



City of Placentia Press Release

For Immediate Release

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PLACENTIA RECEIVES PRESTIGIOUS SUSTAINABILITY AWARD FROM THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

PLACENTIA, CA – The City of Placentia was acknowledged as a recipient of the 2019 Southern California Association of Governments (SCAG) Sustainability Award under the Efficient and Sustainable Land Use category. Known as one of the nation’s largest planning organizations, SCAG’s 12th Annual Sustainability Awards recognizes excellence in coordinating land use and transportation to improve mobility, livability, prosperity and sustainability among the various municipalities and counties in Southern California.

Placentia received the award for its two innovative master plans designed to create the Old Town District and the Transit Oriented Development Packing House District.

“These two master plans took several years to develop and involved over thirty-seven (37) community outreach meetings to create a comprehensive framework that will enhance our historic and vibrant Old Town area while addressing public transportation and infrastructure improvements,” said Mayor Rhonda Shader. “The City is honored to receive such a prestigious award and will continue this momentum to increase economic stimulus and ensure the highest quality of development takes place in Placentia.”



The Old Town Plan and TOD focuses on developing new housing opportunities, increased sustainable mobility options, and revitalizing the historic district. The two master plans have already attracted high quality housing developers to the area, beginning with The Herald, a state of the art, 215-unit, multi-family residential development. This catalyst site is located at 110 and 132 E. Crowther Avenue and the groundbreaking ceremony is scheduled for July of this year. Additional TOD projects include a 418-unit, mixed-use development at 505 W. Crowther and the upcoming state-of-the-art Metrolink Station and 246-space parking structure. The proposed train station, adjacent to both Old Town Placentia and the TOD, is an integral part of the City’s plan to foster sustainable mobility by increasing pedestrian and bike friendly options throughout this area.

“Placentia is proud of these efforts to continue to improve upon our existing transportation system which promotes active transportation such as bicycling or walking. The two Plans also promote the reduction of greenhouse gas emissions and the development of multimodal transportation in Placentia,” said Mayor Pro Tem Ward Smith. “The City Council is excited to support our residents and businesses, while offering new transit, housing, and sustainability benefits for the entire County.”

Placentia was the only small city to receive this prestigious planning award. Other recipients include the cities of Los Angeles, Long Beach, Santa Ana and Ventura.

“We are proud to have our City recognized among some of the most notable planning efforts in Southern California. This award highlights our City Council’s vision and the community’s commitment in working together to create a vibrant, pedestrian friendly area for residents and visitors to enjoy and experience,” said City Administrator Damien R. Arrula.

Recipients of the Sustainability Awards were formally honored at SCAG’s 2019 Regional Conference and General Assembly at the JW Marriott Desert Springs Resort and Spa in Palm Desert on Thursday, May 2, 2019.

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