



Agenda Item No: 2.c

PLACENTIA CITY COUNCIL AGENDA REPORT

Meeting Date: October 7, 2025

Submitted by: Joe Lambert

From: Development Services

Subject:

Continued Public Hearing: Consideration of the Chapman Corridor Revitalization Plan Which Includes the Adoption of the Chapman Corridor Revitalization Plan, the Chapman Corridor Streetscape Master Plan, General Plan Amendment (GPA) 2025-01 , Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01 to Establish the Chapman Corridor Specific Plan with New Development Standards

Financial Impact:

Fiscal Impact:

No direct fiscal impacts are associated with this agenda item. Potential significant economic benefit to the local Placentia economy, including jobs, public & private investment, and annual/one-time revenue.

Summary:

On September 16, 2025, City Council opened the Public Hearing regarding this item, received public comment and continued the item to October 7, 2025. **The information in this Staff report was previously included in the September 16, 2025, City Council Staff report with the exception of the text in the "September 16, 2025 Public Hearing" heading of the "Discussion" section.**

On October 1, 2019, City Council adopted the comprehensive General Plan Update, which included all Elements of the General Plan except the Housing Element. The Land Use Element of the 2019 General Plan strongly encourages enhancements, improvements to the visual image, physical design characteristics, economic vitality and infrastructure of the Chapman Corridor. City Council previously authorized Placeworks, Inc. (Placeworks) to complete the Chapman Corridor Revitalization Plan document and supporting environmental documentation furthering the goals of the General Plan. Along with other robust public outreach efforts including a public workshop, City Council has conducted three Study Sessions related to the Chapman Corridor Plan and provided direction on several key policies to move the effort forward. The Planning Commission conducted a Study Session and two subsequent public hearings regarding the Chapman Corridor Revitalization Plan.

On August 12, 2025, the Planning Commission adopted Resolution No. PC-2025-08, recommending that the City Council find General Plan Amendment (GPA) 2025-01, Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01 are exempt under State California Environmental Quality Act (CEQA) Guidelines Section 15061(b)(3); and

approve General Plan Amendment (GPA) 2025-01 to change the current land use designation area from existing various designations to “Specific Plan”, and to make conforming Land Use Element Amendments for the project area; and approve Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01 changing the existing Zoning for the project area from existing various Zoning designations to “Chapman Corridor Specific Plan”, and establish development standards for the “Chapman Corridor” district for the project area; and adopt the Chapman Corridor Streetscape Master Plan.

Recommendation:

Recommend Action: It is recommended that the City Council:

1. Open the continued Public Hearing concerning the Chapman Corridor Revitalization Plan, the Chapman Corridor Streetscape Master Plan, General Plan Amendment (GPA) 2025-01, Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01; and
2. Receive the Staff report and consider all public testimony; and
3. Close the Public Hearing; and
4. Adopt Resolution No. R-2025-48, a Resolution of the City Council of the City of Placentia, California, finding that General Plan Amendment (GPA) 2025-01, Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01 are exempt under State California Environmental Quality Act (CEQA) Guidelines Section 15061(b) (3); and approving General Plan Amendment (GPA) 2025-01 to change the current land use designation area from existing various designations to “Specific Plan” and to make conforming Land Use Element Amendments for the Chapman Corridor project area; and, approving the Chapman Corridor Streetscape Master Plan; and
5. Waive full reading, by title only, and introduce for first reading, Ordinance No. O-2025-08, an Ordinance of the City Council of the City of Placentia, California approving Zone Change (ZCA) 2025-03 and Specific Plan Amendment (SPA) 2025-01 adding Chapter 23.113 entitled “Chapman Corridor Specific Plan” to the Placentia Municipal Code, adopting the Chapman Corridor Specific Plan with development standards and amending Municipal Code Section 23.08.010 to establish the Chapman Corridor District, and amending the official Zoning Map of the City of Placentia changing the existing zoning for the Chapman Corridor project area from existing various zoning designations to Chapman Corridor Specific plan for the Chapman Corridor Project Area.

Strategic Plan Statement:

This item is consistent with the City Council approved Five Year Strategic Plan, Goal 3: Promote Community and Economic Development, specifically, Objective 3.5: Initiate the Chapman Corridor Specific Plan and Objective 3.6: Create Design Review Guidelines and Procedures. This agenda item will directly result in creation of the Chapman Corridor Specific Plan and will also create design review guidelines specific to the Chapman Corridor.

Discussion:

September 16, 2025 Public Hearing

On September 16, 2025, City Council opened the Public Hearing regarding this item, and continued the item to October 7, 2025. Subsequent to the September 16 meeting, Staff made the following revisions to the Chapman Corridor Revitalization Plan (Attachment 7.C.):

- Permitted Use Changes: Require a Use Permit and require City Council Housing, Community and Economic Development Committee (HCED) review for potential hospitality use in the Mixed Use-Gateway West sub area. Hospitality uses are not permitted anywhere else in the Mixed-Use designation nor anywhere else in the

Chapman Corridor.

- Staff made refinements to definitions and regulations regarding building height to mitigate potential concerns.
- At the request of City Council, the Staff presentation will include an exhibit demonstrating allowable building heights throughout the corridor.

Prior to the September 16, 2025 Public Hearing, the following adjustments to the Chapman Corridor Revitalization Plan were made based on public input, property owner input and the Planning Commission's recommendation:

- The Planning Commission recommended an amendment to the plan changing the land use designation of APN 339-033-22 (Suzy's Freeze) to MU (Mixed-Use) in lieu of MFF (Multi-family Flex). Staff worked with the subject property owner to address their concerns regarding the future land use of their property and the recommended land use change was made in response to the property owner's concerns.
- The Planning Commission also recommended to require hospitality uses within the Mixed Use-Gateway West subarea are permitted *only* with a valid Use Permit, was in response to community concerns regarding a potential hotel site on the south side of Chapman Avenue. Hospitality uses are not permitted anywhere else in the Chapman Corridor.
- The draft Chapman Corridor Revitalization Plan evaluated by Planning Commission included an omission/error regarding pawn shops and secondhand stores. Pawn shops were listed as "N" instead of "NP" (Not Permitted). Staff recommends that pawn shops shall remain designated "NP" (Not Permitted) in the Plan. Secondhand stores were not listed in the draft plan, but are now treated equally to other retail uses consistent with State law.
- Based on public input, Staff has worked with the consultant to make other changes to the plan. These include: specifying how building height is measured and clarifying certain maximum allowable building heights when adjacent to residential uses. In the Mixed-Use designation of the Gateway West (GW) Subarea, no portion of a hospitality building can exceed 40 feet in height within 50 feet of any residential building. The maximum height in the Mixed-Use Subarea was *reduced* from 65 feet to 55 feet. Throughout the Plan, other potential development in the Mixed-Use designation is limited to either 30 or 35 feet when adjacent to Single-Family Residential zoning. Clarification on measuring building height has also been added.
- It should be noted that allowable building heights within the Chapman Corridor are largely consistent with heights that are currently allowable pursuant to existing zoning, especially when located adjacent to residential uses.
- Additionally, allowable residential densities within the Chapman Corridor are largely consistent with those that are currently allowable pursuant to existing zoning. For example, the proposed height limit and density limit for the Placentia Lakes community is consistent with current zoning regulations. Similarly, the proposed height limit and density limit for the Cinnamon Tree property is largely consistent with existing zoning regulations, i.e., 35 du/ac, whereas 30 du/ac is permitted under current regulations.

Besides the preceding text, all additional information in this staff report was previously included in the September 16, 2025, City Council staff report.

BACKGROUND:

The General Plan is the City's land use constitution, a legal policy document that is mandated to exist by the State of California. The General Plan is intended to reflect the community's

values and to set policies to guide in the development, maintenance, and use of the City's built environment. It forms the basis for future decision making as it relates to the mandatory and optional Elements of the General Plan. The Land Use Element is one of seven mandatory General Plan Elements required by the State of California. On October 1, 2019, City Council adopted the comprehensive General Plan Update, which included an updated Land Use Element. The Land Use Element of the 2019 General Plan strongly encourages enhancements and improvements to the visual image, physical design characteristics, economic vitality and infrastructure of the Chapman Corridor and other major corridors as indicated in the subsequent Goals.

- Goal LU-1 states: Provide a well-balanced land use pattern that accommodates existing and future needs for housing, commercial, industrial and open space/recreation uses, while providing adequate community services to City residents. Policy LU-1.10 further states: Create specific zoning or plans for major corridors within the City. This would include the Chapman Avenue corridor and the Placentia Avenue corridor, among other major thoroughfares.
- Goal LU-3 states: Revitalize underutilized, abandoned or dilapidated commercial, industrial and residential uses and properties. Policy LU-3.1 furthers this goal by stating: Encourage opportunities for redevelopment and improvements in the Old Town area, the TOD district, industrial areas, neighborhoods in the southern sector of the City, and commercial centers along major roadway corridors.
- Goal LU-5 states: Improve urban design in Placentia to ensure that development is both architecturally attractive and functionally compatible and to create identifiable neighborhoods, and community areas. Policy LU-6.6 furthers this goal by stating: Improve urban design in Placentia to ensure that development is both architecturally attractive and functionally compatible and to create identifiable neighborhoods, and community areas.
- Goal LU-6 states: Enhance and improve the visual image, economic vitality and infrastructure of the Old Town area, TOD, and surrounding areas, like the future Chapman corridor. Policy LU-6.6 furthers this goal by stating: Focus planning and economic development efforts to spur development and infrastructure improvement on major transportation corridors, such as the future Chapman Avenue Corridor.
- Goal LU-10 states: Create enhanced connectivity with California State University Fullerton (CSUF) campus community. Policy LU-10.2 furthers this goal by stating: In creating the aforementioned corridor plans, the City shall take into consideration the nearby Cal State University Fullerton campus community and capitalize on its proximity.

In October 2022, City Council approved a professional services agreement with Placeworks to draft the Chapman Corridor Revitalization Plan (the Plan) document and supporting environmental documentation furthering the aforementioned goals of the General Plan. Concurrent with approval of the corridor plan document, Staff also recommends the adoption of the Chapman Corridor Streetscape Master Plan which has been prepared by Nuvis consulting, working with Placeworks throughout this effort.

On February 7, 2023, City Council conducted the first Study Session related to the Chapman Corridor Plan and provided direction on several key policies to move the effort forward. The first set of policy questions were related to the corridor boundaries. The second set of policy

questions were related to land use and site testing, including: 1. What does Council envision for the future of Chapman Corridor?, 2. What are key objectives for Chapman Corridor?, and 3. What mobility options should be considered for Chapman Avenue and connections to Old Town and the future Metrolink Station? The third set of policy questions were related to additional uses and mobility (transportation). Those questions were: 1. What additional uses and or types of development should be explored?, and 2. Which mobility options and connections should this plan prioritize? At this time, City Staff and Placeworks will present the progress made since February and will present additional policy questions to City Council.

On October 3, 2023, City Council conducted the second Study Session related to the Chapman Corridor Plan and provided direction on additional key policies to move the effort forward. At that meeting, City Council concurred with the general direction of the draft land use plan and concurred with eliminating street parking on one remaining section of eastbound Chapman Avenue. After receiving City Council input, Placeworks and Staff moved forward in drafting the Chapman Corridor Specific Plan with development and design standards.

On March 18, 2025, City Council conducted its third and final Study Session related to the Chapman Corridor Revitalization Plan. That presentation summarized a review of the project to date, summary of public outreach, proposed land use districts and sub-areas and existing conditions (including land use, urban design, mobility, opportunity areas, mobility considerations, and policy guidance/questions, with next steps. The presentation included street sections prepared by consultants to demonstrate potential Chapman Avenue street sections, and elements from the draft Chapman Corridor Streetscape Master Plan. The goal of that Study Session was to receive final City Council input and public input prior to moving forward with the General Plan Amendment, Zone Change/Specific Plan implementation process.

On May 13, 2025, the Planning Commission conducted a Study Session which served as a forum for the Planning Commission to ask any questions of Staff regarding the Draft Chapman Corridor Revitalization Plan and associated documents. The Planning Commission held two subsequent public hearings regarding the Chapman Corridor Revitalization Plan. On August 12, 2025, the Planning Commission adopted Resolution PC-2025-08 recommending that City Council find that General Plan Amendment (GPA) 2025-01, Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01 are exempt under State California Environmental Quality Act (CEQA) Guidelines Section 15061(b)(3); and recommending approval of General Plan Amendment (GPA) 2025-01 to change the current land use designation area from existing various designations to “Specific Plan” and to make conforming Land Use Element Amendments for the project area; and, to approve Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01 changing the existing Zoning for the project area from existing various Zoning designations to “Chapman Corridor Specific Plan” and establishing development standards for the “Chapman Corridor” district for the project area; and recommending adoption of the Chapman Corridor Streetscape Master Plan.

Public Outreach:

In addition to three City Council Study Sessions, one Planning Commission Study Session and two Public Hearings at Planning Commission, the City of Placentia hosted a Community Workshop on March 30, 2023, to solicit input from the community on the Chapman Corridor Revitalization Plan. The workshop was held at the Powell Building and was attended by 15 to 20 community members. The workshop consisted of a PowerPoint presentation that included an overview of the project, followed by an open house format with interactive activities and

stations. Questions included: What should the Study Area include? What are your ideas for Chapman Corridor? What types of uses and buildings would you like to see? and What potential mobility and streetscape improvements would you like to see? A summary of feedback received from the workshop is in the Chapman Corridor Revitalization Plan document.

The Chapman Corridor Revitalization Plan Online Survey was available for three months between March 30, 2023, and July 10, 2023. This survey corresponded to activities that were available during the first Community Workshop held on March 30th. A total of 86 survey responses were received, 85 in English and 1 in Spanish. The survey was promoted on the City's webpage dedicated to Chapman Corridor, the City Facebook page, at the Placentia Palooza event, and at the City Development Services counter. The survey gathered community feedback on the study area boundaries and ideas for the future of Chapman Corridor and included a visual preference survey of potential land uses and building types on the corridor. A summary of the survey results is in the Chapman Corridor Revitalization Plan document.

DISCUSSION:

The Chapman Corridor Revitalization Plan development standards and regulations will foster responsible, progressive and attractive development to meet City Council's goals for the corridor. Medium density, mixed-use, and new commercial development will bring new businesses and residents to the Chapman Corridor, and to the adjacent Old Town Placentia and TOD (Transit Oriented Development) Districts, benefiting the traditional downtown with new shoppers and diners. Another benefit of the Revitalization Plan is to plan for appropriate successor commercial and mixed-use development that will unify the Chapman Corridor from Placentia Avenue to Kraemer Boulevard. Staff envisions that the plan will encourage the consolidation of smaller parcels for new development, providing a catalyst for development, thereby increasing pedestrian activity and revenue to the City in the form of property taxes, sales tax, potential Transient Occupancy Tax (hotel tax) and impact fees. This will also result in a more unified aesthetic for the Chapman Corridor, which currently appears aesthetically and visually inconsistent between Placentia Avenue and Kraemer Boulevard.

Chapman Corridor Specific Plan Land Uses:

If the Chapman Corridor Specific Plan is adopted by City Council, the following land use definitions guide future uses for the corridor and implement the vision for this Plan. Table 3-1 (Attachment 1) provides the maximum density, intensity, and summary for buildout of the Chapman Corridor Revitalization Plan.

Single Family Flex (SFF) - The Single-Family Flex designation is on existing single-family parcels along Chapman Avenue and Sunset Drive in the Gateway West district and at Anned Drive in the Gateway Core District. The SFF designation would allow existing R-1 zoning and land uses to continue and also allows adaptive reuse of structures for flexibility of commercial use. For example, residential buildings could be adapted to offices, such as those found on arterial streets in neighboring cities of Orange and Fullerton. The SFF designation would preserve single-family uses, allow flexibility for home business conversion to activate and diversify use types, and maintain the residential character of the neighborhood.

Commercial Corridor (CC) - The Commercial Corridor designation is at the existing In-N-Out, Placentia Plaza shopping center, car wash at the intersection of Chapman Avenue and Placentia Avenue in the Gateway West District. This designation would allow current

commercial uses to continue to operate. This designation preserves commercial uses but increases intensity to incentivize further redevelopment.

Mixed-Use (MU) - The Mixed-Use designation is at the intersections of Chapman Avenue at Murray Street, Walnut Avenue, Bradford Avenue, and Kraemer Boulevard. MU would encourage a diversity of use types along the corridor and accommodate the future catalyst site (Angelina Development) in the Gateway East District and a hotel in the Gateway West District. Depending on the subarea, this designation allows for 2 to 3-story, 3 to 4-story, and 5-story building heights if certain conditions are met. Building heights are restricted when located adjacent to single-family residential uses. Mixed-use could be vertical or horizontal. There is no requirement for ground-floor commercial or incorporation of retail. Projects may be 100 percent residential or 100 percent commercial.

Multifamily Flex (MFF) - Multifamily Flex designation would allow for multifamily development between 32 and 45 dwelling units per acre, depending on the subarea. This designation will preserve existing residential areas in the Gateway Core, Gateway Neighborhood and Gateway East Districts, as well as encourage multifamily development adjacent to Kraemer Park along Chapman Avenue. Existing uses would be allowed to remain in these areas, and lot consolidation would be required to achieve higher density development. Building heights are restricted to 30 feet when located adjacent to single-family residential uses.

Mixed-Use Civic Center (MU-CI) - The Mixed-Use Civic Center is at the existing City Hall and Library at the northeast corner of Kraemer Boulevard and Chapman Avenue. The Mixed-Use Civic Center designation would provide flexibility in uses and standards for future use of the Civic Center. This standard would allow for 3- to 4-story buildings, and 5 stories if certain conditions are met.

Open Space Recreation (OS-R) - The Open Space Recreation is at the existing Kraemer Memorial Park. This designation is intended to preserve the existing park and allow for passive and active recreational uses.

Planned Unit Development (PUD-4) - See the Placentia Municipal Code (PMC) Chapter 23.72, "PUD" Planned Unit Development District.

As is the case in the City's TOD zone, a developer could take advantage of the benefits of a designated catalyst site. A catalyst site is defined as the first entitled project in the Plan area and meets the following criteria:

- a. It must be a minimum of one acre and shall contain no less than 65 dwelling units per acre.
- b. The catalyst site may exceed maximum allowed building height by one floor.
- c. If the first entitled project is withdrawn after entitlement, the next entitled project may be identified as a catalyst site under discretion of the Planning Director.

A catalyst project has been identified on a 2.96-acre parcel at the southwest corner of Chapman Avenue and Kraemer Boulevard. This mixed-use project tentatively features 239 new units at approximately 81 dwelling units per acre, a 2,310-square-foot café, and 5,240 square feet of retail office space. The proposed project is six stories high, and parking is in the first two stories. The City of Placentia has identified this project as a catalyst site.

General Plan Amendment:

This project requires the General Plan Land Use Element including the Land Use Map to be revised to change the current land use designation from the current land use designation area from existing various designations to “Specific Plan” for the project area. This new designation helps to consolidate the project area, making it easier to attract and guide development. This action will also make the General Plan Land Use Element increasingly internally consistent, in that it will realize Land Use Goals LU-1, LU-3, LU-5, LU-6 and LU-10.

Land Use Consistency between Specific Plan (Zoning) and General Plan:

The proposed project would enhance the City’s Municipal Code to further align zoning regulations with the General Plan. Where the proposed project is silent, the City’s Municipal code will continue to apply, using the context and objectives of the proposed project as a guide. The proposed regulatory document would provide flexibility for commercial and residential opportunities to develop in the Chapman Corridor in accordance with the General Plan. Existing uses within the Chapman Corridor would be allowed to remain; however, the proposed Specific Plan would create flexibility for potential residences to convert to home businesses and for a variety of mixed-use opportunities throughout the project site.

To implement the Plan vision, the proposed Specific Plan provides flexibility for commercial and residential opportunities to develop. The land use plan aligns with recommendations from the community and City Council and enhances the character of Placentia and Chapman Corridor. Existing uses are allowed to remain; however, new designations create flexibility for potential residences to convert to home businesses and for a variety of mixed-use opportunities throughout the corridor. Another example of this flexibility are the existing multiple-family uses that will be designated MFF or MU. The existing, legally established uses will not be considered non-conforming and can remain as they are. However, the Specific Plan does provide a framework if property owners choose to redevelop a given site. Additionally, this Plan and its future implementation is consistent with the Goals and policies of multiple Elements of the City’s General Plan including Land Use, Mobility, Health, Wellness and Environmental Justice, and the Economic Development Element.

Buildout Numbers:

Through the Planning process, Staff, in conjunction with Placeworks, tested the maximum buildout, discussed areas likely to change and balanced that with an economic demand study and Fehr & Peer’s traffic analysis, augmented by their August 5, 2025 Memorandum (attached).

The final buildout proposed in the Chapman Corridor Revitalization Plan - identified as target buildout - features 36% fewer residential units and 70% fewer commercial square feet than the original buildout scenario. The final buildout numbers have been reduced multiple times using an iterative process to ensure that the Plan area will NOT be overbuilt and will be consistent with the contemplated buildout of the 2019 General Plan and related Environmental Impact Report (EIR). It should be noted that the total maximum number of new residential units expected to be built as part of the Chapman Corridor Revitalization Plan is 614 units. The rest of the contemplated development would be commercial in nature.

Keeping the buildout numbers lower also ensures that the Level of Service (LOS) for affected intersections will not change due to approval of the Plan. Moreover, the consultant’s analyses also indicate that it is quite likely that every property along the corridor would redevelop, nor is it reasonable to assume that even if they did that they would all be built at maximum development level.

Chapman Corridor Revitalization Plan – Frequently Asked Questions (FAQs):

What is the Chapman Corridor Revitalization Plan?

The Chapman Corridor Revitalization Plan is a long-term vision and strategic planning effort to enhance the Chapman Avenue corridor between Placentia Avenue and the Kraemer Boulevard. The Plan aims to guide future development, improve transportation and walkability, support economic growth, and preserve the corridor's unique character.

Is the City planning to use Eminent Domain?

Absolutely not. The City of Placentia is not, and will not, pursue eminent domain as part of the Chapman Corridor Revitalization Plan. Any future development or improvements envisioned under the plan will be based entirely on voluntary participation, cooperative partnerships, and incentive-based programs. The City is committed to respecting private property rights and ensuring that no property will be taken or condemned through force or mandate.

Why is this plan being developed?

The Chapman Avenue Corridor is centered around Chapman Avenue, a critical east-west arterial in Placentia. It currently has a mix of aging commercial centers, underutilized parcels, and limited pedestrian related infrastructure. The City initiated the plan to:

- Encourage reinvestment and revitalization
- Promote compatible infill development
- Improve mobility and safety for the community
- Support local businesses and attract new opportunities
- Create a cohesive urban design identity for the corridor

Will this plan lead to gentrification or displacement?

No. The City of Placentia is firmly committed to ensuring that the Chapman Corridor Revitalization Plan does not result in the displacement of existing residents or businesses. Equitable development is at the core of this effort. The Plan will include specific, proactive tools designed to protect and uplift current community members—not push them out.

What types of improvements are being considered?

The plan is proposing to include:

- Updated land use designations and zoning
- Streetscape enhancements (lighting, trees, pedestrian crossings)
- Traffic calming and bike infrastructure
- Design guidelines for future developments

How does this affect my property?

For property owners, the plan is proposed to:

- Provide new development opportunities
- Increase flexibility for land use
- Offer design guidance for renovations or expansions

No private property will be redeveloped without property owner's consent, proper noticing and public input. Property rights will be respected throughout the process.

Planning Commission Action:

The Planning Commission held one Study Session and two subsequent Public Hearings

regarding the Chapman Corridor Revitalization Plan. On August 12, 2025, after closing the Public Hearing(s), the Planning Commission adopted a Resolution recommending that City Council find that General Plan Amendment (GPA) 2025-01, Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01 are exempt under State California Environmental Quality Act (CEQA) Guidelines Section 15061(b)(3); and recommended approval of General Plan Amendment (GPA) 2025-01 to change the current land use designation area from existing various designations to "Specific Plan" and to make conforming Land Use Element Amendments for the project area; and, to approve Zone Change (ZCA) 2025-03, and Specific Plan Amendment (SPA) 2025-01 changing the existing Zoning for the project area from existing various Zoning designations to "Chapman Corridor Specific Plan" and establishing development standards for the "Chapman Corridor" district for the project area; and recommended adoption of the Chapman Corridor Streetscape Master Plan. As part of their recommendation of approval, the Planning Commission recommended an amendment to the Plan changing the land use designation of APN 339-033-22 (131 W. Chapman Ave.) within the Chapman Corridor Revitalization Plan to MU (Mixed-Use) in lieu of MFF (Multi-family flex), and to require that hospitality uses with the GW District are permitted only with a valid Use Permit. These recommended changes to the plan were based on Staff's recommendation and public input.

Adjustments to the Chapman Corridor Revitalization Plan based on Public Input:

As stated above, the Planning Commission recommended an amendment to the plan changing the land use designation of APN 339-033-22 (Suzy's Freeze) to MU (Mixed-Use) in lieu of MFF (Multi-family flex). Staff worked with the subject property owner to alleviate their concerns regarding the future land use of their property and the recommended land use change was made in response to the property owner's concerns. The Planning Commission recommendation to require that hospitality uses with the GW District are permitted only with a valid Use Permit was also in response to community concerns regarding a potential hotel site on the south side of Chapman Avenue. Staff had already recommended that hospitality uses require a valid Use Permit, and Planning Commission affirmed that recommendation. Based on the recommended change to the land use designation of APN 339-033-22, the proposed buildout shown in Table 3.1 (attached) has been updated.

The draft Chapman Corridor Revitalization Plan evaluated by Planning Commission included an omission/error regarding pawn shops and secondhand stores. Pawn shops were listed as "N" instead of "NP" (Not Permitted). Staff recommends that pawn shops shall remain designated "NP" (Not Permitted) in the Plan. Secondhand stores were not listed in the draft plan, but are now treated equally to other retail uses consistent with State law.

Based on public input, Staff has worked with the consultant to make other changes to the plan. These include: specifying how building height is measured clarifying certain maximum allowable building heights when adjacent to residential uses. In the Mixed-Use designation of the Gateway West (GW) Subarea, no portion of a hospitality building shall exceed 40 feet in height within 50 feet of any residential building. The maximum height in the Mixed-Use Subarea was reduced from 65 feet to 55 feet. Throughout the Plan, other potential development in the Mixed-Use designation is limited to either 30 or 35 feet when adjust to Single-Family Residential zoning. Clarification on measuring building height has also been added. Staff, Planning Commission and elected officials have earnestly taken public input into account throughout the planning process which has spanned almost three years. Adjustments to the plan have been made subsequent to public input in an effort to address all tangible concerns.

CEQA:

The proposed General Plan Amendment, Zoning Code Amendment and Specific Plan was reviewed by Placeworks in accordance with the requirements of the California Environmental Quality Act ("CEQA"). Based on that review, Staff and the Planning Commission recommend that the City Council find that adoption of GPA 2025-01, ZCA 2025-03, SPA 2025-01 is exempt under State California Environmental Quality Act (CEQA) Guidelines Section 15061(b) (3) in that it can be seen with certainty that there is no possibility that the activity would result in a significant effect on the environment, the activity is not subject to CEQA. The proposed project is a policy document that implements the City's existing General Plan goals, policies and zoning for the Chapman Corridor. The proposed project does not include specific development projects; rather, the proposed project would implement and address general provisions, permitted uses, development and design standards, mobility and infrastructure improvements, and design guidelines to revitalize this portion of the City consistent with the General Plan. Future development projects would be subject to separate environmental review under CEQA and to compliance with the established regulatory framework including federal, state, regional and local regulations. The Draft Notice of Exemption is attached (Attachment 2).

CONCLUSION:

As one of the few gateways to the City of Placentia, the Chapman Corridor Revitalization Plan aims to allow for a vibrant mix of uses, development standards to stimulate the economic and social environment of the Chapman Corridor. Revitalizing this corridor will create an inviting entry that welcomes residents and visitors while providing connections to the adjacent districts and the City's Civic Center. New mixed-use developments in the TOD area and beyond have increased the City's housing stock and provided cafes and other businesses for residents and visitors. Chapman Avenue itself provides an efficient way to connect to the freeway, Old Town, and the Metrolink Station by driving, taking transit, cycling, or walking. This Plan allows for integrated land use patterns that encourage multimodal travel, walkability, mixed-use development, increased opportunities for residential, public/private open space, and high-quality urban design that is in scale with its respective property and its surrounding area. The Plan encourages a network of cohesive developments that revitalizes the corridor, provides a path to the Old Town and TOD Packing House Districts, and anchors the western city boundary with the City's Civic Center. Development standards and design guidelines (Chapters 4 & 5) are specially tailored for the future development of the Chapman Corridor.

Fiscal Impact Summary:

No direct fiscal impacts are associated with this agenda item. Potential significant economic benefit to the local Placentia economy, including jobs, public & private investment, and annual/one-time revenue.

Attachments

- [1.Table 3-1 CCRP.pdf](#)
- [2.Draft CEQA Notice of Exemption.pdf](#)
- [3.Chapman Corridor Mobility Memo.pdf](#)
- [4.CCRP HousingConcepts.pdf](#)
- [5.PC Minutes 07.08.25and08.12.25.pdf](#)
- [6. and 6.a.Resolution R-2025-48](#)
- [6.b.LU Element Changes 777 W. Orangethorpe_CCRP.pdf](#)
- [6.c.Chapman Corridor SSMP.pdf](#)

7. and 7.a.b.Ordinance O-2025-08.docx
7.c.CCRPHearingDraftOct2025.pdf