



# Downtown News

**S U M M E R 2 0 0 1**  
**Brea Redevelopment Agency**

## Brea's *NEW* Downtown Wins Acclaim!

Brea is being praised far and wide for its downtown mix of artist lofts, shops, offices, movies and al fresco dining on a family scale. Apart from numerous articles in national and regional publications, Brea's downtown has been recognized with the following prestigious awards:

- ◆ National Association of Housing and Redevelopment Officials, 2001, Award of Merit
- ◆ California Redevelopment Association Award of Excellence, 2000, for community revitalization
- ◆ Architecture Foundation of Orange County Art in Public Places Award, 2000, for the "Orange Grove Fountain"
- ◆ California Downtown Association Achievement Award, 2000, for physical improvements to the downtown

*Celebrate Brea's Downtown. Come experience it today!*



## Brea Downtown Complete!



### It's done!

The revitalization of Downtown Brea is evident at every turn. Over ninety-eight percent of all new retail space is occupied providing exciting places to shop, dine and play. After years of careful planning and community input, the vision is realized. Today, Brea's Downtown is the place to be – the award winning hub of entertainment, restaurants, and many of the great retail shops that you asked for.

With the opening of the last few shops and restaurants in the next few months, Brea Downtown/Birch Street will have accomplished the shared vision of the community by creating a new gathering place for Breans that has been 15 years in the making.

Exciting retailers such as Tower Books & Music, Ann Taylor Loft and Norwalk: The Furniture Idea round off the eclectic mix of merchants that already form the new downtown. The addition of O Sushi Café, Gaucho Grill and Lucy Woo's:

A Chinese Kitchen and Bar further increases the district's importance as an entertainment and dining destination. Exciting new tenants continue to join the mix that includes patio dining, outdoor shopping, Edwards' Stadium 22-movie screens, second-level offices and integrated downtown living. This has attracted national attention to Brea as a leading example of urban redevelopment.

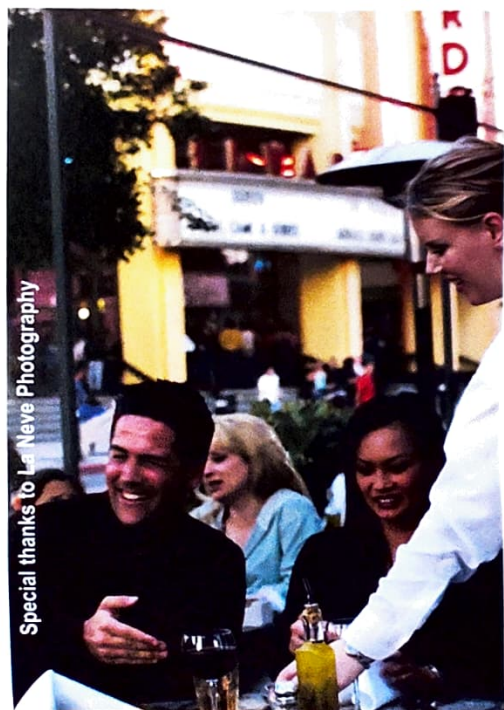
New shops and restaurants include Pane & Vino Trattoria and The Matrix Martini & Sports Bar. Both are newcomers to Orange County. Diane's Swimwear and Friends are also completely new to the area. These bring a variety of choices that previously involved daytrips to other communities.

Fun upcoming events in Brea's Downtown will include:

- ◆ Cruisin' Brea: A Salute to Classic Cars, Hot Rods and Trucks, Sundays in June, 10:00 a.m. to 4:00 p.m.
- ◆ The Brea Jazz Festival: Fridays and Saturdays in September
- ◆ Orange County Fine Arts Festival: November 3rd and 4th

**Come inside to see what Brea's Downtown has to offer...**

# Brea Downtown - A S



Special thanks to La Neve Photography

## taste sensations

- ◆ \*Coldstone Creamery
- ◆ Daphne's Greek Café
- ◆ Dragon Bowl
- ◆ Fatburger
- ◆ Fresca's Mexican Grill
- ◆ \*Gaucho Grill
- ◆ \*JoJo's Pizza
- ◆ Kelly's Coffee & Fudge
- ◆ Lucy Woo's
- ◆ Market City Caffe
- ◆ \*Matrix Martini & Sports Bar
- ◆ McConnell's Ice Cream
- ◆ \*Mongolian Pan
- ◆ O Sushi Café
- ◆ \*Pane e Vino Trattoria
- ◆ Salsitas Mexican Grill
- ◆ Starbucks Coffee

## body & mind

- ◆ Ann Taylor Loft
- ◆ Antidote
- ◆ Bath & Body Works
- ◆ Chico's
- ◆ Clothestime
- ◆ Diane's Swimwear
- ◆ Eddie Bauer Outlet
- ◆ Friends
- ◆ La Neve Photography
- ◆ La Zoe
- ◆ Lisa Belle Salon & Day Spa
- ◆ Michael Nusskern
- ◆ Old Navy
- ◆ Skechers
- ◆ \*Supercuts
- ◆ Visual Effects
- ◆ XS Sports
- ◆ Zen N Fit

ANN TAYLOR

# LOFT

• Opening Summer 2001

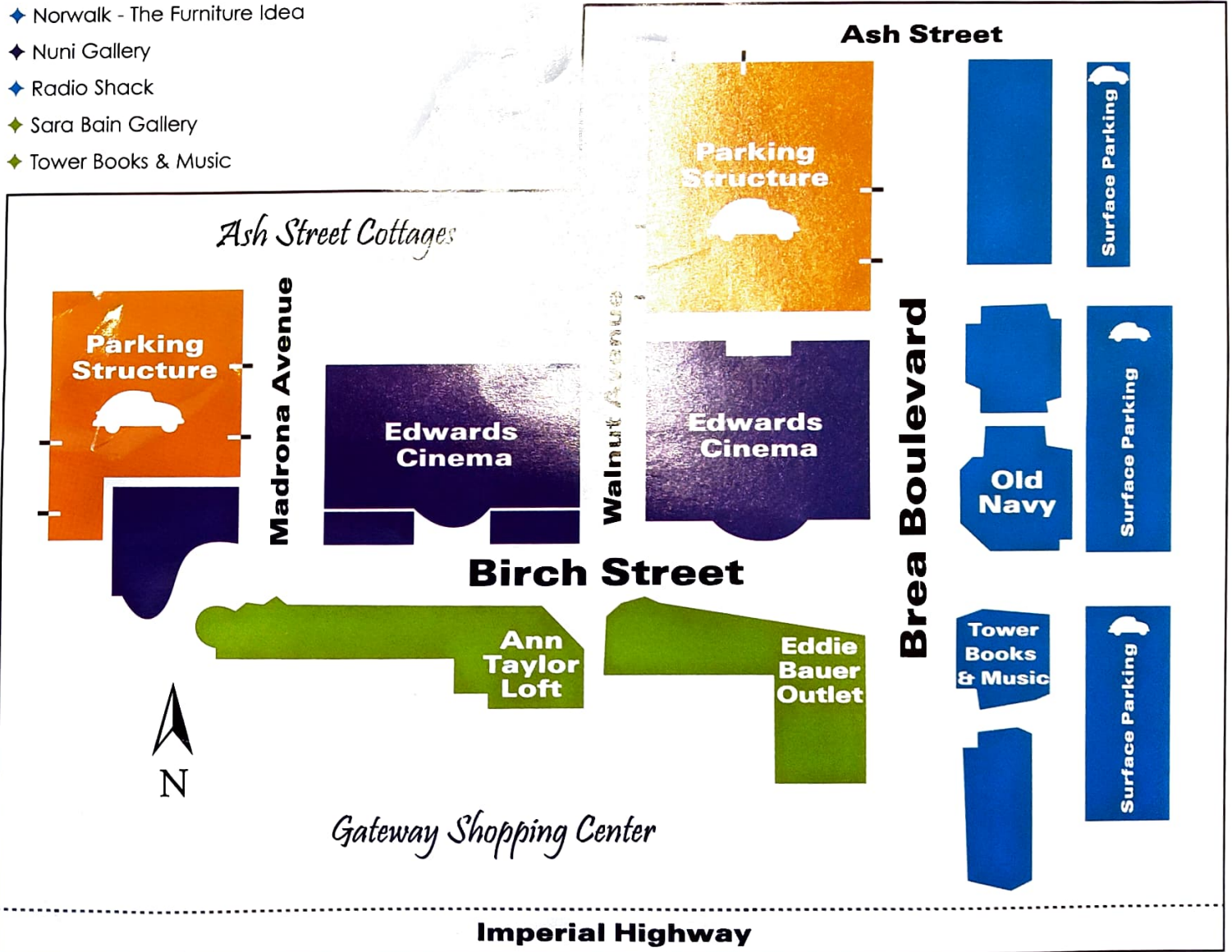


s u s

# ampler of Excitement

## home comforts

- ◆ Classic Orient
- ◆ Color Me Mine
- ◆ Furniture Trading Company
- ◆ K.C. Communications
- ◆ Leather Center
- ◆ \*Mikasa
- ◆ Norwalk - The Furniture Idea
- ◆ Nuni Gallery
- ◆ Radio Shack
- ◆ Sara Bain Gallery
- ◆ Tower Books & Music



Over 2100 Free Public Parking Spaces!

s h i c a r e

# LEATHER CENTER®



# Affordable Housing at a Glance



The Brea Redevelopment Agency continues its successful "Housing Breans" campaign to meet current demands for quality affordable housing. One method used to achieve this goal was adoption of the Inclusionary Housing Ordinance, requiring all new developers constructing 20 or more for-sale or rental units to set aside 10% of these units as affordable to low- to moderate-income households. Since its inception in 1993, the City has approved Affordable Housing Agreements with developers providing approximately 120 affordable units.



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## For-Sale Housing

KB Home, Inc. in Olinda Ranch has set aside 64 of its 307 three and four-bedroom homes as affordable units to median- and moderate-income households. Olinda Ranch is located at the northeast corner of Lambert Road and Valencia Avenue.

MBK Development is currently constructing 83 townhomes, with 10% of these two and three-bedroom units qualifying as affordable. This development is located at the southwest corner of Brea Boulevard and Central Avenue.



## Ongoing Programs

Brea offers a Homebuyer Assistance Program (down payment assistance) for low to moderate-income families purchasing homes in Brea. The down payment assistance is in the form of a silent second mortgage with no payment for the first five years and principal only payments in years 6-20. The homebuyer must provide a 5% down payment. The City has provided approximately 85 loans since 1994.

Brea also participates with the County of Orange in the Mortgage Credit Certificate Program (MCC). The MCC Program is a means of providing financial assistance to help low and moderate-income first-time homebuyers qualify for a conventional first mortgage loan.

Brea also offers housing rehabilitation loans for home and apartment building owners, rental assistance for seniors, and family rental assistance through the County of Orange.



*For more information about Brea's Affordable Housing Programs, call (714) 671-4421 or visit Brea's Website at [www.CityofBrea.org](http://www.CityofBrea.org)*

### Downtown News

Brea Redevelopment Agency  
Brea Civic & Cultural Center  
1 Civic Center Circle  
Brea, CA 926821-5732

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# \$25-Million Office Park Rising in Brea City Center

By LAUREN TSUJIMOTO

Brea Financial Commons, the latest addition to that city's 1,600-acre redevelopment program, is under way on a 14.5-acre site adjacent to the Brea Mall in Brea City Center.

According to Brea City Manager Wayne Wedin, the \$25-million, 230,000-square-foot office project is the largest existing or proposed contiguous office park development in the north Orange County market area.

The initial increment of the five-phase complex is the Centre Building, a \$6.5-million, 73,000-square-foot regional headquarters facility for the Hartford Insurance Group. Lowe Development Corp. and the Newport Development Co. are the project developers.

Subsequent phases will include a 75,000-square-foot, five-story office building; an 8,000-square-foot building for use as a commercial bank; a two-story, 22,785-square-foot office building; and 10 two-story office condominiums, each containing about 5,400 square feet of space.

The Brea Financial Commons site, bordering Birch Street and State College Boulevard is part of a 254-acre redevelopment area originally entirely owned by the Brea School District. In 1978, Wedin explained, the city and school district determined that the site would be best used as an office and commercial development. Proceeds from the sale of the property would be earmarked for construction of a new elementary school to be built without the use of existing school funds.

According to Robert F. MacLeod Jr., vice president of Lowe Development Corp., it was about this same time that the Hartford Insurance Group commissioned

Lowe to study the Southern California market area for a suitable headquarters location.

"After researching the several active commercial centers in Southern California," MacLeod said, "we identified Brea as best suited to the Hartford's full spectrum of long-term needs.

"Brea offers the optimum combination

of real estate value, a progressive city attitude toward economic development, a broad-based employment pool, the availability of affordable housing and long-term demand of any area we studied."

During the past five years, MacLeod added, several major companies have established facilities in Brea. These include Allstate Insurance Co., Beckman

Industries, St. Paul Marine Insurance Co., Security Pacific National Bank, Suzuki Corp. and Union Oil Co.

Plans for Brea Financial Commons were finalized with the Hartford Insurance Group's agreement to purchase the school district-owned land and the first

**Please see BREA, Page 12**



**Drawing shows how Brea Financial Commons, \$25-million, 230,000-square-foot office park, will look upon completion.**

building in the project. It was also at this time that Lowe Development Corp. formed a partnership with the Newport Development Co., which had created a land plan for the city.

Scheduled for occupancy in mid-January, the Centre Building will set the design theme for the project. The L-shaped, three-story structure will rest on a concrete pedestal and have an exterior of sand-colored porcelain metal panels and reflective bronze glass.

Hartford Insurance will occupy the entire second floor of the building and part of the ground floor. About 24,500 square feet on the third floor and 9,500 square feet on the first floor will be available to other firms. Lowe Development is directing leasing.

A \$1-million improvement program involving grading, storm drains, streets, walkways and landscaping is in progress. Plans call for more than three acres of the property bordering California 57 to be landscaped.

Land planner for Brea Financial Commons is Ladd Kelsey and Woodward and architect is Bissell Associates. The landscape plan is by Fong and LaRocca.

T H E            V I S I O N

*To revitalize Brea's downtown with new housing,  
dining, quality retail and entertainment –  
an exciting new "heart and soul"  
for the community*

CIM Group

&

The Brea Redevelopment Agency

Cordially Invite You to

**The Birch Street Promenade**

**Groundbreaking Ceremony**

**Wednesday, October 28, 1998**

**4:00 p.m.**

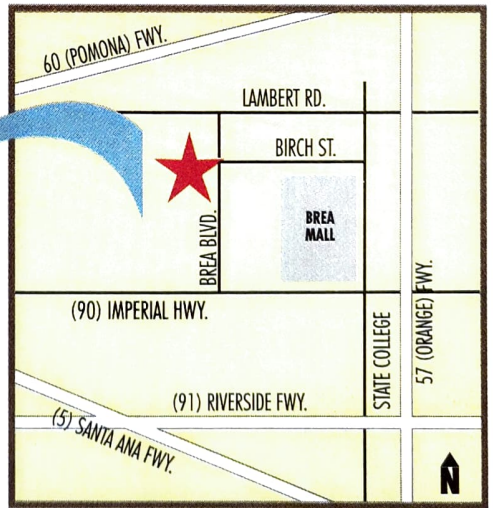
If you will be able to attend please RSVP by October 21

**(714) 671-3615**

*(map on reverse)*

# The Birch Street Promenade

An Exciting New Dining, Shopping  
and Entertainment Experience



CIM Group  
10960 Wilshire Blvd. Suite 500  
Los Angeles, CA 90024



Brea Redevelopment Agency  
1 Civic Center Circle  
Brea, CA 92821

# Downtown News

F A L L 1 9 9 6

**The Main Attraction...**

## Edwards Theatres to Anchor Birch Street Promenade

*People ♦ Activity ♦ Excitement*

In what promises to be the key to a thriving new downtown for Brea, Edwards Theatre will build two multiplex theatres on the north side of the new Birch Street Promenade. The recent approval of this proposal by the City Council guarantees a swift start to what will certainly be the heart of the new downtown—a magnet attracting families to enjoy a wide array of activities.

“As we consulted with experts who have designed successful downtowns,” said Sue Georgino, Redevelopment Services Director, “we quickly came to the realization that the site needed two strong draws or anchors—not only to attract families back to the new downtown, but also to make Brea a highly desirable location for the type of quality retail, restaurants and entertainment that Breans want. The Edwards complex definitely serves this critical function, guaranteeing a thriving downtown with top notch neighborhood services and activities.”

The proposal allows Edwards to purchase enough land to build two theatres along the Birch Street Promenade—a 12-screen theatre and on an adjacent site, a 10-screen theatre. The Promenade will also feature approximately 25,000 square feet of restaurant space and 65,000 square feet of other shops.

Traffic improvements include a bridge connecting Birch Street to Mercury Lane, allowing easy access to parking. Other improvements will include controlling access to the Ash Street neighborhood directly behind the theatres. The Ash Street neighborhood will be protected from the theatre traffic and visual impacts of the project by a 20-foot landscape buffer between the parking areas and the homes.

Another welcome addition to the plan is a Police substation along the Promenade, a proactive response to residents' concerns about potential security problems.

Ground breaking for the Edwards 12-plex is underway.



**T**he Birch Street Promenade has a contemporary new logo! If this fun and inviting symbol for the new Downtown looks slightly familiar, it is! The logo repeats the shape of Brea's historic clock—dynamically updated to reflect the exciting components of the Birch Street Promenade. From living and dining to shopping and entertainment, the new Downtown will have it all. And since the Promenade is all about family activities, we want the logo to be active and entertaining...the fun starts with seeing it!





# Brea Redevelopment Agency Wins Community Service Award



The American Institute of Architects (AIA) presented its 1996 Community Services Design Award to the Brea Redevelopment Agency for the Habitat for Humanity Jimmy Carter Work Camp Project. The prestigious AIA award, announced July 19, was given in recognition of Brea's contribution to affordable housing that provides a quality living environment and maintains aesthetics.

## And the Beat Goes On...

### *Construction Update*

#### **Arbors Housing Project...Sales Office Opens**

If you noticed a flurry of construction adjacent to the new Community Center and thought it was just phase II of the project, look again! A beautiful new housing development is emerging on the corner of Birch Street and Poplar Avenue. Boasting a village-like ambiance with a large promenade to encourage evening strolls and reduce traffic, the Arbors features three two-story floor plans with three and four bedrooms and 2-1/2 baths. These single-family homes offer approximately 1,475 to 1,709 square feet of living space. Models are now open. For sales information, call 529-3620.

#### **Brea Commerce Center...Construction Begins on Final Two Lots**

The Redevelopment Agency recently sold the two remaining undeveloped lots in the Brea Commerce Center (7.5 acre site) to Brea Meats and Oil Can Henry's.

Wasting no time, Brea Meats, a long-time downtown business, has begun construction on its new facility on Orange Avenue, next door to Phillips Towing and The Water's Edge.



In addition to its popular choice meat counter, the new store will also feature a deli. Lunch anyone?

Oil Can Henry's, an upscale lube and oil business, begins construction in a matter of

weeks. Specializing in customer satisfaction and T.L.C., Oil Can Henry's will be located next to Big O Tires on Brea Boulevard.

# The Chamber Corner

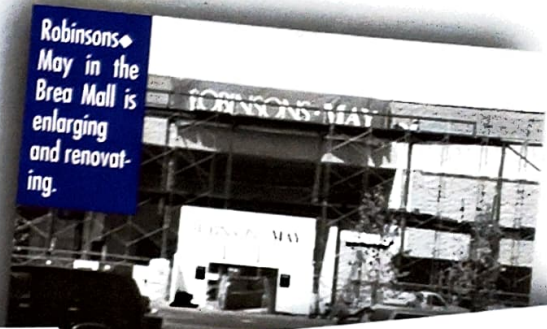
By George Delanoy, President

## Brea's Economy Booms

It looks like the economy has finally turned the corner and left sluggish financial times behind. Here in Brea, this can be evidenced by the many new businesses that are springing up all over town and the large-scale expansions and relocations of existing enterprises.

In this month's Chamber Corner I thought I would let the pictures tell the story.

If you need help locating a specific type of business or need a phone number or address or any business assistance, call the Chamber office at 529-4938.



Robinsons May in the Brea Mall is enlarging and renovating.



The Stamp Patch (rubber stamps, art and craft supplies) in Brea Heights Center.

B.J.'s Chicago Pizza, Grill and Brewery is an outstanding new restaurant, complete with micro-brewery at the Randolph Avenue entrance to the Mall.



The Imperial Shopping Center at Imperial and Laurel is looking good! Diedrich Coffee House and La Salsa Mexican Restaurant just opened in the former Music Plus building.

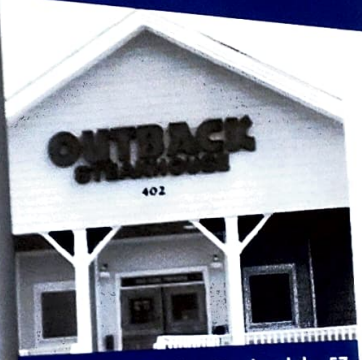


A new headquarters and manufacturing facility for Krystal Koach Limousine is rising quickly at the corner of Kraemer and Imperial, and negotiations are still underway for the proposed shopping center on the northwest corner of that intersection.

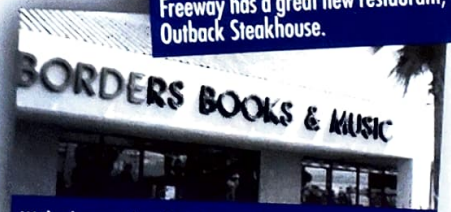


## The Brea Community Center - From Dream to Reality

Funded by the Brea Redevelopment Agency, the Brea Community Center, located at 695 Madison Way is now open and serving the people of Brea. With over 50,000 square feet of meeting rooms; a complete Fitness Complex boasting a gymnasium, cardio/weight room and an aerobics/dance studio; an arts studio; youth and family services area for individuals and families; even its own cafe - The Bistro 695, the Center has it all! It even offers an affordable on-site baby sitting service. For more information please call 990-7100.



Olen Pointe at Lambert Road and the 57 Freeway has a great new restaurant, The Outback Steakhouse.



With thousands of book and music titles and live entertainment, Borders Books and Music is a favorite with readers. Brea Plaza Shopping Center, Imperial Highway and 57 Freeway.



With Michael Freedman



Michael Freedman is a member of the design team for the Birch Street Promenade, the next phase of Brea's Downtown. He is a principal in the San Francisco based firm of Freedman, Tung and Bottomly, urban planners with a special expertise in designing, revitalizing and redeveloping community downtowns, including Ventura, Mountain View and Phoenix.

**Q:** How do you define "downtown?"

**A:** The downtown is nothing less than the heart of the community, which is why so many cities like yours are focused on reinvigorating it. Your community charette very accurately identified the key values represented by downtowns: a place for people of all ages, with pedestrian access, an animated environment and a dynamic mix of residential and commercial uses.

**Q:** What makes downtowns successful?

**A:** In analyzing how downtowns differ from shopping centers and mini-malls, which are

newer configurations of commercial services, a few characteristics are obvious. In the downtown, services open directly onto the street—not onto a parking lot—and are thus more accessible and welcoming to pedestrians.

All shops or restaurants have a window and a door, with unbroken facades of no more than 25 feet to keep the scale human and continually engage the eye with plenty of variety. The constantly changing street encourages you to keep walking; it tells you that any second something new and exciting is about to be discovered.

The scale is critical, because the variety and visual excitement need to motivate people driving by, not just pedestrians. It's important to make room for cars and for on-street parking, but a great downtown street can't be "digested" through the windshield. So it should make the driver want to get out and walk around.

Commercial success for downtown merchants is as important as scale and variety in making downtowns successful. Downtowns must have their own economic niche, offering a unique and compelling experience that shoppers and diners can't get anywhere else in the community.

**Q:** What are common mistakes?

**A:** Downtowns should not have long runs of blank walls, like the long side of a bank or the fortress-like base of a large office building. No one wants to "stroll" along boring, inhospitable walls.

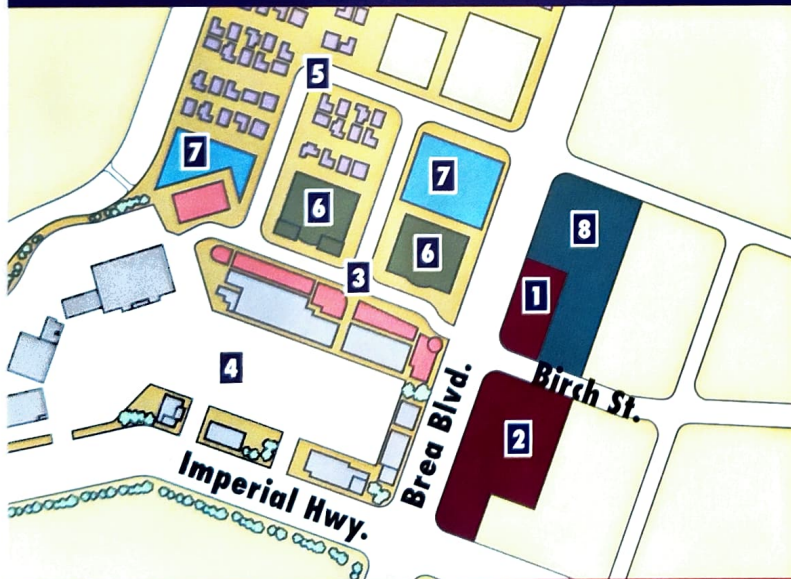
**Q:** Why is there such renewed interest in rebuilding downtowns?

**A:** First of all, historic downtowns are still a part of most communities but many have become blighted. Also, shoppers and residents have become consumers of the retail environments, as well. They are hungry for richer experiences. To take advantage of this need, successful, prosperous downtowns are designed as large outdoor rectangular living rooms, with the "walls" papered with doors and windows—a design of infinite variety.

Inside the "living room" people eat, play, listen to music, window-shop, watch street magicians and thoroughly enjoy themselves.

Brea's movie theatres and the Birch Street Plaza space will provide both amusement and the type of shared experience that reinforces community.

## The New Downtown



- |                          |                              |                      |
|--------------------------|------------------------------|----------------------|
| 1 Restaurant Site        | 4 Gateway Center             | 7 Parking Structures |
| 2 Restaurant Site/Office | 5 Ash St. Cottages           | 8 Future Residential |
| 3 Birch St. Promenade    | 6 Edwards Multiplex Theatres |                      |

For information on development opportunities, contact the Brea Redevelopment Agency at (714) 671-4421, or for restaurant opportunities contact Tom Skidmore of Skidmore and Associates at (714) 362-7556.

## Downtown News

Brea Redevelopment Agency  
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**City of Brea  
Development Services  
1 Civic Center Circle  
Brea, CA 92821**

October 1996



# The Downtown PROJECT ♦ UPDATE

## Birch Street Promenade and Brea Blvd. Widening Begins

### Revitalization Project Enters Next Phase

The next phase of the Downtown Revitalization Project is about to get going in a major way. Soon you will be seeing the construction of infrastructure improvements needed to support development of the new Birch Street Promenade as well as to improve traffic circulation on Brea Boulevard. At the same time, development is set to begin on Edward's 12-plex Theatre and the City's 900-space parking structure.

### Upcoming Construction Schedule

Project	Description/Location	Construction Dates
Brea Blvd. Widening	<ul style="list-style-type: none"> <li>■ Completes the widening of Brea Blvd. from just north of Birch St. to the railroad right-of-way.</li> <li>■ Divided into three phases over a seven-month period.</li> <li>■ Concrete protection barriers will separate construction from traffic lanes for the safety of the workers and the public.</li> <li>■ Construction will take place Monday through Friday, from 7 a.m. to 3:30 p.m. On rare occasions, construction work may be required at other times.</li> <li>■ There will be at least one lane open in each direction on Brea Boulevard throughout the construction.</li> </ul>	Oct. '96 - Apr. '97
Parking Structure I	Construction of a 900-space parking structure. Located on the west side of Brea Blvd. Between Birch and Ash.	Through May '97
Brea Hotel Relocation	Relocation of historic Brea Hotel elsewhere on the block to allow for the widening of Brea Blvd.	Oct. '96 - Dec. '96
Edwards Theaters I	Construction of a 12 screen state-of-the-art theater on the northwest corner of Birch St. and Brea Blvd.	Nov. '96 - May '97
Edwards Theaters II	Construction of 10 additional screens. Located just west of Edwards Theaters I.	Jan. '97 - Nov. '97
Parking Structure II	Construction of an 800-space parking structure. Located at the west end of Birch St.	Jan. '97 - Nov. '97
Birch Street Retail/Restaurant Space	Development of an exciting mix of unique retail and restaurant space on the north & south sides of Birch St.	To be determined.

The City of Brea is eager to keep the community informed about the progress of these projects and others as the revitalization effort continues. This fact sheet is part of a larger public information campaign. Watch your mail for future editions of this Project Update, the Downtown News and Brea Line publications. Also, be sure to tune in to Brea Cable Channel 3. If you have questions or need more information, please call the 24-hour Downtown InfoLine at (714) 671-4410.

**FOR SALE**

*outstanding opportunity!*

**BREA'S NEW DOWNTOWN IS A \$100,000,000 PUBLIC/PRIVATE PARTNERSHIP**

# Premiere Location Restaurant Sites Now Available

Be part of North Orange County's first outdoor Retail Promenade featuring over 400,000 sq. ft. of Restaurants, Retail and Entertainment including Edwards Multiplex Theaters.

- 1** 4,000-6,000 sq. ft. Restaurant Site
- 2** 5,000-10,000 sq. ft. Restaurant Site and 15,000 sq. ft. office development potential
- 3** Birch Street Promenade  
Retail/Restaurant locations available
- 4** Gateway Center  
Adjacent 200,000 sq. ft. retail center anchored by Ralphs, Cost Plus, Petsmart, Payless and Starbucks; fully leased
- 5** Ash Street Cottages  
Nearly 100 new homes under construction; 93% sold
- 6** Edwards Multiplex Theatres
- 7** Conveniently located near major traffic corridor
- 8** Future Residential
- 9** Parking Structures



**SKIDMORE & ASSOCIATES**  
RESTAURANT SPECIALIST

Commercial Real Estate Services  
27068 La Paz, Suite 105  
Laguna Hills, CA 92656  
Tom Skidmore  
(714) 362.7556 FAX (714) 362.7446

In Cooperation with the Brea Redevelopment Agency

**FOR SALE**

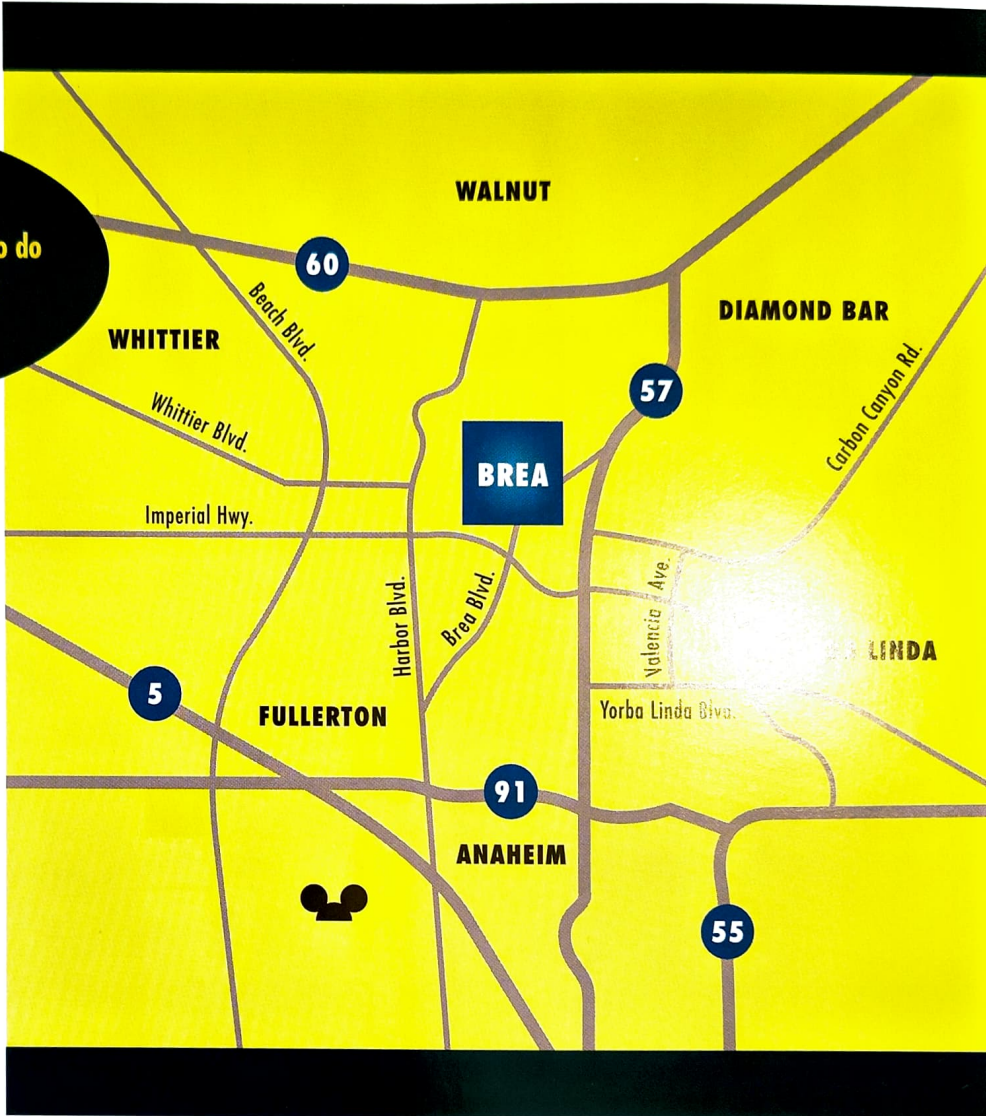
*outstanding opportunity!*

# BREA: The Seventh Fastest Growing

RETAIL MARKET IN CALIFORNIA

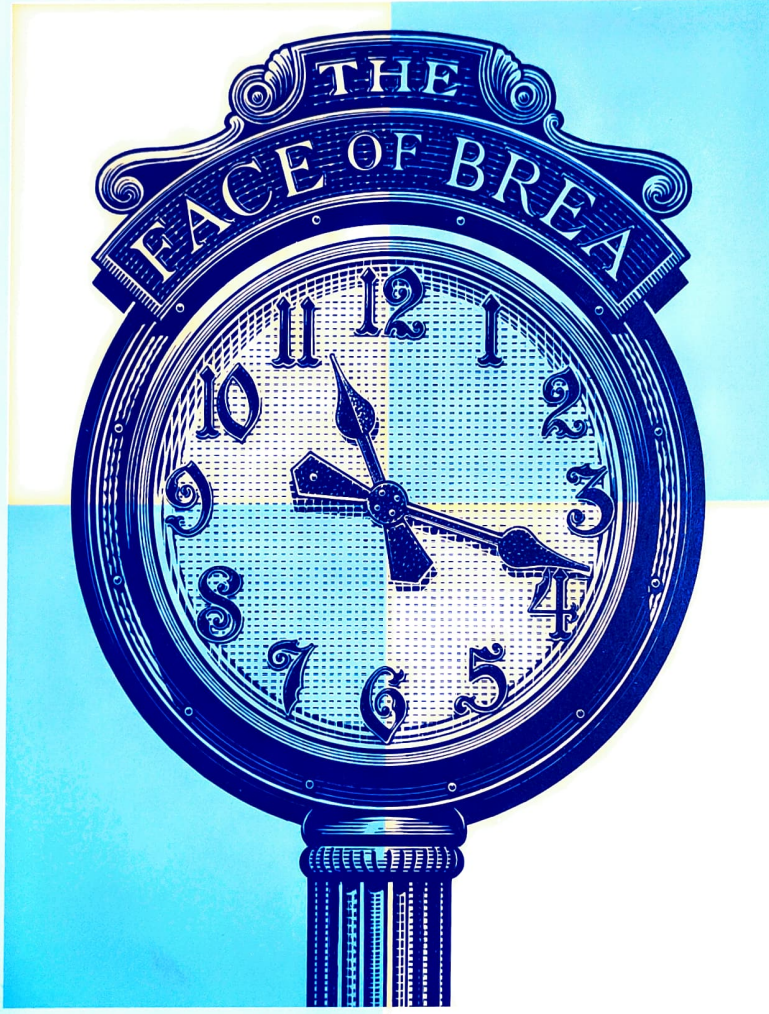
**California Business Magazine ranked Brea in the top 100 cities to do business, based on its positive business environment.**

- Average household income \$73,797 (3 mile), \$70,070 (5 mile)
- Total area population 120,296 (3 mile), 340,071 (5 mile)
- Imperial Hwy. traffic count 52,166
- Brea Blvd. traffic count 21,000
- Retail sales grew by over 46% over the last five years.
- Brea daytime population over 100,000
- 1/2 mile from top selling Embassy Suites Hotel and Orange County's second largest mall with annual sales exceeding \$330 million
- Prime four-county junction location



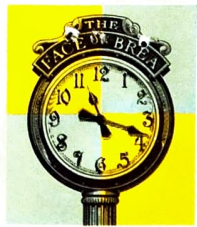
Information contained herein has been obtained from the owner of the property or from other sources that we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it.

IT'S TIME TO TAKE A LOOK AT BREA!



Brea Redevelopment Agency





**Brea  
Redevelopment  
Agency**

June 13, 1996

Dear Ash Street Cottage neighbor,

Welcome! We're glad you're here and want to involve you right away in the exciting evolution of your Birch Street neighborhood.

From the community charette in 1989, that articulated the vision for our new downtown urbanscape, to the creative private/public partnership that produced your unique home, Brea is a city that does things differently.

Now it's your city, too; and, if you're new to Brea, you'll soon discover it's full of committed residents whose pride is more than a feeling. It's an intelligent energy, inspiring careful growth and pro-active responses to the many challenges of the last seven years in California.

Ash Street Cottages is a perfect example of Brea's capacity to accommodate change in a creative way. Originally conceived as condominiums and town homes, the downtown residential blueprint was seriously jeopardized by the plunging California real estate market. Yet, a mix of commercial and residential uses was essential to realizing the community's downtown vision.

Working as a team, Baywood Development, Brea's Redevelopment Agency, and the city's elected and professional leadership came up with a win/win solution which pared down the density, resulting in a stunning urban neighborhood that improves upon the original plan.

Other changes have also been required in response to volatile market conditions and emerging trends in entertainment and other leisure activities. The foresight and successful implementation of these solutions will ensure the long-term economic strength of your new neighborhood.

One such improvement is now under consideration as a solution to a five-year search for the appropriate anchor activity at the end of Birch Street Promenade. Many, many ideas have been offered and thoroughly explored. They have ranged from a skating rink, a children's museum or entertainment center, a fire station to a bowling alley and fitness center. None met the complex criteria of aesthetics, practicality, ambiance and economic promise.



Currently pending is a request from Edward's Theaters to add ten more screens on the Promenade. This solution would meet all the downtown criteria, remaining true to the charette vision of the downtown as a place where pedestrians would be drawn to public attractions that create vitality around the clock.

Twenty-two movie screens would not only assure Brea's downtown economic viability, but would also guarantee the success of other types of venues, making Brea an extremely competitive Orange County location for the very best of jazz clubs, specialty retail shops and restaurants.

The entertainment value of multiple screens is a critical factor in the stability of the Birch Street renewal. Entertainment is the major focus of America's social life; and the movies are increasingly the entertainment of choice for families, young people and adults alike.

As you know, Brea already has a very successful regional attraction—the 1,250,000 sq. ft. Brea Mall, opened in 1977. Controlling traffic and maintaining public safety at the second largest mall in Orange County has given Brea's security forces experience and confidence in anticipating and effectively dealing with any problems that might surface. The result is an extremely safe mall that rarely experiences any type of disturbance.

Potential traffic concerns for a busy downtown were anticipated and addressed by the widening of both Brea Boulevard and Imperial Highway at their intersection. At each of the four corners, in both directions, there are three through-lanes, two left-turn lanes and one right-turn lane, with landscaped medians and decorative amenities along the sidewalks. Further, Birch Street Promenade will be designed to prevent theatergoers from parking in your neighborhood.

Your choice of an Ash Street Cottage home indicates you are eager to live within walking distance of a vital and dynamic urban center. If you would like to learn more about the current planning for the downtown, there are two public hearings scheduled. The Planning Commission hearing will be on June 25 and the City Council hearing on July 2. Both will be held at the Brea Civic and Cultural Center. If you are unable to attend you can watch either hearing live on Brea's Century Cable Channel 3.

Again, welcome. We look forward to your participation.



ASH STREET COTTAGES  
SPECIAL BRIEFING  
JUNE 19, 1996

- |      |                               |              |
|------|-------------------------------|--------------|
| I.   | INTRODUCTIONS                 | BILL WATT    |
| II.  | WELCOME TO BREA               | FRANK BENEST |
| III. | SUMMARY OF PROJECT<br>TO DATE | JIM CUTTS    |
|      | A. GATEWAY                    |              |
|      | B. ASH STREET COTTAGES        |              |
|      | C. SUPERBLOCKS I & 2          |              |
|      | D. BIRCH STREET PROMENADE     |              |
| VI   | QUESTIONS                     |              |



Brea  
Redevelopment  
Agency

## City Services

### Police

Brea — with one of the lowest crime rates in Orange County according to the FBI Index of Serious Offenses — fields an outstanding police force made up of more than 100 sworn officers and nearly 90 reserve and civilian personnel. In addition to its law enforcement efforts, the Brea Police Department coordinates such programs as Neighborhood Watch, Explorer Scouts, a drug abuse resistance program for area youth, personal safety programs, home security inspections, and vacation checks. The Department also has engravers available to the public for marking valuable personal property. Area residents furthermore are welcome to accompany police on ride-alongs or take a station tour.

### Fire Services

The city's outstanding Fire Department operates in the top one-third of basic fire insurance classifications. The city's four modern fire stations utilize state-of-the-art equipment. The Department's fire fighting and paramedic units include 45 suppression and 11 administrative personnel. The Brea Fire Department oversees a variety of community programs including emergency preparedness, firefighter reserves, and educational activities for school children.

### Waste Management

Trash collection is provided by the city through Brea Disposal, a private contractor. The city was the first in Orange County to implement a city-wide residential-commercial curbside trash recycling. Since its implementation in 1989, Recycle Brea has diverted nearly 10,000 tons of recyclable materials from the waste stream.

### Water/City Utility Service

Brea's water is supplied by the Metropolitan Water District and the California Domestic Water Company for distribution through the city-owned system. City utility bills — water, sewer, street sweeping and trash collection — are mailed to customers monthly.

### Natural Gas

Southern California Gas Co. provides natural gas to business and residential customers.

### Electricity

Electricity is provided by Southern California Edison Company.

### Telephone Service

Pacific Telephone has the telephone service franchise in Brea for both business and residential customers.

### Cable Television

Century Cable Television provides cable services to Brea.

### Health Services

Brea is served by a variety of health care providers and facilities. Included among them is the Brea Community Hospital and the Cancer Treatment Centers of America™. Cancer Treatment Centers of America™, a leading national developer and manager of comprehensive cancer programs, has joined with Brea Community Hospital to offer the latest in patient-centered care. The Brea 30-bed oncology unit joins similar CTCA facilities near Chicago and in Tulsa, Oklahoma.

### Citizen Comment Line

For questions, comments, or assistance with city services, call the Comment Line at (714) 990-7707.



Brea  
Redevelopment  
Agency

## City Council

Incorporated in 1917, Brea is governed by a five-member City Council elected from the city at large to serve four year terms. Each year, the Council elects one of its members to serve a one-year term as mayor. As a General Law city, the Council appoints a city manager to implement policies and oversee city departments. The Council also appoints the city attorney to provide counsel on city matters.

Brea's elected officials include:

- Mayor Burnie Dunlap, elected 1990
- Mayor Pro Tem Glenn Parker, elected 1990
- Councilwoman Lynn Daucher, elected 1994
- Councilwoman Bev Perry, elected 1992
- Councilwoman Kathy Wisner, elected 1992

Citizens play an active role in Brea and appointees and volunteers alike serve on commissions and committees formed to advise the council and city staff on a variety of community issues.

**Cultural Arts Commission** – The five-member commission helps identify the cultural needs and interests of the community and works to broaden community participation in the arts.

**Parks, Recreation and Human Services Commission** – Members promote community services programs, oversee park facility usage and assess community recreational and social needs. Five community residents serve on the commission.

**Planning Commission** – The commission's five appointees review proposed developments that may impact Brea's growth and/or environment to ensure they meet the city's technical, environmental and aesthetic standards, as well as zoning and General Plan regulations.

### Other City Related Committees:

**Economic Development Committee** – Working with a chairperson appointed by the City Council, this volunteer committee works to retain existing business and industry in the city and attract new business to the community.

**Continued on reverse**



**City Council, *continued***

**Brea Sister City Committee** – In conjunction with its two sister cities – Hanno, Japan and Lagos de Moreno, Mexico – the committee promotes understanding among nations through industrial, economic, and cultural exchanges.

**Traffic Committee** – An eight-person committee reviews all traffic and circulation issues affecting Brea, including neighborhood, city-wide, and regional issues.



Brea  
Redevelopment  
Agency

## Schools, Housing & Transportation

### Schools

In Brea, the focus is on quality education, and the Brea Olinda Unified School District shows the results of that focus by consistently scoring above the 90th percentile in state and national achievement tests. Moreover, the U.S. Department of Education in 1993 named Brea Olinda High School (BOHS) a National "Blue Ribbon" school, one of only 184 high schools in the nation bearing that prestigious mark of excellence. A full 92% of graduating seniors went on to attend college.

Brea's school athletic programs are top notch too. All of the teams are consistently competitive and most programs qualify for the California Interscholastic Federation (CIF) playoffs every year. Even more outstanding are the "Ladycats," the girls' high school basketball team named state champions from 1991 to 1994.

The Brea Olinda School District oversees operation of six elementary schools, one junior high, one high school, and one alternative high school. Also in the city are several pre-schools, two Christian schools and a Catholic school with classes for children from kindergarten through eighth grade.

College level education also is available in Brea, including the Southern California College of Business and Law and Golden State Baptist Theological Seminary. Right next door in Fullerton are a California State University campus and Fullerton Community College, while the University of California at Irvine, Chapman University, and Cal Poly Pomona are within easy freeway access.

### Housing

Housing in Brea reflects the community's architectural diversity with charming neighborhoods built in the 1920's and '30s to stylish and contemporary single-family developments. Sales prices of existing homes range from \$170,000 to \$500,000 for spacious executive living. Rental prices for apartments, townhomes and condominiums range from \$500 monthly for a one-bedroom apartment to \$1,000 and up for a three-bedroom unit.

Quality, affordable housing is available in Brea. Since 1981, 295 new affordable dwelling units have been built using city and Redevelopment Agency assistance. Today, 29 new condominiums are for sale to families with low and moderate incomes. Nearly 1,500 new affordable units are proposed for construction by the year 2000. For more specific information on Brea's affordable housing programs, please see the Housing Breans information.

Brea also has a variety of apartment complexes geared toward senior citizens and five mobile home parks are located in the city. The city also runs its own senior subsidy program which assists needy seniors by providing rent supplement payments.

### Transportation

Brea's location in the northeast corner of Orange County serves as the gateway to Los Angeles, Riverside and San Bernardino counties. Ocean beaches, snow covered mountains, and desert resorts are all an easy drive away.

As for airports, Orange County's John Wayne Airport is just 17 miles from the city, Ontario Airport 25 miles, and Los Angeles International Airport is 48 miles from

**Continued on reverse**

## **Schools, Housing & Transportation, continued**

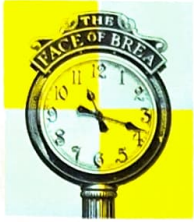
Brea. A municipal airport and an Amtrak passenger rail station are located just five miles from Brea's city center.

For moving goods and equipment, Southern Pacific railroad lines run through the city and all major trucking lines serving Los Angeles and Orange Counties also serve Brea. The nearby ports of Long Beach and Los Angeles Harbors are located 35 miles west of the city. Overnight delivery service also is available.

Commuters can use efficient bus service provided by the Orange County Transportation Authority to get anywhere in the county, and Dial-A-Ride is available to transport residents to virtually all points.



## Cultural Arts &amp; Recreation



Brea  
Redevelopment  
Agency

Is there art in Brea? You bet. Brea's acclaimed Art in Public Places program boasts more than 100 pieces of sculpture by renowned artists such as Guy Dill, Seward Johnson and Gidon Graetz. Art is everywhere in the city — in parks, in shopping centers and on street corners. Some is avant garde, some traditional but it's all out there to be enjoyed.

Then there is the Brea Gallery with more than 6,300 square feet of striking exhibition space. Exhibits are changed frequently, and feature original paintings from around the country.

For music and theatre lovers, try the Curtis Theatre — a fully equipped performing arts theatre that features productions by the Brea Theatre League, the Brea Civic Light Opera, the Brea City Orchestra and other performing groups. Cultural Arts opportunities go outdoors in the summer with concerts and family Fridays.

What about parks and recreation? Brea's boundaries encompass 12 parks with accompanying recreational facilities covering more than 400 acres. There are nature parks, sports parks and parks for relaxing under a tree. Recreational facilities include three public golf courses, an Olympic size swimming pool, volleyball and basketball courts, football, baseball and soccer fields, tennis courts, children's play areas, bicycle and hiking trails and two lakes for fishing. And of course, there are enough barbecues and picnic tables for local residents to take advantage of Brea's perfect Southern California weather.

Brea's Community Services Department coordinates sports activities, an aquatics program, excursions and special interest classes for all age groups — from toddlers to seniors. Organized leagues for soccer, baseball, basketball and football attract scores of participants while the city's Scouting program is one of the strongest in Orange County. Community facilities include a municipal pool, a multi-purpose Senior Center, athletic facilities and community meeting spaces.





Brea  
Redevelopment  
Agency

## The Downtown Project

Brea's historic downtown, like many throughout the United States, had begun to decline as busy shoppers switched to the convenience of enclosed malls, and traffic was diverted from Brea Boulevard by the completion of the 57 Freeway in the sixties. City leaders took the bold step of meeting the challenge of revitalizing the downtown through the use of a community planning workshop, or charette.

Brea by Design - The Downtown Charette was held in October of 1989 and brought together almost 100 participants representing every sector of the city, as well as elected officials, city staff and planning professionals. The result of these efforts was the Brea Downtown Vision Document. The Vision Document was designed to ensure that developer proposals to revitalize the Downtown would be guided by the aspirations of Brea's citizens, while reflecting both innovation and feasibility.

In September of 1991 the Agency Board approved a Disposition and Development Agreement with the Watt/Craig Joint Venture. The Watt/Craig Joint Venture proposal was selected because it most closely matched the goals of the Vision Document.

The Project is a comprehensive revitalization strategy which will invigorate the downtown by bringing people to the area to live, work, shop, entertain, and spend time in a pleasant environment which truly reflects Brea's identity as an innovative and exciting community.

What does the project offer? Approximately 55 acres, the project is located at the intersection of two of Brea's major arterials, Imperial Highway and Brea Boulevard. The project is divided into components; the **Gateway Center** neighborhood shopping center, the **Ash Street Cottages** and a new **Birch Street**.

Need to buy groceries, pick up a movie or fill a prescription? The **Gateway Center** has it all. It features approximately 185,000 square feet of retail/commercial space, restaurants, and second story office space. The Center's major tenants include Ralph's Supermarket, PayLess Drug Store, PetSmart pet superstore and Cost Plus.

Want a place to live? The **Ash Street Cottages** will provide 96 garden-style cottages to create the desired synergy found in a true mixed-use project. The area is framed by Walnut Avenue, the Brea Canyon Flood Control Channel and Birch Street, and will be within walking distance of shops, movie theaters, a park and restaurants.

Want a place to relax, dine and be entertained? The **Birch Street** component will be the place to go. Birch Street is designed to be a pedestrian-oriented retail and

Continued on reverse



## **The Downtown Project, continued**

entertainment street. This village-style promenade will feature special street and sidewalk paving, lush landscaping, unique pedestrian-scale lighting, as well as special seasonal lighting. Birch Street will be a place to meet and talk, shop, or just relax. Public areas will include a town plaza, fountains and public art and will be mixed with specialty shops, an Edward's Cinema Complex, cafes, and restaurants. Unique housing opportunities will also be found at Birch Street. Live/work studio apartments will be featured above some of the shops, as well as For Rent townhouse units. Finally, two centrally located multi-level parking structures will provide free, convenient parking. Located at the end of Birch Street next to the Channel Park will be a public space and activity facility to serve all age groups within the community. Designed to create a locale for special events, cultural activities and community celebrations, this public space will be a focal point of Birch Street activity.

When complete, Brea's new Downtown will be just one more example of the innovative and exciting community that Brea is. Isn't it time you took a look at Brea?

For more information on the Downtown Project or other Redevelopment projects, contact Susan Georgino, Redevelopment Services Director, at (714) 671-4421.



# BREA, CALIFORNIA

## Economic Profile & Community Information

Courtesy of the Brea Chamber of Commerce  
 #1 Civic Center Circle • Brea, CA 92621

(714) 529-4938 • Fax (714) 529-6103

### LOCATION

The city of Brea, California is located in the Northeast corner of Orange County, 30 miles Southeast of Los Angeles and 120 miles North of San Diego. Brea adjoins Los Angeles County to the North and San Bernardino County to the East.

### CLIMATE

Period	Average Temperature			Rain Inches	Humidity		
	Min.°	Mean°	Max°		4 a.m.	Noon	4 p.m.
January	38.0	52.4	66.8	2.72	65	45	57
April	47.3	60.5	73.8	1.08	80	52	69
July	58.3	71.4	84.5	.02	87	52	58
October	50.7	65.2	79.9	.56	74	47	61
Year	47.6	62.2	76.3	15.93	76	49	59

Elevation: 375'

Prevailing Winds: SW-NW direction. Mean hourly speed: 6 MPH

### TRANSPORTATION

- Rail: Southern Pacific; AMTRAK station in neighboring Fullerton
- Truck: All major trucking lines serving Los Angeles and Orange Counties. Overnight delivery to San Francisco, San Diego, points in Arizona and Nevada.
- Air: 48 miles to Los Angeles International Airport; 17 miles to Orange County (John Wayne) Airport; 28 miles to Long Beach Airport; 25 miles to Ontario International Airport; 6 miles to Fullerton Airport.
- Bus: Orange County Transit District; Southern California Transit District (limited).
- Water: Los Angeles & Long Beach Harbors are 35 miles west of Brea
- Highways: Orange Freeway (57) North/South; Imperial Highway (90) East/West; Carbon Canyon (142) East/West.

### UTILITIES

- Water: City of Brea - (714) 990-7687
- Sewer: City of Brea - (714) 990-7687
- Natural Gas: The Gas Company - 1-800-427-2200
- Electricity: Southern California Edison Company - (714) 835-5200
- Telephone: Pacific Telephone - (714) 811-6601 Residential, (714) 811-7711 (Business); GTE California - (310) 945-7422

## POPULATION

1995 Estimate: 34,600

Daytime Working Population: 65,000

Daytime Total Population: 100,000

Median Age: 34.5 Years

Median Household Income: \$51,253 Annual

Ethnic Groups: 77.1% White; 14.4% Hispanic; 6% Asian; 1% Black; 1.5% Other

Education Levels: 87.4% High School Graduates; 31% Bachelor Degree or more.

## CITY GOVERNMENT, POLICE & FIRE SERVICES

Brea is a General Law City with a council-manager form of government.

### Police

Department: 106 sworn personnel; 26 civilians; 25 reserves and 45 community support personnel. Equipment includes 16 motorcycles, 20 patrol cars and three K-9 units. This includes manpower supplied to the city of Yorba Linda on a contract basis.

### Fire

Department: 46 suppression personnel; 25 reserves; 10 administration. Equipment includes four pumpers, one paramedic/pumper, one attack pumper, one aerial ladder truck, one incident command unit and two pieces of reserve equipment.

Basic Fire Insurance Classification: 3

A radio-operated emergency alarm system is used by Police, Fire and Ambulance services.

## COMMUNITY FACILITIES

**Health:** Brea Community Hospital has 285 active and consulting physicians, a 24 hour emergency service, an adjacent magnetic resonance imaging (MRI) pavilion, and is the site of Cancer Treatment Centers of America (CTCA). St. Jude Hospital, a regional medical facility, and Placentia-Linda Hospital are located in adjacent cities.

**Education:** Brea has 6 public elementary schools, 1 public junior high, 1 public high school, 1 public continuation high school, 1 private school (Montessori) and 3 parochial schools (St. Angela's School, Christ Lutheran School, and Brea Olinda Friends Church School). Test scores for Brea students are consistently among the highest in Orange County. A new state-of-the-art high school campus opened in 1990, and Brea Olinda High School is one of the few in California to be part of the Knowledge Network computer link-up. The Southern California College of Business and Law is located in Brea, and the neighboring city of Fullerton offers a community college, the Southern California College of Optometry, California State University-Fullerton, Pacific Christian College, and Western State College of Law.

**Cultural:** Brea has an outstanding "Art in Public Places" program that boasts over 100 pieces of sculpture around the city. The community has 13 churches, 3 regional parks, 26 play areas, 8 city and school parks, and a Senior Citizens Center. A new Community Center is planned. Other recreational amenities include three golf courses (one 9-hole course, one 18-hole course and one executive course). There is one library. The City has 12 movie theatres (with a new 10-cinema Edwards Theatre planned for the near future), an Improv Comedy Club, a billiards club, a regional shopping Mall, and numerous restaurants. The Brea Civic and Cultural Center houses government offices, the library, a theatre, conference center, art gallery, and community meeting rooms, in addition to the school district offices and the Chamber of Commerce. City facilities are available for rent. Call (714) 990-7643 for rental information.

A full-service, 229-room Embassy Suites Hotel adjoins the Brea Civic Center; a Woodfin Suites Hotel is located in the eastern part of town, and three family-owned motels are located in the southern section of the city.

## **HOUSING**

1995 Contract Rents:

1 Bedroom Apartments: \$550-\$800

2 Bedroom Apartments: \$700-\$995

3 Bedroom Apartments, Condominiums, Houses: \$1,000 and up

Sales prices of existing homes range from \$170,000 - \$500,000

Median home value: \$264,000

There are 5 mobile home parks in Brea, as well as a variety of housing choices for Senior Citizens.

Total housing units: 12,648

Owner occupied: 61.4% Renter occupied: 35.3% Vacant: 3.3%

## **FINANCE**

City Assessed Valuation (1993-1994) \$3,390,802,669

Tax Rate 1993-1994 (Mean): Basic Levy: \$1.054; County: 14%; City: 16%; Schools: 51% (Approximate)

Retail Sales Tax: State: 6% City/County: 1.75% Total: 7.75%

## **BREA LABOR MARKET**

The area includes Brea, Buena Park, Anaheim, Corona, Cypress, La Habra, Placentia, Riverside, Fullerton, Chino, Yorba Linda, Lake Elsinore, Diamond Bar, Pomona, Walnut, Rowland Heights, Hacienda Heights, La Puente and City of Industry.

Contact Southern California Employment Data and Research (714) 680-7874 for detailed information about the characteristics of the labor force.

## **BREA ECONOMIC BASE**

There are about 2500 business license holders in the City of Brea. Of these, approximately 25% are engaged in manufacturing, light industry, and distribution; 50% in retail and service businesses, and 25% in finance, real estate and the professions.

## **MANUFACTURING EMPLOYMENT**

Brea is home to several large manufacturing operations, including Ameron Corporation, Kirkhill Rubber Company, IAC Industries, Simpson Strong Tie, Beckman Instruments, Bristol Industries, Lucas Western, United Ad Label, Inland Fisher Guide Division of General Motors, 20th Century Plastics, Lazy Pet Products, Russell Coil, and Nova Care.

## **NON-MANUFACTURING EMPLOYMENT**

The largest non-manufacturing firms in Brea include UNOCAL, Mercury Insurance, Albertson's Distribution Center, ITT Hartford, Harte Hanks Communications, American Suzuki Motor Corporation, The Capital Group, Travelers Insurance, CNA Insurance, Simulation Sciences, Nature's Best, Bank of America, Earle M. Jorgenson Company, the Brea Olinda Unified School District, Brea Community Hospital, and retail outlets in the Brea Mall.

Brea is a "city in progress" and encourages business and industry. For up to date information on availability of industrial, office and retail properties, contact the Brea Redevelopment Agency (714) 671-4421 or the Brea Chamber of Commerce (714) 529-4938.

## **FINANCIAL INSTITUTIONS SERVING BREA**

Great Western Savings & Loan, First Interstate Bank, Landmark Bank, Chino Valley Bank, Southern California Bank, Bank of America, Sanwa Bank, Santa Fe National Bank, Home Bank, Sumitomo Bank, Wells Fargo Bank, Union Federal Savings, Home Savings, Quaker City Federal Savings, World Savings & Loan, Nazarene Federal Credit Union, Southern Baptist Credit Union, Beckman Employees Credit Union, South Western Federal Credit Union, North Orange County Credit Union.

## RETAIL CENTERS

Brea has many retail centers including: The Brea Mall, the Brea Gateway Shopping Center, Brea Village North, Founders Plaza, Brea Marketplace, Imperial Center East, Brea Plaza, Berry Town Center, Brea Heights Shopping Center, and Brea Towne Center. The Brea Mall is the third largest regional shopping center in Orange County.

## BUILDING PERMITS

Year	Number	Valuation	Year	Number	Valuation
1983	795	\$38,403,941	1989	1,081	\$77,832,743
1984	713	\$51,872,998	1990	1,159	\$68,992,948
1985	755	\$57,265,108	1991	1,038	\$24,031,295
1986	776	\$56,983,000	1992	1,038	\$33,673,387
1987	1,126	\$69,993,782	1993	926	\$24,000,580
1988	1,132	\$96,084,059	1994	707	\$30,415,033

### INFORMATION AND SERVICES AVAILABLE THROUGH THE BREa CHAMBER OF COMMERCE INCLUDE:

*Annual Business Directory & Community Guide	*Clubs & Organizations Directory	*Cross-Reference Telephone Directory
*City Maps	*Community Calendar	*Area Telephone Directories
*Relocation Packets	*Certificates of Origin	*Special Occasions Listings (Banquet room rentals/caterers/florists/equipment rentals/photographers, etc.)
*New Resident Assistance	*Information about City Ordinances	*Restaurant & hotel information
*General City Information	*Zoning Maps	
*Business Referrals	*Economic Development Information	
*Industrial Directory	*Business Assistance	
	*Business Education Seminars	

### FOR ADDITIONAL INFORMATION, CONTACT:

The Brea Chamber of Commerce  
 One Civic Center Circle - Plaza Level  
 Brea, CA 92621  
 (714) 529-4938 Phone  
 (714) 529-6103 Fax

— or —

The City of Brea  
 One Civic Center Circle - Third Floor  
 Brea, CA 92621  
 (714) 990-7600

When you think of shopping in Southern California, it's probably freeway-bordering theme plazas and one-stop malls that come to mind—not the smalltime downtown clusters of an earlier West. But surprisingly, even in Orange County, a few of the old downtowns are still centered around Main Street—and thriving. Here are three—Tustin, Yorba Linda, and Brea—that can tempt you from the freeway for change-of-pace shopping and for a look at what the county was like before subdivisions became part of its history. Each has a character of its own, and each is just far enough from more modern roads to have remained largely undisturbed.

**Tustin**, third-oldest city in Orange County, was established in 1868. By the 1890s it looked much as it does today. A familiar stop on the road between Los Angeles and San Diego for years, Tustin is now bypassed by all major thoroughfares.

Today the old downtown, which nestles for a block in each direction from the intersection of El Camino Real and Main Street, is occupied by shops, galleries, and restaurants. Within the four-block nucleus you'll find a dozen antique shops, some in buildings older than their wares. Be sure to visit the Country Cupboard at 303 El Camino to see quilts, dolls, pottery, handbags, and similar goods handcrafted by 17 women.

For lunch (weekdays), you can design your own sandwich at popular Rutabegorz, a column-fronted former grocery at Main and C streets. Or you might

prefer to return to the '40s for awhile at Ruby's Cafe (205 El Camino), a long-established diner that still attracts truckers from the freeway.

Don't leave Tustin without a short drive or stroll west on Main Street to see some of the finest early homes in Orange County, including the Stevens home (1887) at 228 W. Main and the recently restored David Hewes mansion (1881) at the corner of Main and B streets.

To reach old Tustin from the Santa Ana Freeway (I-5) northbound, take the Red Hill Avenue offramp northeast, turn left on Laguna Road, and continue to El Camino Real. Southbound from I-5, exit east on First Street, continue 1 mile to El Camino, and turn right.

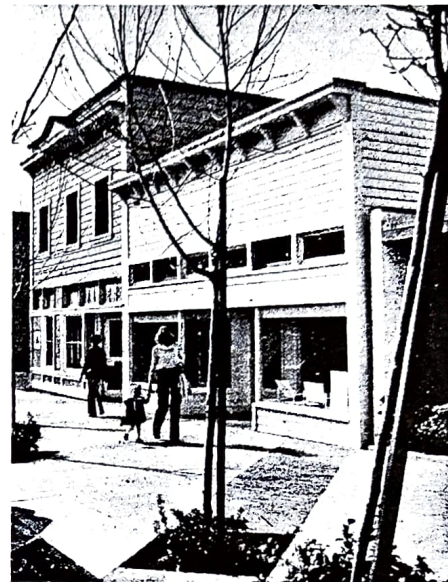
**Yorba Linda** was primarily a citrus-packing house and train depot in the early 1900s, and is still fairly rural in character. Main Street, its block-long downtown, has recently been spruced up with brick paving, old-time street lamps, park benches, and trees, but the buildings are from the '20s or earlier.

Most of the businesses cater to local trade, but there are also some antique shops (you can pick up a listing of them at Oak 'n Things, 4861 Main). The birthplace of Richard M. Nixon is across the park south of Main, at 18061 Yorba Linda Boulevard.

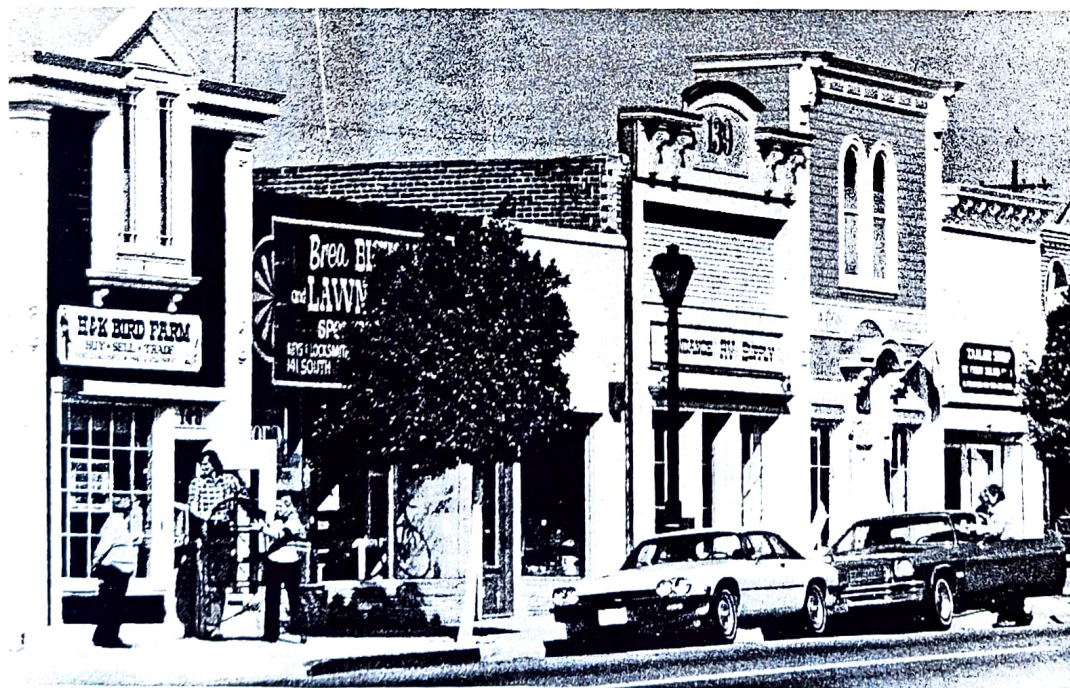
To reach Main Street from the Riverside Freeway (State 91), take Imperial Highway (State 90) north 3 miles and turn right onto Main.

**Brea** is about 5½ miles northwest of Yorba Linda. Turn north on Brea Boule-

vard from Imperial Highway and you will be greeted by a 1934 neon sign that arches a "Welcome to Brea" over the street. For the next three blocks you're in a turn-of-the-century Western town. Developed following a nearby oil boom in the 1890s (hence its name; *brea* is Spanish for tar), the town has changed little since its heyday in the '20s and '30s. As in Yorba Linda, businesses in downtown Brea reflect the local trade that has been going on for 75 years. Here you'll find a wide variety of specialty shops, from a publisher and a pool hall to a custom tailor and a numismatist. □



**Sleepy one-block Main Street** still serves rural Yorba Linda area much as it did in 1900



No, it's not a theme park—even though skinny, ornate, false-fronted Western buildings of "Good Old Brea's" downtown don't look like the rest of Orange County. What keeps this old downtown alive today? Exotic birds, fancy dresses, old coins, and more



# Brea Looks Back Over Happy Holidays Of The Roaring Twenties

## Spanish Word for Earth Used For Fuel Gave Brea Its Name

### What's in a name?

Brea got its name from the Spanish word "brea" meaning oil soaked earth used for fuel, according to a sketch of the city which has been prepared by the Chamber of Commerce.

Here, in part, is the word picture of Brea the chamber paints:

BREA is located on a fairly level mesa, at the entrance to Brea Canyon which leads to the mountains and the deserts inland. Its mean altitude of 375 feet above sea-level makes Brea the highest incorporated city in Orange County, and affords its residents security from flood danger. Oil development in the Puente Hills north of Brea, played an important part in the formation of this community which was incorporated February 23, 1917. In fact, the city took its name from the Spanish name "brea", which means "tar" or "oil". Legend has it that the early Spanish who came through this part of California, noted in their journals that the natives (Indians) came from many miles around to "a canyon from which they dug blocks of fuel which smelled and looked like brea."

Brea is located close to everything—less than 25 miles southeast of Los Angeles; with easy access to the Santa Ana Freeway; 20 miles from the Pacific Ocean, and the beaches; 35 miles from the mountains, with skiing in the winter; and 40 miles approximately to both the high and the low desert. Disneyland, U.S.A., and Knott's Berry Farm and Ghost-Town are both within 15-minute drive of Brea.

### City Government

Brea is a General Law City (formerly known as 6th class). City hall, located at 401 So. Brea Blvd., on the block-square original city-park, houses all branches of city government, headed by five councilmen, who choose one from their group to act as Mayor. The city council meets in regular session in the council chambers at city hall on the first and third Monday nights of each month. A city administrator coordinates and administers the decisions of the council. The city administrator, the police department, the fire department, planning commission, civil service commission, park and recreation commission, and civil defense are all organized units under the supervision of the city council government.

All licenses, permits, and water bills are handled by the city clerk's office, at city hall.

The street and water department offers garbage collection on a twice-weekly basis; with trash and tin-cans collected weekly.

Assistance in selection of suitable trees for parkway-planting is offered by the City Engineering Department, as well as building and safety inspection.

### Parks

▲ An added municipal attraction is the public swimming pool, in City Hall Park, which is open from June through August. This, together with picnic tables, and playground equipment, both in City Hall Park, and in Arovista Park (on the western side of the

city), gives Brea residents ample recreational facilities for the summer months.

Brea is part of the Metropolitan Water District, insuring ample water from the Colorado River for future expansion. The water mains have recently been renovated and extended to insure proper pressure to all parts of the city; as well as providing ample lines and pressure for industry to install automatic sprinkler systems for better plant protection.

Membership in the Orange County Sanitation District No. 2 affords capacity rights with room for expansion, due to connection with the Outfall Sewer to the ocean.

### Utilities

Southern Counties Gas Company, Southern California Edison Co., and Pacific Telephone & Telegraph Company fulfill all utility requirements with excellent service.

### Weather

The official average rainfall over a ten year period is 13.05 inches. The average relative humidity over a four year period at 2 p.m. is 58.9 per cent. The average temperature over a four year period at 2 p.m. is 74.8 degrees.

### Library

Brea is served by a branch of the Orange County Library, now located at 642 So. Brea Blvd. Present Library hours

10:00 a.m. to 9:00 p.m. Monday, Tuesday, and Wednesday.

10:00 a.m. to 5:00 p.m. Thursday and Friday.

10:00 a.m. to 3:00 p.m. Saturday.

**Transportation and Freight**  
Pacific Electric (Southern Pacific Railway Co.), local truck lines, Railway Express, and United Parcel Service offer daily service to industry of Brea, both incoming and outgoing.

For transportation only, MTA Bus Lines (Route No. 58-W) offers 13 schedules to Los Angeles (via La Habra, Whittier, and East Los Angeles), beginning at 5:50 a.m. and ending 11:12 p.m.; and 12 schedules to Fullerton, beginning at 7:22 a.m. and ending at 11:53 p.m. Schedules are available at the Chamber office, 333 South Brea Blvd.

### Schools

Brea - Olinda Union High School is a four-year high-school (9th thru 12th grades) located at 803 East Birch. It is well-equipped for future district expansion, with a recently-installed football stadium and athletic field, swimming-pool and boasting an excellent agriculture course complete with farm facilities.

Brea Elementary School District offers three campuses—Arovista School (Kindergarten

thru 5th grades), located at the corner of South Arovista and Eadington Drive—

Laurel School (Kindergarten thru 5th grades), 200 So. Flower—

Brea Junior High-School (6th thru 8th grades) at 400 No. Brea Blvd.; also the location of the Elementary Superintendent's office.

Bus transportation serves all schools.

### Churches

Brea boasts of 13 church congregations at present:

Full Gospel Church — Brea Missionary Baptist Church — Assembly of God Church — First Baptist Church — Randolph Ave. Baptist Church (Southern) — Brea Christian Church — St. Angela de Merici Catholic Church — Church of Christ — Brea Congregational Church — Brea Four-Square Gospel Church — Brea Church of the Nazarene — Church of Christ.

Seventh Day Adventist and Latter Day Saints congregations are close at hand in neighboring communities.

### Clubs & Organizations

Twenty-five (25) Civic, Service, and Youth Guidance organizations afford ample opportunity for Brea residents to take part in making their community a better place in

which to live. These include: Chamber of Commerce — American Legion, and Auxiliary — Veterans of Foreign Wars, and Auxiliary — Welfare Council — Kiwanis Club — Lions Club — Rotary Club —

Senior and Junior Women's Clubs — Brea Youth, Inc. — Youth Club of Brea — Orange County Coin Club — Masonic Lodge — Order of Eastern Star — Job's Daughters — Girl Scouts — Boy Scouts — Brea

Gra-Y Boys Club — El Rodeo Riding Club — Men's Golf Club — Women's Golf Club — Brea Elementary Teachers Club — Checkmates Square Dance Club — plus very active Parent-Teacher organizations in all four schools.

The BREA PROGRESS is Brea's hometown newspaper, published three times weekly (Monday, Wednesday, Friday) at 218 S. Brea Blvd.

### Hospitals

St. Jude's Hospital, Fullerton, serves all North Orange County.

The Fullerton Community Hospital is also available for Breans.

# Brea: From Black Gold To Freeway Era

By FRANK MARTINEZ  
Register Staff Writer  
(First of a Series)

Sixty years ago in northern Orange County, the oil industry was booming. Oil was king, the Olanda hills its castle.

New derricks were going up along the green hillsides that dominated the terrain. Wildcat pushers shot black gold into the sky, much to the maddening delight of speculators.

Oil seeped freely from the ground. Poor Mexican immigrants would cut up the oil-saturated sod into chunks, take it home and burn it for fuel.

The immigrants called the fuel by its Spanish name — "brea."

It was more commonly known in English as "tar."

This was the birth of the City of Brea. When it was incorporated on Feb. 10, 1917, Brea was a small township 1½ miles square.

A direct byproduct of the oil industry, down through the years, the oil derricks have survived as the city's birthmark.

But today, the birthmark is starting to fade. Oil derricks are being overshadowed by progress. Hills that once yielded fortunes in black gold are now being subdivided for housing tracts.

Brea has the potential of being one of Orange County's biggest, best-developed cities.

The ingredients are there: industry, plenty of undeveloped

land, an increasing population and a well planned, economic foundation.

Brea has more industry per capita than any other city in Orange County: 42 industries for a population of approximately 10,000. This year, the industrial payroll in the city will be in excess of \$19 million. Next year, the figure is expected to reach beyond \$24 million. In comparison, the city has an assessed valuation of \$16.8 million.

Three companies which have played an important role in the city's economy since before the big depression of the 1930s are Union Oil Co. (349 employees), Shaffer Tool Works (350) and the

Chiksan Co. (350), now a division of the FMC Corp.

Biggest employer in the city, the Kirkhill Rubber Co., came to Brea in 1951. The company has approximately 800 employes on its payroll with an estimated 60 per cent of them Brea residents.

Clearly missing from Brea's industrial repertory are industries dependent on government contracts.

"I've tried to attract industry to Brea that would make this a well-balanced community," explained City Administrator A. W. Studebaker. "Bigger industry will come to Brea. We have everything to attract them. We have made — to date — no concerted

effort to attract big industry. We didn't want any single industry to control the economy of the community. Instead, we have strived for a balance of residential, commercial and industrial development.

"As Brea grows, so will its industry. Good, sound industrial growth brings steady jobs. Steady jobs are the key to the community's economy. When the community is ready for big industry, it will be here," he added.

Studebaker has been city administrator since 1950.

Under his administration, more than 10 million of the city's current annual industrial payroll has come to Brea.

Industrial leaders in the city have heaped praise on Studebaker. In September when a councilman made a motion to fire Studebaker for alleged inefficiency, letters of protest poured into the city council from industrial executives.

Several industrialists confide that if it had not been for Studebaker's efforts, they would have settled elsewhere. One of Studebaker's strongest supporters in the past has been T. Kirk Hill. For it was Studebaker that introduced the rubber magnate to the city.

Studebaker points to two important factors that will make Brea's industrial picture even healthier.

One is a bountiful supply of industrial land, the other is a future freeway.

"At present, three-fourths of industrial land within the city has yet to be developed. To service increasing industry, we have a substantial water supply and have adequate sewage facilities.

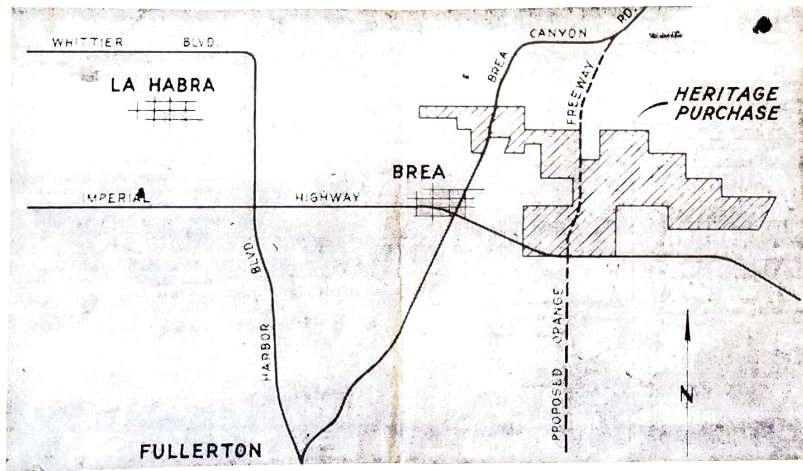
"We have two Metropolitan Water District "feeders" running east and west and north and south through the city, and we have substantial stock in a third source, the California Domestic Water Co. At present, the Whittier company provides one-half of the city's water supply. For sewage facilities, we have three county district sewer trunks

which come up to the city limits. "But more important," Studebaker continued, "is the future Orange Fwy. When it's completed sometime within the next five years, it will open a newer and bigger door to more industry. One of our problems has been accessibility. At present we have only two major thoroughfares running through the city. And both of them are overloaded.

"However, the new freeway will put us minutes away from the Los Angeles Fwy., the Riverside Fwy., the San Diego Fwy. and the Garden Grove Fwy. When this is done, it will be a milestone in the history of this city."

# \$15 Million For 1,100 Acres

# BREA AREA TRACT SOLD



**20,000 POPULATION** — A 1,100-acre piece of land, part of which is in Brea with the rest possibly to be annexed, has been sold by Union Oil Co. to Heritage Homes of Fullerton. The land, planned to be developed into homes and multiple units, will have an expected population of 20,000,

which would triple Brea's population. The north section of the purchase (shaded area shown) is at Berry St. with Central Ave. on the north. The east point shown is Valencia Ave. at Birch St. All of the land shown is undeveloped and most of it is now being used for agriculture.

## Added 20,000 Residents Seen

### Fullerton Construction Firm Buys Big Area For Home Development

By RAY RHOADS

BREA — Sale of 1,100 acres of oil company land on the north boundary of Brea that could triple the size of this city, was announced today by Union Oil Co. Heritage Construction Corporation of Fullerton paid \$15 million for the property that will be developed into homes and multiple units, according to Union Oil. Heritage officials said their master plan shows a population within the area of 20,000 persons.

After being bottled up since incorporation in 1917 by oil company-owned land surrounding the city, Brea is now free to grow.

The 1,100 acres stretch from Berry St. and Central Ave. on the west to Imperial Hwy. and Birch St. on the east along the entire north section of the city.

The land, part of which is now in Brea, is expected to be annexed soon.

#### HOUSING DEVELOPMENT

Ray Boone, spokesman for Heritage, said the land will be developed mostly into homes and multiple units with a small portion commercial. A 160-acre golf course is included in the plans, part of which will be land leased from Union Oil.

He said, "We will begin development as soon as we can process all of the paper work, probably within six months. It will be a planned community development with the master plan showing parks, schools, golf course and commercial centers."

When asked if the land will be annexed to Brea, he said, "The planned development fits the Brea picture much better than any other possibility."

#### 20,000 POPULATION

With plans now announced, the area will provide homes for 20,000

000 persons, which will triple Brea's population, now estimated at 10,000.

School officials said they will begin a series of meetings with developers to plan the tremendous job ahead.

Vincent Jaster, superintendent of Brea Elementary District, said the district will have to triple its facilities.

The portion of the huge piece of property east of Carolina St. is in the Olinda Elementary District, but most of it will fall in the Brea Elementary District. All of it is within the Brea-Olinda High School District.

#### LARGE AREA

Union Oil officials said the land runs from Imperial Hwy. on the south to the foot of Puente Hills on the north. They said Union still owns 2,800 acres in this area and it is expected that it will be developed in the near future as well. Most of the land was purchased by Union Oil in 1896 for its oil potential. Union retained oil rights to all the property.

All the area involved is now undeveloped except as farm land, Union officials said.

Heritage homes and sister corporations have developed large housing tracts at Diamond Bar in Brea Canyon, in Fullerton and in San Francisco. Offices are located near the Fullerton Airport at 4100 W. Commonwealth Ave.

The land purchase starts on the south side of Central Ave. at Berry St. and moves east in a jagged pattern. It moves north of the Junior High School, wraps around the Mueller plant, then heads south on the east side of Brea. At one point, at Randolph St., the area goes south of Imperial Hwy. This portion, next to Imperial Plaza, is colored red on the city's

new planning map, indicating that the city wants commercial at that point. The huge piece of land then stretches out along Imperial Hwy., then north to Birch St. and Valencia Ave. north of Union Oil Research Center.

#### LONG NEGOTIATIONS

Boone said negotiations have been underway with Union Oil Co. for the purchase for more than a year. The land actually went into escrow last Wednesday and is expected to be released in December.

Officials of Heritage, including President Daniel Keiserman, and city officials have met to discuss annexation and development of the land during the past few weeks. Boone said annexation proceedings can begin immediately while the property is still in escrow.

City officials have been mum on discussions pending today's announcement by Union Oil Co.



**CIVIC LIFE TO MUSHROOM** — Brea growth depicted in this aerial photograph, taken with Bob Colvin as pilot, presages growth of community organizations and schools. Brea school officials are preparing for 500 new families from this Mobil annexation, which means more Parent-Teacher Association members as well as more students. Other community organizations, too, will grow with the influx of new families. Central Ave. is

in the foreground and Brea Blvd. to the left of the 200 homes nearing completion. An additional 200 homes will be started soon. Notice terracing of hills in the tract where huge land moving equipment worked for more than a month to prepare home sites. An elementary school site is planned on 13 acres near the center of the picture.

APRIL 27 1966

# Brea Once a Tiny Town Bearing Name Randolph

Back in 1904 there was considerable interest in a new town named Randolph, in northern Orange County. The Pacific Electric was being build toward the community, offering the potentials of a surrounding citrus area as well as oil fields.

The community eventually achieved success, but under its new name of Brea adopted in 1906 after its first namesake, P.E. chief engineer, Epes Randolph, withdrew to work for another railway company.

The Brea area was visited by the initial Spanish expedition through the area in 1769, at which time the deposits of Brea (Spanish for "asphalt") inspired the name for the general region.

First real settlement in the area began at least on a limited scale, in 1841, when much land was included in the Mexican land grant, Rincon de la Brea.

It remained for the boom periods of the early 1900's which included the coming of the Pacific Electric and easy travel for commuters, for Brea to begin its climb toward cityhood.

The growth that came from the combined ingredients of a booming oil field, citrus products, and residential development prompted residents to

incorporate Brea as a city in 1917.

At the time Brea became Orange County's eighth municipality, it had 732 residents and covered nearly two square miles. The 1920 census gave the city a population of 2,435—a number of residents which was to vary only slightly for more than a quarter of a century.

The 1930 population was 2,567 and a decade later there were 2,562 residents—a net loss of five people during 10 years. By 1950, Brea had 3,208 residents and it had started to skyrocket in population as a result of the trend of living in the suburbs.

The 1960 census gave the city 8,487 residents, but by 1966, the population has reached an estimated 14,000, an immense increase when compared to the gradual growth of even the previous five years. In the next 10 years, it is estimated there will be over 35,000 living here.

### Began in 1913

Brea's industry began operations in 1913 four years before the city was incorporated.

### 50 Years Old

Brea's planning a fiftieth anniversary celebration in 1967, having incorporated in 1917.

# Ready-Mix Has Concrete For All Needs

Chances are that your neighbor's back yard patio, garage floor or even the bird bath next door contains cement and the chances are also that cement was part of the 5,000 cubic yards per week produced by Brea Ready Mix Concrete, 135 N. Brea Blvd., Brea.

A division of Foster Sand and Gravel Co., Brea Ready Mix was purchased by that company in 1950 but retains its original title.

Principal owners in the large Orange County firm, with offices in Brea, Garden Grove, Anaheim and Fullerton, are G. I. Werner and G. W. Foster, all area residents.

Serving private and commercial contractors, the company has 30 trucks on the road, distributing some 5,000 cu. ft. of cement per week.

With three employees at the Brea plant, the company employs some 72 people serving all of the northern county area, according to Jim Wilbur, general manager.

### First Industry

The distinction of giving Brea its first industry goes to W. E. Hurst, who in 1913 established a boiler shop on what is now Brea Boulevard adjacent to the Pacific Electric Railway.

APRIL 1969



News Tribune Photo

**BEAUTIFICATION PROJECT** — The "instant trees" have been placed on Brea Blvd. in the downtown business area. The trees were donated to the

city by a land developer. Brea-Olinda High School woodshop students are making decorative redwood panels to be installed on the portable tree boxes.

**Brea Theatre**  
134 S. BREA BLVD., BREA  
CALL 529-4236

"2 BLOCKS NORTH  
OF IMPERIAL HIGHWAY"  
ENDS TUESDAY  
Box Office Opens 6:45 Nightly

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MCQUEEN  
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TECHNICOLOR™ FROM WARNER BROS.-SEVEN ARTS W  
SUGGESTED FOR MATURE AUDIENCES

— AND —  
Paul Newman as  
**"COOL HAND LUKE"**

**"GONE WITH  
THE WIND"**

Starts Wed., June 11 — Weekdays  
at 8 p.m. Only — Sat. & Sun. at  
2:38 and 7:40 p.m. Also "YELLOW:  
STONE CUBS" — Weekdays at 7  
p.m. — Sat. & Sun. at 1:20 and  
4:52 p.m.

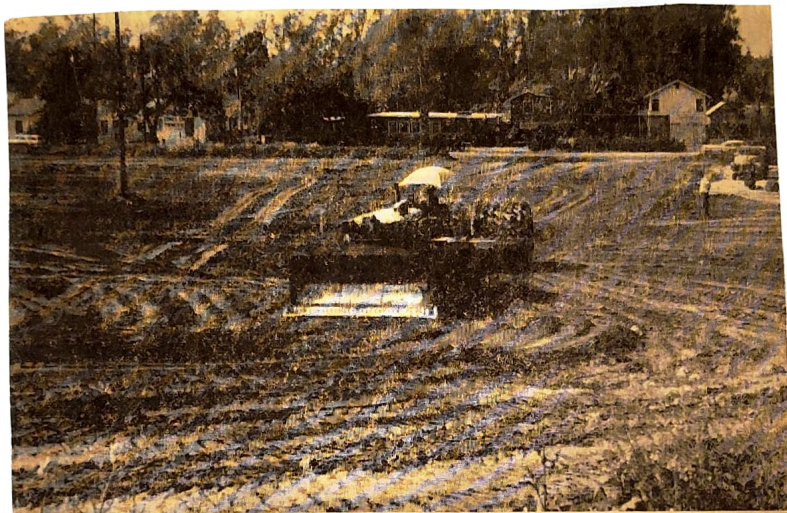
1967



**IT ALL STARTED AS RANDOLPH**—Area enclosed in the broken line above was just about all there was of Brea a half century ago. It's the

hub now of a sprawling community that is headed toward a population of 30,000 by 1975. Brea will mark its 50th anniversary Thursday. Times photo by Larry Sharkey from Santa Monica Flyers

MARCH 6, 1967



**CENTER BEGINS** — Machine breaks the sod at the site of the planned shopping center at Brea Blvd. and Central Ave. The center was the subject

of three Planning Commission and City Council sessions. (News Tribune Photo)



# Brea: City With Room To Grow

Fullerton High School District.

In 1926, Brea High School was built on a 23.5-acre site on East Birch Street. Permanent buildings were erected by 1927 and by 1928, four full years of high school curriculum were offered.

### Industry Develops

As the city grew and prospered, industry became interested in moving here. Brea Tool Works was started in 1922, was sold to Baash-Ross Tool Co., and finally became Shaffer Tool Works. Last Sept. 21, the company became a subsidiary of Ruckers Co., based in Oakland.

Chickscan came to Brea in 1928 to produce oil-related equipment and today has 283 employees. Kirkhill Rubber Co. opened for business in 1951 and now is the city's largest firm with 900 employees on its payroll.

In the days when Brea was a sleepy little community, recreations consisted chiefly of picnicks, long walks or horse-back riding.

But by 1922, recreation became a bit more sophisticated. As Robert Morgan provided music at the pipe organ, patrons of the Red Lantern Theater lounged in their seats and watched Bebe Daniels cavort in the silent movie "A Game Chicken."

The oil that had fed life and prosperity into Brea turned it into a flaming nightmare in 1926. The oilfields blazed for three nights after the Stewart Tank Farm on the northwest edge of the city was struck by lightning on the morning of April 8. The resulting explosion shattered windows as far as a mile away and touched off the inferno. There were no fatalities and damages were later assessed at more than \$9 million.

When the oil facilities blazed, the fire department here consisted of a paid chief and volunteers. Today, Brea has three fire stations manned by 24 firemen and five volunteers and eight pieces of modern equipment.

### Roaring Twenties

With Prohibition and the Roaring 20's, law and order came to Brea. The police department was formed in 1921 and hardly had their badges pinned to their tunics before they were chasing bootleggers through the hills surrounding Brea. The first police radio was built by Fire Chief George Hills in 1929.

Today, Brea's police department consisted of 30 officers and nine vehicles.

In an effort to accelerate the growth of Brea, Mayor William Hamilton has formed a blue ribbon committee of civic and industrial leaders to plan and map the future of the city.

The committee met last month with the mayor and city staff to realistically discuss Brea's problems and began efforts to point the city in the right direction.

"Purpose of the meeting was to find out first hand what the committee, made up of a cross-section of citizens, considers priorities for this city," the mayor explained.

City Administrator Wayne

Wedin is convinced that the future of Brea is very bright indeed.

"The opening of the Orange Freeway will make this city more accessible than it has ever been," he said.

The freeway portion between Nutwood Street to Imperial Highway will go out for bid before the end of this fiscal year. The portion from Imperial Highway to the county line will go out to bid next July.

The e Orange Freeway will link the San Bernardino and Riverside Freeways and the route of the Century Freeway, now under study, will give direct east-west access to Brea.

The widening of Imperial Highway on the south side from Harbor Boulevard to Carbon Canyon Creek, east of Valencia Street, to a minimum of four lanes also will aid the flow of traffic through Brea.

The project design of the widening is completed and the advertising for bids will be in November. Construction is expected to start in February, 1970, with a total project cost of \$2 million.



(Register Photo)  
**PLAN CITY ON A DRAWING BOARD**  
Harold Wilson, Public Works; John Lane, Planner

# BREA 'Boom Town' With Delayed Fuse

## City Has Room For Growing

BY PEGGY DAILEY  
Register Staff Writer

BREA — The history of this city nestled in the northeast section of Orange County has always been connected with oil.

The Shoshonean Indians, who lived in the area before the arrival of the Spanish, used the oil-soaked soil from Brea Canyon as medicine.

Jose Antonio Yorba, the first white settler in Orange County, extended the use of the soil to water-proofing roofs and as a substitute for firewood. Early residents burned the soil in "bricks" to heat and cook in their homes and the left-over tar was scraped from the fireplace and used to fill cracks in the floor and to ring fruit trees to keep away insects.

The name Brea is derived from Spanish and means asphalt or tar.

Brea once was part of Rancho San Juan Cajon de Santa Ana, which was owned by Don Pacifico Onteveros.

The city's actual history began when Union Oil Co. purchased 1,200 acres on the western edge of Olinda and to the north and east of the original townsite in 1894. The following year, oil drilling operations began.

### Randolph Flopped

Workers and their families flocked in and a community named Randolph sprang up almost overnight. The Ontario Investment Co. filed a subdivision map for the townsite in 1908.

But the town never seemed to really get started. It remained a sleepy little community until 1911 when a new map was filed to change the name from Randolph to Brea. The following year, the birth of the first baby, Clifford Yates, son of Mr. and Mrs. W.B. Yates, was recorded.

The nearby town of Olinda began shrinking in population in 1916 as oil drilling in that area petered out but Brea began to grow.

Churches were built, lots were sold, streets constructed and water brought into the townsite.

Talk of incorporation could be heard. A petition was signed by 54 people, heard by the Orange County Board of Supervisors, and the first election held in February, 1917. Favoring incorporation were 204 voters and opposing were only 45.

At the time of its incorporation, Brea became the eighth city in Orange County. The first year's taxes amounted to \$5,889.

Today, the City of Brea is potentially one of the largest cities in land area in the county.

From a population of 732 in 1917, the city has grown to nine square miles with a population of 16,000.

And its growth is just getting up speed.

Estimated population by 1980 is 47,750 and the ultimate area could reach 24 square miles and a population of 95,000 persons.

The city's 1968-69 budget is

This year's tax rate is \$1.47 per \$100 assessed valuation compared to \$1.51 last year. Assessed valuation for 1967-68 was \$36 million and is estimated at \$41 million for 1968-69.

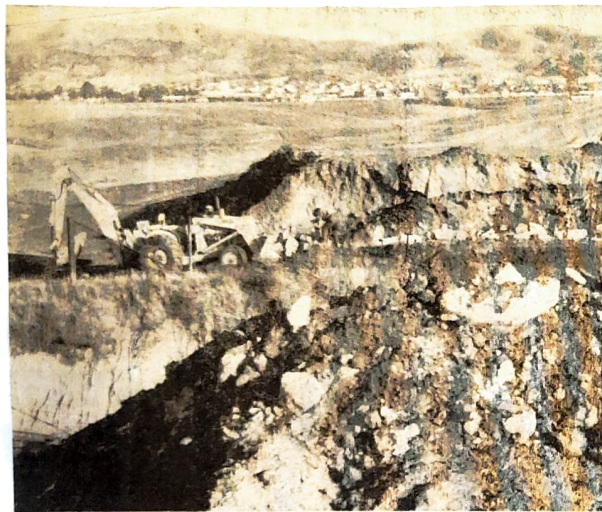
Schools are an important part of any growing community. Brea's first school was a four-room, two-story building constructed in 1910 on the southwest corner of Brea Boulevard and Deodara Street. Ralph W. Jepson was named the first superintendent of the Randolph School district.

The Brea Elementary School District was created in 1914. A building bond issue of \$140,000 was passed the following year and was used to finance construction of the Brea Grammar School.

Olinda joined Brea in 1925 to petition for the formation of a new high school district and thus break ties with the \$2,636,849, a 12 per cent increase over its previous budget. Despite the increase, however, the budget called for a tax reduction of four cents.



OIL STILL PLAYS IMPORTANT PART IN CITY'S DEVELOPMENT  
Union Oil Research Center On County 'Island' In Brea



**BRIDGE GONE** — A wood and steel bridge that spanned Imperial Hwy. between Brea and Yorba Linda has been removed and workmen are now removing concrete and dirt that formed ramps to the structure. The

bridge was part of a "haul road" used to bring dirt from the hills back of Brea to the freeway construction site between Orangethorpe and Nutwood Aves.



**STAKED OUT** — Surveyors have been working at the intersection of the planned Orange Fwy. and Imperial Hwy. for the past six months. Stakes are sprinkled around the low hills in the area showing

where the interchange and where a detour for Imperial Hwy. will be when construction begins within the next few months. The temporary bridge over Imperial has been removed. (right).

News Tribune Photos

1968



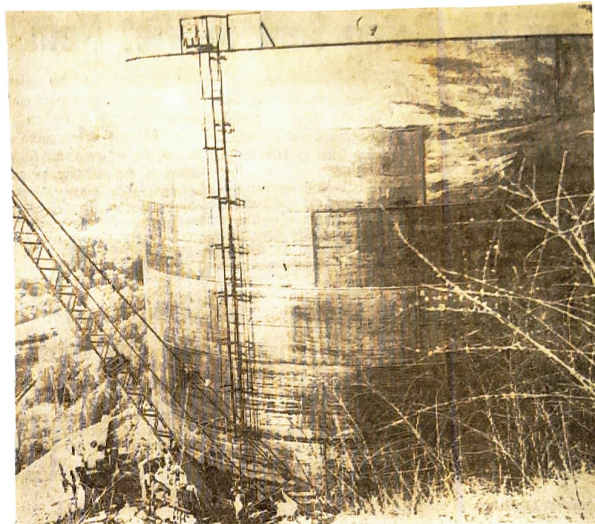
DOWNTOWN BRE A LOOKS MUCH THE SAME TODAY AS IT DID 25 YEARS AGO  
Bre a Boulevard May Receive Face-Lifting To Keep Up With City Growth



**HIGHWAYS** — Looking south from Imperial Hwy. and Randolph, the paths of both the Orange Freeway and State College Blvd. can be

seen. State College will be extended from Rolling Hills Drive in Fullerton to Imperial this year if state funds are approved.

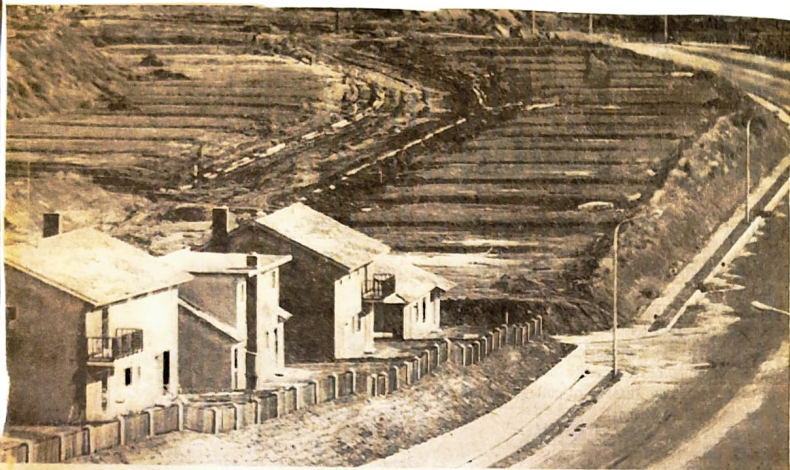
(News Tribune Photo)



**TOPPED OFF** — The roof of Brea's million gallon reservoir was recently installed and the city's engineering department expects the Humble Site tank in the hills behind

Sunshine homes to be filled with water this week. This is the first of the city's extensive water system designed to serve the entire city to its ultimate growth.

(News Tribune Photo)



**CENTRAL** — Looking west from a point near Brea Blvd., Central Ave. can be seen winding through the North Brea hills. Central will turn south and across the railroad tracks near the High

School to join Imperial Hwy. Plans to ultimately join Central with State College Blvd. would carry traffic through Brea to La Habra.

(News Tribune Photo)

ing differences with the Yorba Linda County Water District.

The water district is currently considering suing the city for the right to serve water to a development in Brea near Rose Drive and Imperial Hwy.

Harvey said the current program of gradual street improvement can be expected to continue.

Councilman Leo West predicts the city will get some sites for future water storage reservoirs tied down and even begin actual construction in some cases.

"These will be important to get the way homes are being developed," he said.

The paving of Deodara through the end of the subdivision will probably be completed during the year also, according to West.

#### MOST ACTIVE

Councilman Sam Magnus said the coming year will without a doubt be the most active year in the history of Brea.

"With the addition of key personnel, implementation of the

701 program, money available for a new water system, and the largest development of homes and commercial in the city's history, this year should see dramatic changes for Brea.

"It is as if all of our work over the past two years will become obvious this year. Complete planning for the city and for areas that might become part of the city in the future, is slated to begin soon under the 701 program. With renewed interest of developers in Brea, this was vital to insure orderly growth of our city.

"More and more land is becoming available for development, and by the end of this year we should know exactly where we are going and as a matter of fact, I expect that we will be well on the way.

Good or bad, our little city will become a thing of the past, and we intend to see to it that we develop into a fine, balanced larger community.

#### EXPECT ADDITIONS

"As to future annexations, I

feel that this year will see many additions to the city which will map our ultimate boundaries. We opposed the huge Anaheim annexation which would have made our growth to the west and north difficult. With this problem behind us and with further work with the Placentia City Council, we will no doubt know this year exactly where we are going.

"For the older portion of the city, we hope to see more street work, commercial and industrial development this year.

"We now are in good commercial, industrial, residential balance, have one of the lowest tax rates in the county and have a fine school system. With a little good luck and a lot of hard work this coming year, we will continue this pattern no matter how much pressure is put on the city.

"Since we got started a little later than many other Orange County cities we can profit by

their mistakes," he concluded.

#### SCHOOLS BUSY

On the school side, Leonard MacKain, assistant superintendent of the Brea Elementary School district, predicts a busy year for the new unified district.

"There are many, many problems that must be ironed out. The new board must predict how many children it will have to handle. It must get staffs in all the districts to work together, get policies co-ordinated, work out the three different salary schedules for teacher and certificated personnel, hire new administrators and prepare a workable budget.

One thing MacKain predicts will be necessary for the new district to carry on a proper building program to keep up with growth is a bond election.

"Without a successful bond election, the schools could be in difficult straits," he said.

So while the new year is viewed with optimism by some, it brings in problems for others

# 'Biggest Year Yet' Predicted For Brea

By RICHARD McDOWELL  
 BREa — Initiation of work on a comprehensive planning program for the City of Brea and the Macco development are two major projects facing the city this year, while school officials will face the unification of three formerly independent school districts.

The comprehensive plan for Brea is being financed by \$57,560 from the federal government, and \$20,932 in cash and \$7,850 in services from Brea. The plan will map future developments for the city and covers a 26 square mile area although the city itself is but 7.7 square miles.

**PLAN 120,000 PEOPLE**  
 The additional property is that territory which is committed to annexation to Brea. The plans are based on an ultimate population of 120,000 persons in Brea. There are now 13,500.

The project includes both a planning guide and an economic guide.  
 Included in the planning as-

pect of the project are a land use element which designates proposed general distribution and location and extent of uses of land for housing, business, industry, recreation, education, public buildings and grounds.

There is also to be a circulation element which will plot the best highway and street patterns.

**WILL INTERVIEW**

Perhaps the most important aspect of this study is the economic report, according to City Administrator Garth Lipsky. It will include home interviews to determine shopping patterns and other socio-economic factors.

The work on the 701 program will be conducted by Eisner-Stewart & Associates of South Pasadena.

The Macco project could increase the city's population by from 8,892 to 10,192 persons. A land use master plan for the property calls for 512 acres of single-family homes, 35 acres of multiple-family homes, 70

acres for a regional shopping center, 41 acres for other shopping centers, four acres for two church sites, 30 acres for three elementary schools and 15 acres for parks.

It is located east of Randolph St., between Deodara, Imperial and Valencia.

Besides the Macco Development and the 701 program, City Councilmen see several other developments which could come about during the new year.

Mayor Tom Speer said water bonds will be sold during the year and citizens will probably see the construction and installation of water line and storage facilities.

**LOWERING TAXES**

He also predicts a lower city tax rate for property owners in Brea. "We will probably launch one of our most productive and ambitious years yet. I think through good planning and management the citizens of Brea can expect to see the city property tax rate drop as it did last year."

Added fire protection will

come to the residents in the northwest section of town as a \$40,000, 1,000-gallon crowd pumper truck is delivered to Fire Station No. 2 sometime this year.

Groundwork for State College Blvd. will be laid and the city will probably get funds to start work on it sometime next year. "We will also be another year closer to the Orange Fwy. coming here, this time next year," Speer said.

"We hope to announce a regional shopping center site in conjunction with the freeway development."

Speer also said the long-awaited traffic signals at Brea Blvd. and Deodora and Puente and Central will be installed this year.

**NEED SIGNALS**

"We are also hopeful of getting signals along Imperial Hwy. at Valencia and Carolina Aves.," he said.

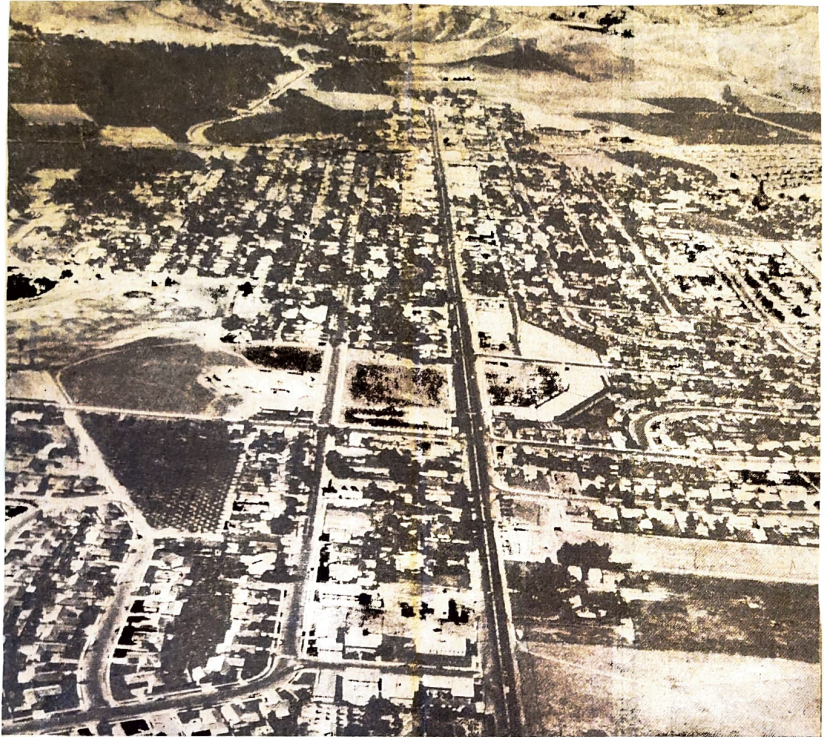
Both Speer and Councilman Carl Harvey said they are looking forward to the city resolv-



**NEW DEVELOPMENT** — Looking Southwest from atop the city water tower, nearly 707 acres of proposed development by the Macco Co. will get under way this year. Seventy acres of commercial,

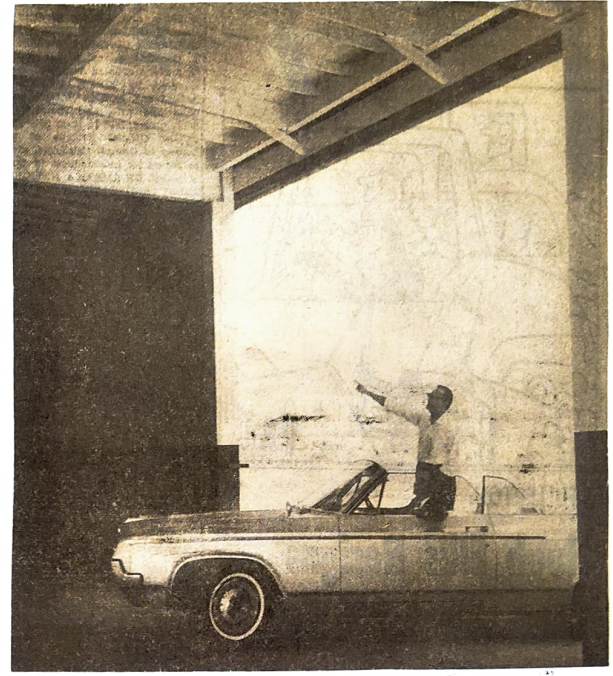
2,000 homes, schools, churches and parks are planned in the area between the tower and Collier Carbon Co. in the background.

# Brea's on The Grow! Triple Present Size Seen



**BREA WELL PLANNED** — Chamber of Commerce officials have submitted the above aerial photo of Brea to prospective industrial, commercial and housing developers throughout the nation, pointing out that Brea is growing so fast that such photos

become obsolete in a short time, even this photo does not show all of the city which was incorporated in 1917 with 732 people. It has grown to 12,000 with triple and quadruple that number seen within the next few years. (Pacific Air Photo)



**INDUSTRIAL COMMITTEE** — Robert Weidner (seated) Chairman of the Brea Chamber of Commerce Industrial Committee is shown on tour of Brea's Industrial Park with committee member Max Besler. The committee has scheduled meetings month-

ly with industrial experts in all fields in Weidner's plan to study all possibilities of proper development of industry in Brea. The city now has more industry per population than most Orange County cities. (News Tribune Photo)



## City Seeks Pole Removal As Big Phone Project Starts

The Pacific Telephone Co., now engaged in a \$200,000 underground project to expand telephone facilities between Brea and Fullerton, will be asked by the city to eliminate all poles along Brea Blvd.

City Administrator Garth Lipsky and Public Works Director Robert Warnick were directed by the city council Monday night to call upon the telephone company to place underground all lines cutting through the heart of Brea.

The action came after Councilman Carl Harvy pointed out that while the current under-

ground project is under way it might be an opportune time for the company to eliminate all poles and wires along Brea Blvd.

Councilman Harvey called the present program of telephone company in placing a million and a half feet of buried cable in Orange County this year "a step in the right direction" and urged the city to make "every possible effort" to get the phone company to go completely underground in Brea.

District Manager U. E. (Andy) Bracht of Pacific Telephone said the engineering contractor is ex-

pediting the job in Brea.

"We're doing everything possible to complete the project at the earliest date," Bracht said. "It would be finished within five weeks."

The 15-duct conduit will connect the telephone office in Brea at 320 South Brea Blvd. with the office at 143 East Amerige in Fullerton.

### 900 Simultaneous Calls

"A cable large enough to carry 900 simultaneous calls between Brea and Fullerton will be pulled through the conduit later this year," Bracht said. "It will allow additional calls to be placed between the two offices."

He added that the underground cable project should last about 30 years. A new type of concrete conduit — now widely used instead of the kind made of clay — is heavier, stronger and more resistant to accidental damage by ditchdigging machines, Bracht pointed out.

Nearly four miles of cable will be added between the two offices. The project will extend south down Brea Blvd. to Harbor, then east on Amerige. More than 36 million feet of copper wire within the three-inch cable will be used in the project.



**GOING UNDERGROUND** — Construction Foreman Bob Todd measures three-foot depth of trench for buried telephone cable. Lineman Joe Trask operates new machine which digs at rate of eight-feet-per-minute, also does the "back-fill" job.

(STAR PROGRESS PHOTO)



**PIPE LOCATER** — Pipe-locating instrument is explained to Pacific Telephone's Louise Rickner by engineer Al Kellam. With the mecha-

nism, the presence of a pipe or other metallic substance underground creates a tone heard over the attached earphone. In background are conduits piled along Brea Blvd.

ON BREA BLVD.:

## Construction Projects Pose Traffic Problem

BREA — With highway construction and installation of underground telephone lines, Brea Blvd. is a mess.

Sidewalks and parkways are being hacked up on the east side of the boulevard through the business district, and concrete pipe is stacked in the gutters. The project has caused at least one accident and many traffic problems, according to police.

Construction on the extension of Bastanchury Road is also causing a bottleneck on Brea Blvd. and flagmen have directed traffic for the past three days.

Fullerton officials said the \$366,000 project will be completed by January, but the intersection will be cleared within a few weeks.

The project will extend Bastanchury to State College Blvd. and extend the boulevard from Pioneer Blvd. to the intersection. A second project to extend State College all the way to Imperial Hwy. is slated this year, they said.

Bastanchury is being widened at Brea Blvd. to 84 feet which necessitated extending a deep cut at the intersection. Material taken from the cut will be used to fill a deep drop east of Brea Blvd., workmen said.

An apparent mystery is occurring in downtown Brea in connection with the telephone company project. Workers encountered a large steel pipeline buried along the highway, but



**CARVING HIGHWAY** — Grading equipment carves out new section of Bastanchury Road east of Brea Blvd. as work on extending the street to Associated Road in East Fullerton

gets under way here. The project, along with extending State College Blvd., should be completed sometime in December, according to present planning, officials said.

(News Tribune Photo)



**BASTANCHURY EXTENSION** — One of the obstacles slowing traffic on Brea Blvd. is the \$366,000 Bastanchury Road extension to State College Blvd., now under construction. The road is being widened to 84 feet at the Brea Blvd. intersection and flagmen

have been directing traffic through the bottleneck since Monday. They said traffic problems will exist for at least another week. Bastanchury will be extended to State College Blvd. which is also being extended from Pioneer Blvd.

(News Tribune Photo)

no one seems to know what it was used for. It has been out of use for years, according to workmen who have uprooted it and placed it on the street.

A group of merchants who recently opened for business in a new commercial building on Brea Blvd. met this morning to plan a grand opening for their stores. They said festivities had to be put off because of the construction, but they have been rescheduled for the end of the month when it is expected that they will again have sidewalks.

# A Great Day Is Coming for Brea



Brea Boulevard, feeling the competition from Brea's new Imperial Plaza Shop-

ping Center, is scheduled for renaissance. View looks west from Ash Street. SOUTH

—Herald-Examiner Photos by GEORGE O'DAY  
Chamber of Commerce officials say the Orange Freeway will make Brea hub city.

## City's 3 New Leaders Dedicated to Economy

The City of Brea in northwest Orange County 30 miles from downtown Los Angeles is preparing to join the vanguard of the Southland's parade of progress under a new leadership. This 208th Herald-Examiner city feature reviews the past, the present economy and the long-range prospects of the 47-year-old municipality.

Balance Sheet	
These statistics establish that Brea is a balanced community:	
Area	—8 square miles.
Population	—12,500 (April 1 est.).
Assessed Property Value	—\$18,914,050.
Tax Rate per \$100—City	\$1.58; total \$8.43.
Current City Budget	—\$1,316,616.
Number of Employees	—35.
Commercial Banks	—2.
Savings and Loan Offices	—1.
Industrial Firms	—46.
Industrial Jobs	—3032.
Business Firms (retail, wholesale, services)	—176.
Retail Jobs	—1500 (approx.).
Retail Sales (taxable)—1963	\$15,899,854 (1963).
Dwelling Units	—3916.
Single Family Homes	—3500.
Hotels and Motels	—3.
Value of Building Permits (1963)	\$10,250,853.60.
School Enrollment	—2786.
Libraries	—1.
Churches	—16.
Parks	—2.
Golf Courses	—1.
Miles of Paved Streets	—47.6.
Mean Elevation ASL	—375 feet.
Average Rainfall	—13.05 inches.
Year-Round Temperature Average	—74.8 degrees.
Sources: Brea Chamber of Commerce and Office of City Administrator.	

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All three are new in office and all are dedicated to bring new people, new industry and a new dynamic economy to the town that owes its beginning to the now waning flow of "black gold" from the Puente Hills.

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"With Brea about to become one of the freeway hub cities of Orange County we need the imagination, the energy and the initiative of youth. With the opportunities for development increasing day by day and with youth at the helm, we have an unbeatable combination."

### Population Growth Just Prelude to the Future

While the town's graybeards may lament the halcyon days when petroleum was king — the banner year of 1921, for example, which saw the Brea-Olinda area's 396 wells bring in 3,000,000 barrels of oil — Metcalf and the young "lions" at City Hall see the past — even the spectacular population growth since 1961 at the rate of 1000 new residents a year — as merely the prelude to what they predict will be the most phenomenal civic expansion in Orange County's precedent-shattering "Land of Opportunity."

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But Brea will not be "caught short" when the growth explosion occurs. Lipsky, supported by Public Works Director Warnick, in office since April 13, recommended to the Council the development of a comprehensive general plan for the city, with financial assistance from the Federal Government. He expects passage by the Council.

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Much of Brea's present industrial economy is related to the oil industry in the form of tool manufacturing and well services. Manufacturing firms with a wide diversity of products saw the advantages of Brea as far back as 20 years ago. Today, the city's 46 industries turn out a wide spectrum of products, from missile components to fire hydrants. Tree nurseries and food processing plants add to the industrial economy.

"Brea's citrus industry was renowned not too many years ago," said Metcalf. "Only a few vestigial acres remain. A unique chapter in our citrus history is linked to the oil industry."

### Union Oil Co. Turns Acres Into Orange Grove

"Believe it or not, the Union Oil Co. turned 2350 of its acres into an orange grove—the world's largest with 207,000 producing trees. The orchard was broken up in 1944, the land sold for subdivisions or leased to industry."

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The young "lions" at City Hall see population figures zooming to 17,000 by Jan. 1, 1965; 28,000 by 1970, and 40,000 by 1980.

"When you consider our current rate of home construction, with \$10,250,853 in building permits issued in 1963, these figures may prove far too conservative," Metcalf said.

He added: "But please keep in mind that it is our intention to remain a friendly, balanced city no matter how big we grow."

BREA IN 1964



THIS IS THE CITY — Here is Brea as it was photographed from the air by Pacific Air Industries two years ago. Since then much

of the green acreage has disappeared, crowded from the picture by new housing development.

# Initial Reaction to Renovation Plans 'Favorable'

By DAVE TAYLOR  
News Tribune Writer  
BREA — Initial reaction generally appears favorable to the proposed renovation of Brea Boulevard between Imperial Highway and the Pacific Electric tracks, according to information from property owners and tenants.

According to city officials, some 26 persons of whom four or five were not owners and/or tenants, signed statements of interest at the joint city council-planning commission meeting when Group X officials presented the plans March 30.

It was held at the Brea-

Oinda High School auditorium.

The purpose of the statement of interest was to inform the Brea City Council of the interest of the businessmen-women and property owners before the City Council starts procedures to establishment a parking and im-

provement area.

Property owners and tenants have been given 30 days in which to make up their minds to go ahead with the project and deposit what was described as \$500 worth of "good faith money."

The statement of intention requested the City Council "to

take such steps as may be necessary to consider a parking and business improvement area and to hold public hearings on the establishment of the area, which is limited, in general, to the business establishments on Brea Boulevard between Imperial Highway and the Southern Pacific

(Pacific Electric) Railroad tracks."

The "master plan" for revitalizing the downtown commercial area of Brea was presented recently by Group X, the plan's developers, marketing and design group from Palos Verdes.

It includes three partners, all of whom are listed as presidents, with President Don Kracke and City Manager Wayne Wedin handling the presentation and answering questions.

Other presidents in addition Kracke are Ben Templeton and Fred Martin.

The project, referred to as "Good Old Brea," involves 60 business and could ultimately require a total investment of about \$500,000.

A third of this would be private capital, the balance to be in public improvements to be paid for by the city.

Reportedly existing structures would be removed when necessary to create parking areas behind the stores and other businesses.

Public improvements would include the off-street parking as well as new lighting and other street fixtures.

City portion of the investment would be paid from increased sales tax revenue plus increased value of property involved.

The timetable calls for preliminary funding by April 30 and starting work by July 1. Formal opening could be held around July 15 of next year.

The presentation included color slides of the sample block between Ash and Birch on the west side of the street plus a 20-page project report.

## IT'S HAPPENING IN

# BREA

A-2

DAILY NEWS TRIBUNE  
Thursday, April 1, 1971

Total cost for remodeling is estimated at \$165,000, including labor and materials front and back for all stores, design, construction, supervision and plans for a complete and continuing marketing effort. Average cost per store was given as \$2,750.

The proposal includes organization of what is described as a strong merchants

association to promote "Good Old Brea" as a specialty shopping center and to insure adherence to rigid standards of design, sign control and maintenance.

Generally, the plan for the stores along the affected thoroughfare calls for complete facelighting of all stores fronting on both sides of the two and one-half block area involved; "lavish use of bold, bright colors, with each store coordinated into an overall color and design plan;" facading to give silhouettes; distinctive signs, awnings, and unique graphic devices; ridgeline lighting on each side of the street; establishment of miniparks; and recruitment

of specific retail business including a bank and savings and loan.

Attraction of "heavy traffic from within the traditional five-mile trading radius" offering unique goods and services that will extend that radius to 15 miles; and "achieve a reputation for excellence of product and service that is so good that 'Good Old Brea' will not lose business when the major regional shopping center opens half a mile away from the corner of Brea Boulevard and Imperial Highway," an announcement of the "Good Old Brea" plan indicates.

Group X's report notes that "the product of Central Brea is still a marketable one."

It continues that "the products need new packaging, new direction, new verve, new thinking and a new outlook." Kracke, added that "an attitude" of all for one and one for all is needed, otherwise the result will be "disastrous."

Group X says the downtown area needs 436 more parking spaces than it now has, and this is where the downtown parking district comes in.

The proposal lists a maximum cost for one store as \$3,500 with an average of \$2,750 of the 60 businesses. With 10-

year financing, the average property owners will invest about \$25 a month in improvement costs. The monthly total cost the first year will be \$90, raising the second year to some \$125.

It is suggested that interiors of stores be done by college design students.

The college would receive some \$50 to \$100 per store.

As to the style, it is not specifically 1917 but rather what Kracke refers to as "Instant Nice."

Color, excitement and good taste were the primary guidelines.

Kracke said this is the first time the Group X organization has developed a plan for an entire neighborhood, although it has done them for stores and various companies.

The proposal for Brea Boulevard calls for new light standards (actually old ones), new trash receptacles, bus benches, tree planters, and so on — all carrying a stylized letter "B."

Stringing of 25-watt light bulbs would be done along the ridge lines of all buildings.

"Structural changes to buildings are virtually nonexistent, thus holding down the initial cost and minimizing insurance premiums and other continuing exclude acquisition on a phase basis of property extending from the alleys behind Brea Boulevard to Walnut on the west; Orange on the east; Ash on the North and Imperial to the south.

The city would acquire two or three land parcels fronting Brea Boulevard and transforming them into miniparks with walk throughs to the off-street parking areas.

Alleys would be resurfaced. In conclusion, the report notes that Group X "are not land planners, civic experts or architects.

"Which is probably why Good Old Brea will cost so little."

Group X would receive a professional fee of \$24,000.

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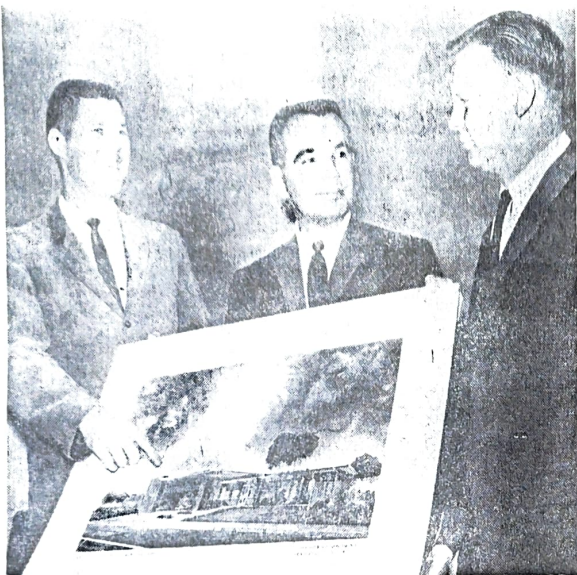
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# Brea Looks to Future, Sees Big Growth in Industry and Population

Los Angeles Times 13  
R-A Sun., April 1, 1973

BY JACK BOETTNER

Times Staff Writer

BREA—City Clerk Dorothy Storm alighted from a bus at the Imperial Golf Course clubhouse and remarked: "I didn't realize so much was going on in my town."

Mrs. Storm and about 170 others had just completed a one-hour tour of the city's commercial, industrial and residential areas.

Riding in four buses, the group included councilmen, planners, developers, lenders, engineers, architects and realtors. And, no doubt, many of them were as surprised as Mrs. Storm to find Brea emerging rather rapidly from its cocoon.

Members of the city's industrial development committee served as guides for the excursion Wednesday, which featured 60 sites.

## Already Improved

At a briefing following the tour, City Manager Wayne Wedin took a look at the past, present and future, with most of the emphasis on the latter.

He used a city-financed study done by Coldwell Banker Management Corp. to support his view and that of other city officials that Brea is in a good position to attract industrial developers.

The city contains 1,033.4 acres of industrially zoned land, with 320 acres of it already improved.

Another 26.8 acres will be used by the Albertson Stores Inc. headquarters office and distribution facility.

The Coldwell Banker study says the completed Orange Freeway "substantially improves" industrial land marketing here.

The present population

of 21,000 is expected to climb to 26,000 in 1975 and 35,000 by 1980. The ultimate size of the city is expected to be around 80,000.

An average annual growth of 6,000 jobs through 1975 in manufacturing, wholesale trade and industrial service facilities was predicted in the report for Orange County. The northern part of the county is expected to consume about 40% of the jobs between 1972 and 1975.

And this will mean a demand for an estimated 1.8 million square feet of new industrial buildings, the report contended.

"Substantial gains" in Brea employment are foreseeable because of pending development, Coldwell Banker said. The study said retail commercial employment will "jump dramatically" as a result of the construction of a regional shopping center.

City Manager Wedin said it has taken 60 years to develop 327 acres of industrial land here.

"But as I read it," Wedin said, "there are 241 acres scheduled for industrial development in 1973."

Wedin said the city "is in business to make a return for our taxpayers."

He disclosed three new transactions in the industrial zones:

—Exotic Sales of California has acquired 2.2 acres, a part of the Baker-Anderson Industrial Park, for a 34,000-square-foot plant. The firm is involved

—The Jewett Co. is negotiating for the purchase of 24 acres at Imperial Highway and Berry St. for an industrial park.

—The Daum Co. is negotiating for 16.4 acres at Lamber Road and Berry St. for an industrial park.

This summer, Wedin said, work will begin on an 18-hole executive golf course adjacent to the Collier Carbon and Chemical Co.

Wedin said Brea was largely overlooked during the early growth years in the county because of its remote location and lack of a major roadway.

The road system has improved and the absorption of developable land elsewhere in the county has opened the way for growth in this long slumbering community, according to Wedin.

One example, Wedin said, is the plan of Trans-Pack Western to construct a 10-acre food processing, warehousing and distribution center at a cost of \$58 million at Imperial Highway and Kraemer Blvd. where cattle now graze. The property is owned by Union Oil Co.

The city is moving forward on a two-pronged redevelopment program which has the support of the citizenry. Dual ordinances have been adopted for redevelopment of more than 300 acres for industry and about 100 acres for commerce.

At the same time, downtown merchants and property owners, aided by the city, have embarked on a revitalization program known as "Good Old Brea."

Several stores have gone through facelifting. The aim is to create a specialty district.

A portion of the city's federal revenue sharing funds will be directed toward refurbishing some of the old areas.

"We are not ready to write off the old section," Wedin said.

The commercial development is in the hands of the Homart Development Co., a wholly owned real estate subsidiary of Sears, Roebuck and Co.

It announced plans for a 1.5 million-square-foot fully enclosed, multi-level mall regional shopping center last September.

A spokesman for Homart said last week that plans are moving ahead for the development at Imperial Highway and the Orange Freeway. However, he said, negotiations have not been completed with three major department stores which along with Sears will anchor the center.

It also is expected to have about 150 specialty shops, plus a motion picture theater, two major hotels, two restaurants, a financial center and professional business center.

The spokesman said "hopefully" ground will be broken in March of 1974, with the first stores opening by fall of 1975.

Wedin said the city is proceeding with plans to build a cultural center adjacent to the center on land provided by Homart.

# BREA'S GROWTH CHANCE

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But growth strains have begun to show. In 1965 the city won passage of its first major-scale capital improvements project—a \$3,750,000 revenue bond issue to upgrade and expand the water system.

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## Airport Study

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The city has had better luck with a project to revamp the mostly tired-looking businesses in the downtown strip along Brea Blvd. Many of the 50 downtown firms are in buildings that date back to the turn of the century.

## The "Good Old Brea"

The project is urging merchants to spruce up their storefronts in an "early century" decor, with awnings, planter boxes, shutters, quaint-looking signs and new paint jobs.

The city expects to contribute an estimated \$250,000 worth of street, lighting and parking improvements as the merchants' revampings get under way. It hopes to make the downtown strip a home for specialty shops.

A handful of downtown businesses have begun the touching-up process and business leaders say at least 10 key landlords have voiced support of the project.

The major project involving 1,030 acres, was

the one that sponsors saw as bold enough to place Brea at the forefront of any new development trend.

These sponsors envisioned a Brea with an ultimate population of 95,000 and area of 25 square miles. Also foreseen was an ideal economic balance of quality tract homes and major industrial-commercial companies.

The \$36.6 million proposal, revealed early in 1971, was to make over the heart of Brea from the city limits on the west to the Orange Freeway on the east with a regional shopping center, industrial parks, civic structures and residential complexes.

Most of the 1,030 acres was either undeveloped or included declining developments. Included were the Brea Blvd. downtown strip and 1,250 homes.

Sponsors of the 10-year plan said no federal or state aid would be sought.

Instead, the City Council, acting as its own redevelopment agency, would "freeze" tax yields at current assessed valuation levels. The monies collected above the freeze level would be used to retire bonds issued to finance the redevelopment.

(The assessed valuation within the 1,030-acre region was estimated at \$11 million. The city's overall figure is \$55.8 million.)

Last Aug. 9 the City Council unanimously approved the plan in the face of strong opposition.

## Issue Beaten

But an 11th hour petition attempt by a group called Brea Voters Inc. was successful in getting the issue on the Nov. 30 ballot.

And the resulting citizens uprising killed the 1,030-acre plan with a 71% "no" vote.

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"The previous council simply failed to educate the public and tell them what was going on. In a situation like that, people

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Brea Voters Inc. made this displacement issue its cause. It accused the city of subordinating the rights of the "little homeowner" to that of industrial and business interests.

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"But we must have struck the right chord, because the vote results were overwhelmingly behind us."

Backers of the 1971 plan acknowledge they took a trouncing in the Nov. 30 initiative vote.

"That election wasn't even a horseshoe for us," said Mayor Fox.

After the defeat the City Council ordered a study of a revised plan by a nine-member committee. On the committee were key critics of the original plan, including Robert Shearer of Brea Voters.

Earlier this year the study committee came up with a plan that cut the redevelopment region from 1,030 acres to 438 acres. Dropped entirely were the central business and residential locales—including the highly controversial displacement proposal for the civic center site.

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**WELCOME SIGN OUT**—Part of Brea's population of 22,000 plies streets of the 12.6-square-mile town.

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Continued from First Page

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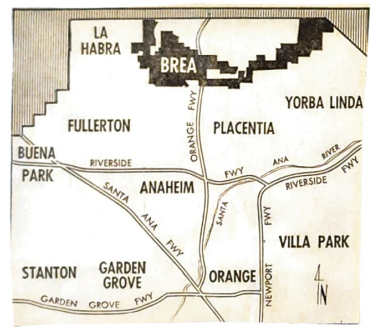
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# Brea Plans, Watches as Boom Edges Nearer

Continued from 4th Page  
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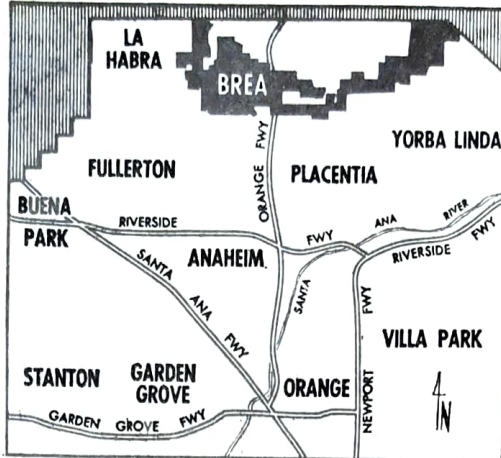
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Times map by Gus Keller

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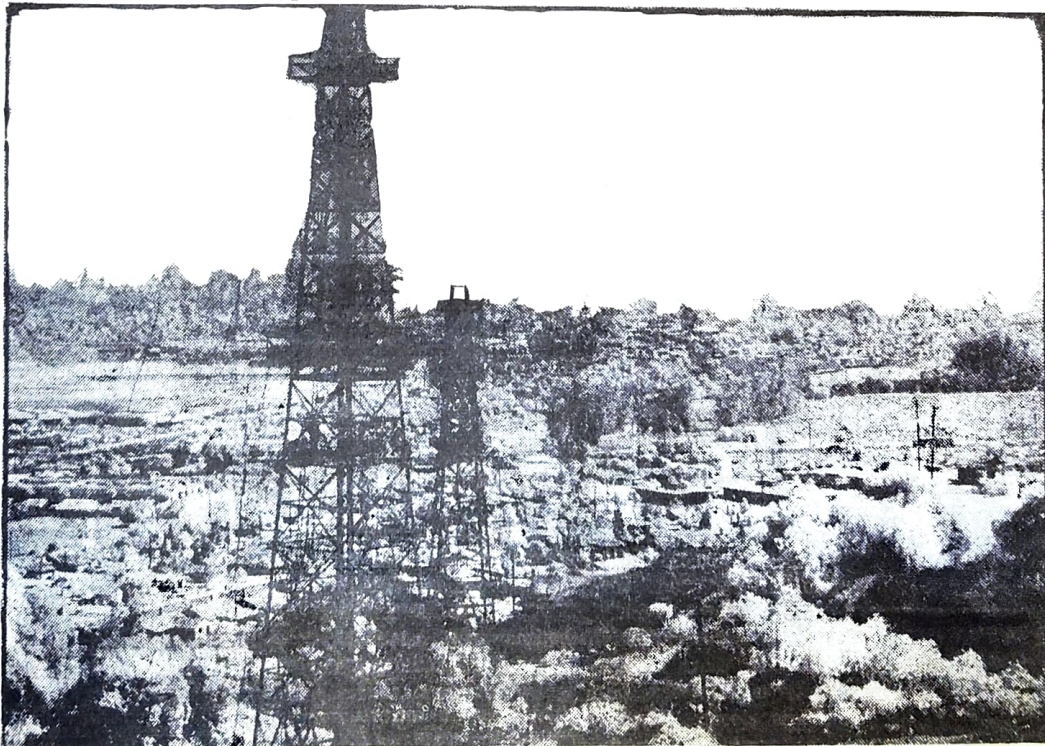
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EARLY BOOM SYMBOLS—Oil activity near Brea early in century created a temporary economic spurt.

# Brea Plans, Watches as a Boom Edges Nearer

BY HERMAN WONG

Times Staff Writer

BREA—This small city's one previous fling with a boom came early in the century.

Brea then became a mercantile crossroads for the oilfields that sprouted across the hills outside the community, which had incorporated itself in 1917 as Orange County's eighth city.

For the next 50 years Brea seemed content with a mild growth centered on oil and oranges, while the supert tract booms after World War II overwhelmed other cities in Southern California.

To many people, Brea—pocketed  
*'They seem to think we're  
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in Orange County's northeast canyon corner—has been an uncertain or inauspicious entity.

"We got the usual cracks about our name and we still do," said Mayor Donald Fox. "They seem to think we're somewhere in West L.A. near the tar pits."

But if today's demographic prophets are right, Brea could have the last laugh.

It stands near the junction of four counties through which an eastward-moving development boom is beginning to gather momentum. With the opening earlier this year of the Orange Freeway to Pomona, Brea is no longer stranded from freeways.

And the city leadership has come up with plans it says will use the trends but preserve a small-city lifestyle.



**BREA ABUILDING**—Brea Mayor Donald Fox, left, and City Manager Wayne Weirin look over

field at corner of State College Blvd. and Imperial Highway where Glenbrook Center will be built.

The most spectacular of these plans was one to redevelop 1,030 acres in the central sector—much of it still grassy expanses—into a corridor of model commercial, industrial, residential and civic developments. But a segment of the citizenry

handed the plan a stunning election defeat last fall and later ousted two of the councilmen who backed it.

There is now general support, city officials believe, for a scaled-down redevelopment plan which has discarded a highly controversial propo-

sal to displace 72 homes for a civic center site.

And even severe critics of the original corridor plan admit that Brea had better act if it is to have much of the say-so in future growth. In 1966 a city-commissioned study

spelled out the future for Brea, which had long been on the economic sidelines.

The consulting firm of Eisner-Stewart and Associates said Los Angeles' metropolitan growth would be swinging toward Brea, and with that trend would come a "larger other development bonanzas."

But the firm warned that Brea "will have less control over its growth and community destiny than it has had in years past."

Before the 1960s the city didn't have enough growth or destiny to really be concerned.

Brea grew unevenly from a 1917 incorporation population of 732

*'... What incensed people  
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to a 1960 census count of 8,487. City sizes went from 1.8 square miles to 4.1 square miles.

Capital improvement issues were few and of a modest scale. The small city hall, built in 1929 on Brea Blvd. and still in use, was the result of a \$20,000 bond issue.

Since 1960 Brea's growth has been solid, if not spectacular, by Orange County standards. The city's population is now 22,000 within an area of 10.6 square miles.

The price for a new home is approaching a median of \$30,000—compared with \$14,000 in 1960—as tract developers move into the choicer sites of the northside slopes and to the east in remote Carbon Canyon.

Brea officials believe the city's industrial tradition has kept the city

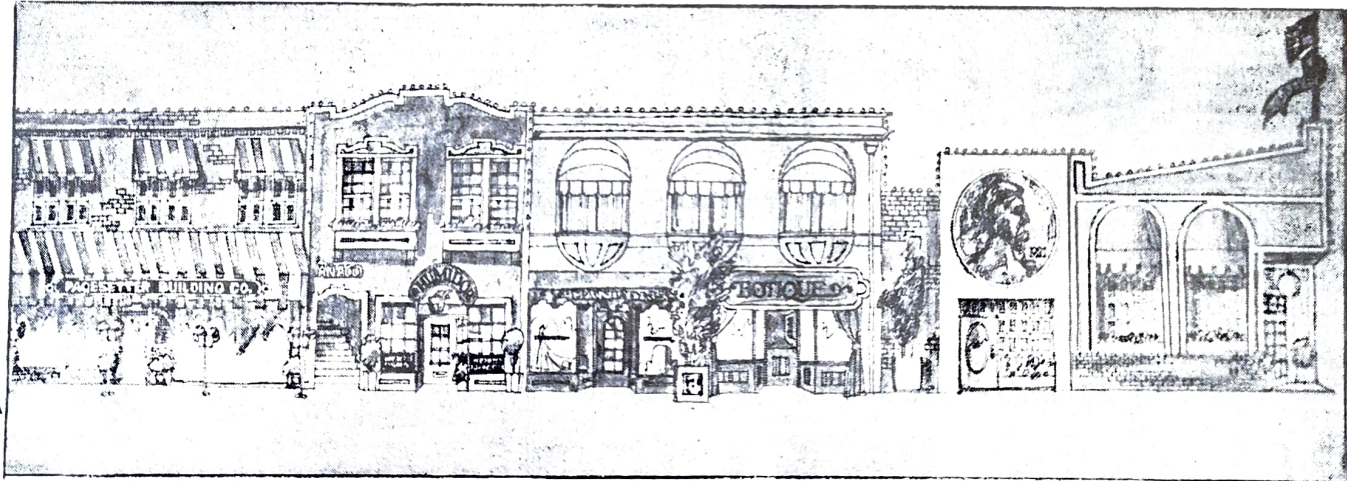


**BREA TODAY**—This block in downtown Brea presents the familiar scene of smalltown America. It also is the object of a “spruce-up” plan with an “early century” theme.  
*Times photos by Cliff Otto*

Los Angeles Times  
**Orange  
 County**

SUNDAY, JULY 2, 1972

SECTION I RA



**BREA OF TOMORROW**—The same block as pictured above would become this row of charming, “early century” shops. Some downtown merchants have begun the change.



#### THE FIRST BUILDING PAINTED FOR GOOD OLD BREA

Charlie's Antique Clocks on Brea Blvd. is the first one to have its building painted as part of the Good Old Brea program. Buildings along Brea Blvd., from Cypress to Imperial Hwy., are undergoing refurbishing

and redecorating of exterior to coincide with the gaslite era. Charlie's Antique Clock place will have a street clock, three feet in diameter and 15 feet tall, in front of its store.  
—Review photo







**HIGHWAY COMMITTEE** — Attorney John Smith (right), chairman of the Highways Committee, checks over work now being done on Imperial Hwy. with Chamber Manager Don

Metcalf. The committee has been extremely active during the past few months with work on the Orange Freeway and Imperial Hwy., both major lifelines for the City of Brea.

(News Tribune Photo)

## Chamber of Commerce Sprints to Keep Up

By RAY RHOADS

BREA — Chamber of Commerce committees are functioning at top speed in an effort to continue building the newly reorganized group and to keep up with scheduled growth that could triple the size of Brea in the next few years.

While Brea has had a chamber of commerce for many years, the organization was inactive for about three years. In 1961, a group of businessmen started all over again with 15 members and some financial aid from the city. A professional chamber manager was hired, for the first time in the chamber's history, and the work started.

Since then, membership has increased to 92, which amounts to 40 per cent of saturation, a figure well above national averages. Membership committee members are not nearly satisfied, however, and are still working for more participation from both business and industry.

Members of the industrial committee are shooting for 100 per cent membership from the 44 industries in the city.

Working from their new office at 333 S. Brea Blvd. active committee chairmen have accepted the responsibility of coordinating many civic functions including the search for more local industry. Industry Chairman Robert Weidner is finalizing plans to develop industrial land and is filling in for the lack of a fulltime department paid for by the city as is done in larger towns.

Members of the Retail Merchants Committee have accepted the responsibility of coordinating local sales promotions and plan more activity in the future to promote local buying. They feel that the entire community has a stake in their goal both for convenience buying and tax support to the city.

Other committees are working with home builders and schools to help continue an orderly growth in Brea in the expected population explosion. As a coordinating group, the chamber will work closely with all groups in an effort to retain a balance in city planning and city services to keep taxes at the current rate which is one of the lowest in the state, according to Manager Don Metcalf.

In addition to all the other more obvious activities of the chamber, the group provides a welcoming service to visitors, new residents, new businessmen and potential developers. Chamber secretary Mrs. Tillie Fisher logs hundreds of telephone calls and letters from those who require information about the city. This service has been lauded by the City Council whose members feel that the city would have to set up an information bureau to handle the service if the chamber did not exist.

Plans for the future include more and larger committees to keep up with growth; expanded membership to pay for increased service, and more promotions for the city, including recreational activities.

1949

## Record Building Reported In Brea

BREA—Total building permits issued in June, including 56 new dwellings and a church, amounted to \$381,130, to bring an all-time high total of \$1,078,281 for the first six months, according to figures released by Building Inspector Harvey F. Moore.

The new dwellings accounted for \$320,700 while the Baptist church permit for \$45,000 swelled the totals. Garages and alterations figured in the remaining \$15,000.

# Quiet, Leisurely Life in Early-Day Brea Recalled as City Has 42nd Anniversary

## Growth Trend Shows No Sign Of Slackening

By JOHN MIHALAROS  
BREA — Yesterday was Brea's 42nd birthday. It was born—incorporated that is—on Feb. 23, 1917, with a population of 722 following election voting Feb. 15 in the offices of Attorney Albert Launer in La Habra.

Today, Brea boasts a population of 7,258 and an area of more than 3.5 square miles, both figures being more than double the 1950 population of 3,208 and area of 1.50 square miles.

It has an assessed valuation of \$10,987,520, approximately four miles of state highways within the city limits, 36 miles of paved city streets, 33 industries and more than 750 acres zoned for industry. While providing full police and fire protection and all other facilities usual for a modern city of its size, Brea's tax rate has dropped from \$2.04 in 1954 to \$1.74 in 1958, leaving residents with a \$7.145 combined city and county tax compared with an average of \$7.203 for combined taxes for the rest of the county.

### Named After Fuel

Much information regarding the growth of the city is found in a book written by Purl Harding, secretary of the Brea Chamber of

Commerce, "History of Brea, California—From Early Oilfield Days to 1950." In his book Harding recounts details involving early settlers as though he knew the people personally, even though he has lived in Brea only since 1945, moving here from Detroit, Mich. and setting up his camera shop on S. Pomona.

Harding relates that "Brea derived its name from the Spanish word "brea," meaning "asphalt," dating back to the turn of the century when fuel seekers from as far away as Pomona came to the hills and cut chunks of the oil-seeped ground into bricks, providing fuel for heating purposes in their homes."

Oil companies whose names we see on filling stations we pass every day—such as Union Oil, Shell Oil or Standard Oil—all trace some of their earliest history back to the turn of the century when they set up drilling operations in the Puente Hills just north of Brea, erected machine shops in Brea, and drilled in the Olinda area. Union Oil Co. of California purchased 1,200 acres from the Stearns Ranch Co. in 1894 and started production in 1895-96.

### Many Oil Workers

Many of Brea's early settlers were oil workers who lived in homes provided by the oil companies, many moving from Olinda. This is how Frank Guard, who now lives at 395 S. Walnut, came to Brea in 1919. Guard says, "I remember Brea as a boom town in 1919. I had trouble finding a place to stay."

There are several others, too, who still live in Brea and can recount roles they or their parents played in Brea's early days. Among them are Frank Schweitzer, a member of Brea's first City Council and father of Frank Schweitzer Jr., now on the Council; Augustin Yriarte, son of Patricia Yriarte, who owned the 160-acre ranch included in the original incorporation area; and Ted Craig, who was a member of the city's first City Council, and also a state assemblyman.

Another member of the earliest-settler group is Joe Oxerart, who now lives at 750 E. Rose in La Habra. He is the stepson of Victor Hualde, another prominent figure in the city's early history. The Hualde mansion was built in 1909 at a cost of \$4,500, just outside the city's east line on property just north of the Yriarte ranch on E. Ash.

A "mighty" wine cellar and a long table for guests made the place famous for parties. The family in the 1913 period attained considerable renown as owners of high-powered automobiles, according to Harding's written account.

### He Misses Trains

Augustin Yriarte lives in a modest frame house on the far end of E. Ash, up in an orange grove overlooking Brea-Olinda High School on the east, business buildings on N. Pomona to the west, and beautiful hills to the north and south that bring faraway looks of nostalgia to his eyes when he scans them from the yard between his home and immense ancient red haybarn.

He pointed to the Pacific Electric Railroad tracks just north of his property last week and said "I remember when passengers would stop here on Sunday outings to buy grape wine." His family came from the Basque region in the Pyrenees Mountains on the border between Spain and France, a region famous for its wine and wine producers.

Augustin misses the many trains that once came by each day in the period between 1917 and 1925 before buses and automobiles changed the scene. He also remembers hauling wagon loads of hay down dusty, unpaved Fullerton Rd. It was a drought which caused his parents to stop raising sheep in Yorba Linda and in 1905 acquire the 160-acre hay ranch. After his parents died in 1915 he set out the present grove in 1920 on his 30-acre share of the property.

Frank Schweitzer, a retired machinist and councilman who lives at 1019 E. Elm in a gleaming, white stucco house with a heavy wooden door and knocker reminiscent of truer Spanish culture, came to Brea about 1913 from Toledo, Ohio, and bought a home at 141 S. Madrona.

He remembers Brea during its rough-and-ready days when burly oil-well workers caused a town squabble over taste by staging public wrestling matches for entertainment. He remembers when Brea was without street-lights and when gas was piped in from the Birch Oil Co. before 1917.

### They Trusted People

Not such an early settler, but one known to most Breaans prominent in civic service, is W. E. Griffith, who has been in town since 1923 when the Union Oil Tract for workers had just been built back of City Hall.

In telling of the nature of business people here during these boomtown days, Griffith recalls going to the Olsen and Weber

Restaurant after just having arrived in town. He had only a \$20 bill with which to pay for the meal. The man behind the cash register, who had never seen him before, handed him a \$10 bill and told him to take it down the street to get change.

Police Chief William Atkins and Fire Chief George Ellis also have memories dating back to the early 20's.

Atkins started work on the police force in 1926, relieving Police Chief Harry Williams when Williams went out of town. The two regular policemen worked 10-hour shifts, leaving no one on duty between 5 and 8 a.m. After Atkins became a full-time policeman he worked days and slept in the firehouse at night, ready to answer that department's calls.

He remembers the red light at Pomona and Birch which flashed when people called the station, so that if the policeman on duty was out on the street he could see it and run to answer the phone under it. "Luckily there wasn't as much crime then," Atkins recalls, "The culprit could be several miles away by the time we answered the phone call from the victim and got to the location."

### Arrived in 1922

Ellis came to Brea in 1922 and started on the fire department in late 1922 when the city had one Model T Ford hose and chemical wagon. It was traded for a Seagrave in 1923, which the city still has, along with a modern truck. He was the only full-time paid fireman then, and for more than three years worked 24-hour shifts seven days a week.

Outstanding in Ellis's memory is the \$7 million fire which broke

out about 8:30 a.m., April 8, 1926, when lightning struck three huge oil tanks on the Union Oil storage farm near the corner of Ocean and Puente. In spite of the efforts of an oil field men who could be mustered during the day, two of the tanks boiled over about 6 p.m., spilling about 1.5 million barrels of flaming oil through the dykes, to flow northwest, setting fire to a row of cottages, and to flow southeast along the P. e. tracks into orange groves. Solid sheets of flame covered a 15 to 20-acre area, according to Ellis, destroying an absorption plant, five houses and a garage. The explosion blew the roof of a house.

In 1926 Dr. Glenn Curtis came to town and set up his practice. In 1932 he married a childhood sweetheart from his native Southland and brought her to Brea, according to Harding's book, which added "Mrs. Curtiz is an accomplished pianist and had contributed much to Brea's music circles." Dr. Curtis was for many years a member of the Brea Civil Service Commission but has been ill in the hospital the past several months. During the Feb. 16 meeting the City Council regretfully accepted Dr. Curtis's resignation because of his ill health.

# BREA SEEKS YORBA LINDA ANNEX

## Huge Area Sought in City Move

County Boundaries Approval Needed

BREA — Ending the term with ambitious plans for further expansion, the retiring City Council last night unanimously passed a resolution beginning inhabited annexation proceedings on Yorba Linda.

Then the newly-installed Council swiftly passed an identical resolution as its first action.

The 9-square-mile annexation was the recommendation of the

Planning Commission which previously met in an adjoining room.

Neither Council discussed the major item during the meeting.

### Petition Action

After the petition is published, it will go next to the County Boundaries Commission, according to A. W. Studebaker, city administrator.

If it receives county approval, there would be an election within 60 days.

The petition was signed by the following: Fred G. Clodt, Lee D. Meyers, Quinn Alexander, Ben Selover, James Griffin, Duncan Poundstone, Daniel E. Clark, Keith Earll, G. Hoyt Corbit and H. W. Barton.

### No Stand Taken

However, a fact finding committee of Yorba Lindans headed by Dave Clark has still not taken a stand for or against the annexation, Clark said, and reaction of Yorba Lindans indicates there may be considerable opposition, at least until more facts are known.

Clark said this morning that the committee members merely felt that "if you are going to start something, you might as well go ahead and reach a decision on it rather than drag it out for several years."

Corbit also said he was pretty much neutral at this time, but felt that sufficient facts could be compiled by the time the annexation could be put to a vote to enable each citizen to make up his mind on how to cast his ballot.

### Delays Decision

"At this time," Corbit said, "I'm not sure whether I'm for or against it. I just want to learn all the pros and cons and will make up my mind later."

He indicated that he had received more calls from people who opposed the annexation than he had from persons who favored it. This reaction was borne out by Burt Brooks, Yorba Linda druggist.

"I had three ranchers come in yesterday to get my opinion and they told me they would fight it," Brooks said, "unless enough facts are shown to change their opinions."

### Expresses Fears

He said the ranchers felt that Brea residents would outnumber Yorba Lindans on the city governing body and would be able to outvote them on all issues.

"They have a tough selling job ahead of them before the annexation will be approved by the mass of voters," Brooks added.

Some Yorba Lindans are also doubtful that Union Oil Co., which owns the "connecting strip" between the two communities, would favor paying city taxes and might not go along with the proposal.

The area proposed for the annexation includes a strip south of Imperial Hwy. east from Brea to Valencia Ave., swings north to include the Union Oil Research Center, back south and east to a point beyond the Yorba Linda Country Club, south to just north of the Yorba Bridge on the Santa Ana River, west toward Atwood, cuts south all the way to the river at one point, north on Van Buren to Morse, west to Linda Vista and north to a connection with the "strip."

If the annexation should go through, it would increase the area of Brea by about four times, since there are only approximately 3½ square miles in the city at present.

## It's Home Now, But ...



**A THING OF THE PAST?** — An old dirt road winds down into the gulley past the horse corrals in what appears to be a pastoral scene of the old west. Actually, old dobbie reaching through the fence for that select bit of grass is unaware that the spot where he is standing, between Ran-

dolph and Poplar Streets near Imperial Highway, may be the exact location of the Brea Town Center some five years from now, and he and his pasture cohorts may be evicted.

(Daily Star-Progress Photo)

# BREA

DEVELOPMENT  
DEVELOPMENT  
DEVELOPMENT

SURVEY  
SURVEY \*  
SURVEY

SPRING 1979

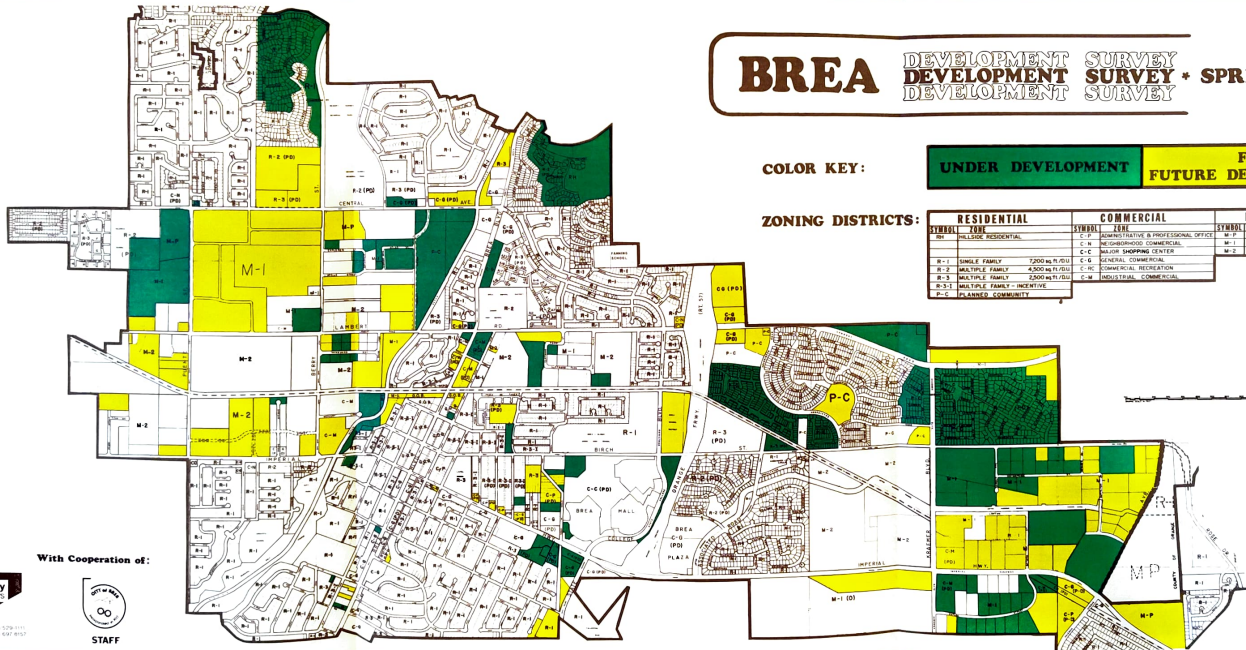
COLOR KEY:

UNDER DEVELOPMENT

FOR  
FUTURE DEVELOPMENT

ZONING DISTRICTS:

RESIDENTIAL			COMMERCIAL			INDUSTRIAL		
SYMBOL	ZONE		SYMBOL	ZONE		SYMBOL	ZONE	
RH	HILLSIDE RESIDENTIAL		C-P	ADMINISTRATIVE & PROFESSIONAL OFFICE		M-P	PLANNED INDUSTRIAL	
R-1	SINGLE FAMILY	7,200 sq. ft./DU	C-N	NEIGHBORHOOD COMMERCIAL		M-1	LIGHT INDUSTRIAL	
R-2	MULTIPLE FAMILY	4,500 sq. ft./DU	C-C	MAJOR SHOPPING CENTER		M-2	GENERAL INDUSTRIAL	
R-3	MULTIPLE FAMILY	2,500 sq. ft./DU	C-G	GENERAL COMMERCIAL				
R-3-1	MULTIPLE FAMILY INCENTIVE		C-RC	COMMERCIAL RECREATION				
P-C	PLANNED COMMUNITY		C-M	INDUSTRIAL COMMERCIAL				



MAP Courtesy of:

Don McBride Company  
Industrial Commercial Brokers

With Cooperation of:



STAFF

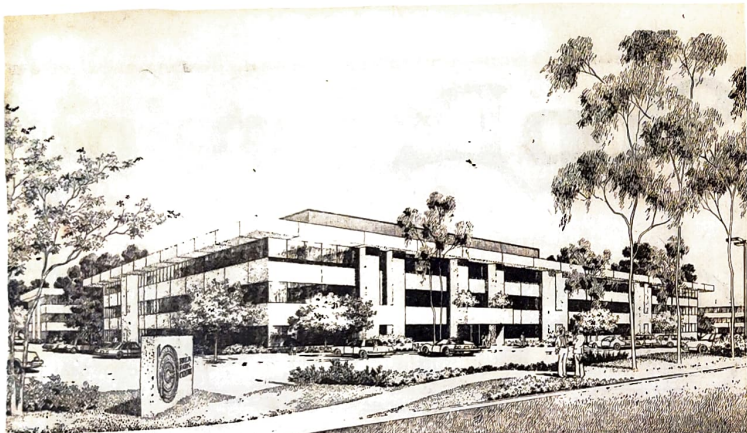


711 West Lambert Road  
Brea, California 92621

714 529-8111  
714 529-8157

# Brea's Balanced Growth Program Showing Results

BY BUTH RYON



**LARGEST BUILDING**—St. Paul Fire and Marine Insurance Co. will have its Southern California headquarters in this 93,000-square-foot L-shaped office building, the largest of three structures being built in Brea Park Centre, called

North Orange County's largest office park. To be completed in April, the building will be second to be ready for occupancy in the \$10-million project being developed by H. T. Greene & Associates on an 8.65-acre site in Brea.

Black gold put Brea on the map. Commerce is expected to keep it there.

Except for an oil fire that shot flames into the air for days in 1926, Brea (meaning "tar" or "asphalt" in Spanish) was a sleepy little town from the time it was incorporated in 1917 until the 1960's. Then city officials adopted a master plan dedicated to balanced growth and initiated a program to court developers and financiers—a tour that last October attracted 400 persons.

The efforts have paid off. In fewer than 20 years, the population has nearly quadrupled, homes have been constructed where orange groves flourished, and industry has risen on former oil company land.

Brea Park Centre is the latest

project. Called the largest office park in North Orange County, the \$10-million, 172,000-square-foot development is also symbolic of Brea's rapid growth. More than a million square feet of commercial space and more than two million square feet of industrial space is under construction there now.

"And we anticipate generating 7,500 to 10,000 new industry jobs within the next five years," Wayne D. Wedin, Brea city manager, said.

Situated on 8.65 acres at the southeast corner of Imperial Highway and Kraemer Blvd., Brea Park Centre is being built on property once owned by Union Oil Co. "But it was not a producing oil field," said Wedin, who explained that many petroleum firms

have "large acreages in their inventories."

"Most of the major oil companies in the world are located here," he added.

Owned and developed by H.T. Greene & Associates, Brea Park Centre will consist of three 3-story, elevator-served buildings ranging from 30,000 to 93,000 square feet in size. Two of the buildings are under construction, including the largest—an L-shaped structure that will house the Southern California headquarters of the St. Paul Fire and Marine Insurance Co.

The first building will be ready for occupancy Dec. 1, and St. Paul Insurance Co. is scheduled to move into a third of the largest building in April. Leasing is being handled by Grubb & Ellis Commercial Brokerage Co.

The McDonald Interests is building the project with interim financing provided by Lloyd's Bank and permanent financing arranged by Wells Fargo Mortgage Co. and the Mutual Life Insurance Co. of New York.

Designed by McClellan, Cruz, Gaylord & Associates of Pasadena, Brea Park Centre will feature 20-foot wide landscaped setbacks that will emphasize the garden setting of the low, understated structures. Exterior columns grouped in pairs will form a strong vertical element to complement the horizontal line while 6-foot, 8-inch overhangs will give shade and provide a strong visual image. Solar bronze glass and stucco in brown and beige will mark the exterior.

Complying with the city's request that developers include an artwork in every major project, Greene & Associates has decided to commission a sculpture for Brea Park Centre.

"We are seeking a prominent sculptor to design a contemporary piece that will be compatible with the architecture," Lisa Greene, project manager, said.

"Officials of the City of Brea have helped us tremendously with their insistence on quality development," H.T. Greene, president of H.T. Greene & Associates, commented. "The surrounding area will comprise first-rate projects that will enhance the character of the entire region."

Within a mile of Brea Park Centre, Suzuki is planning its west coast regional headquarters, Beckman Instruments is building its Diagnostics Division headquarters, Union Oil Co. is constructing a \$20-million addition to its research center, and Brea Datason has just opened a new dealership.

Across the nearby Orange Freeway, the Brea Civic and Cultural Center is under construction, and additions are under way at Brea Mall, the area's prime shopping center being developed by Homart Development Corp. The center features three major department stores—Sears, May Co. and Broadway—and the addition is Nordstroms, which will give the project more than 1.2 million square feet of retail space.

The Brea Financial Center is also close to Brea Park Centre.

**LATEST PROJECT**—Brea Park Center, \$10-million, 172,000,000-square-foot office complex, is newest project in city's program.



labor to keep the cost of the structure to \$300,000. At this

by the city. The structure will last 50 years, at \$1 per year.

group at a meeting held on Dec. 14 in the city of Paramount.

The SCPC provides a forum for discussion concerning the planning needs of the area.

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Daily  
Brea/La Habra  
STAR PROGRESS

DEC 27 1978

# Brea Faces Small-Town, Big-Town Challenge

<sup>350</sup>  
BREA — "The challenge is to maintain a small-town feeling with a big-town quality of life." Brea City Manager Wayne Wedin made that statement recently while talking about Brea's present and future.

According to Wedin, Brea operates with a "managed growth" philosophy, a belief that commercial, industrial and residential developments, if properly planned and constructed, can improve the standard of living for the entire community.

"Increased commercial and industrial development helps to create local jobs," Wedin said, adding that this influx of "new money" serves to revitalize and stimulate the economy of the city.

Brea presently has several areas in various stages of construction that will soon be light industrial and commercial areas. Several sites along Imperial Highway, between Kraemer and Valencia, and between Imperial and Birch, are destined to become industrial/commercial centers for the "new" Brea.

Also planned for that approximate area is a major "recreational shopping center," according to Wedin. The other would offer a variety of activities, with the main emphasis upon leisure time and recreational endeavors. Bowlers could find lanes and bowling supply shops at the same location. Tennis players and handball players could enjoy their respective sports at the

same central location.

According to Wedin, the city is attempting to create an enjoyable place to live and work, by providing both recreational activities and a strong commercially strengthened tax base.

Brea presently has two regional parks within its borders, with the Ted Craig Park located at Imperial and State College and the Carbon Canyon Regional Park, located near the mouth of the canyon. According to Wedin, a wilderness park is also tentatively planned for the Carbon Canyon area.

Speaking of regional parks, Wedin said he felt that Brea as a city has "come of age regionally." The introduction of the 57 Freeway has "opened up Brea" Wedin said, allowing for

the development of the Brea Mall, the adjoining Brea Financial Center and the other commercial developments in the general area of the mall.

Another plus for Brea, according to Wedin, is the city's new civic/cultural center, due to be completed in early 1980. The center will house the city offices and school board headquarters as well as boasting a legitimate style theater. The center, presently under construction, will be located on Birch Street, adjacent to the Mall.

While the city is looking to the future, it is not forgetting its past. According to Wedin, the city is presently in the second year of a five year program to re-

vitalize the older sections of town, some that have been here for over 60 years. Wedin said the city is systematically repairing water mains, sidewalks and streets in the older sections of town. This activity will serve to keep the areas attractive locations to live in, he said.

Again looking to the future, Wedin said that an agreement between the city and CSU Fullerton that calls for the two bodies to "work together" was recently signed. According to Wedin, the facilities and resources of the University would be utilized to

help the city work out various problems it finds itself confronted with.

The city would contract with the University the same as it contracts with other consulting firms, Wedin said, adding that the agreement is "as far as I know unique in the United States." Some areas the city/University team might attack would be sewage disposal and conversion and housing construction.

The city is also involved in a local cable television concept, which calls for local origination of programming.

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DEC 27 1978



Fullerton, Cal.  
NEWS-TRIBUNE  
(Daily) MAY 1 1979

# Brea Grows From Rural Town to Major Center

350

By JOHN KILROY  
News Tribune Writer

BREA — From oilfields and agriculture to regional shopping centers and vast industrial parks, the City of Brea has grown from a rural town to one with major regional influences.

From southern Los Angeles County and half of Orange County, people are flocking regularly to the city to work, play and shop.

"I think that what the people of Brea have created is without precedent," said Wayne Wedin, city manager.

Estimates that a million people per day pass through the city's environs is not too far off, said Wedin.

Much of the focus for the city will be what is informally known as the Brea Center, where many of the community's needs will be met within a small radius around the intersection of Imperial Highway and State College Boulevard.

Within that area is Ted Craig Regional Park; the financial center, with numerous banks and restaurants; three major shopping complexes in the Brea Mall, Brea Plaza and the Brea Villages; a proposed hotel where the

school district's center is now located; and the Civic-Cultural Center, which will house the city government, the school district's administration and various cultural activities in a library and a little theater.

In the near future, Wedin said, residents may look forward to a "major emphasis in lifestyle enrichment" that will provide Breans with "a sense of place."

On the subject of culture, residents may also look forward to an additional 24 sculptures in the next couple of years through the city's requirement of developers to place works of art in their tracts. There are now 16 sculptures throughout the city because of the measure.

In terms of growth, Wedin said Breans may look for a reduction in the speed at which the population has grown simply because of the lack of land still available for residential uses.

There are 2 million square feet of industrial space either being constructed or on the drawing boards, said Wedin, with an additional 1 million square feet of commercial space on the way.

Such development will spur a significant increase in

jobs available to Breans and also will trigger a greater need for affordable housing so that many new employees can locate within the city.

Wedin also said the city government will be going through a streamlining reorganization effort to make it stronger and more cost-effective.

Brea's selling points to companies considering locating here, Wedin said, are competitively priced land, good government services and a government with the reputation of treating businesses fairly, a strong educational system and the skills and dedication of the local citizenry.

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Fullerton, Cal.

NEWS-TRIBUNE  
(Daily) MAY 2 1979

### SUPERVISORS' ACTION

## 350 Board Sets Hearing On Landfill Matter

SANTA ANA — During its meeting yesterday, the county Board of Supervisors took action on the following

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The REGISTER

Daily MAY 5 1979

## 350 Irvine Growth Tops State List

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DAILY STAR PROGRESS  
Brea/La Habra

MAY 7 1979

## Brea Planners Study 2 New Developments

350  
BREA — Brea Planning Commissioners, meeting in regular session Tuesday night, will deal with two items involving separate developments in the area of the Brea Mall.

The first public hearing of the evening will deal with zone variance and precise develop-

ments with a proposed encroachment into the required 40 foot setback adjacent to a nearby residential zone and the construction of a six-foot high masonry wall between the two zones.

The precise development application will deal with construction of a commercial center on

# Freeway transformed barley fields into shopping mecca

By David Wittry  
Register staff writer

**BREA** — Turn-of-the-century storefronts with facades brought in from San Francisco make up Brea's old downtown, descended from its oil-boom days.

But the city has a new downtown, a commercial and cultural hub shifted a mile east of its old center because of a freeway.

The transformation of vacant barley fields into a north Orange County shopping mecca came with completion of the eight-lane Orange Freeway.

The freeway first was extended past Brea in 1972, linking the city with the Pomona and San Bernardino freeways to the north.

And in 1976, the last section of the 20-mile Orange Freeway connected the once out-of-the-way city with the Riverside, Garden Grove and Santa Ana freeways to the south.

Since then, Brea's transformation has included:

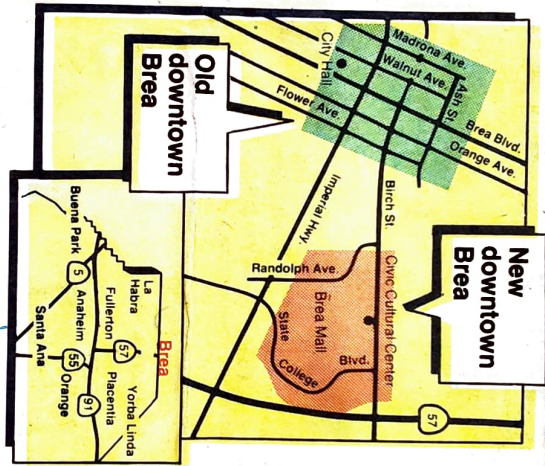
- The 141-shop Brea Mall and nearby shopping plazas and a financial center.
- An influx of shoppers, boosting annual city sales tax revenues from \$536,000 in 1974-75 to an estimated \$2.8 million for 1981-82.
- Commercial and industrial construction permits more than quadrupling to push the annual value of new building since 1976 past the \$50 million mark.
- Population rising more than 25 percent, to 29,800.
- City Hall offices transferring from a cramped building erected in 1929 to a spacious Civic-Cultural Center that includes a theater, art gallery, television studio and a new library.

Thus, a new Brea that includes regional offices for many businesses and \$200,000 homes has sprung up next to a town originally built in 1911 to accommodate oil workers in nearby fields.

"The freeway is the single most important public improvement in Brea's history," City Manager Wayne Weidin said. "The area next to the freeway is the downtown for the region. The Brea Mall would never have been built if the freeway had not been built first."

City officials view the new Brea as, in many ways, a gift from the town's oil boom era.

While other Orange County cities experienced explosive growth in the early 1970s, land on the outskirts of Brea was retained for oil production, and the city



entered its freeway growth era with hundreds of acres of undeveloped land.

And Brea's growth is not over yet.

The 10-square-mile city eventually will grow to 40 square miles, stretching to the San Bernardino County line. Annexations are planned as oil companies such as Union, Shell, Getty, and Mobil develop acres now in oil production.

"In Brea, we say our rate of growth is determined by the price of oil," said Richard Magglio, city planning director.

"If the land outside Brea remains profitable for oil production, it might not be developed until past the turn of the century."

Ultimately, city officials said, Brea's population will double to 60,000.

Meanwhile, they are enjoying the influx of commerce and industry and trying to preserve old Brea. The bonanza of sales tax revenues is going in part for community centers, low-interest loan programs and

multimillion-dollar street improvements in the aging section of town.

Councilman Sai Gambina, whose archery club once met on a range where a grocery store now stands, said it is time to abate Brea's growth.

The old downtown has been declared a state historic landmark.

"Enough is enough," Gambina said. "I resent the freeway. It robbed me of my privacy. It will continue to bring other people here. We have to start thinking of the residents here now."

"We recognize our past," Weidin said. "We have a deep-seated concern for it. We are working with people so that they can help themselves."

"I don't go for closing the door but we need to control growth even more. We have to lock our doors now. We used to leave them open."

The city's highest concentration of minorities, elderly and low-income residents is in the older section of Brea.

Weidin said the city's problems are less severe than those of other county cities.

Norm Wasserman, Brea Chamber of Commerce manager, said there has been a high turnover of businesses in the old downtown since the mall was built.

Police, fire and capital improvement programs were boosted to keep pace with the city's controlled growth, he said. The wish to make Brea accessible by freeway led to adoption of strict development standards.

Wasserman said merchants now established in the old downtown include specialty businesses such as a rare coin dealership, antique store and repair shops.

Councilman Don Fox, who helped lobby state officials to get the freeway built a decade ahead of schedule, said, "Brea was planned along textbook lines as a balanced community of residential, commercial and industrial developments."

And violent crime is on the upswing in a city that reported only one strong-arm robbery netting 95 cents in 1964.

"Now, we control the growth and we get the benefits that go along with it."

Lt. Tom Christian said there were no rapes in the city last year but eight were reported this year. Aggravated assaults nearly doubled to 66 and armed robberies may top 35 before the year is over, although Brea retains a low crime rate in comparison to other county cities, he said.

Fox said he believes that the days of Brea's accelerated growth are over because the vacant lands disappearing near the freeway.

Brea's 1980 crime rate for such offenses as murder, rape, robbery and burglaries was 16th highest among 26 county cities and the county's unincorporated areas.

Traffic problems, such as where to route the trucks that increasingly drive through town, attracted a standing-room-only crowd at a City Council meeting this year.

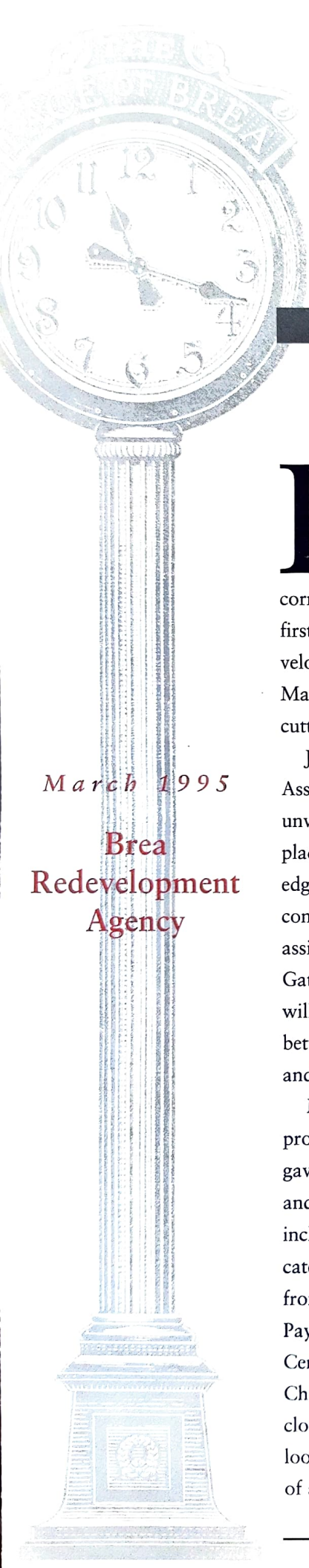
Police Chief Don Forkus, 37, who grew up in Brea, misses the small town flavor of a Brea accessible only by surface streets.

Forkus said police officers once lived in town, knew most residents and took them home instead of to the police station if they were drunk.

"We can't do that nowadays," Forkus said. "We would just get sued. Many of the people we deal with now don't live or work here."

"As a consequence, our officers are more cold, distant and officious to protect themselves. I think it's tragic. But those are some of the spinoffs of growth," Forkus said.

In addition, he said newcomers brought into town by the recent growth fit into the city's small-town atmosphere, where people root for successful high school sports programs.



# Downtown

N E W S

## *Valentine Celebration at The Gateway*

**D**ark clouds and cool temperatures could not keep Breans from celebrating the official opening of The Gateway shopping center at the corner of Imperial Highway and Brea Blvd., the first completed phase of Brea's downtown redevelopment project. Gateway tenants assisted Mayor Bev Perry and other council members in cutting a pink Valentine's ribbon.

John Hunter, president of Watt/Craig Associates, Ltd., the developer of the center, unveiled a bronze plaque that acknowledges all of the city and community leaders that assisted in getting The Gateway built. The plaque will be placed in the plaza between Starbucks Coffee and Boston Chicken.

Many Gateway tenants provided food sampling and gave away promotional items and coupons. A raffle sale of tenant items including a cellular phone, \$200 in gift certificates from Ralphs, numerous free hair cuts from Fantastic Sams and a coffee maker from PayLess netted almost \$700 for the Brea Senior Center. A total of 99 folks won prizes! Children were treated to a caricature artist and clowns who painted faces and performed balloon art while adults tapped toes to the sounds of a Dixieland bank. 🕒



**Two youngsters get their faces painted to celebrate the Gateway Opening.**



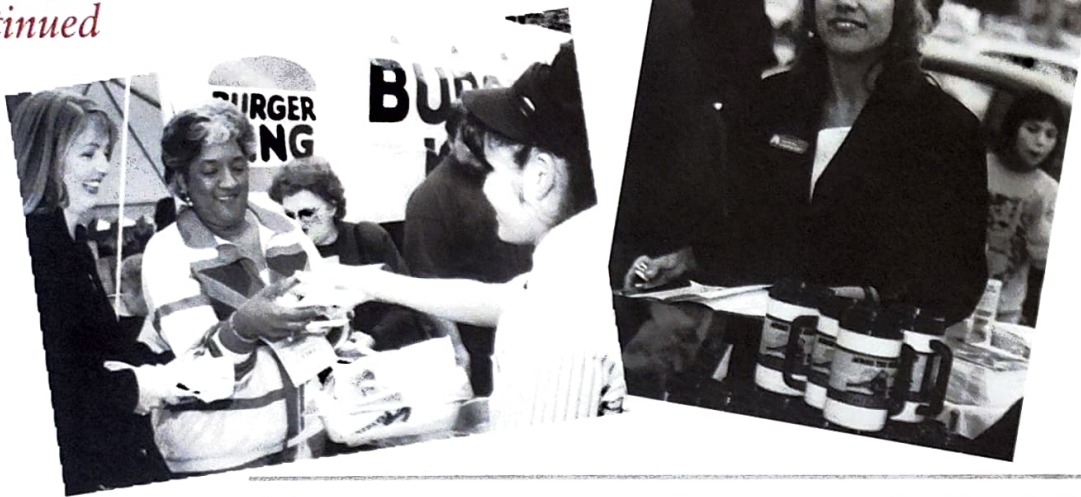
**A trio of Dixieland musicians strike up the mood.**



**How many ways can you eat a bagel? A Baltimore Bagel employee hands out delicious samples for tasting.**

*March 1995*

**Brea  
Redevelopment  
Agency**



Burger King gives away free samples of its hamburgers and chicken sandwiches to hungry Breans. (left)

A Wells Fargo representative provides information on a new loan program. Wells Fargo operates a mini-branch inside the Gateway Ralphs supermarket. (right)

**Profile**

## Housing Board Enables Citizen Involvement

**T**he Housing Breans Advisory Board was established in 1993 to provide a broad perspective on the City of Brea's and the Brea Redevelopment Agency's Affordable Housing Programs and provide input regarding the design and implementation of these programs. The board also reviews the progress that is made in meeting the overall affordable housing goals established as part of the "Housing Breans" Program.

The board has been very effective in providing a true community-based approach to the delivery of housing programs in Brea which include senior subsidies, homebuyer down payment assistance, non-profit developments such as Habitat for Humanity, and increasing affordable rental housing through special financing, such as Town and Country Apartments.

The board is made up of five members who represent Brea's service clubs, Brea's ministerial association, the real estate profession, financial and business interests and the senior community.

### Board Members

**ROBERT J. HOHENSTEIN, PH.D., board chairman**  
A clinical psychologist specializing in marriage, family and child counseling, Dr. Hohenstein has been on the board of directors for the Boys and Girls Club, is a member of Brea's Rotary Club and has counseled students at Brea Olinda High School, Canyon High School and Brea Jr. High School.

### REV. RICK MARSHALL, vice chairman

Currently, Rev. Marshall is the senior minister at the Brea Congregational Church and has a B.S. in Philosophy and a Master of Divinity degree. He has been part of the City Youth Task Force and was chairman and one of the original members of Brea's Senior Subsidy Review Board. He was instrumental in making recommendations to the city council to adjust the program to be sure it was meeting the housing needs of long-time Brea senior residents who were the oldest and had the least income.

### CINDY HOWELLS, secretary

A Brea realtor, Cindy has been co-chairperson of the South Walnut Task Force which is a citizens' committee seeking solutions to housing problems. Cindy has taught confirmation classes at St. Angeli Merici and is the mother of three children.

### BRIAN YATES, member

Brian currently is doing retirement planning with American retirees moving to Costa Rica. He was trained as an architect draftsman and worked in the housing industry for five years, both with custom and tract homes. Brian is a past president of the Lion's Club and has been a member since 1981.

### CLARICE BLAMER, member

Clarice is a former Brea mayor and councilwoman, was treasurer of the Brea Civic Light Opera Guild, and is the former chairwoman of the family selection committee for Habitat for Humanity. Clarice currently chairs the Issues Committee for the Brea Chamber of Commerce, is a member of the Brea Soroptimists, and chairs the Orange County Planning Commission. She holds graduate degrees in math and chemistry and has a life credential for teaching secondary schools in California.

## GATEWAY CENTER

- Baltimore Bagel
- Blockbuster Video
- Boston Chicken
- Burger King
- Busy Body
- Cellfon Paging
- Cost Plus
- Fantastic Sam's
- Frame-N-Lens
- Gateway Cleaners
- Genie Carpets
- Golden Spoon Yogurt Shop
- Han's Beauty Store
- Hi-Tek Nail Salon
- Juice Stop
- Lily's Chinese Restaurant
- Mail Boxes Etc.
- Mattress Warehouse
- One Hour Photo
- PayLess Drug
- Penny's For Your Thoughts
- PETSMART
- Ralphs
- Starbucks Coffee
- Subway Sandwiches
- Taco Bell
- Vogue Fabrics
- Yoshinoya Beef Bowl

## Chamber News

# Striking a Balance

By Bill Robb, President

Now that the Gateway Shopping Center is up and running, the Brea Chamber of Commerce is eagerly anticipating another phase of the downtown project: new homes.


Why is a business organization interested in housing? Because a successful community needs a good balance of business, industrial and residential neighborhoods. In a survey of local firms, Brea earned high marks as a place to do business, but several employers said the availability of housing is a major issue.

### Housing Imbalance

The survey revealed the need for more housing in general, that it be available in a variety

of sizes, styles and price ranges and that there be opportunities to help people who work in Brea live here, too. While housing for lower-level and mid-level employees is needed, executive housing is also desperately needed to attract new business to Brea.

It makes good business sense for employees to live close to their workplace. By eliminating a long commute, employers can reduce tardiness, absenteeism and stress. Employees who live in the city in which they work develop a stronger sense of community and are likely to get involved in civic affairs, clubs and organizations.

The 96 Garden Cottages proposed for Downtown Brea will meet many of the needs identified in the survey. The intimate neighborhood atmosphere, the unique Craftsman and Victorian designs and the link to a renovated downtown should provide a wonderful and affordable place to live for homebuyers of all ages. This residential development is a good step in helping to correct Brea's jobs/housing imbalance. 



**"It makes good business sense for employees to live close to their workplace."**

## HABITAT FOR HUMANITY BREAKS GROUND

By Joe Perring, President

Habitat for Humanity of Orange County, Inc.


Habitat for Humanity Orange County and the Brea Redevelopment Agency are continuing a partnership created when four housing units were constructed in Brea in 1993-1994. On February 11, 1995, Habitat celebrated a ground breaking on Brea II, a five-unit complex at 271-275 S. Poplar Avenue.

The ceremony kicked-off at the Brea Civic & Cultural Center with community and church leaders, elected officials, city employees, Habitat sponsors and volunteers and Brea residents carrying balloons and banners to the Brea II site. The group's mission was to help "Celebrate the Dream" and conduct the traditional "Passing of the Hammer" ceremony.

### Construction Begins

Habitat's agreement with the Redevelopment Agency is for the development of five new homes: three 1,130 sq. ft. three-bedroom units

and two 1,288 sq. ft. four-bedroom units. Construction on three of the units will occur the week of June 19-June 24, 1995, as part of the 1995 Jimmy Carter Work Project. During this "housing blitz," hundreds of volunteers will donate their time and skills to completely build the homes, ready for move-in during that week.

The Brea projects are made possible through the donation of land from the Brea Redevelopment Agency and volunteer labor and materials received by Habitat. The construction of Habitat projects include more than 600 hours of "sweat equity" participation by the selected homeowner. Anyone interested in volunteering for this project should contact Habitat for Humanity at (714) 895-4331. 



The Garza family (center), with baby in a bundle, leads the way from the Brea Civic & Cultural Center to the Habitat for Housing ground breaking.

## Business Beat

Beginning with this issue, different Brea businesses will be profiled to introduce readers to the products and services available in downtown Brea. The next few issues will focus on Gateway Center merchants.

### *Penny's For Your Thoughts*

Joe Recker worked at Hughes Aircraft in Newport Beach for 21 years when the department in which he worked was terminated. Instead of going to work for another company, Recker decided to be his own boss and opened Penny's For Your Thoughts in the new Gateway Center at the beginning of this year. "I always wanted to be in business for myself," said Recker. "This is my first adventure in retail, it's a new experience." A card and gift shop featuring the Carlton Card line, Recker has incorporated museum pieces throughout the store that feature a "penny" theme and dispense bubble gum. Popular before World War II, these bubble gum machines were known as trade stimulators. Recker named his store after his wife, Penny Recker.



Joe and Penny Recker celebrate the opening of their new store.

### *Genie Carpets Gets A Lift With Gateway Showroom*

The Gateway Center at the corner of Imperial Highway and Brea Blvd. was the perfect spot for Don Ortega and Dan Baigent, co-owners of Genie Carpets, who were looking for a showroom location to supplement their main showroom and warehouse location at 601 Lambert Road.

Genie Carpets has been in Brea for more than 15 years, most recently on Brea Blvd. at Ash St. However, due to the downtown revitalization project, Ortega and Baigent relocated to Lambert Road, but wanted a second Brea location for another showroom. "Since late November we've been in the Gateway Center and anticipate an increase in business because of the exposure," said Ortega.

Genie Carpets features a complete line of carpeting in addition to vinyl and wood flooring, draperies and other window coverings.



### *Downtown News*

Brea Redevelopment Agency  
Civic & Cultural Center  
Number One Civic Center Circle  
Brea, CA 92621-5758

### *Inside*

Grand Opening  
Celebration for  
Gateway

Habitat for Humanity  
Breaks Ground

Citizens Form  
Housing Board

Postal Customer  
Residential/Business  
Brea, CA 92621

U.S. Postage  
**PAID**  
Brea, CA 92621  
Permit No. 56

## NEWS

# BREA: Trees said to be necessary for redeveloped downtown

FROM 1  
down their ideas for downtown.

By the end of Saturday's session, the sheets were covered with suggestions, ranging from brief notes calling for recreation facilities, such as bowling alleys, to detailed proposals with carefully drawn layouts of a new downtown.

Trees, according to several suggestions, are essential to making downtown attractive to pedestrians.

Just as important, residents suggested, will be a mix of shops offering merchandise unavailable elsewhere — especially not in the nearby Brea Mall.

A future downtown that sets itself up to compete with the county's second largest mall is doomed to failure, economist Matt Disston said during an orientation meeting Friday.

Intensifying efforts to preserve historic buildings was suggested about 10 times. However, no consensus was reached on how to accomplish this, consultant James Cloar said. He is a principal partner of Land Design/Research Inc., Columbia, Md.

"It will be interesting to see what designs come of this," said Cloar, who coordinated the three-day session. "I was impressed with (the volunteers') enthusiasm and cre-

ativity."

Area volunteers could not agree on how to speed downtown traffic flow, Cloar said. Redevelopment plans call for Brea Boulevard to be widened from two lanes to four lanes north of Imperial Highway. It has not been decided what will be torn down to make way for the widening.

Another area of contention was the possible extension of Birch Street over the flood control channel west to Berry Street. Some said the extension was necessary to reduce traffic, but others said increased traffic would split downtown in half and curtail pedestrian traffic.

Volunteers agreed that housing should be included in downtown, but there was no consensus on what type or where it should be built. Town houses and apartments were mentioned most often, as were residences above ground-floor businesses.

On Sunday, Cloar said, he, the design and planning professionals and city staff met to do a "reality check," on the volunteers' suggestions.

In November, Cloar's report consolidating the volunteers' opinions will be distributed to the three companies chosen in July by the

city Redevelopment Agency to compete to develop the site.

The agency will ask the developers to submit proposals that include specific architectural designs, said Christine Lissik, Redevelopment Services project coordinator. The developers must also indicate how the project might be financed.

The finalists are:

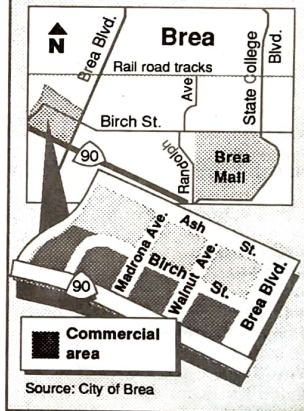
■ The Trammell Crow Co., Orange. The company says it is the largest privately owned real-estate development company in the United States. It has developed 150 shopping centers throughout the country. Among its recent redevelopment projects is the Huntington Plaza shopping center in Monrovia.

■ The Alexander Haagen Co., Manhattan Beach. It has built 15 retail and mixed-use centers in cooperation with redevelopment agencies. Among its recent redevelopment projects is the Chino Town Shopping Center.

■ Watt Commercial Development Corp., Santa Monica. It has developed 45 shopping centers. Among its recent redevelopment projects is the Compton Towne Center. The Edward and Ruth Craig Trusts are participating in the company's bid.

## Downtown planning

More than 100 residents and a team of urban planners met from Friday through Sunday to discuss ideas for the redevelopment of downtown. Participants focused attention on a 22-acre commercial area on the northwest corner of Brea Boulevard and Imperial Highway.



The Register



# Redesign ideas solicited

## Residents brainstorm downtown Brea plans

By Luis Zaragoza  
The Register

BREA — Residents want a welcoming and attractive downtown designed to reflect the city's history and stocked with residences, out-of-the-ordinary shops and entertainment venues.

Downtown also should be easy to get into and out of.

Those were some of the suggestions of 110 volunteers, most of them residents, who for eight hours Saturday brainstormed ideas for downtown's redevelopment. The session at Pioneer Hall was part of a three-day, city-sponsored planning project called "Brea by Design."

The intent was to involve residents from the start of the planning process to build support for the eventual redevelopment, city officials have said. Creating a successful downtown is essential to the city's future economic health.

The city hired seven design and planning professionals to provide technical advice to the volunteers. The project will cost \$25,000 to \$30,000, said city Development Services Director Jim Cutts.

A consultant coordinating the project is expected to complete a report for the City Council by Nov. 29.

"Everyone was so enthusiastic and willing to speak up," resident Inez Fanning said during a break in Saturday's discussions. "What's really miraculous is that a lot of us share a common vision. We had mixed groups, but we came to the same conclusions."

Thursday, October 12, 1989

Council members Clarice Blamer, Carrey Nelson and Wayne Wedin and Mayor Gene Leyton observed but did not participate in Saturday's discussions.

"I was thrilled to see such high participation by citizens of the community and their obvious commitment to try to help solve problems," Blamer said. "I didn't hear anyone who voiced an opinion who wouldn't listen to somebody else's."

The volunteers' ideas will be incorporated into proposals by three developers competing to develop a 22-acre commercial site on the northwest corner of Imperial Highway and Brea Boulevard, about a mile west of Brea Mall.

The proposals also must suggest possible development for the downtown area bounded by Imperial Highway on the south, Ash Street on the north, the Brea Canyon flood control channel on the west and Orange Avenue on the east.

Both areas are within the 300-acre Towne Plaza redevelopment area.

"Trees! Trees!" was one of many anonymous suggestions scribbled on large sheets of paper taped to the walls of Pioneer Hall. After a 90-minute bus tour, volunteers were encouraged to write

Please see BREA/17

BREA DOWNTOWN CHARETTE

THE WEEKEND AGENDA

Thursday, October 5

Some of Resource Team arrives

Evening -- Dinner and last minute review of Charette Weekend Activities with Lead Consultant (City Manager & Staff)

Friday, October 6 -- Civic and Cultural Center - Executive Conference Room

12:30 P.M. - 1. Lunch and Briefing of all Resource Team Members  
(City Manager and Staff)

2:00 P.M. - 2. Downtown Tour for Team

3:30 P.M. - 3. Discussion of Key Issues Impacting Downtown

4:30 P.M. - 4. Adjourn Briefing

6:00 P.M. - Briefing for Facilitators (Jim Cloar)

7:00 P.M. - Kick-Off Presentation

1. Light Buffet

2. Welcome and Introduction of Council -- (Mayor)

3. Review of Charette Purpose and Agenda -- (City Manager)

4. Motivational Presentation -- "Revitalizing Downtowns Across The Country"  
(Bob McNulty, Partners for Livable Places)

5. Slide Show -- "What Makes a Successful Downtown?"  
(Jim Cloar, Land Design Research, Inc.)

6. Givens and Constraints

- Public Improvements and Developments Underway (City Manager)

- Market Research (Research Network)

7. Review of Saturday's Program and Ground-Rules (Jim Cloar,  
Land Design Research, Inc.)

10:00 P.M. - 8. Adjourn

Saturday, October 7 -- Pioneer Hall

Community Vision - Building Session

- 8:00 A.M. - 1. Continental Breakfast and "Awareness Tour" of Downtown
- 8:20 A.M. - 2. Buses Leave for Tour
- 10:00 A.M. - 3. Return to Pioneer Hall and Contribute to "Impression Board"
- 10:15 A.M. - 4. Small Group Workshops -- "Creating a Vision for Downtown"
- 11:45 A.M. - 5. Workshop Reports to Large Group
- 12:15 P.M. - 6. Light Lunch
- 1:00 P.M. - 7. Small Group Workshops
- 3:00 P.M. - 8. Workshop Reports to Large Group
- 3:30 P.M. - 9. Summary of Issues of Consensus and Non-Consensus
- 4:00 P.M. - 10. Follow-Up Steps
- 4:15 P.M. - 11. Adjourn
- 4:30 P.M. - 12. "Homework" for Resource Team
- 7:30 P.M. - Dinner with Resource Team

Sunday, October 8 -- Civic and Cultural Center

8:30 A.M. Resource Team -- Work Session (With City Manager and Key Staff)

- 1. General Reactions to Friday and Saturday
- 2. Summary of Consensus and Non-Consensus Issues
- 3. Fleshing Out of Issues Where There Is Consensus
- 4. Discussion and Recommendations of Issues Where There Is No Consensus
- 5. Development of Rough Sketches, Illustrations, Maps and Visuals
- 6. Preparation for Council De-Briefing

5:00 P.M. Council De-Briefing (with downtown developers)

- 1. Summary of Issues Where There Is Consensus (With Team's Perspectives)
- 2. Summary of Issues Where There Is No Consensus (With Team's Recommendations)
- 3. Other Comments and Perspectives from Team Members
- 4. Reactions from City Council and City Staff



### Lucky winner

Whittier woman wins \$1,000 shopping spree thanks to friend/ News A3

## IN THE HEADLINES

For Kids Sake Volunteers gather/ News A4

Fullerton paper mill workers walk out/ News A5

Pioneer overcomes Murphy Ranch/ Sports B1

# Daily Star-Progress



### Serving

La Habra, Brea, La Habra Heights, East Whittier, North Fullerton

Tuesday, July 19, 1983

2 Sections / 18 pages

15 Cents

## FUHSD plans \$12,000 workshop

By Jeff Kruger  
OSP Staff Writer

FULLERTON — About 50 employees of the Fullerton Union

High School District will spend three days in August attending a \$12,000 staff-planning workshop at San Diego's Rancho Bernardo

Inn. The Board of Trustees approved the district-funded workshop Monday by a 4-1 vote,

with Don Bone dissenting. The affair will involve 32 administrators, 10 teachers, one maintenance employee, three

administrative clerical workers, one counselor and the district's grounds supervisor.

Two weeks ago, the roster included only administrators and carried a price tag of \$7,000.

Superintendent Robert Martin said it is important to make an effort to involve all staff members.

Martin's memo to the board stated that this is "the first step in the district-wide staff development program and the planning for the 1983-84 school year."

Barbara Kilponen, a local parent, spoke against the cost of the program and questioned the need to hold it at Rancho Bernardo in San Diego.

Kilponen said she has been to Rancho Bernardo and called it "lovely," but "expensive."

She said the program could be very beneficial for the district. Kilponen said she accepts the value of having such a meeting given the introduction of a new leadership into the district.

But, Kilponen said, the expenditure is not justifiable. She said the workshop could either be held locally or at Rancho Bernardo at individual expense.

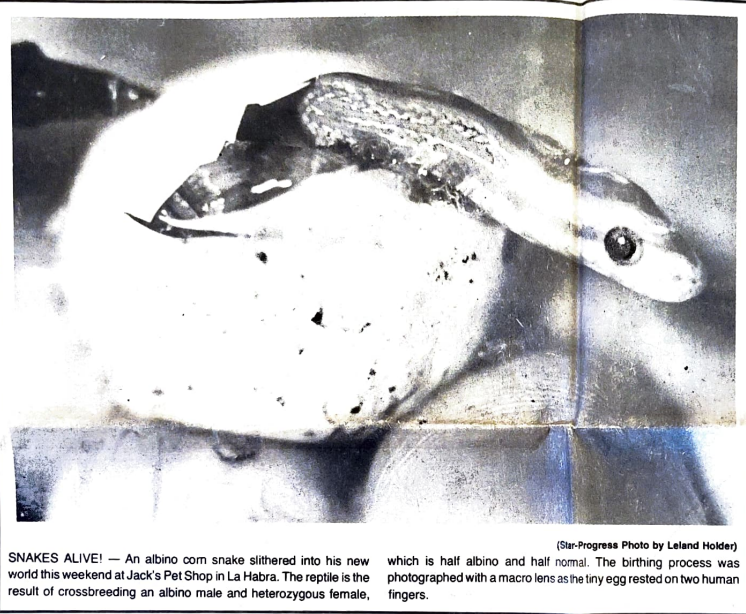
The concerned citizen said community leadership is distressed that the district is spending \$12,000 for the workshop in the midst of California's fiscal and educational problems. She said fiscal conservatism would be a better course for the district to pursue.

Trustee Bone said he is opposed to spending \$12,000 of taxpayer money for a three-day workshop. He said district funds should be spent first on such needs as transportation and the upgrading of science equipment.

Bone said the objectives of the meeting are important, but it should be held within the district at a cost of between \$2,000 and \$4,000. Bone said he disagreed with the statement in Martin's memo that there are "no suitable facilities available at the district" to meet the workshop's objectives.

The district has had management workshops locally on a day-time basis. Trustee Richard Gross said that option is not as good as a three-day conclave because participants are distracted by home-related thoughts and concerns.

In his memo, Martin stated the following workshop objectives: review the 1982-83 goals and objectives; develop a similar draft for 1983-84; develop district and divisional activities, a timeline and a work plan; develop similar tools for individual administrators; and draft a three-year plan for educational programs.



SNAKES ALIVE! — An albino corn snake slithered into his new world this weekend at Jack's Pet Shop in La Habra. The reptile is the result of crossbreeding an albino male and heterozygous female,

which is half albino and half normal. The birthing process was photographed with a macro lens as the tiny egg rested on two human fingers.

(Star-Progress Photo by Leland Holder)

## Heights company fined

LA HABRA HEIGHTS — A weed abatement company in La Habra Heights was ordered Monday in Los Angeles Superior Court to clean up 60 drums of waste illegally dumped by the firm near a park in Rowland Heights.

According to Cole Landowski, environmental health officer for Los Angeles County's hazardous waste control program, the 55-gallon drums of tar and paint were dumped in a ravine south of Otterbien Regional Park by Thomas Doyle's Docu Weed Control.

Landowski said a citizen in the Rowland Heights area observed a dumping and made a report to the county Department of Health Services. Investigation by health officers turned up numerous overflowing barrels in April. The land where the drums were found was leased by the owner of the company, said the Los Angeles District Attorney's Office.

The operator of the firm, Thomas Doyle, was notified to clean up the area in April, but actual removal and excavation of the site did not happen until July, said Landowski. A temporary restraining order of the company's operations had been sought by the county's District Attorney's office prior to the

(Continued on A-2)

## Lambert extension begins

By Tony Saavedra  
OSP Staff Writer

BREA — Construction has begun on the county-funded extension of Lambert Road from the residential Sunflower Street to Valencia Avenue.

The \$59,231 extension will connect Lambert with Carbon Canyon Road, creating a thoroughfare from San Bernardino County to the Orange (57) Freeway and other parts of north Orange County.

Gerald Schubert, spokesman for the county project, said the two-lane extension will cover about 325 feet between Sunflower and Valencia, land that is currently vacant.

The project began July 6 and should be completed during the first week of November, said Schubert.

Brea City Engineer Sam Peterson said that four stop signs will control traffic at the new Valencia - Lambert / Carbon Canyon intersection.

The signs should be replaced by traffic signals within the next year, said Peterson.

The county is augmenting the road work by reconstructing a portion of the storm drain and installing a 12-inch wide water main.

Peterson said the city also has a few plans for Lambert Road, a bustling highway that currently dead ends just past Sunflower Street on the east side of town.

The city is planning a \$3 million widening project that will add two lanes to some sections of the street as well as two right-turn-only lanes.

Peterson said the first turning lane will be added between the southbound off-ramp of the 57 freeway and State College Boulevard.

He explained the lane would allow cars to turn right on State College without delaying westbound traffic.

Through lanes will be added to the section of Lambert from State College to Kraemer Boulevard.

Currently, there are four lanes at the intersection of Lambert and State College, diminishing to two east of the freeway.

Peterson said the city intends to widen the first 600 feet east of the freeway from four to six lanes on an extra westbound lane onto the freeway.

The next stretch of Lambert to Wandering Lane will be widened from two to four lanes. Another two lanes may ultimately be added if demanded by traffic. The widening is intended to help handle the influx of vehicles

expected to use the new Lambert Road / Carbon Canyon extension as a route to south and mid Orange County via the freeway.

Presently, traffic must go down Valencia Avenue to Imperial Highway or to less crowded arterial streets.

The Lambert extension would

also create a quicker route from La Habra and other western areas to the county's dumpsite near Carbon Canyon.

Construction on the city project should begin early next year, said Peterson, adding that the widening will be funded through Brea's redevelopment agency.



ROLL 'EM — County tractors begin the much-awaited extension of Lambert Road from Sunflower Street to Valencia Avenue. The road will, in effect, be connected to Carbon Canyon.

(Star-Progress Photo by Leland Holder)

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Weather  
Mostly fair tonight and Wednesday. Lows tonight 58 to 68. Highs Wednesday ranging from the mid 70s at the beach to near 90 inland.

### Temperatures

BREA	LA HABRA
High	83
Low	65
High	85
Low	66

(For a 24-hour period ending at 7 the morning)

## Strike averted

LOS ANGELES (AP) — A threatened strike by drivers who distribute blood for the American Red Cross' Los Angeles and Orange County chapters has been averted by a tentative contract agreement, officials say.

The agreement, announced Sunday, will cover about 110 drivers and dispatchers who deliver blood to Southern California hospitals. It provides for a one-year contract with an across-the-board 7 percent wage hike.

# Dateline

## Statewide

### Cartoonist dies

SANTA ROSA, Calif. (AP) — George Lichty, the sharp satirist known for his pudgy politicians and bulging commissars in the comic strip "Grin and Bear It" has died of a heart attack. He was 78.

A spokesman for the family said Lichty suffered a coronary Sunday at his home near Sebastopol, north of San Francisco, and was recovering at a hospital when struck by a second, fatal heart attack on Monday.

Lichty, born George Maurice Lichtenstein in 1904 in Chicago's Near North Side, became interested in cartooning and caricature while young, working on student publications in high school and at the Chicago Art Institute.

In a 1955 interview, Lichty said he was kicked out of the institute when his interest in studying declined after winning a \$100 drawing prize.

But his work caught the eye of Samuel E. Thompson, publisher of the newly founded Chicago Times. After graduating from the University of Michigan in 1929, Thompson hired Lichty as a photo retoucher.

At the Times he was encouraged to begin a comic strip, which he did — the short-lived saga of a soda jerk named Sammy Squirt.

### Draft position upheld

SAN FRANCISCO (AP) — In a victory for the government, a federal appeals court today ruled that a 20-year-old Pasadena student was not selectively prosecuted for resisting the draft and charges against him should be reinstated.

The 2-1 decision by the 9th U.S. Circuit Court of Appeals in the case of David Alan Wayne said the government's decision to implement the draft was valid.

The 2-1 decision also ruled that the Presidential Proclamation implementing the Military Selective Service Act was issued validly.

### Mice in vice

LONG BEACH, Calif. (AP) — Police have cracked down on the mice in vice, telling tales of rodent's crashing the police chief's meeting, sleeping on a prosecutor's shoe and strolling around like they own the place.

"We can catch criminals but we can't catch white mice," said handwriting examiner Russell Bradford in the department's forgery detail, where two mice were captured recently but many more remain at large.

Police Chief Charles Ussery said when the mouse invaded his meeting one day, he and a deputy "picked up a file cabinet and dropped it on him."

"He was a blue-gray character," Ussery said. Another rat was snared Monday, and officers were so fond of the critter they had a funeral.

"It was cremated and its ashes were scattered at sea," said one employee. "We also had an honor guard because it was so well-liked."

The Long Beach Press-Telegram didn't give the employee's name.

City health officials say rats at police headquarters are no more abundant than in the past, but employees say it's a veritable rodent's gallery.

Some workers feed the animals and make pets of them. Others react violently, stomping them, trapping them or just screaming.

One detective said he recently saw a mouse curl up and fall asleep on a city prosecutor's shoe.

## Nationwide

### Defense debate limited?

WASHINGTON (AP) — Senate Majority Leader Howard Baker said today he is prepared to file a petition to limit debate on the defense spending bill unless opponents of the MX missile agree to discuss their amendments soon.

Sen. Gary Hart, D-Colo., the leading opponent of the MX, has refused so far to call up the amendments that propose eliminating money for the nuclear weapons system. As a result, the Senate has spent seven days, including an unusual Saturday session, on the Defense Department's main authorization bill for fiscal 1984.

Baker, R-Tenn., told reporters that while he was "withholding final judgment," his plan this morning was to file the petition for cloture at the end of the day unless Hart agreed to a time limitation before then.

Sixty of the 100 senators would have to vote for that petition for it to become effective. If approved, debate on the \$200 billion defense bill would be limited to 100 hours.

An aide to Baker did not know how many senators could be expected to support a cloture petition.

Republican leaders have suggested that Hart has stalled the Senate's consideration of the defense bill so that the Democratic-run House will have the first chance at voting on amendments to prevent production of MX missiles. Hart has denied this is his main motivation.

# Smog study finds ozone travels in mysterious ways

PASADENA, Calif. (AP) — higher than those in the Los Angeles basin. "It's given us quite a lot of new food for thought," said Shair, one of the study's coordinators.

The state commissioned staff members from Caltech and Meteorology Research Inc. to conduct the smog transport study. To find out how air pollution from the South Coast basin affected ozone levels in the desert, Shair and his colleagues released between 400 and 500 pounds of sulfur hexafluoride — an odorless, colorless and harmless tracer gas — from eight sites in Southern California.

They made the releases on typical summer days over a month-long period beginning July 9, 1981. For 24 to 28 hours after the beginning of each test, air samples were collected from a

60,000-square-mile area. Thousands of samples from automobiles, aircraft and stationary sources were taken during each experiment.

The study involved at least 20,000 air samples, and although the initial experiments were done in 1981, it took many months to analyze the information.

The report, released this month, found that on summer days, smog from the basin oozes through the passes and over the mountains, polluting the desert air from Edwards Air Force Base to Barstow, from Victorville to Lucerne Valley and Twentynine Palms, from Palm Springs to Indio, and beyond.

Thanks to the South Coast air basin's industries, power plants and automobiles, residents of Victorville, 70 miles northeast of Los Angeles, endure first-stage smog episodes several times a summer.

And sometimes the air is unhealthy to breathe in towns as remote as Barstow, 100 miles northeast of Los Angeles, and Twentynine Palms, 125 miles east of Los Angeles. Another unexpected phenomenon, according to Shair, is concentrations of tracer gas found in the San Gabriel Foothills the day after a release, indicating the possibility that smog creeps back into the basin during the night and morning.

The study also found that some smog paths are unexpected and complex.

## Begin cancels visit to U.S.

WASHINGTON (AP) — Israeli Prime Minister Menachem Begin telephoned President Reagan today to say "for personal reasons" he had to cancel his scheduled visit here next week, the Israeli Embassy said.

"The president expressed his understanding and they agreed they would think in terms of rescheduling sometime later this year," said Victor Harel, an embassy spokesman.

Begin was due to arrive next Tuesday to discuss prospects for removing foreign troops from Lebanon and the outlook for negotiations on an overall settlement of the Arab-Israeli dispute.

Long anticipated, the visit was seen as pivotal in trying to revive Reagan's proposal Sept. 1 for Palestinian self-rule. It was rejected by Israel and shunned by Jordan and the Palestine Liberation Organization.

Lebanese President Amin Gemayel is arriving later today for talks with Reagan.

Begin last visited the United States last November, but returned before a planned visit with Reagan when the prime minister's wife died in Israel.

## Heights company...

(Continued from A-1)

clean up procedures.

High levels of metals and solvents were found in and around the drums, including tetrachloroethene, a chemical solvent defined by state law as hazardous waste.

The environmental health officer said soil samples in the area were taken, and various levels of other toxics were found.

"Our main concern was that a stream running through the ravine in April, which feeds into another stream in the park (Otterbier) could have become contaminated," said Landowski in a telephone interview today.

High levels of tetrachloroethene were found one of the drums, added the health officer.

According to the District Attorney's office the county is seeking a civil monetary penalty from Doyle for violating state Health and Safety Code procedures for disposing of hazardous wastes. The District Attorney is also seeking a permanent injunction against Doyle to assure compliance in the future.

Dept. Dist. Atty. Jane Lamborn said the maximum fine for a hazardous waste violation is \$25,000 per day (or per violation). She said Doyle was notified April 8, and did not comply until July 11.

In addition to the penalty, Doyle will also be responsible for the clean up cost, and investigative costs of the county health department. A registered hauler of toxic waste must be engaged to carry out clean up procedures.

## Police blotter

LA HABRA

Friday

1:10 p.m. — A video camera, a tape recorder and a hand saw worth \$8,600 were reported stolen from a residence in the 300 block of South Dexter Street. Entrance was gained through an unlocked door.

BREA

Friday

3:30 p.m. — Pamela Marie Sotello, 18, was arrested for allegedly stealing \$50 worth of clothing from the May Co. in the Brea Mall. Sotello was later released on her own recognizance.

9 p.m. — Two unidentified persons reportedly grabbed two cases of record albums and ran out from Tower Records, 1160 E. Imperial Highway. One of the robbers dropped one case while fleeing. The loss was estimated at \$225.

EAST WHITTIER

Sunday

12:30 a.m. — Four hub caps, valued at \$600, were reported stolen from a 1981 Cadillac parked in the 5900 block of Ben Alder Street.

1:30 p.m. — A \$175 bicycle was reported missing from the 10000 block of South Whittwood Drive.

2 p.m. — Burglars confiscated a rifle valued at \$100 from the 10000 block of Beverly Drive.

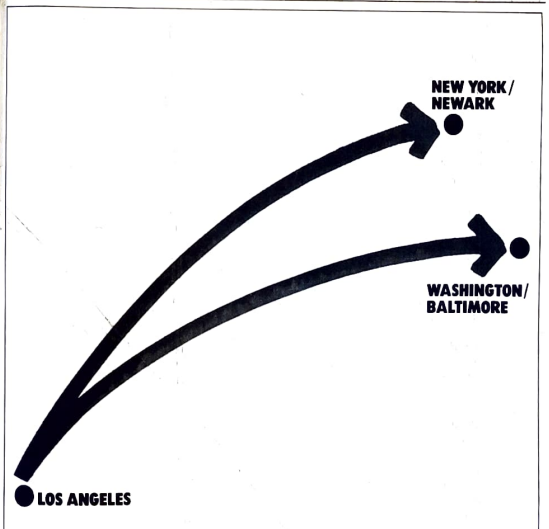
7:30 p.m. — A bike, worth \$279, was stolen from the 5900 block of Adele.

### Daily Star-Progress

Published daily except Saturdays, Sundays, New Years, Memorial Day, Labor Day and Christmas by Freedom Newspapers, Inc. at 600 South Palm Street, La Habra, California 90631. Second class postage paid at La Habra, California. Telephone: (213) 697-1734 or (714) 529-2144. Single copies — 15 cents. Subscription rates: By carrier — \$2.75 per month. By mail, Orange and Los Angeles Counties — \$3.05 per month. Elsewhere in California — \$3.30 per month. Other states — \$3.55 per month. Foreign countries — \$5.80 per month. All mail subscriptions payable three months in advance.

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# Birch Street widening gets OK

By Mark Berg  
DSP Staff Writer

790

BREA — The Planning Commission paved the way for a wider Birch Street Tuesday night by finding no significant environmental impacts will be caused by the project. But commissioners lamented the loss of a small, historical market on Birch at Orange Avenue. The S&G Market, built in 1926, may have to be demolished for the street widening, although officials said other options are being investigated.

The commission also rejected plans for a new Jack in the Box restaurant at the corner of Imperial Highway and Brea Boulevard, directing the fast food operator to rework its color and design schemes for commission review in three weeks.

The S&G Market was identified by city historians as a historical resource in 1981, and was embraced as a preservable building last year by the Historical Committee. "The S&G Market holds somewhat of an elite place in Brea history," said assistant planner David Crabtree in his report to the commission.

Commission Chairman Harry Delkeskamp waxed nostalgic about his experience at the market years ago.

"When I first moved to Brea, I stopped there for a six-pack on the way to the dump," Del-

(Continued from Page 1)

keskamp said. "That was only twenty years ago."

"When I first started working in the city in 1949, I used to stop there for a candy bar," City engineer Sam Peterson chimed in.

But while the commission unanimously approved the document that would allow for demolition of the market, officials said the city is looking at other options.

Peterson said the adjoining apartments, built at the same time as the market, could be bought out and used to expand the market.

City planner Konrad Bartlam said the front portion of the building could be cut away, leaving some of the structure to carry on its historical meaning. "From the standpoint of widening Birch Street, it would not be feasible to leave it (untouched)," Bartlam said, pointing out that the market sits right on the front property line.

But Brian Saul, chairman of the Brea Historical Committee, said cutting down the building would be difficult. As customers would know, the market is small, he said. "It would be like a closet."

If the building is ultimately demolished, the commission calls for extensive documentation of the market beforehand. All photos and negatives would be turned over to the Brea Historical Society for its archives.

The widening, which will occur between Orange and Poplar avenues, also calls for demolition of six homes. Clyde Martin, who owns four of the homes, said he was anxious to work out a "fair" deal with the city in selling the property. "We're willing to work with the city," he said.

Peterson said appraisals on the property are due by the end of December; he could not speak on the value of the properties at this time. "Until I get an appraisal to work with, I can only say it will be based on fair market value," he said.

Because the properties are deep, moving the structures to the back of the lot would not be out of the question, Peterson said.

Construction crews are currently working on widening a small stretch of Birch Street from the Brea Civic & Cultural Center to Poplar Avenue as

part of the realignment of Randolph Avenue. The westernmost end of Birch, from Orange Avenue to Sievers Avenue, will be rebuilt in conjunction with downtown redevelopment.

"Our whole intent is to get (increased) traffic capacity on Birch so when we start widening Imperial (Highway), people have somewhere to go," Peterson said.

Because of the Imperial Highway widening, the existing Jack in the Box at the corner of Brea Boulevard has been slated for demolition. The commission voted unanimously to continue design review of a new drive-through Jack in the Box at its Nov. 13 meeting.

"This is one of the very major pieces of property in our town and I don't like the way it looks," Vice Chairman Bob Wetlin said of the proposed building. "I don't think it's the best project it could be. There's just something missing — I don't know what."

Commissioner Carl Clausen disapproved of the color schemes the applicant proposed for the 2,710-square-foot restaurant, adding that he was unwilling to leave color decisions for this particular project up to city staff. Commonly, a development will be approved by the commission with final color schemes later approved by the city planner.

"We want to send a message to this applicant, and maybe some thereafter: You have to pay more attention to your design detail," Clausen said.

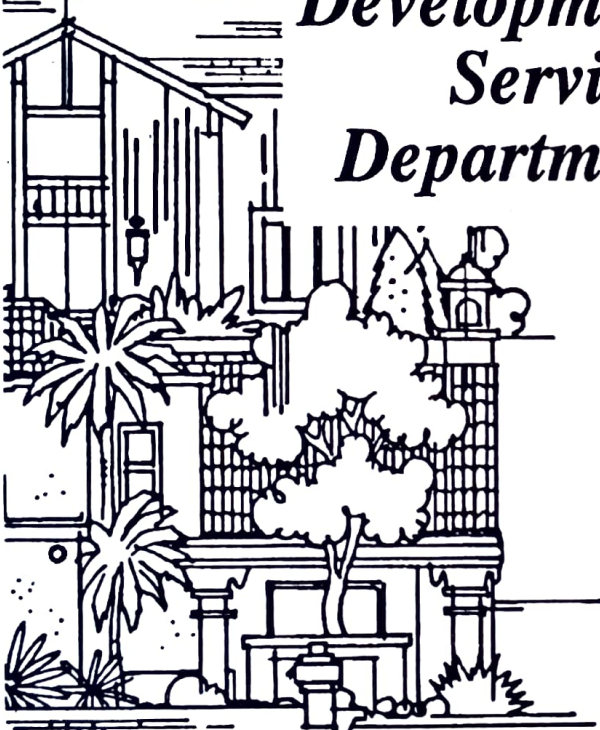
Chuck Manasee, construction site engineer for Jack in the Box, said his design team has repeatedly reworked designs for city staff, only to have its proposals turned down. What was proposed to the commission "was done in accordance with what (city staff) told us to do," he said.

Dale Steward, real estate representative for Jack in the Box, said the company would continue to work on its colors and return in three weeks to seek approval of the project.

Three lots south of the existing restaurant property were purchased by the company in order to build a new facility that could open when the existing one will be torn down. Four houses will be demolished to accommodate the new restaurant, an assistant planner said.



*Development  
Services  
Department*



*City of Brea*



# General Information

**Administrative Division** 990-7689

- Development Fees
- Temporary Use Permits

**Building Division** 990-7669

- Code Enforcement
- Building Inspections Permits
- Housing Re-Hab Loans
- Plan Checks

Building Permit Inspections 990-7668

**Engineering Division** 990-7666

- Planning Commission Staff
- Grading Plan Check
- Public Improvements
- Public Works Permits

**Planning Division** 990-7674

- Design Review
- Sign Permits
- Site Plan Review
- Planning Commission Staff

**Office Hours: 8:00 a.m. - 5:00 p.m.**

## City Council Meetings

First and third Tuesdays of each month, beginning at 7:00 p.m. in the Council Chambers at City Hall.

## Planning Commission Meetings

Second and fourth Tuesdays of each month, beginning at 7:00 p.m. in the Council Chambers at City Hall.

# Building Permits

## Plan Check Requirements

To verify compliance with State energy, noise and handicapped access standards, all plans must be submitted for formal plan check. There is a minimum of 10 working days for plan check response.

## Building Permit Plans

- Five sets of plans along with structural calculations, soils report and Title 24 Report for new commercial, industrial, and residential construction.
- Three sets of plans for commercial/industrial tenant improvements.
- Two sets of plans for patio covers, signs and block walls and pools.

## Building Permit Issuance

Building Permits can only be issued to the following persons.

- Owner/Builder (residential only)
- Contractor (verification required by law)

Please see Building Division for limitations and Workers Compensation Insurance requirements.

# Inspections

990-7668

Building Inspections  
 ▪ 24 hour hotline

990-7655

Fire Inspection

990-7666

Public Works Inspection

## Fees

### Building Division

N/C

Plan Preparation Specifications

Block Wall, Patio Cover and Fireplace Standard Specifications N/C

### Planning Division

\$2.50

General Plan Maps

Zoning Map \$2.50

Zoning Ordinance \$5.00

Processing \$75.00 per hour

Appeals \$50/hr. for residential \$75/hr. for non-residential

## Submittal Requirements/Fees

Submittal requirements and fees vary depending upon project request. Please see the Planning Division for specific information.



# City Of Brea

Civic and Cultural Center  
Number One Civic Center Circle  
Brea, California 92621

Incorporated . . . . .	1917
Population (1988) . . . . .	33,500
Area . . . . .	10.5 sq. miles
Fire Stations . . . . .	4
Park Sites . . . . .	7

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## Building Permit Activity

*(by building valuation)*

1985 . . . . .	\$57,265,108
1986 . . . . .	\$62,151,513
1987 . . . . .	\$69,933,782
1988 . . . . .	\$96,084,059
1989 . . . . .	\$77,832,743
1990 . . . . .	\$68,992,948

## City Council

Wayne Wedin, Mayor  
Ron Isles, Mayor Pro Tem  
Burnie Dunlap, Councilmember  
Carrey Nelson, Councilmember  
Glenn Parker, Councilmember

## Planning Commission

Bob Wettlin	Chairperson
R. Patrick Davis	Vice Chairperson
Harry Delkeskamp	Commissioner
Terry Swindle	Commissioner
Gary Terrazas	Commissioner

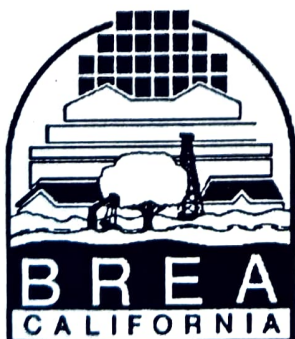
Frank Benest  
*City Manager*

James R. Cutts  
*Director of Development Services*

Konradt Bartlam  
*City Planner*

Richard Mitchell  
*Building and Safety Manager*

Sam Peterson  
*City Engineer*





Civic & Cultural Center  
Number One Civic Center Circle  
Brea, California 92621



# PLANNING COMMISSION

## Planning Commission

Bob Wettlin, Chair  
R. Patrick Davis, Vice Chair  
Harry Delkeskamp, Commissioner  
Terry Swindle, Commissioner  
Gary Terrazas, Commissioner

## Schedule Of Meetings

2nd and 4th Tuesday of each month  
7:00 p.m. - Council Chambers  
First Level - Civic Cultural Center

## City Staff

Director of Development Services  
James R. Cutts

City Planner  
Konradt Bartlam

Brea Civic & Cultural Center  
Brea, CA 92621  
(714) 990-7674

Planning Commissioners are Brea citizens appointed by the City Council for two year terms. The Chair and Vice Chair are elected by the Commission each January for a one year term. Messages for Commissioners may be left with the City Planning Division at the phone number above.

The Planning Division staff are City employees who routinely deal with the public on building and development matters. They prepare reports and recommendation on issues which come before the Planning Commission. Questions regarding Planning Commission hearings are encouraged to be directed to the staff at (714) 990-7674.

## Glossary

*(Partial list of frequently used terms)*

**Annexation:** Process by which land adjacent to the City Limits is formally incorporated into the City.

**California Environmental Quality Act (CEQA):** A section of the California Public Resources Code written to (1) inform governmental decision-makers and the public about the potential, significant effects of proposed activities, (2) identify the ways that environmental damage can be avoided or significantly reduced, (3) prevent significant, avoidable damage to the environment and, (4) disclose to the public the reasons why a government agency approved the project in the manner the agency chose if significant environmental effects are involved.

**Categorical Exemption:** An exemption from CEQA for a class of projects based on a finding by the State Secretary for Resources that the class of projects does not have a significant effect on the environment.

**Conditional Use Permit (CUP):** A permit allowing a land use which requires a special degree of control due to either the unusual characteristics of that land use or the need to achieve special purposes in certain districts. The CUP may impose special conditions on the use in addition to those normally required in a particular zone to ensure that it is compatible with other existing and permitted uses in the area. CUP's are reviewed and acted upon by the Planning Commission.

**Development Agreement:** An agreement between the City and any person having a legal or equitable interest in real property for the development of such property. A Development Agreement shall specify the duration of the agreement, the permitted uses of the property, the density or intensity of use, the maximum height and size of proposed buildings, etc. Development Agreements are reviewed and acted upon by both the Planning Commission and the City Council.

**Environmental Impact Report:** A comprehensive report which reviews alternatives to a proposed project, identifies and analyzes the environmental impacts of a proposed project and recommends ways to minimize the adverse impacts of a proposed project. EIR's are reviewed and acted upon by both the Planning Commission and the City Council.

**General Plan:** A comprehensive, long-range policy document which spells out the physical, social and economic goals of the community and serves as a guide for the future development of the City.

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**Negative Declaration:** A written statement by the City briefly describing the reasons why a proposed project will not have significant effect on the environment and, therefore, does not require the preparation of an Environmental Impact Report.

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# Land Use and Planning

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Under State law, City governments are required to establish and implement land use, planning policy and regulations. This requirement is fulfilled in a comprehensive statement of policies known as the General Plan, and implementing ordinances. This document sets forth development policies and objectives for land use, circulation, housing, conservation, noise, open space and safety. Courts have called it the constitution for all future development within a city. Brea adopted a new General Plan in 1986. Copies of the Brea General Plan are available for review or purchase at the Civic Center.

California statute stipulates various Planning Commission functions. First, its primary responsibility is to advise the City Council in developing and drafting land use and planning legislation. This includes the General Plan and its amendments, specific plans, and implementing ordinances, such as the Zoning Code. When performing this task, the Commission holds public hearings to help prepare its recommendations to City Council. The Council may accept, alter, or return the recommendations to the Commission for further consideration.

The Planning Commission also performs a quasi-judicial function. The Commission's responsibility is to decide whether particular projects or requests presented meet the requirements of the General Plan, Zoning Ordinance and state law. Typical agenda items are development project reviews, use permit applications, petitions for relief or variance, etc. In considering agenda items of this kind, the Commission holds public hearings. State law requires that notices of public hearings be published in local newspapers at least ten days prior to the hearing. In addition, all property owners within 300 feet of a proposed project are mailed notification. After deliberations, the Commission votes on a resolution to approve or deny the item. Decisions may be appealed to the City Council by filing a written appeal with the City Clerk within ten days of the action. When an appeal is filed, the item is then scheduled for a public hearing before the City Council.

# Typical Planning Commission Agenda

## *Meeting Called To Order*

### *Roll Call*

### *Invocation And Pledge Of Allegiance*

### *Matters From The Audience*

- Members of the audience have the opportunity to speak about any matter pertinent to the planning function. However, at this meeting, the Commission can only take action on issues which are on the Agenda.

### *Consent Calendar*

- All items on the Consent Calendar are routine matters and enacted by one motion with no separate discussion, unless removed from the Calendar by Commission or staff.

### *Public Hearings*

- Reading of Agenda items with purpose or nature, location of property and applicant.
- Presentation by Planning staff.
- Questions by Commission.
- Opening of public hearing: Generally the applicant is given the opportunity to speak first and all others wishing to speak will then be given the opportunity to be heard.
- Deliberation by Commission.
- Action taken by the Commission.

### *Other Business*

- Items requiring action by the Planning Commission but do not require a public hearing.

### *Committee Reports*

- Committee actions; results of meetings with other groups.

### *Informational*

- Commission reports, staff reports, follow up, scheduling, etc.

### *Adjournment*

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**Parcel Map (*tentative*):** Map of proposed land division of four lots or less which satisfies all applicable state and local requirements. This map is reviewed and acted upon by the Planning Commission.

**Parcel Map (*final*):** A tentative parcel map which satisfies all applicable state and local requirements and is reviewed and acted upon by the City Council. If approved, this map is filed with the Orange County Recorder.

**Permitted Use:** A use by right which is specifically authorized in a particular zone.

**Precise Development:** A review of a development relative to site and building design in addition to those regulations required by the underlying zone. A Precise Development is reviewed and acted upon by the Planning Commission.

**Site Plan:** A map representation of a proposed project showing building locations and dimensions, parking, landscaping and signing plans and other information as required.

**Specific Plan:** A plan adopted to implement the general plan for designated areas. It contains the locations and standards for land use densities, streets and other public facilities in greater detail than the general plan map and text.

**Tract Map (*tentative*):** Map of proposed subdivision showing general locations of lots and streets with basic dimensioning. Tentative tract maps are reviewed and acted upon by the Planning Commission.

**Tract Map (*final*):** A tentative tract map which satisfies all applicable state and local requirements and is reviewed and acted upon by the City Council. If approved, this map is filed with the Orange County Recorder.

**Variance:** A formal request for a deviation from the prescribed dimensional standards of the Zoning Ordinance. Variances are reviewed and acted upon by the Planning Commission.

**Zone Change:** A formal request to change the City's zoning map designation for a specific area. A proposed zone change must be consistent with the General Plan and is reviewed and acted upon by both the Planning Commission and the City Council.

**Zoning Map:** A map showing the specific locations of zones as defined in the Zoning Ordinance.

**Zoning Ordinance:** A City ordinance listing all permitted land uses and requirements and development standards associated with each use.

**Zoning Ordinance Amendment:** A change in the text of the Zoning Ordinance. Zoning Ordinance amendments must be consistent with the General Plan and are reviewed and acted upon by both the Planning Commission and the City Council.

From all of us  
at CIM Group,  
may the year  
ahead be one of...



Health, Happiness, Peace,  
***Good Fortune*** and Great Streets

CIM Group

CIM Group LLC, 6922 Hollywood Boulevard, Suite 900, Hollywood, CA 90028

# In Partnership with the Brea Redevelopment Agency Great Things Can Happen



27

AL's  
**Brea**  
SANDWICHES • DELI • CATERING



*After*



*Before*



*In 1946 Brea Meats was established in Downtown Brea. Specializing in meat sales and processing, the business flourished. But in the 1970's Downtown Brea began to feel the effects of neglect. Many businesses and homes started to experience deterioration and suffered from urban problems such as overcrowding and a lack of investment from the private sector.*

*The Brea Redevelopment Agency was formed to revitalize Downtown Brea which is now well underway. With an investment of over 100 million dollars, Downtown Brea is coming back to life with new housing, entertainment, shopping and new buildings and equipment for longtime businesses like Brea Meats.*

*Today Brea Meats has an entirely new facility in the Downtown and has expanded its business to include a deli and catering. The future of Brea's Downtown is bright.*

*In partnership with the Brea Redevelopment Agency great things can happen.*



## **BREA REDEVELOPMENT AGENCY**

**1 Civic Center Circle**

**Brea, CA 92821**

**(714) 671-4421**

**[breaedev@ci.brea.ca.us](mailto:breaedev@ci.brea.ca.us)**

**[www.ci.brea.ca.us](http://www.ci.brea.ca.us)**

**US POSTAGE**

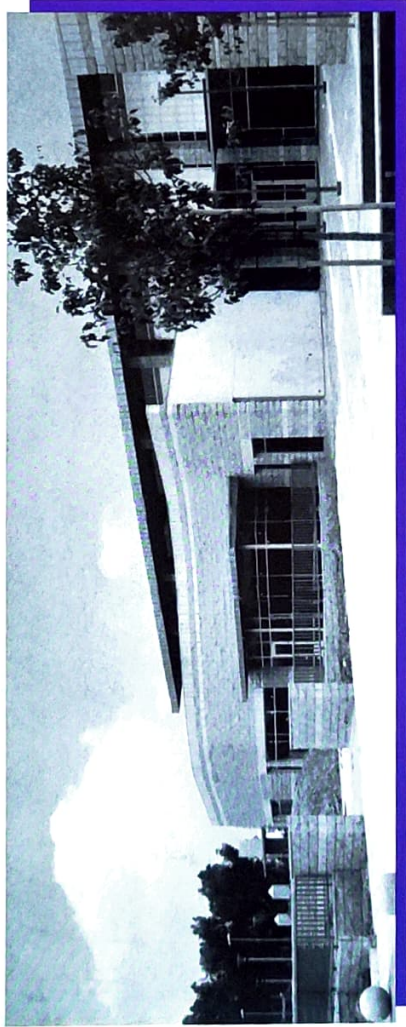
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**BREA, CA 92821**

**PERMIT NO. 56**

*Another public/private venture of the  
**Brea Redevelopment Agency***

**Celebrate the Day Away...**



**Brea Community Center  
Opening**

**Saturday, July 27, 1996**

**1-4 p.m.**

*Ribbon Cutting and Open House*

**6-9 p.m.**

*Family Hoedown and  
Brea Lions Club BBQ*

(Corner Madison Way & Randolph Ave.)

**Free Family Fun!**

For dinner tickets or more information about opening festivities, please call (714) 990-7735

**The Celebration Continues!**

**Family Hoedown and  
Brea Lions BBQ**

*6 p.m. - 9 p.m.*

Change into your western duds—if you like. Live music by The Cody Bryant Band, line-dance lessons, youth activities in the gym sponsored by Brea youth pastors, free family photos and free prize drawings.

Tickets: Families \$5; Individuals \$2; Kids & Seniors \$1  
To buy dinner tickets or for more information about opening festivities, please call (714) 990-7735.

***Stop in anytime to see your new  
Community Center!***

**Brea Community Center Hours**

**Mon.-Thu. 6am - 10pm**

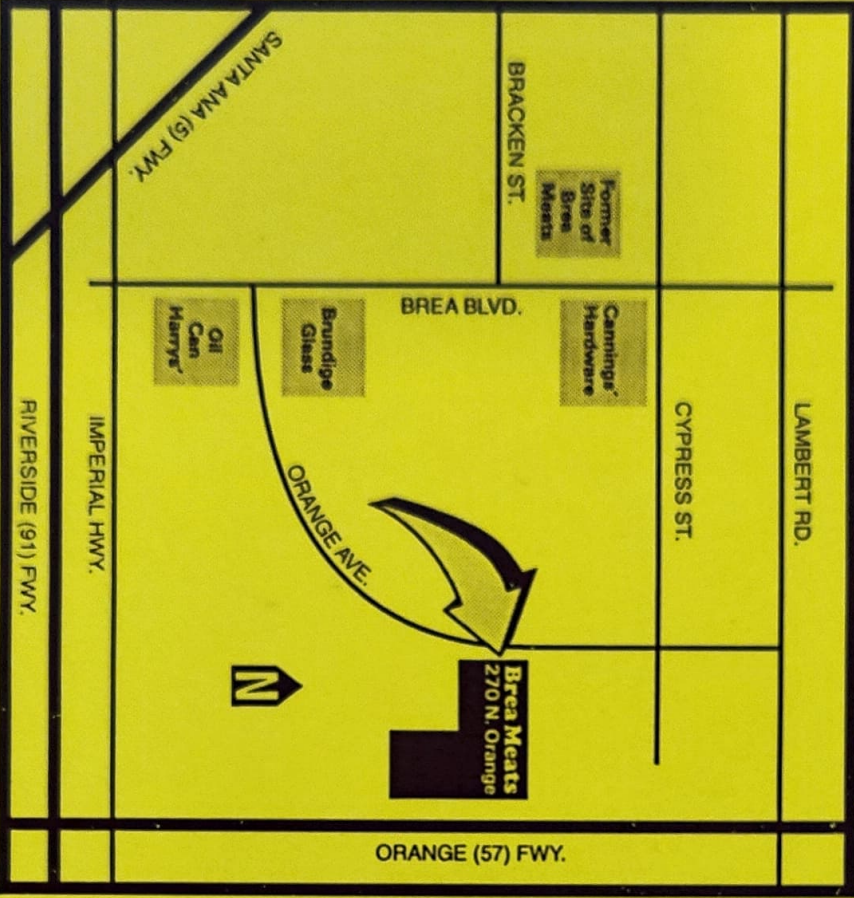
**Fri. 6am - midnight**

**Sat. 8am - 8pm; Sun. 10am - 6pm**

City of Brea Community Services  
1 Civic Center Circle  
Brea, CA 92821

CITY OF BREA  
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BREA, CA 92821  
PERMIT NO. 56





Eric Nicoll  
 Redevelopment Services

Celebrate With Us The Triumph of Vision & Experience That Has  
Created Our Newest Landmark Neighborhood

# ***The Arbors***

A Charming New Neighborhood Of Just 27 Single Family Homes

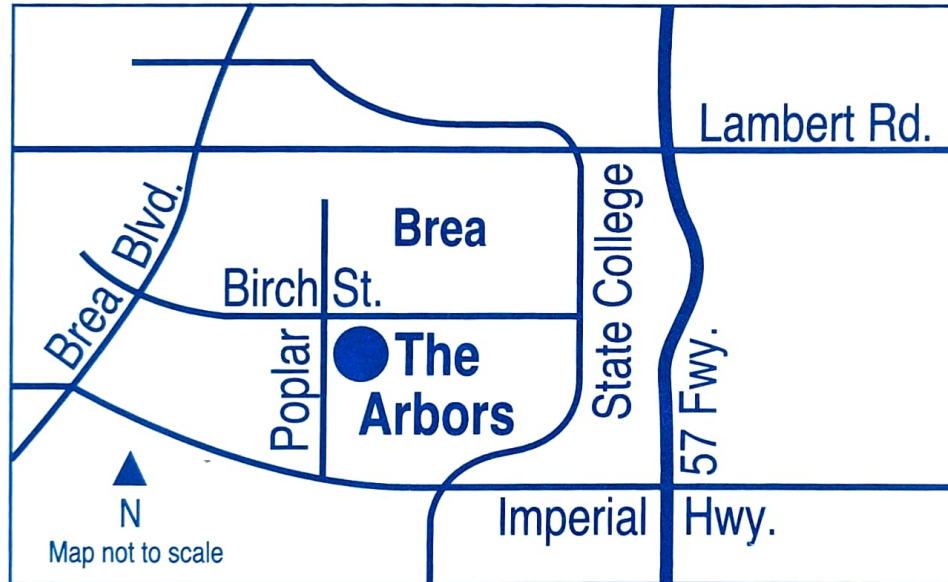
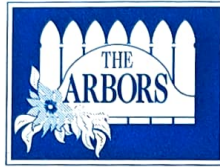
The Olson Company  
and

The Brea Redevelopment Agency

Invites You To Attend A  
VIP PREVIEW OPENING  
Thursday, September 5, 1996  
5:00 – 8:00 PM.  
Come Celebrate & Tour The Model Homes

Light Refreshments Will Be Served  
Directions On Reverse Side

Please RSVP Before August 30<sup>th</sup>  
(310) 596-4770 ext. 216  

217 S. Mandarin Drive  
Brea, CA 92821  
(714) 529-3620



**Have You Heard?**

**There's a New Way  
to Get to Downtown Brea...**

So...Let's Celebrate!

# The Opening of the Mercury Lane Bridge

**Tuesday, December 14, 1999**

**4:00 p.m.-5:30 p.m.**

**4:15 p.m. Ribbon Cutting Ceremony on the bridge!**  
**(Mercury Lane, east of Berry Street)**

## **Refreshments and Entertainment**

(Please park in the public parking structure at the  
west end of Birch Street.)

***The Brea Redevelopment Agency***



*Eric Nicoll*

clothes and rushed to the nearest corner to jump on the passing fire truck, Walter recalled.

When the Bergmans were married, Walter was working with his father at the family auto garage (now Pawlact Tile) at the corner of Brea Boulevard and

Birch Street. Two driveways angled across the corner then, with customers chugging up to six pumps offering gas from four different gasoline companies.

The Bergman garage closed during the Depression when the lease ran out, Walter said. He and Evelyn considered selling their home, which they built for \$4,200, but they decided to stay.

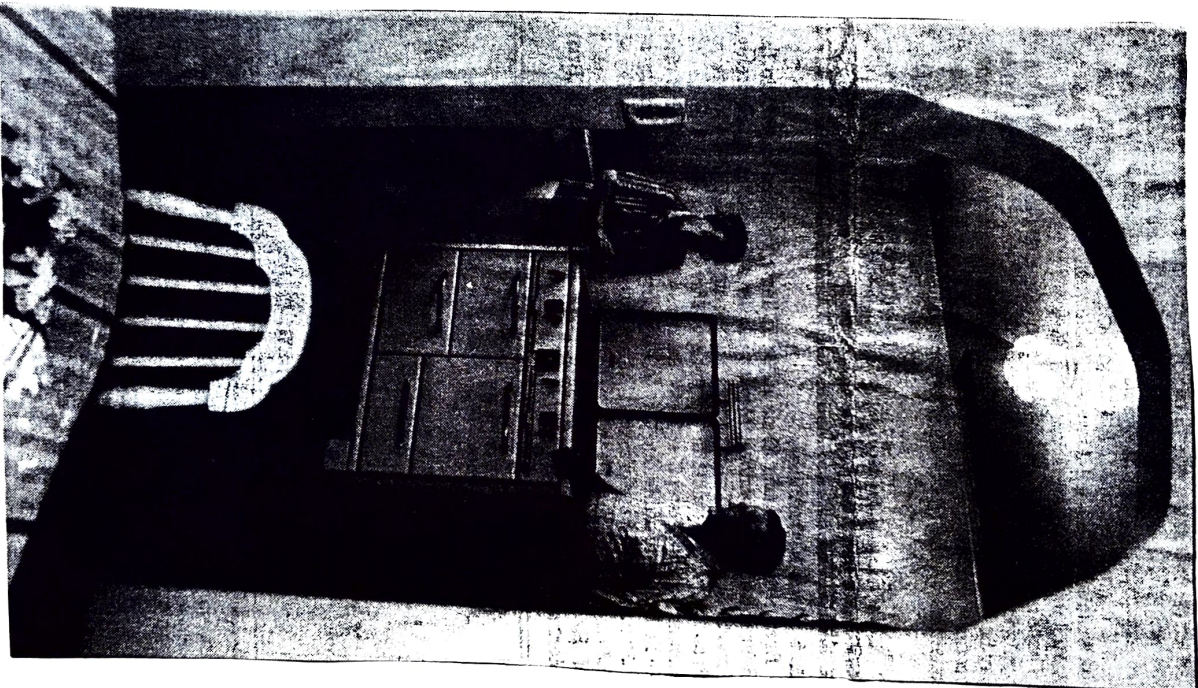
"I said, 'I can go through the Depression in a pretty house, but I can't go through it in a shack,'"

Evelyn remembered.

So she resumed her job at Fullerton's Unique Cleaners, where she had worked before her marriage. Walter worked for the Goddard Co. for 18 years, then switched to Brea's Chicken Co. where he stayed until his retirement.

"We hung on to the house, and I'm glad we did," Evelyn said.

The Bergman household eventually included daughter Darlene, Miss Brea of 1951. Evelyn remembered fondly how she



rolled up the rugs in their living room so Darlene and her high school friends could dance on the hardwood floors.

"Those were good times,"

Evelyn sighed.

Good times for Walter and Evelyn also included playing Pinochle with friends, joining the Aloha and Fullerton trailer clubs, and helping plan the monthly excursions for the two camping groups.

A Caribbean cruise to celebrate Walter's retirement still ranks among their fondest memories, they agreed.

During the past 60 years, a few changes have been recorded at 311 S. Orange. Darlene married, moved to Las Vegas and has two children, Darcy and Clint. Walter, now 84, and Evelyn, 82, have traded their newlywed status for membership in the Brea Historical Society. In fact, Walter was recently the subject of an oral history interview conducted by Cal State Fullerton.

But some things are still the same in the Bergmans' Brea home. The honeymoon's new stove still sparkles in the kitchen, and the living room is still centered on the young couple's original — though updated — furniture.

The Bergmans' even have the same phone number they were issued when they got their first telephone in 1938.

And as far as phone numbers are concerned, Walter reported happily, it looks like you CAN take it with you.

FRAMED IN NOSTALGIA — The Bergmans display their spacious kitchen framed by a 60-year-old arched doorway built to Evelyn's

July 19, 1990  
①

# A change of address

## Brea couple make way for progress

By Barbara A. Williams  
DSP Correspondent

**BREA** — In August, for the first time in 60 years of marriage, Evelyn and Walter Bergman's address will NOT be 311 S. Orange Ave.

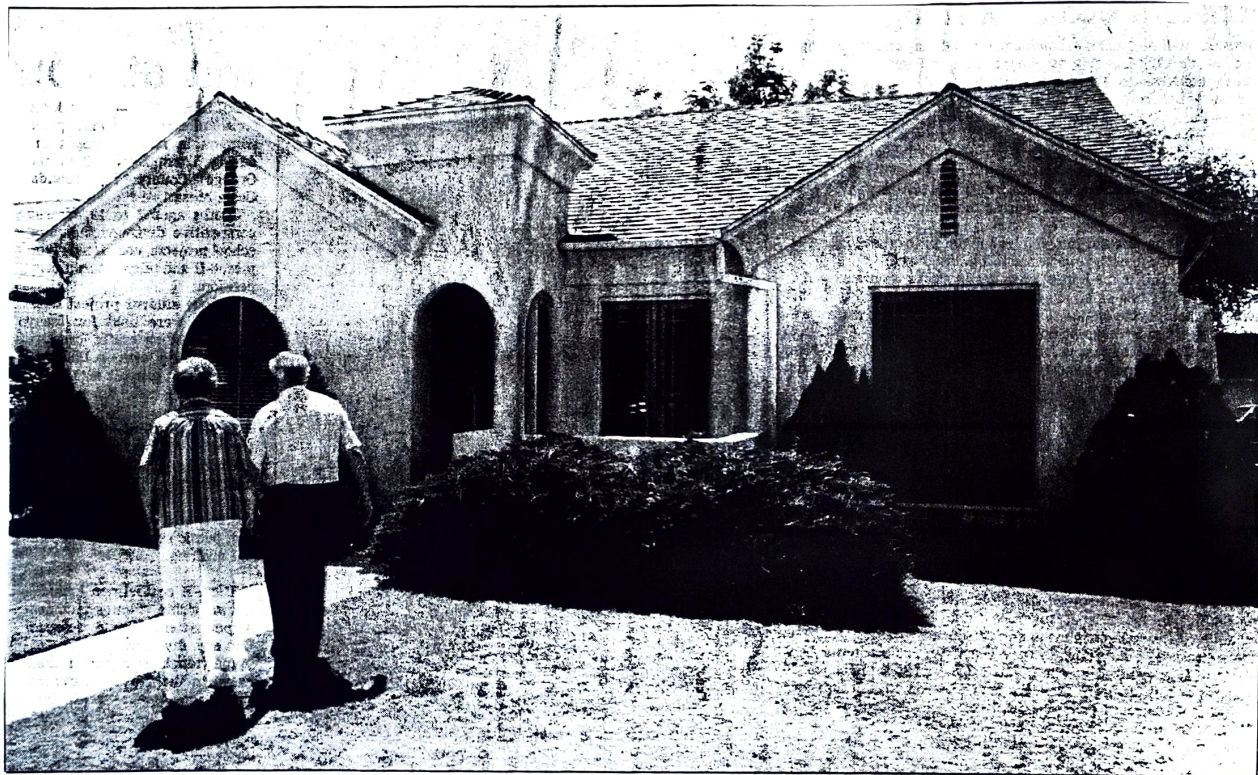
The longtime Brea couple is moving to Fullerton, leaving behind the sturdy, single-story home built to Evelyn's specifications in 1929.

The Bergmans will say goodbye to 60-year-old arched doorways and windows, a breakfast room, a laundry porch and a housewife's dream — a linen closet that runs the length of the bedroom hallway.

They'll make their home on Lark Ellen Drive, just across the Brea line, in a spacious 27-year-old home with modern appliances and a swimming pool.

The Bergmans said they didn't move to get a swimming pool. In fact, they hadn't planned on moving at all. But progress, in the form of a changing downtown profile, came knocking at their door.

The Bergman home, where they settled after their honeymoon in November 1929, is only a block east of South Brea Boulevard, just behind the Circle K gas station on soon-to-be-expanded Imperial Highway. The couple said city of Brea estimators had already visited the neighborhood when Thrifty Oil Co., owners of Circle K, offered a "good price" for their home.



60 YEARS OF BLISS — Evelyn and Walter Bergman stroll across the front lawn of their home in the 300 block of South Orange Avenue in Brea. The couple will move to

Fullerton to make way for downtown progress.

(Star-Progress photos by Jack Hancock)

# Sale of home fails, Brea couple not unhappy

By Mark Berg  
Staff Writer

BREA — Walter and Evelyn Bergman are playing a waiting game.

The longtime Brea residents were set to sell their South Orange Avenue home of 60 years to Thrifty Oil Company when a zoning mafia stalled the deal a day before closing escrow in August. Now they believe their home won't sell, but for Walter

Bergman, that's just fine with him.

"I'd just as soon stay here," he said last month as the couple deliberated unpacking their belongings. He said he hadn't been anxious to move in the first place, "but (Thrifty Oil) made me an offer I couldn't refuse."

Now, almost two months after escrow was set to close the first time, the Bergmans are back in the only home they've known



(Star-Progress photo by Jack Hamcock)

**STILL AT HOME** — Evelyn and Walter Bergman have lived in their Brea home since they were married in 1929. A fouled real estate transaction may mean they will stay in their South Orange Avenue home after all.

←  
proached by a Thrifty representative the day before escrow closing, said the city is generally not aware of residential transactions in the making and would have had no reason to be involved in the sale of the Bergman's house. "We had no ability to stop Thrifty from buying it," he said. "From our standpoint, we don't care who buys the property, just what they do with it."

If wouldn't hurt to check with the city, though, Bartlam said. "People really should come to the city prior to buying a home to see what the zoning is."

Gerald Greenberg, who handles Thrifty's real estate transactions, would not comment on the company's intended use of the Bergman property, but said both Thrifty and the homeowners were still working on an agreement to purchase the property.

Bartlam said conversion of the lot at 311 S. Orange Ave. to a commercial use was unlikely. The area south of Imperial Highway had been zoned multi-family residential for many years, he said, but was recently altered to a single-family residential zone. "I don't think we want further commercial intrusion south into that neighborhood," he said.

←  
Walter Bergman said he was under the impression that Thrifty would be able to use the property. "As far as I knew, the lot was commercial. It was commercial for years," he said. But

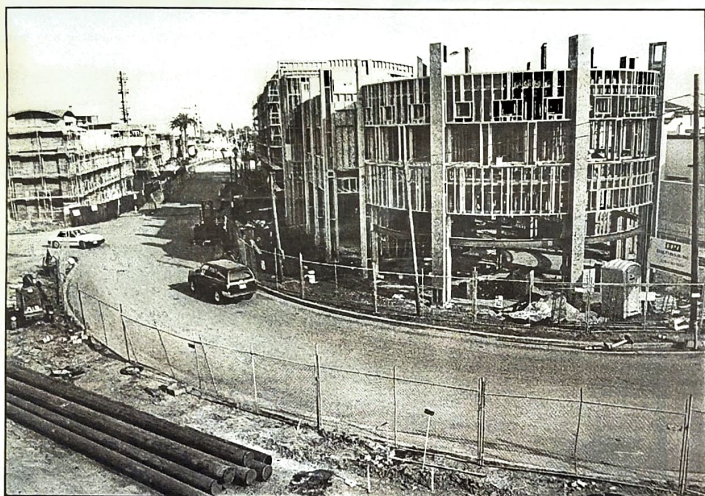
to move into has come and gone. And unless a deal is struck with Thrifty by Nov. 3, Walter said he isn't shopping.

He isn't selling, either, the octogenarian said, "unless they made an offer like Thrifty did."

←  
until Thrifty offered him a "good price" for the property, he hadn't considered using it for anything but a residence — theirs.

←  
Meanwhile, the Fullerton home the Bergmans were going





Jack E. Hancock/Brea Progress

Brea's artist lofts (shown in right foreground) are located just down the street from Edwards Cinemas.

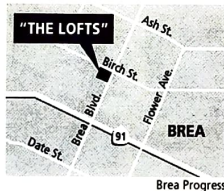
## LOFT-Y PLANS

Loft apartments will change the face of downtown living

By LaDonna Nicholson  
Brea Progress

**S**earching for a place to live can take on a new and different approach when looking at the newest loft apartments under construction in Brea.

Loft apartments have a long



speak of save a free-standing sink, and restroom facilities

## LOFT-Y

FROM 1

feet, with ceilings going upwards of 13 feet high. The rents will start around \$785 per month and increase from there, depending on view, demand and floor space.

Loft living is not for everyone. Rooms are built with a large hallway, off from which

come a bedroom and bathroom facility.

From there, it's just one large open space, with a kitchen area located to the west and huge glass windows found directly north.

Loft living requires imagination in order to fill in common areas that walls usually break into with rooms.

It's not expected that the lofts will be available for rent before May 1 — and the general feeling is that they are going to go quickly.

downtown. According to City Manager Frank Benest, the city was looking to offer a " ... variety of housing opportunities."

It strove to create a more "animated downtown" by looking at different ways to implement rentals.

The Ash Street cottages already offered homes with a special feel, and the city's senior community was being served by Brea.

Then, the idea to revert to an old-fashioned feeling hit. The

## Development questioned

By Aaron Boehme  
Brea Progress

**T**hough many residents voiced concerns about Unocal's proposed Birch Hills development, not many showed up for the planning commission meeting Tuesday night.

The low turn out has Dennis Chapman, spokesman for the Unocal Land Development Company, a bit chagrined.

Of the 15-20 people in the attendance, five were with Unocal, four represented the school district and at least one or two were consultants for the city.

Regardless of the paltry crowd, Unocal must still pass another public hearing with the planning commission before facing City Council for final approval of a plan that includes 475 low and medium-density homes, 570,000 square feet of commercial space and a 7.5 acre public park.

The Birch Hills Golf Course and a former fertilizer plant currently occupy the proposed site, west of Kraemer Boulevard between Birch Street and Imperial Highway.

But local residents are concerned about the increased traffic this commercial and residential development will bring.

To counter these concerns, a planning commission memo notes

that Unocal agreed to improve two Brea intersections and pay traffic impact fees on two others.

"We're committed to do whatever it takes to mitigate the impacts of our development, whatever they may be," Chapman said.

A recent Environmental Impact Report suggests that Unocal complete a mitigation agreement with the school district before building permits are issued.

"The same philosophy holds true with regard to the schools to the extent that our project impacts them," Chapman said, responding to residents concerns that Brea schools are already at maximum capacity, and large residential developments generally have large contingents of school children.

But some residents want the plan to include a new school, possibly to replace the one planned as part of the nearby Olinda Heights development.

The Birch Hills site is more centrally located, and there already is a school in Carbon Canyon near Olinda Heights, said Carbon Canyon resident Diane Taylor.

The Birch Hills proposal returns to the planning commission at 7 p.m. April 11 in the council chambers, 1 Civic Center Circle.

## Residents express Unocal plan concerns

167-acre development  
includes golf course

By Beth Curtis  
Brea Progress

Approximately 20 residents turned out despite the weather to voice concerns about the proposed Birch Hills project, responding to a summary of the Craft Environmental Impact Report on the development which was sent to surrounding residents.

Unocal Land and Development Co. is proposing the development between Birch Street and Imperial Highway, bordered on the east side by Kraemer Boulevard, which is now Birch Hills Golf Course. The plans include a commercial area, medium-density affordable housing, a low-density housing area and a golf course.

The area includes 167 acres, with another section — just south of Imperial Highway — consisting of affordable housing.

A 7.5 acre park is also included, as well as a private recreation area and city and county trails.

Residents' concerns included traffic, the impact on schools and contamination of the land.

Nearby resident David Rossi was concerned about the speed of traffic coming into and leaving the area on the extended Associated Road. Plans call for the north section of Associated Road to be extended down into a loop circling through the residential area.

"The thoroughfare scares us," he said. "We'd like to see a reassessment of the loop."

He also commented on the impact of the residential area on school enrollment, a concern shared by others in the audience.

## BIRCH

FROM 3

"I think there's going to be a lot more impact on schools than what's anticipated," Rossi said. "If you put too many people into it, it's going to over-impact the schools."

Three other audience members also addressed the Planning Commission. City Planner Konrad Bartlam responded briefly to some of the concerns.

"Unocal, the city and the school district continue to discuss the school possibilities," he said. "We do look toward the district as to how they want their impacts mitigated."

The Planning Commission will continue to take comments in written form regarding the development until Jan. 23, and will respond

to each one. The responses will be used in the final Environmental Impact Report. When that is completed, the project will come before the Planning Commission for public hearings, tentatively in late February or early March.