispensing, and delivery within their jurisdictions. Under the MCRSA, cities and counties may continue to regulate and/or prohibit medical marijuana cultivation, manufacturing, dispensing, and delivery, consistent with their respective police powers, in which case the new law would not allow or permit these activities within the cities and counties where such activities are not otherwise permitted; and

WHEREAS, on February 3, 2016, Assembly Bill 21 (Wood) was signed by the Governor, amending provisions of MCRSA pertaining to cultivation licenses by eliminating a March 1, 2016 deadline for local jurisdictions for the promulgation of cultivation regulations or cultivation bans other local jurisdictions would lose the ability to regulate to the State. Assembly Bill 21 also modified language in Health & Safety Code section 11362.777(g), which pertained to exemptions from licensing requirements for qualified patients and caregivers. The prior language, which specifically stated that local governments retained the right to prohibit cultivation without exception, was revised to state: "Exemption from the requirements of this section does not limit or prevent a city, county, or city and county from exercising its police authority under Section 7 of Article XI of the California Constitution."; and

WHEREAS, notwithstanding the CUA, the MMPA, and the MCRSA as amended, marijuana remains a schedule I substance pursuant to California Health & Safety Code § 11054 (d) (13); and

WHEREAS, marijuana also remains a schedule I substance pursuant to federal law, 21 U.S.C. § 812, Schedule 1 (c) (10), and federal law does not provide for any medical use defense or exception (Gonzales v. Raich, 545 U.S. 1 (2005); United States v. Oakland Cannabis Buyers' Coop., 532 U.S. 483 (2001)); and

WHEREAS, the California Supreme Court has established that neither the CUA nor the MMPA preempt local regulation in the case of City of Riverside v. Inland Empire Patients Health and Wellness Center, Inc., 56 Cal.4th 729 (2013); and

WHEREAS, the MCRSA expressly allows cities and counties to ban marijuana cultivation consistent with current state law including the Maral v. City of Live Oak, 242 Cal.App.4th 940 (2013); and

WHEREAS, on November 8, 2016, the electorate of the State of California voted on Proposition 64 ("Prop 64"), approving the Adult Use of Marijuana Act ("AUMA"), codified in California Health and Safety Code at various sections and in California Business and Professions Code at various sections. The AUMA allows adults 21 and over to use, possess, and cultivate limited amounts of marijuana, establishes a state licensing and regulatory scheme for marijuana businesses serving the recreational market; and expressly allows local jurisdictions to prohibit outdoor cultivation of marijuana for personal use, to regulate indoor cultivation of marijuana for personal use, and to prohibit all non-medical and recreational marijuana businesses from locating and operating within their jurisdictions; and

WHEREAS, AUMA went into effect November 9, 2016, legalizing marijuana related uses and activities that are not presently regulated or prohibited by the City. Unless the City immediately regulates or bans these currently unregulated marijuana related uses and activities, marijuana businesses may be able to operate within the City without State regulation until approximately January 2018, and this would cause an immediate harm to the public safety, health and welfare; and

WHEREAS, the changes in the law based upon AUMA constitute a current and immediate threat to the public health, safety and welfare; and

WHEREAS, the approval of additional subdivisions, use permits, variances, building permits, or any other applicable entitlement for use which is required in order to all for marijuana relate uses would result in that threat to public health safety or welfare; and

WHEREAS, the City Council finds that prohibiting marijuana use and activity will protect the public safety, health, and welfare; and

WHEREAS, pursuant to Government Code 36934 urgency ordinances may be passed immediately upon introduction, and for the reasons stated within this ordinance, this ordinance is urgently required; and

WHEREAS, possession of marijuana and concentrated marijuana is governed by State law. California Health and Safety Code, Section 11357 sets forth the criminal punishment or adjudication for possession of marijuana and concentrated cannabis in violation of State law; and

WHEREAS, the City Council of the City of Placentia has passed this ordinance upon finding that it is in the interest of the health, safety and welfare of the City to make explicit that all marijuana related use and activity of any kind as set forth herein, whether medical, recreational, or otherwise, is prohibited everywhere in the City and is a public nuisance per se, consistent with State law, and

WHEREAS, the City Council of the City of Placentia finds and clarifies this prohibition does not apply to prohibit qualified patients and persons with identification cards to cultivate indoors, possess, and use marijuana for their own personal medical purposes only, as permitted by state law; but that nothing herein shall be construed to authorize qualified patients to engage in the collective cultivation of marijuana as described by Health and Safety Code section 11362.775, nor are they permitted to cultivate marijuana above limits established by State law and guidelines for their own personal use; and

WHEREAS, the City of Placentia, California, pursuant to the provisions of the California Environmental Quality Act ("CEQA") (California Public Resources Code Sections 21000 et seq.) and State CEQA guidelines (Sections 15000 et seq.) has

determined that this Ordinance is exempt pursuant to Section 15061(b)(3) of Title 14 the California Code of Regulations; and

WHEREAS, the City Council finds that the provisions of this Ordinance are consistent with the City of Placentia's General Plan; and

WHEREAS, all legal prerequisites prior to the adoption of this ordinance have occurred.

**NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF PLACENTIA DOES ORDAIN AS FOLLOWS:**

**SECTION 1: Findings.** The City Council finds that all the facts, findings, and conclusions set forth above in this Ordinance are true and correct.

**SECTION 2: Amending Title 8.** Title 8 of the Placentia Municipal Code is hereby amended with the repeal of Chapter 8.42 (Medical Marijuana Dispensaries) in its entirety and adding a new Chapter 8.42 to read as follows:

**Chapter 8.42 Marijuana-Related Uses and Activities Prohibited**

**8.42.010. Purpose.**

- A. General Purpose. This Chapter is intended to prohibit marijuana related use and activity, for the purpose of promoting the health, safety, and general welfare of the residents, businesses, and visitors to the City. Except when preempted by state law, this prohibition includes marijuana related uses and activities, including marijuana dispensing, cultivation, transporting, distributing, processing, delivering, manufacturing, labeling, and/or testing, whether for recreational, medical, or any other use, except that this prohibition does not apply to prohibit qualified patients and persons with identification cards to cultivate indoors, possess, and use marijuana for their own personal medical purposes to the degree such activity is authorized by state law.
- B. Collective Cultivation. Nothing herein shall be construed to authorize qualified patients to engage in the collective cultivation of marijuana as described by Health and Safety Code section 11362.775, nor are they permitted to cultivate marijuana above limits established by state law and guidelines for their own personal use. Nor shall anything herein be construed as permitting primary caregivers to cultivate marijuana indoors or outdoors anywhere in the City.
- C. Interpretation. If any provision of this ordinance is unclear, it shall be interpreted in the manner which is most prohibitive of marijuana related use and activity, but only to the extent that such regulation would be consistent with applicable law.

#### **8.42.020. Applicability**

- A. Nothing in this Chapter is intended, nor shall it be construed, to burden any defense to criminal prosecution under the State law.
- B. All the provisions of this Chapter shall apply to all property, public, and private, within the City.
- C. All the provisions of this Chapter shall apply indoors and outdoors.
- D. Nothing in this Chapter shall authorize criminal prosecution or abatement for violations of this Chapter or any other provision of the Placentia Municipal Code inconsistent with the holding of Kirby v. County of Fresno 242 Cal.App.4th 940 (2015).

#### **8.42.030. Definitions**

The following definitions apply to this Chapter:

- A. "Caregiver" or "primary caregiver" shall have the same definition as that set forth in California Health and Safety Code section 11362.7 (d) and (e).
- B. "Cultivation" shall mean any activity involving the germinating, planting, growing, harvesting, drying, curing, grading, or trimming of cannabis. Indoor cultivation of marijuana for personal use by persons twenty-one (21) years of age or older on the grounds of a private residence is permitted to the extent allowed by state law (Health and Safety Code section 11362.1, subdivision (c).)
- C. "Delivery" shall have the same definition as set forth in California Business and Professions Code 19300.5 (m). "Delivery" shall also have the same definition as set forth in California Health and Safety Code section 26001(h). "Delivery" shall not include transportation of marijuana or marijuana products by a licensed transporter traveling through the City on public roads to and from locations outside of the City where marijuana-related activities or uses are permitted.
- D. "Dispensary" shall mean any location where marijuana or devices for the use of marijuana are offered, either individually, or in combination, and includes retail sales. "Dispensary" includes delivery services, mobile dispensing and distribution.
- E. "Dispensing" shall mean any activity involving the provision of marijuana for any purpose.
- F. "Distribution" shall mean the provision and transport of marijuana between persons.

- G. "Manufacturer" shall mean a person that conducts the production, preparation, propagation, or compounding of marijuana, either directly or indirectly, or by extraction methods, or independently by means of chemical synthesis or by any combination thereof, and includes packaging, repackaging, labeling, and/or relabeling.
- H. "Marijuana" shall have the same definition as that set forth in California Health & Safety Code Section 11018. "Marijuana" shall include: "cannabis" as defined in California Business & Professions Code section 19300.5(f); "cannabis concentrate" as defined in in California Business & Professions Code section 19300.5(g); "edible cannabis product" as defined in California Business & Professions Code section 19300.5(s); "manufactured cannabis" as defined in California Business & Professions Code section 19300.5(ae); "medical cannabis," "medical cannabis product," or "cannabis product" as defined in California Business & Professions Code section 19300.5(ag); and "topical cannabis" as defined in California Business & Professions Code section 19300.5(al).
- I. "Marijuana Businesses" shall mean marijuana businesses for any purpose (medical or non-medical) including dispensaries, cooperatives, cultivation, manufacturing, testing facilities, transporting, or distributing; all of which are prohibited from being established or operating within the City, except that licensed marijuana transporters are permitted to pass through the City on public roads as mandated by Business and Professions Code sections 19338 and 26080.
- J. "Person" shall mean any person, firm, corporation, association, club, society, or other organization. The term person shall include any owner, manager, proprietor, employee, volunteer and/or salesperson.
- K. "Qualified Patient" or "Qualifying Patient" shall mean qualified patient and persons with identification cards as those terms are defined by the Health and Safety Code section 11362.7.
- L. "Testing Site" shall mean any facility, entity, or site in the City that offers or performs tests of marijuana.

**8.42.040. All Marijuana-Related Use and/or Activity Prohibited**

- A. Cultivation. Indoor cultivation of marijuana for personal use by persons twenty-one (21) years of age or older on the grounds of a private residence is permitted, but only to the extent allowed by state law (Health and Safety Code section 11362.1, subdivision (c).) All outdoor cultivation of marijuana within the City is prohibited.
- B. Marijuana Businesses. Marijuana businesses, for any purpose (medical or non-medical) including dispensaries, cultivation, manufacturing, testing facilities, transporting, or distributing are prohibited from being established or operating within the

City, except that licensed marijuana transporters are permitted to pass through the City on public roads as mandated by Business and Professions Code sections 19338 and 26080.

C. All marijuana related use and activity is prohibited in the City of Placentia. This prohibition includes those marijuana related uses and activities set forth herein.

#### **8.42.050. Declaration of Public Nuisance**

Any use, structure, or property that is altered, enlarged, erected, established, maintained, moved, or operated contrary to the provisions of this Chapter, is hereby declared to be unlawful and a public nuisance and may be abated by the city through civil and/or administrative proceedings by means of a restraining order, preliminary or permanent injunction, or in any other manner provided by law for the abatement of such nuisances.

#### **8.42.060. Violations**

- A. Violations of this Chapter shall be punishable as provided in this Code.
- B. This Chapter is not the exclusive means for the abatement of marijuana-related uses or activities within the City of Placentia. The remedies set forth pursuant to this Section shall be in addition to any other existing remedies for violations of the Zoning Code, including but not limited to, any action at law or equity.
- C. Violations of this Chapter is hereby declared a public nuisance.

**SECTION 3: Immediate Effect.** Consistent with Government Code 36934, this ordinance shall take effect immediately.

**SECTION 4: Inconsistent Code Provisions.** Any provision of the Municipal Code or appendices thereto inconsistent with the provisions of this Ordinance, to the extent of such inconsistencies and no further, is hereby repealed or modified to that extent necessary to effect the provisions of this Ordinance.

**SECTION 5: Severability.** Should any provision of this Ordinance, or its application to any person or circumstance, be determined by a court of competent jurisdiction to be unlawful, unenforceable or otherwise void, that determination shall have no effect on any other provision of this Ordinance or the application of this Ordinance to any other person or circumstance and, to that end, the provisions hereof are severable. The City Council declares that it would have adopted all the provisions of this ordinance that remain valid if any provisions of this ordinance are declared invalid.

**SECTION 6: CEQA Exemption.** This ordinance does not have the potential to cause significant effects on the environment because: (1) it essentially maintains the status quo; (2) the provisions of this ordinance do not affect the environment, but rather, affect individual behaviors that collectively have no potential for any significant effect on

the environment. Therefore, the project is exempt from the California Environmental Quality Act (CEQA) pursuant to 14 Cal. Code Regulations §15061(b)(3). There is no possibility that the proposed ordinance will have a significant effect on the environment.

**SECTION 7: Certification.** The Mayor shall sign and the City Clerk shall certify to the passage and adoption of this Ordinance and shall cause the same to be published and posted pursuant to the provisions of law in that regard and this Ordinance shall take effect immediately on an urgency basis after its final passage.

**PASSED, APPROVED, AND ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2016.

\_\_\_\_\_  
JEREMY B. YAMAGUCHI, MAYOR

ATTEST:

\_\_\_\_\_  
PATRICK J. MELIA, CITY CLERK

STATE OF CALIFORNIA )  
COUNTY OF ORANGE } ss.  
CITY OF PLACENTIA )

I, Patrick J. Melia, City Clerk of the City of Placentia, California, do hereby certify that the foregoing Ordinance was adopted at a regular meeting of the City Council of the City of Placentia held on the \_\_\_\_ day of \_\_\_\_\_, 2016, by the following roll call vote:

AYES:  
NOES:  
ABSENT:  
ABSTAINED:

\_\_\_\_\_  
PATRICK J. MELIA, CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
CHRISTIAN L. BETTENHAUSEN, CITY ATTORNEY

## **ORDINANCE NO. O-2016-XX**

### **AN URGENCY INTERIM ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PLACENTIA, CALIFORNIA, AMENDING PROVISIONS OF TITLE 23 (THE ZONING CODE) PROHIBITING THE DEVELOPMENT OF MARIJUANA RELATED USES**

WHEREAS, the City of Placentia, pursuant to its police power granted by Cal. Const. art. XI, § 7 and Cal. Govt. Code § 37100, may adopt regulations to protect the health, safety and welfare of the public, and thereby is authorized to declare what use and condition constitutes a public nuisance; and

WHEREAS, Section 38771 of the California Government Code 38771 authorizes the City through its legislative body to declare actions and activities that constitute a public nuisance; and

WHEREAS, in 1970, Congress enacted the Controlled Substances Act (21 U.S.C. Section 801 et seq.) which, among other things, makes it illegal to import, manufacture, distribute, possess, or use marijuana for any purpose in the United States and further provides criminal penalties for marijuana possession, cultivation and distribution; and

WHEREAS, the People of the State of California have enacted Proposition 215, the Compassionate Use Act of 1996 (codified at Health and Safety Code Section 11362.5 et seq.) (the "CUA"), which exempts qualified patients and their primary caregivers from criminal prosecution under enumerated Health and Safety Code sections for use of marijuana for medical purposes; and

WHEREAS, the California Legislature enacted Senate Bill 420 in 2003, the Medical Marijuana Program Act (codified at Health and Safety Code Section 11362.7 et seq.) (the "MMPA"), as amended, which created a state-wide identification card scheme for qualified patients and primary caregivers; and

WHEREAS, on August 19, 2008, the City of Placentia enacted Ordinance 0-2008-09, which expressly prohibited the operation of "Medical Marijuana Dispensaries", including mobile dispensaries in the City. On January 19, 2016, the City of Placentia enacted Ordinance 0-2016-01 adding Chapter 23.46 to the Zoning Code expressly prohibiting "Marijuana Cultivation" in all zoning districts throughout the City; and

WHEREAS, on October 11, 2015, the Governor signed into law Senate Bill 643, Assembly Bill 266, and Assembly Bill 243, collectively referred to as the Medical Cannabis Regulation and Safety Act (MCRSA) formerly known as (the Medical Marijuana Regulation and Safety Act), effective January 1, 2016, which established a state licensing system for medical marijuana cultivation, manufacturing, delivery, and dispensing, regulating these activities with licensing requirements and regulations that are only applicable if cities and counties also permit marijuana cultivation,

manufacturing, dispensing, and delivery within their jurisdictions. Under the MCRSA, cities and counties may continue to regulate and/or prohibit medical marijuana cultivation, manufacturing, dispensing, and delivery, consistent with their respective police powers, in which case the new law would not allow or permit these activities within the cities and counties where such activities are not otherwise permitted; and

WHEREAS, on February 3, 2016, Assembly Bill 21 (Wood) was signed by the Governor, amending provisions of MCRSA pertaining to cultivation licenses by eliminating a March 1, 2016 deadline for local jurisdictions for the promulgation of cultivation regulations or cultivation bans other local jurisdictions would lose the ability to regulate to the State. Assembly Bill 21 also modified language in Health & Safety Code section 11362.777(g), which pertained to exemptions from licensing requirements for qualified patients and caregivers. The prior language, which specifically stated that local governments retained the right to prohibit cultivation without exception, was revised to state: "Exemption from the requirements of this section does not limit or prevent a city, county, or city and county from exercising its police authority under Section 7 of Article XI of the California Constitution."; and

WHEREAS, notwithstanding the CUA, the MMPA, and the MCRSA as amended, marijuana remains a schedule I substance pursuant to California Health & Safety Code § 11054 (d) (13); and

WHEREAS, marijuana also remains a schedule I substance pursuant to federal law, 21 U.S.C. § 812, Schedule 1 (c) (10), and federal law does not provide for any medical use defense or exception (Gonzales v. Raich, 545 U.S. 1 (2005); United States v. Oakland Cannabis Buyers' Coop., 532 U.S. 483 (2001)); and

WHEREAS, the California Supreme Court has established that neither the CUA nor the MMPA preempt local regulation in the case of City of Riverside v. Inland Empire Patients Health and Wellness Center, Inc., 56 Cal.4th 729 (2013); and

WHEREAS, the MCRSA expressly allows cities and counties to ban marijuana cultivation consistent with current state law including the Maral v. City of Live Oak, 242 Cal.App.4th 940 (2013); and

WHEREAS, on November 8, 2016, the electorate of the State of California voted on Proposition 64 ("Prop 64"), approving the Adult Use of Marijuana Act ("AUMA"), codified in California Health and Safety Code at various sections and in California Business and Professions Code at various sections. The AUMA allows adults 21 and over to use, possess, and cultivate limited amounts of marijuana, establishes a state licensing and regulatory scheme for marijuana businesses serving the recreational market; and expressly allows local jurisdictions to prohibit outdoor cultivation of marijuana for personal use, to regulate indoor cultivation of marijuana for personal use, and to prohibit all non-medical and recreational marijuana businesses from locating and operating within their jurisdictions; and

WHEREAS, AUMA went into effect November 9, 2016, legalizing marijuana related uses and activities that are not presently regulated or prohibited by the City. Unless the City immediately regulates or bans marijuana related uses and activities,

marijuana businesses may operate within the City without State regulation until approximately January 2018, and this would cause an immediate harm to the public safety, health and welfare; and

WHEREAS, the changes in the law based upon AUMA constitute a current and immediate threat to the public health, safety and welfare; and

WHEREAS, the approval of additional subdivisions, use permits, variances, building permits, or any other applicable entitlement for use which is required for all marijuana related uses would result in that threat to the public health, safety and welfare; and

WHEREAS, prohibiting land uses allowing marijuana use and activity will protect the public health, safety and welfare; and

WHEREAS, consistent with Government Code 65858, without following the procedures otherwise required by a City to adopt a zoning ordinance, a City Council may adopt an urgency measure and interim ordinance which prohibits any use that may be in conflict with a contemplated zoning proposal that the City Council, Planning Commission, or planning department is considering or studying or intends to study within a reasonable time; and

WHEREAS, the City intends to consider or study within a reasonable period of time regulations which may be in conflict with the uses which would otherwise be allowed if this ordinance were not enacted; and

WHEREAS, the City Council finds that prohibiting marijuana use and activity will protect the public safety, health, and welfare; and

WHEREAS, possession of marijuana and concentrated marijuana is governed by State law. California Health and Safety Code, Section 11357 sets forth the criminal punishment or adjudication for possession of marijuana and concentrated cannabis in violation of State law; and

WHEREAS, the City Council of the City of Placentia has passed this ordinance upon finding that it is in the interest of the health, safety and welfare of the City to make explicit that all marijuana related use and activity of any kind as set forth herein, whether medical, recreational, or otherwise, is prohibited everywhere in the City and is a public nuisance per se, consistent with State law, and

WHEREAS, the City Council of the City of Placentia finds and clarifies this prohibition does not apply to prohibit qualified patients and persons with identification cards to cultivate indoors, possess, and use marijuana for their own personal medical purposes only, as permitted by state law; but that nothing herein shall be construed to authorize qualified patients to engage in the collective cultivation of marijuana as described by Health and Safety Code section 11362.775, nor are they permitted to cultivate marijuana above limits established by State law and guidelines for their own personal use; and

WHEREAS, the City of Placentia, California, pursuant to the provisions of the California Environmental Quality Act ("CEQA") (California Public Resources Code Sections 21000 et seq.) and State CEQA guidelines (Sections 15000 et seq.) has determined that this Ordinance is exempt pursuant to Section 15061(b)(3) of Title 14 the California Code of Regulations; and

WHEREAS, the City Council finds that the provisions of this Ordinance are consistent with the City's General Plan; and

WHEREAS, all legal prerequisites prior to the adoption of this ordinance have occurred.

**NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF PLACENTIA DOES ORDAIN AS FOLLOWS:**

**SECTION 1: Findings.** The City Council finds that all the facts, findings, and conclusions set forth above in this Ordinance are true and correct.

**SECTION 2: Chapter 23.46 Amendment.** The following Sections of Chapter 23.46 of the Zoning Code are revised to provide as follows (Section 23.46.20 and Section 23.46.50 remain unamended):

23.46.010 Purpose

The City Council of the City of Placentia hereby finds and determines that it is the purpose and intent of this chapter to prohibit marijuana related use and activity, in order to promote the health, safety, and general welfare of the residents and the businesses within the city by maintaining local control over the ability to authorize and regulate marijuana-related uses and activities, including marijuana businesses engaged in prohibited marijuana use and activity.

23.46.030 Definitions.

The following definitions apply to this chapter:

"Marijuana" shall have the same definition as that set forth in Chapter 8.42 of the Placentia Municipal Code.

"Marijuana business" shall have the same definition as that set forth in Chapter 8.42 of the Placentia Municipal Code.

"Marijuana cultivation" shall have the same definition as that set forth for "cultivation" in Chapter 8.42 of the Placentia Municipal Code.

"Marijuana-Related Use and Activity" means dispensing, cultivation, possession, manufacture, processing, storing, testing, labeling, relabeling, packaging, repackaging, transporting, delivery, distribution, provision, or sale, or any combination thereof, of

marijuana, whether related to Marijuana business, for personal use or otherwise, and as otherwise defined in Title 8.42 of the Placentia Municipal Code.

“Person” shall have the same definition as that set forth in Chapter 8.42 of the Placentia Municipal Code.

23.46.040 Marijuana Related Use and Activity prohibited.

Marijuana related uses and activities shall be prohibited on all parcels in the City.

23.46.060 Violations.

(a) Violations of this chapter shall be punishable pursuant to Chapter 1.08 of the City of Placentia Municipal Code.

(b) The remedies set forth pursuant to this section shall be in addition to any other existing remedies for violations of the municipal code, including, but not limited to, any action at law or equity.

**SECTION 3: Immediate Effect.** Consistent with Government Code 65858 and 36934, this ordinance shall take effect immediately. Unless extended by subsequent action of the City Council, this ordinance shall expire 45 days from the date of this ordinance and the existing provisions of the code previously affected by this ordinance will continue in force, unaffected

**SECTION 4: Interpretation.** Any provision of the City of Placentia Municipal Code or appendices thereto inconsistent with the provisions of this Ordinance, to the extent of such inconsistencies and no further, is hereby repealed or modified to that extent necessary to effect the provisions of this Ordinance.

**SECTION 5: Severability.** Should any provision of this Ordinance, or its application to any person or circumstance, be determined by a court of competent jurisdiction to be unlawful, unenforceable or otherwise void, that determination shall have no effect on any other provision of this Ordinance or the application of this Ordinance to any other person or circumstance and, to that end, the provisions hereof are severable. The City Council of the City of Placentia declares that it would have adopted all the provisions of this ordinance that remain valid if any provisions of this ordinance are declared invalid.

**SECTION 6. CEQA Exemption.** This ordinance does not have the potential to cause significant effects on the environment because: (1) it essentially maintains the status quo; (2) this ordinance is temporary in duration and therefore will not have a significant effect on the environment; and (3) any effect on the environment is speculative at best and cannot currently be analyzed. Therefore, the project is exempt from the California Environmental Quality Act (CEQA) pursuant to 14 Cal. Code Regulations §15061(b)(3). There is no possibility that the proposed ordinance will have a significant effect on the environment.

**SECTION 7: Certification.** The Mayor shall sign and the City Clerk shall certify to the passage and adoption of this Ordinance and shall cause the same to be published and posted pursuant to the provisions of law in that regard and this Ordinance shall take

effect thirty (30) days after its final passage.

**PASSED, APPROVED, AND ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2016  
by no less than the required 4/5 vote.

\_\_\_\_\_  
JEREMY B. YAMAGUCHI, MAYOR

ATTEST:

\_\_\_\_\_  
PATRICK J. MELIA, CITY CLERK

STATE OF CALIFORNIA )  
COUNTY OF ORANGE } ss.  
CITY OF PLACENTIA )

I, Patrick J. Melia, City Clerk of the City of Placentia, California, do hereby certify that the foregoing Ordinance was adopted at a regular meeting of the City Council of the City of Placentia held on the \_\_\_\_ day of \_\_\_\_\_, 2016, by the following roll call vote:

AYES:  
NOES:  
ABSENT:  
ABSTAINED:

\_\_\_\_\_  
PATRICK J. MELIA, CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
CHRISTIAN L. BETTENHAUSEN, CITY ATTORNEY