

# Community Voices on the Chapman Corridor Revitalization Plan

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A Call for Transparency, Accountability, and Resident-Driven Development. August 4th, 2025  
community meeting input at Kraemer Backs Center, Placentia, CA

## Executive Summary / Statement of Community Input

The Chapman Corridor Revitalization Plan (CCRP), as currently proposed by the City of Placentia, has elicited significant public concern from long-term residents, homeowners, and community stakeholders. At a recent community meeting held at Kraemer Backs Center, dozens of concerned citizens voiced their opposition and skepticism regarding the scope, impact, and intent of the proposed plan. Their concerns were consistent, urgent, and deeply rooted in the desire to preserve Placentia's unique identity, affordability, and quality of life.

**A comprehensive analysis of resident comments reveals six overarching themes of concern:**

### 1. Tax Increases and Economic Burden

Residents overwhelmingly oppose any form of increased property taxes, special assessments, or reassessment schemes that would burden existing homeowners—particularly in a middle-income community where many are already paying high rates. There is strong skepticism that taxes will rise due to increased land values and city-subsidized development costs. Many fear the CCRP will make homeownership and cost of living unaffordable for working families and seniors.

### 2. Overdevelopment and Building Height Limits

The proposed high-density zoning (4–6 stories) is widely rejected by residents who stress that Placentia is a suburban bedroom community, not a high-rise urban center. Community members are calling for a maximum height of 2–3 stories, preservation of open space, architectural consistency, and protection of neighborhood character. The perception is that high-rises will not only disrupt aesthetics but also increase traffic, noise, and crime.

### 3. Displacement, Eminent Domain, and Equity

There is deep anxiety that the CCRP will result in the displacement of longtime residents, renters, and small business owners—either through forced sales, rising property costs, or speculative investor pressure. Specific calls were made to safeguard neighborhoods like Cinnamon Tree and ensure protections against eminent domain, gentrification, and community erasure. Residents emphasized the importance of equity, anti-displacement policies, and protections for low-income families.

### 4. Traffic, Parking, and Infrastructure Collapse

A critical concern is the strain on traffic flow, street parking, and infrastructure. Chapman Avenue and its adjoining arteries are already experiencing gridlock, especially near schools and commercial centers. Residents believe the current plan ignores the city's existing capacity limitations and will only worsen pollution, school congestion, public safety response times, and quality of life.

### **5. Lack of Transparency, Inclusion, and Trust**

Many residents expressed feelings of betrayal and distrust toward city officials and developers. There is a strong sentiment that public outreach has been inadequate, especially to Spanish-speaking residents and underrepresented populations. Residents demand accessible environmental impact reports, clear zoning maps, and assurances that their input will shape—not be ignored—in the planning process.

### **6. Questionable Priorities and Unproven Benefits**

Skepticism remains about the necessity and value of adding a hotel, especially with fears it may serve transient or voucher-based populations without improving local commerce or safety. Concerns were also raised about misallocated city funds, backroom deals, and a lack of clear community benefit. Instead, residents urged the city to focus on revitalizing existing assets like the Northgate Center, Placita Santa Fe, and public parks before breaking ground on controversial developments.

## **Community Demands and Recommendations**

Residents are not opposed to all development—but they insist on a community-first approach that prioritizes affordability, safety, environmental sustainability, and neighborhood preservation. To that end, the following principles have emerged from community input:

- No tax increases or special assessments on existing homeowners.
- No buildings over three stories in height; maintain the suburban scale.
- Binding protections against eminent domain, forced relocation, or displacement.
- Reassessment and reduction of proposed hotel and high-density components.
- Transparent community engagement, including Spanish-language outreach.
- Traffic, infrastructure, and school impact studies with actionable mitigation plans.
- Mandatory inclusion of affordable housing with enforceable safeguards.
- Prioritize existing revitalization efforts before new construction begins.

See website for detailed documents, annotations of community comments and related analysis to the Chapman Corridor Revitalization Project.

[Www.chapmancorridor.org](http://www.chapmancorridor.org)