

11

**Sustainability**

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## 11.1 INTRODUCTION

The Sustainability Element explains the City's commitment to sustainability through goals and policies that support the General Plan. As a non-mandated (or optional element), its inclusion in the General Plan demonstrates the City's commitment to the long-term prosperity and viability of the community. A widely cited definition of sustainability is from the Brundtland Commission Report in 1987, which describes sustainability as *"development that meets the needs of the present without compromising the ability of future generations to meet their own needs."* Maintaining and improving the quality of life for all community members has long been an important goal for Placentia. Using the concept of sustainability as a platform, Placentia can create a culture of stewardship to enhance the City's natural environment, economic interests, and quality of life.

The City of Placentia received a grant from the Southern California Association of Governments (SCAG) to include a Sustainability Element as part of the City's General Plan Update through their Sustainable Communities Strategy. The Strategy aims to integrate land use and transportation strategies that will achieve California Air Resource Board (ARB) emissions reduction targets.

While this Sustainability Element addresses sustainability at multiple levels, input from the community indicates that the City's fiscal and economic future is an important priority to address. In order to be an effective and fiscally sustainable government, Placentia must be persistent in pursuing new or enhanced revenue resources and be efficient in the use of those resources.

### What is Sustainability?

Practically, sustainability is often viewed as a three-legged stool, balancing the needs of the environment, the economy, and the community. In a sustainable city, city officials, businesses, and residents make social and economic decisions that allow the city to thrive without compromising natural resources or hurting the fiscal future of the city. The basic elements of sustainability involve:



**Community** – Achieving societal welfare by offering equal access to jobs (income), education, natural resources, and services for the people.

**Environment** – Understanding the natural system processes and integrity of landscapes, watersheds, and aquatic ecosystems to guide sound, green, and long-term protection of the natural environment.

**Economy/Fiscal** – Considering economic development objectives and priorities and fiscal policies that protect and/or enhance the City’s financial resources through improvements in management practices/policies, technology, efficiency, job creation, business retention and attraction, and revenue generation.

Community members have identified fiscal sustainability as a key focus for Placentia because fiscal resources are needed to effectively govern, to provide municipal services at a level consistent with community expectations, and to advance programs and initiatives that further the elements of the City’s Vision. To meet the needs of the present and of the future, Placentia must focus on economic sustainability to continue maintaining and improving quality of life.

Strategies for Fiscal Sustainability

Set a course to restore the City’s overall financial health and credit rating

### Strategies for Fiscal Sustainability

Achieve spending and minimum financial reserve targets

Ensure tax revenue generation from real property development / redevelopment

Identify direct immediate actions seeking to match expenditures to revenues and identify options for long-term fiscal health.

## 11.2 ENVIRONMENTAL LAWS & OTHER FACTORS INFLUENCING SUSTAINABILITY

### Executive Order S-3-05

Executive Order S-3-05, which was signed by Governor Schwarzenegger in 2005, proclaims that California is vulnerable to the impacts of climate change. It declares that increased temperatures could reduce the Sierra snowpack, further exacerbating California's air quality problems, and potentially causing a rise in sea levels. To combat those concerns, the Executive Order established total greenhouse gas emission targets. Specifically, emissions are to be reduced to the 2000 level by 2010, to the 1990 level by 2020, and to 80 percent below the 1990 level by 2050. The General Plan recognizes the City's role in statewide mitigation efforts and works toward reducing greenhouse gas emissions.



### Assembly Bill (AB) 32

AB 32, also known as the California Climate Solutions Act of 2006, was authorized in September 2006 by Governor Arnold Schwarzenegger. AB 32 requires that statewide GHG emissions be reduced to 1990 levels by the year 2020. AB 32 institutes a schedule to meet the emissions cap and to develop tracking, reporting, and enforcement mechanisms to ensure that the state achieves reductions in greenhouse gas emissions necessary to meet the cap. AB 32 also includes guidance to institute emissions reductions in an economically efficient manner and conditions to ensure that businesses and consumers are not unfairly affected by the reductions.

### Senate Bill (SB) 97

SB 97, enacted in 2007, amends the California Environmental Quality Act (CEQA) statute to clearly establish that greenhouse gas emissions and their effects are appropriate subjects for CEQA analysis. It directs the Governor's Office of Planning and Research to develop draft CEQA Guidelines "for the mitigation of greenhouse gas emissions or the effects of greenhouse gas emissions" by July 1, 2009, and directs the Resources Agency to certify and adopt the CEQA Guidelines. The General Plan is designed to address the environmental impacts associated with the bill's policies and programs and to meet the State's intent in adding this topic to CEQA.

### Senate Bill (SB) 375

- In August 2008, the Governor signed SB 375, a platform to implement AB 32 by linking regional transportation plans with state greenhouse gas reduction goals. Under SB 375, state agencies and local metropolitan planning organizations (such as the Southern California Association of Governments (SCAG)) are to develop preferred growth scenarios to cut greenhouse gas emissions. SB 375 will tie state transportation funds to projects that conform to those scenarios. SB 375 also requires cities to revise their Housing Elements every eight years in conjunction with the regional transportation plan. The General Plan is designed to address these requirements and allow the City to meet its emissions reduction goals in coordination with planning for housing and overall community growth.



## 11.3 SCOPE AND CONTENT

The Sustainable Community Element establishes goals and policies to guide City efforts to become a more sustainable and resilient community through changes to municipal operations and by promoting and supporting sustainable behaviors of individual community members. These efforts are designed to promote fiscal stability within the City government, provide for a high quality of life for all community members, reduce dependency on private automotive vehicles, and preserve natural resources.

This Element addresses a number of topics, including:

- Economic Development
- Land Use and Mobility
- Natural Resources
- Placemaking

- Community Participation and Communications

Sustainability is a broad-ranging concept that pulls from, contributes to, and works in collaboration with numerous other community goals and principles. As a result, there is a distinct overlap between this Element and other Elements of the General Plan. For example, Economic Development Element goals and policies encourage a stable economic base and solid fiscal policies for the City while mitigating environmental impacts. The Mobility Element addresses multiple modes of transportation, including opportunities for non-vehicular travel. The Conservation Element includes policies regarding environmental conservation and preserving Placentia's historical and cultural resources. Thus, sustainability naturally intersects with and supports the other elements of the General Plan:

- The **Land Use Element** includes policies that promote compact, walkable, mixed-use, transit-oriented, and infill development, and redevelopment, protect open space, encourage a jobs and housing balance, and ensure a fair and predictable land use planning process.
- The **Economic Development Element** includes the development of policies and programs designed to preserve, enhance, and promote a vibrant and successful business community, with the specific goal of increasing City revenues by increasing sales tax and property tax income to the City.
- The **Mobility Element** addresses alternate transit modes, traffic patterns and volumes, pedestrians, and bicycles that recognize the City's commitment toward sustainability.
- The **Health, Wellness and Environmental Justice Element** includes policies promoting healthy life styles, eating choices, improving air quality, all with a focus on disadvantaged communities.
- The **Conservation Element** addresses the topics of air quality, water resources, biological resources and historic and cultural resources.
- The **Open Space Element** provides the strategies and actions to preserve and enhance open space areas in the City and meet the recreational needs of community members.



## 11.4 SUSTAINABILITY IN PLACENTIA TODAY

### Existing Plans, Programs, and Policies

#### Community Programs and Policies

Placentia has several programs that promote education and involvement of the community. The City promotes community involvement and input on a variety of topical areas that may affect people individually or as a community through its community meetings, and city-sponsored events. Capacity building programs, such as the Community Emergency Response Team (CERT) training, provides residents with the training to prepare for and respond to an emergency event that not only benefits individuals, but also their community. In addition, the City Administrator's Weekly Briefing provides a summary of weekly events and ongoing City Department activities, including development activities and approved projects.



***Placentia Community Foundation***

The Placentia Community Foundation solicits, receives, invests, and makes grants of funds, property and other resources to provide direct charitable services to aid, sponsor, promote, advance, and assist worthy activities, programs, and services in the City of Placentia to further cultural, recreational, social, historical, and civic events and causes.



### **Community Emergency Response Team (CERT)**

The City provides Community Emergency Response Team (CERT) training, which educates people about disaster preparedness for hazards that may impact their area and trains them in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations. Using the training learned in the classroom and during exercises, CERT members can assist others in their neighborhood or workplace following an event when professional responders are not immediately available to help. CERT members also are encouraged to support emergency response agencies by taking a more active role in emergency preparedness projects in their community. The training is free to all participants including non-residents of Placentia.

### **Environmental Programs and Policies**

Many of Placentia's existing programs and policies already contribute to environmental sustainability. The City promotes energy efficiency by offering recycling, composting, and community gardens. Through Placentia's Recycling program, residents use three 100-gallon containers to sort recyclables, yard waste, and trash. Residents are also offered free composting classes and community garden plots nearby at the Fullerton Arboretum. In addition, Placentia provides a Natural Gas Vehicle Station that offers compressed natural gas producing far less pollutants than comparable gas or diesel stations. Placentia sends waste collected from businesses, homes, curbside collection, public or self-hauling, public drop-off, and collection centers to a Materials Recovery Facility (MRF), where waste is sorted to remove recyclable materials.



### ***Waste Disposal and Water Conservation***

Placentia practices environmental sustainability as it meets and complies with current solid waste disposal and diversion, and water conservation, quality and usage regulations. Placentia meets a diversion goal of at least 50 percent of all construction/deconstruction waste generated within the City. Placentia is served by landfills with sufficient permitted capacity to accommodate the City's solid waste disposal needs. At the end of 2012, Placentia had 36 diversion programs in place. The City also requires a Construction and Demolition Waste Management Plan for specified development projects set forth in the Placentia Municipal Code (PMC) Section 8.0.400. The water service providers in Placentia, the Yorba Linda Water District and Golden State Water Company maintain water conservation ordinances to prevent the waste of water and protect the health and safety of water users. The City provides landscape water use standards in the PMC Chapter 23.77 Water Efficient Landscape Ordinance to reduce water consumption in landscaping.

### ***Natural Gas Vehicle Station***

The Natural Gas Vehicle Station, operated by Trillium, offers compressed natural gas (CNG), a naturally occurring gas that consists primarily of methane. Derived from gas wells or as a by-product of crude oil production, CNG produces far less pollutants than comparable gasoline or diesel versions. It also produces less carbon dioxide and other greenhouse gasses. The facility is located at 2999 East La Jolla Street and is open 24 hours a day.



### ***Incentivizing Environmental Sustainability***

Various environmental sustainability programs and policies are supported through financial assistance and incentives. Placentia is involved in the Home Energy Renovation Program (HERO), offered through the Western Riverside Council of Governments, which allows residential and commercial property owners to finance various energy and water efficient improvements through the State of California's Property Assessed Clean Energy program. . City staff will work with businesses to determine which solid waste reduction, pollution prevention, energy conservation, and water conservation measures would be the best fit and achieve the most savings. Additionally, Southern California Edison (SCE), which provides electricity service in Placentia, offers energy efficient new construction and home improvement incentives including receiving monetary incentives to constructing homes that are 15-20 percent more energy efficient than the Title 24 requirements, purchasing Energy-star qualified appliances, installing energy-efficient windows, high-efficient water heaters, and making other energy saving improvements. SCE and The Gas Company encourage green change and offer residents rebates and incentives to lessen their financial burden.



### ***Communication and Awareness of Environmental Programs***

Placentia encourages environmental sustainability through education, outreach, and public awareness. The Placentia Recycle Teen Team are a small group of youths, ages 14 to 18, who increase their knowledge of environmental sustainability in the community by actively participating in special events and educational programs including Community Clean-Ups, Compost Give-Away Day, Heritage Festival and Parade, and engagement in tours of various waste, utility and conservation facilities. The City promotes energy and water conservation and “green building” in new and existing residential developments by providing educational materials on the City’s website and in print form at City Hall, the library and at other public buildings. Compliance with Title 24 of the California Building Code will be required of all residential construction necessitating a building permit. The City also refers residents to local utility providers for energy and water conservation programs through the City’s website.

### **Economic Sustainability Programs and Policies**

The City is making a concerted effort to address opportunities for improved economic and fiscal sustainability. The City has a fiscal sustainability task force that seeks out the community’s input on opportunities to address the City’s structural deficit. There is also a focus from the economic development staff to encourage business start-up and expansion within the City.



### **Budget Stabilization**

The City is focused on creating a Budget Stabilization Plan to serve as guide for the future and enable the highest level of public services to be provided to its residents. In 2016, the City held three community workshops to discuss the Budget Stabilization Program. This included informing the community of potential revenue enhancement options including a potential increase in sales tax and/or Utility User Tax and exploring options for alternative service delivery of public services. Recommendations received from the residents were presented to the City Council for consideration as part of the plan. In addition, an analysis was conducted to identify options and alternatives for Placentia to achieve budget stabilization.

***Fiscal Sustainability Task Force***

In order to address the fiscal concerns facing the City, the City Council appointed a Citizens Fiscal Sustainability Task Force in 2015. The Task Force examined the City's structural deficit and assisted the City in identifying potential cost reduction and revenue enhancement solutions. The goal of the Task Force is to garner long term sustainable solutions to eliminate the City's budgetary deficit, establish a healthy reserve, build operations, and address the City's deferred infrastructure improvements. The main goal of the Task Force was to develop a methodology to assess the City's fiscal sustainability status, identify areas of concern, solicit and evaluate expenditure reduction and revenue enhancement options from the community, Council and Staff. The Task Force conducted over 30 public meetings over a 2 ½ year period. They received reports on the City's financial situation, including the revenues the City receives and the various cuts and adjustments the City Council has made over the recent past; departmental presentations on department budgets, staffing, responsibilities, and previous steps taken to reduce costs; information on citywide costs and infrastructure projects; and a presentation on what revenue options are available to the City.

On February 2, 2016, the Task Force presented a report to the City Council, which included the following recommendations:

- Implementing cost-cutting and emergency reserve measures: the majority of which have now been implemented.
- Identifying options for revenue generation.
- Continue to engage citizens on our fiscal sustainability effort.



### ***Economic Development Studies***

As part of obtaining a better understanding of economic development opportunities within the City, several reports and studies have been conducted including an Economic Development Plan and Retail Gap Analysis. The City has developed new marketing materials, including new branding with the introduction of a new City logo.

### ***City Branding***

As part of Placencia's marketing efforts, the City has launched a branding program designed to capture the attention of the investment community or interested

organizations thinking about investing in the City or relocating their business. With the tag line “Rich Heritage, Bright Future” marketing and promotional materials will advance this theme along with important demographics and characteristics unique to Placentia.

## 11.5 GUIDING PRINCIPLES

The following Guiding Principles were developed based on community input received through outreach efforts conducted as part of the General Plan Update. In addition to Community Workshops, the outreach program included a Community Survey which was administered at the City of Placentia Farmer’s Market and on the City’s website.

The Guiding Principles serve as the foundation in the development of the Sustainability Element goals and policies.

*Table 11-1. Guiding Principles*

Guiding Principle	Intent
<p><b>Live within our means</b></p>	<p>Ensure that the City’s revenue can sustain essential and desired City services. Residents expressed concern about the City’s ability to provide essential services. Some residents stated they would be supportive of a tax if they knew where the money was going. They indicated a need to prioritize spending. Maintaining a balanced budget and a healthy reserve fund was an important issue for the residents.</p>
<p><b>Support an informed/involved community</b></p>	<p>Opportunities for community participation should be provided and encouraged. Information should be made available to the public on economic, environmental, and community issues and programs. Residents indicated a lack of information on existing programs and how fees are utilized within the City.</p>
<p><b>Provide a high quality of life for all residents</b></p>	<p>Preserve existing residential neighborhoods, maintain and improve infrastructure (roads/utilities), landscaping, and provide clean and updated recreation facilities and programs. Provide a safe community for all residents. Residents indicated outdoor recreation opportunities are an important component to an ideal community. Residents identified safe and healthy neighborhoods to be the most important for their community. Residents also identified the opportunity to use service groups, organizations, and individuals to assist with maintenance in parks/recreation facilities.</p>

Guiding Principle	Intent
Provide for a diverse community	Promote a safe, well-designed, accessible community where people of all ages/background can live, work, and play. Residents indicated their desire to provide a supportive community with services and amenities for all, as well as a vibrant public education system.
Promote economic vitality	Provide jobs, services, revenues, and opportunities to improve the economic vitality of Placentia. Residents place a high priority on the long-term growth and prosperity of the City, including the need for more employment opportunities.
Increase retail opportunities	Provide a positive environment to attract new retail and restaurant uses, allowing residents and others to shop/dine within the City. Consider new retail development and opportunities within shopping centers that are currently vacant/ underdeveloped. Residents indicated that they currently shop/dine more frequently at retail establishments in neighboring cities rather than within Placentia resulting in sales tax leakage. Residents also indicated that more local shopping options are an important component of their ideal community.
Improve upon the diversity of Old Town Placentia	Provide opportunities for new housing, businesses, and restaurants to locate within the Old Town District. Residents indicated that in addition to new restaurants/businesses, overall safety would need to improve for them to bring their families to Old Town.
Create transit-oriented development around the Metrolink station	Provide opportunities for new housing, shopping, and offices around the future Metrolink station with a reduced need for auto use. Residents indicated support for transit-oriented development and that there is a need for new development around the Metrolink station to encourage people to shop/dine within the City. Offices/employment opportunities should also be considered near the Metrolink station.
Provide alternative transportation options and encourage their use	Provide walking and bicycling paths/trails that are safe options to an automobile. Residents indicated that consideration should be given to modifying streets in order to provide safe and attractive places to walk, by reducing the speed of cars in some areas. However, there was not consensus as to whether the number of car lanes or amount of street parking should be reduced to create a system of bike lanes.
Conserve and protect natural	Educate/inform the community on existing

Guiding Principle	Intent
resources	programs that protect the environment, reduce waste, reduce greenhouse gas emissions, etc. Residents indicated that clean air and water are important for the community. They indicated that water conservation, energy use, and waste reduction were all important concepts that should be addressed in the General Plan.
Support green building/ construction and programs	Provide/support green building/construction and programs. Residents indicated support for programs that encourage green building and programs, such as incentives and audits.

## 11.6 GOALS AND POLICIES

The Sustainability Element establishes goals and policies that link to the guiding principles and support the economy, the community, and the environment. Please refer to the other General Plan Elements for additional goals and policies that pertain to sustainability.

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**GOAL S - 1** *Placentia will operate in a fiscally responsible and sustainable manner by planning long-term and maintaining a positive annual balance between available revenue and the costs of services Placentia provides to its constituents (See Economic Development Element).*

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**Program S - 1.1** Provide a full range of City services to the community at service levels consistent with a safe, convenient and pleasant place to live, work, learn, and play and coordinate these services with the revenue available to sustain them.

**Program S - 1.2** Manage Placentia’s future growth in an orderly, planned manner to reduce service costs, maximize the utilization of existing and proposed public facilities, and to enhance the City revenues available to sustain a desirable quality of life.

**Program S - 1.3** Identify and maintain reliable ongoing funding sources for City services and infrastructure.

**Program S - 1.4** Evaluate and reflect projected changes in City revenue and service costs as part of the General Plan annual review process.

**Program S - 1.5** Ensure the City’s Capital Improvement Program supports the goals and policies articulated in the General Plan.

**Program S - 1.6** Consider fiscal and economic sustainability as one of a number of citywide goals when evaluating new development, zoning, or public policy.

**GOAL S - 2** *Placentia's economic base is diversified in order to increase resilience to changing external conditions (See Economic Development Element).*

**Program S - 2.1** Prepare a comprehensive economic development strategy to enhance the City's long-term prosperity.

**Program S - 2.2** Evaluate economic conditions to determine the industries, sectors, and locations that are most significant to regional and local economic growth and creation of quality jobs.

**Program S - 2.3** Increase efforts to support business retention and expansion, while also focusing on attracting new businesses such as sales tax revenue generating and customer driven retailers/restaurants.

**GOAL S - 3** *The Old Town and commercial areas are developed with a variety of businesses that support residents' desire to buy local and encourages tourism (See Economic Development and Land Use Elements).*

**Program S - 3.1** Identify and pursue new businesses offering contemporary eating, entertainment, and shopping experiences that meet the demands of Placentia's residents.

**Program S - 3.2** Increase and diversify night-time uses including entertainment venues and sit-down restaurants.

**Program S - 3.3** Direct new retail development to Old Town or shopping nodes along commercial corridors targeted for intensification.

**Program S - 3.4** Increase residential densities in appropriate locations to provide a customer base for new and existing commercial uses.

**GOAL S - 4** *Every community member has access to information and equal opportunity to be involved in the planning and decision-making process.*

**Program S - 4.1** Implement a community engagement strategy to increase awareness of existing sustainability goals and policies and plan for new programs.

**Program S - 4.2** Encourage representation and participation in all City committees and commissions by Placentia's diverse community.

**Program S - 4.3** Ensure opportunities for participation in community forums are available and advertised and that information is accessible, and translated if needed, to the community.

**Program S - 4.4** Encourage and provide opportunities for volunteerism and engagement of community members in civic activities, including beautification, maintenance and clean-up programs.

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**GOAL S - 5** *Placemaking design principles are emphasized and incorporated throughout the City.*

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**Program S - 5.1** Identify locations for major streetscape improvements such as landscaped medians, enhanced crosswalks, street trees, directional signage, benches, and public art.

**Program S - 5.2** Identify key entry points into the City and provide major entry features or monuments at these locations to create a sense of arrival to Placentia.

**Program S - 5.3** Incorporate principles of the Land Use Element to develop community focal points by allowing greater densities and a mix of uses at key locations.

**Program S - 5.4** New development should balance all modes of transportation, including cars, bicycles, pedestrians, transit, and people with disabilities.

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**GOAL S - 6** *Community members are provided the support and services necessary to meet their basic needs and options for healthy lifestyle choices.*

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**Program S - 6.1** Support development of a wide range of housing options that are accessible, close to services, available to a full range of incomes.

**Program S - 6.2** Encourage mobility options to ensure that as individuals age they can access basic services and remain independent.

**Program S - 6.3** Create environments that promote physical wellness, provides a full range of social interaction and easy access to healthcare.

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**GOAL S - 7** *Environmental impacts and natural resource consumption are minimized through the implementation of building and construction practices.*

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**Program S - 7.1** Support the use of green building methods in new construction and rehabilitation projects, including both public agency projects and private projects undertaken by homeowners and developers.

- Program S - 7.2 Maintain development standards and building requirements that encourage the efficient use of water. These requirements should include the use of plumbing fixtures designed for water efficiency, irrigation systems designed to minimize water waste, and allowances for reclaimed water use in residential construction, where feasible.
- Program S - 7.3 Encourage the use of permeable materials for parking lots, driveways, walkways, and other paved surfaces as a way to absorb stormwater, recharge the aquifer, and reduce urban runoff.
- Program S - 7.4 Maintain and improve hardscape (impervious) surface standards in the Placentia Municipal Code as a way to retain storm water absorption capacity and reduce runoff to the storm drainage system. Consider other methods to reduce runoff, such as green roofs, rain barrels, and cisterns.
- Program S - 7.5 Support the use of reclaimed water, including treated effluent for landscape irrigation in Placentia’s parks and on medians. Periodically consider the feasibility of reclaimed water use based on Placentia’s capital improvement plans, cost factors, water supply, and other considerations.

**GOAL S - 8**      *Reliance on single-occupancy private vehicles is reduced through the availability of alternative modes of transport (See Mobility Element)*

- Program S - 8.1 Encourage businesses, organizations, and residents to participate in the implementation of regional transportation demand management, including carpooling programs.
- Program S - 8.2 Continue to support implementation of alternative forms of transportation within the City through coordination with transit providers such as OCTA and Metrolink.
- Program S - 8.3 Continue to seek out opportunities to provide connected bicycle routes throughout the City and greater region.

**GOAL S - 9**      *Higher-density, compact, residential development and mixed-uses will be located near the Metrolink station to create an integrated transit-oriented development (See Land Use and Mobility Elements)*

- Program S - 9.1 Include a mix of uses that will support transit use throughout the day and meet identified needs of transit riders and the immediate area.
- Program S - 9.2 Provide pedestrian oriented development and create a sense of place around the Metrolink station that is compatible with the nature, scale and aesthetics of the surrounding community.

**Program S - 9.3** Consider local interests in the location, design, function and operation of the transit-oriented development to the extent reasonable and appropriate.

**Program S - 9.4** Provide pedestrian amenities such as lighting, landscaping, and benches and other related street furniture within the area to encourage pedestrian activity and improve safety.

**GOAL S - 10** *Environmental quality within the Placentia community will be protected through the enforcement of community-based environmental regulations that reinforce and are integrated with relevant regional, state and national environmental standards.*

**Program S - 10.1** Support and implement policies and regulations to reduce impacts to watersheds and urban runoff caused by the design or operation of a site or use, including low impact development techniques.

**Program S - 10.2** City regulations and incentives should be designed to support and require sustainable land use and development.

**Program S - 10.3** Provide for clean air and water quality through the support of state and regional initiatives and regulations.

**Program S - 10.4** Support clean air by promoting a balance of residential and non-residential uses to provide options to reduce vehicle trips and vehicles miles traveled.

**Program S - 10.5** Support efforts to improve housing options and employment opportunities within the City in order to reduce commuting.

**GOAL S - 11** *Natural resources and features within the City are enhanced and preserved.*

**Program S - 11.1** Support enhancement of potential areas of natural resources, including implementation of an urban forest management plan.

**Program S - 11.2** Preserve and protect any rare or endangered plants or wildlife that may be found in the City in the future.

**Program S - 11.3** Encourage property owners to landscape their property with native plants, including native and/or ornamental trees to reduce water consumption.

**Program S - 11.4** Encourage citizen awareness of the City's natural resources and the significance of such resources.

## 11.7 SPECIFIC ACTIONS FOR IMPLEMENTING THE SUSTAINABILITY ELEMENT

The following actions are included to provide more specific direction to the Sustainability Goals to help ensure their implementation.

**Goal S-1** Placentia will operate in a fiscally responsible and sustainable manner by planning long-term and maintaining a positive annual balance between available revenue and the costs of services Placentia provides to its constituents (See Economic Development Element).

- On an annual basis, evaluate the City’s Capital Improvement Plan and implement public improvements and facilities to create an overall effective level of service for current and future residents, employees, and visitors.
- On an annual basis, review the City’s revenue and service costs for changes to any projections outlined in the General Plan.
- Every few years, complete a fiscal analysis to assess the current economic stability of the City as it applies to new development, market conditions, City processes, and zoning.

**Goal S-2** Placentia’s economic base is diversified in order to increase resilience to changing external conditions (See Economic Development Element).

- Review and implement applicable recommendations provided in the recently completed economic development studies to improve economic development opportunities in the City.
- Implement a city-wide retention and attraction program to survey existing and potential merchants to assess annual sales, performance constraints and limitations, marketing outreach, potential funding/financing tools, incentives and/or opportunities for growth, and overall satisfaction with the City.

**Goal S-3** The Downtown and commercial areas are developed with a variety of businesses that support residents’ desire to buy local and encourages tourism (See Economic Development Element).

- Create a city-wide marketing program that encourages shop local incentives for residents to utilize businesses located within the City.
- Develop a regular marketing/branding program that introduces residents to new retail, commercial, and entertainment venues and establishments in the City.

**Goal S-4** Every community member has access to information and equal opportunity to be involved in the planning and decision-making process.

- Continue to maintain the City’s website to include information on City events, meetings, and public hearings.
- Implement a community engagement strategy to utilize social networking and print media to publicize important events and occurrences in the City to ensure transparency, public engagement, and a comprehensive decision-making process.

**Goal S-5** Placemaking design principles are emphasized and incorporated throughout the City.

The following actions are included to provide more specific direction to the Sustainability Goals to help ensure their implementation.

- Develop a comprehensive gateway program that includes a hierarchy of entry features/monuments, way finding signage, landscaping, streetscape and other urban design improvements throughout the City.
- Develop plans for streetscape improvements along key corridors and arterials throughout the City providing emphasis on alternative modes of transportation and increased walkability.

**Goal S-6** Community members are provided the support and services necessary to meet their basic needs and options for healthy lifestyle choices.

- Collaborate with neighborhood associations, community partners, and residents to conduct focused meetings on social services and public health care options to ensure that all community members are considered and represented.

**Goal S-7** Environmental impacts and natural resource consumption are minimized through the implementation of building and construction practices.

- Identify opportunities to bring greater involvement to sustainability programs such as expanding the existing green business program to provide information, technical assistance, and incentives to business owners to utilize sustainable site development and operations during the permitting process.
- When implementing the capital improvement projects, utilize recycled and reclaimed water to reduce water demand for irrigation in the future.

**Goal S-8** Reliance on single-occupancy private vehicles is reduced through the availability of alternative modes of transport (See Mobility Element).

- Incentivize developers to incorporate non-motorized networks (bike paths and pedestrian walkways) into new developments and modifications to existing developments.
- Partner with local and regional transit providers to identify opportunity sites for future or expanded transit facilities.
- Identify potential state and federal grants and other regional, state, and federal funding sources, financing mechanisms, and incentives for transit-oriented development including alternative modes of transportation.

**Goal S-9** Higher-density, compact, residential development and mixed-uses will be located near the Metrolink station to create an integrated transit-oriented development (See Land Use and Mobility Elements).

- Encourage new development projects to provide convenient and safe access to the Metrolink station and other transit facilities within the City.
- Coordinate with community partners to identify opportunity sites for future mixed-use, pedestrian oriented, and transit-oriented development.
- Identify potential state and federal grants and other regional, state, and federal funding sources, financing mechanisms, and incentives for infill/urban transit-oriented development.

**Goal S-10** Environmental quality within the Placentia community will be protected through the enforcement of community-based environmental regulations that reinforce and are integrated with relevant regional, state and national

The following actions are included to provide more specific direction to the Sustainability Goals to help ensure their implementation.

environmental standards.

- Continue to identify and support policies and regulations to implement sustainable site development and operations, such as updating codes, design guidelines, and zoning, as appropriate.

**Goal S-11** Natural resources and features within the City are enhanced and preserved.

- Create education materials to inform and encourage residents to use native drought-tolerant vegetation and minimize the use of non-native, invasive species in residential landscaping.