



# City of Placentia Press Release

***For Immediate Release***  
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## **Virtual Groundbreaking Celebration Held for Future Luxury Apartment Site**

**PLACENTIA, CA** – In partnership with JPI Development, the City of Placentia celebrated the groundbreaking of new mixed-use development, including luxury apartments, located on West Crowther Avenue in Placentia. The celebration marks the official start of construction for a mixed-use development project which will include 418 residential units and feature approximately 10,500 square feet of high-quality retail-commercial space on the ground floor. This site will be home to the second state-of-the-art development within the City's Transit-Oriented Development (TOD) Zone centered on Crowther Avenue.

"I was extremely pleased to participate in this groundbreaking ceremony to celebrate the beginning of this noteworthy development project for our City," says Placentia Mayor Craig Green. "This new mixed-use development will support our existing retail and restaurant businesses while continuing to grow our local economy."

Similar to "The Herald" development, which is under construction approximately two blocks to the east of this project, this development will be a rental community focusing on high-quality, luxury living with resort-style amenities such as a pool, high-end workout facilities, gourmet kitchens, high-quality courtyards with fire pits, barbecues, pet walking areas, and more.

"Today's groundbreaking is a huge milestone for what will be a stunning addition to the City of Placentia, but also a significant step forward in the City's dedication to fulfilling the goals outlined for the Transit-Oriented Development Zone," said Placentia City Administrator Damien R. Arrula. "We are proud to be working with JPI Development on this project and look forward to continuing the collaborative work that will bring this project to fruition."

This development, along with "The Herald," will help achieve the City's goals established for the newly created Transit-Oriented Development Zone by fostering sustainable living and mobility by increasing pedestrian and bike-friendly options to access mass transit. Developer JPI Development has worked diligently to demolish the current buildings on-site and is looking forward to beginning construction.

"JPI Development is thrilled to be working with the City of Placentia in bringing this state-of-the-art, mixed-use development project to Placentia," said Senior Vice President and Regional Development Partner Chris Livoni. "Construction on Jefferson Centerpointe was originally slated to begin in early 2020, but the COVID-19 pandemic significantly slowed our progress on all fronts. However, our team worked hard to overcome these challenges, and thanks to close collaboration with the City of Placentia and our capital partners, we retained a construction loan closing within the 2020 calendar year, an enormous accomplishment for all involved."

The project site is made up of seven adjacent properties located between 505-551 West Crowther Avenue, directly east of Tyler Lighting on the north side of Crowther Avenue in the City of Placentia. The properties previously had multiple code enforcement challenges and were largely blighted or vacant.

For more information on this development, please contact the City of Placentia's Planning Division at (714) 993-8124.

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