



DAILY STAR-P

60TH YEAR — NO. 23

ONE (213)-697-1734 or (714)-529-2144

Mrs. D.
To the Reviewer

BREA COUNCIL OVERRULED

Okay Given For Downtown Project

Wind Bag

BREA — The wheels for the beginning of the Good Old Brea project for revitalizing the downtown section of Brea were put into motion Monday night when the members of the city council heard a report that approximately 75 per cent of the businessmen in the area are in favor of the project.

Dan Keiserman, a downtown property owner representing the businessmen in the area, told the council that in excess of 45 downtown businessmen are in favor of the project. He said he expects that eventually 70 per cent will favor the project.

The city, when the Good Old Brea concept was announced in March, said it could do nothing unless a clear majority of businessmen were in favor of the project.

City Manager Wayne Wedin said that if the businessmen undertake four steps the city will go ahead and concentrate on the problem of downtown parking. The city agreed to work on the parking problem if the businesses agreed to the revitalizing project.

The four steps Wedin was referring to are that the businessmen in the area form a strong merchants association, that a specific promotional outline be made, that complete design work be made to assure completion of the project and that the businessmen appoint

someone from their group to work with the city council.

The Good Old Brea project calls for repainting and redoing the front and backs of the downtown businesses to make the whole area into one unified area. The project was suggested by Group X, a firm hired by the city to see what could be done with the downtown area.

A public presentation of the project was made on March 30. In other action Monday the council:

—Approved a recommendation from the planning commission for adoption of an ordinance amending the zoning ordinance relating to the principal permitted uses and uses permitted under conditional use permit in the M-2 zones.

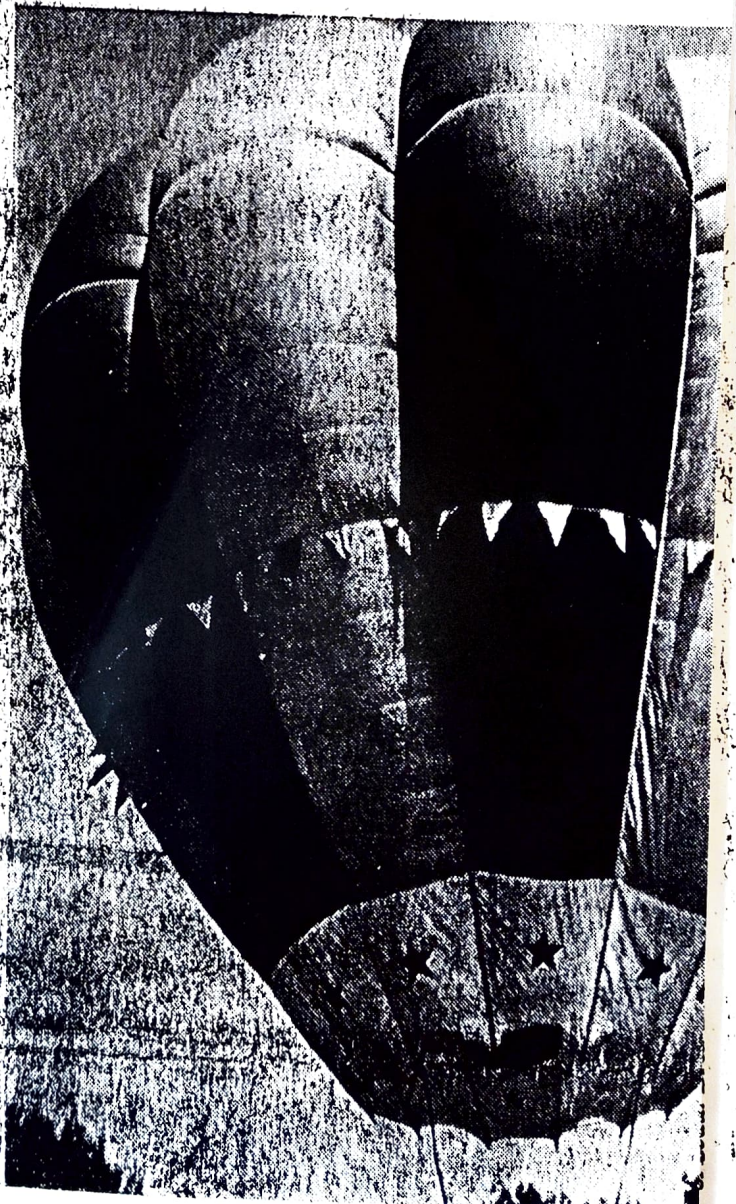
—Passed an amendment to the city's animal control ordinance.

—Passed a resolution authorizing the appropriation of funds for construction projects.

—Approved a resolution authorizing the city's participation in the voluntary cooperative purchasing program of Orange County.

—Approved a resolution directing the city clerk to advertise for an opportunity for a design public hearing for proposed TOPICS projects.

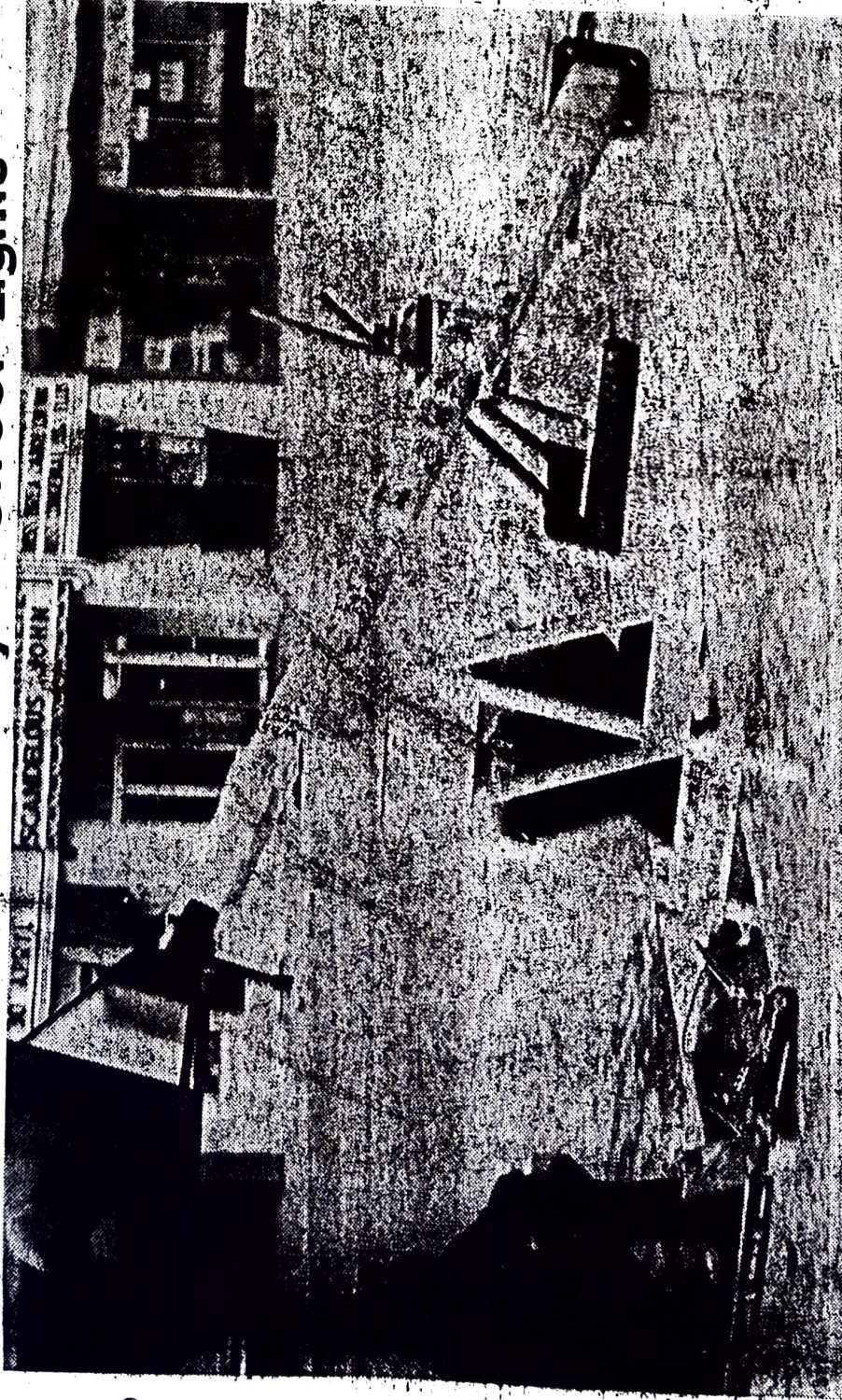
—Approved an amendment to the Brea Redevelopment Agency general survey area.



May 11, 1971 D.S.P

BREA HOUSEWIFE LEADS PRICE

Sample 'Franklin-Style' Street Lights



BOULEVARD LIGHTS — Two "Franklin-style" street lights — samples of what will be installed as part of the "gaslight" theme in Brea's Good Old Brea downtown refurbishing project — were positioned along the 100 block of south Brea Boulevard Tuesday. One stands 12 feet high

and the other 14 feet, and the city will poll downtown merchants and area residents as to which pole they like best and which best lights the area. Also added to this area of Brea Boulevard is the kind of shrubbery that will prevail after the downtown revitalization.

(Star-Progress Photo)

Sandy Doggie Families Can

By MARTIN HIRIGOVEN,
Star-Progress Staff Writer

BREA — Many shoppers in Orange County and across the nation are preparing for a nationwide boycott of meat beginning April 21, and there is at least one Brea family joining in the effort to lower skyrocketing food prices.

Sandy Doggie, 271 Pine St., is the Brea chairman of a county consumer group known as FIGHT (Fight Inflation—Gain Help Together), and her family has already started the slow-down in meat buying. She urges other Breans to join the cause.

The goal of FIGHT, Mrs. Doggie says, is to reduce the price of meat. FIGHT is just one of many groups joining in the effort, and different methods have been used to bring the housewife's concern into the public eye.

"We don't picket markets," Brea's FIGHT chairman said. "I'd feel foolish marching in front of a store I've shopped in for 10 years."

What spread boycott lists of are also

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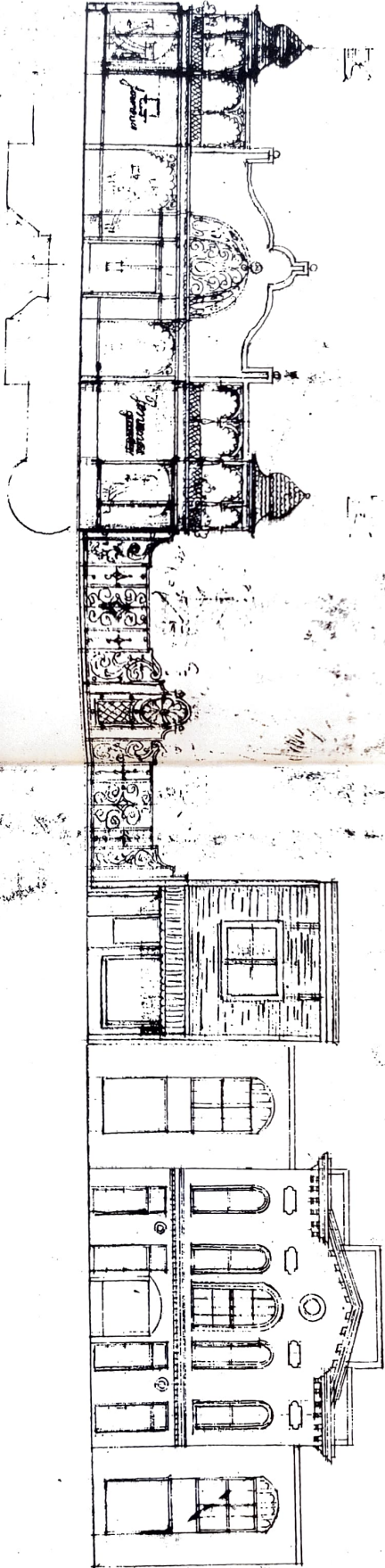
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Brea Children Get Chance

To Do Reviews

12031

BSP used March 29, 1973



Tomorrow: "Good Old Bed" . . . things to Come?

Johnson House Project Outlined

Brea To Have 1890's Look

Johnson House developer Robert Cory said last week that his firm would like to help restore Brea in an effort to establish a trend that would help preserve historical landmarks that are of value to the nation.

Cory, a partner in the firm that is participating in the "Good Old Brea" downtown project, said his feeling was that "when we go to look back to our past, it won't be there." He said that there are historical landmarks all over the country that are being destroyed with little concern about the preservation of the country's past.

For the past few months, Johnson House has been transferring parts of old Victorian houses in San Francisco to Brea for use in Brea's turn of the century project. The houses, dating back to the late 1800's have been destined for destruction by a San Francisco redevelopment project. In an address before the local Lions Club, Cory expressed the hope that society "can grasp some of it (the turn of the century flavor) back again." The architecture then, Cory said, was done on a very "expressive motif because that's the way people felt, open and sharing."

Cory said that one of the attractive features of Brea that caused Johnson House to come to the city was the "group of five councilmen who really and truly wanted to help their city."

"We (Cory and his partner Norman Kort) were impressed with the fact that they all took their jobs seriously and put in more than their share of hours to accomplish it; "this is rare with five people working towards one goal," Cory added.

Cory said that he and Kort had heard about Brea and its sparsely settled downtown environment from a friend. He had been involved in projects around the world before, but this was potentially the biggest. "Something gold me that we should do it," he said.

As for the people who would be involved in the project, Cory said that he would like to have local people to get the first opportunity to get into the business of the downtown project. He said that there have been also inquiries from parties in Maine, Florida and Hawaii.

"We're looking for participation from people who own shops and from investors as well," CORY SAID.

"Now is the time to do it, because this project could go on for a very long time, he concluded."

Owning 100 per cent of the downtown area is not the goal of Johnson House, but instead to have 100 per cent of the design control. "One shop owner could ruin the design," Cory noted, "it would be crazy to make an investment and then have one or two (shopowners) not go along."

Cory added that part of Disneyland's beauty is its 100 per cent controlled design.

"As the project went along, I began to see the cooperation we were getting. Now my feelings are deeper than just financial, to the extent where this is a chance to make a contribution to my fellow man," Cory recalled.

Cory said he would like to bring a sense of togetherness to Brea, where there would be a model of the turn of the century creativity and friendliness that could spread to other areas as well.

"Why change Disney's concept," he asked. "It's been successful and people have come from all over the world to see and experience it. It's something that pumps blood into the heart a little bit more," he added.

*Brea's
Good News
paper*

Dec. 19, 1973-Jan. 1, 1974

Johnson House meets with local businessmen

BREA — First there was a fear of change, but now that attitude is changing according to Norm Kort, Johnson House partner

Kort and his co-partner, Robert Cory, talked to local businessmen last week to convince the merchants that the "Good Old Brea" project would help, not hurt the downtown area.

The Johnson House officials announced that they now own 70 percent of the land in the Good Old Brea area.

The purpose of the project is to upgrade downtown Brea and redesign it to fit the turn of the century. The Johnson House designing firm now owns the Brea Village Store, the Brea Theatre, the Brea Hotel and the Brea Garage.

Cory stressed cooperation with the mer-

chants in the project. "We don't want people to be negative," he said. The design will be something like that of Main Street in Disneyland and Cory feels it will generate people onto the streets. He said the new design would have potential in attracting people who would bring money to Brea.

Conceived four years ago, the Good Old Brea project is just finally making headway. Cory hopes to have 75 percent of the buildings completed by 1976. "With cooperation I think completion is not too far away," he said.

Besides the new concept in design, Cory would like to make a new atmosphere on the inside. He would like to have an old-time ice cream parlor, a barber shop and show old-time movies in the Brea Theatre.

Low-Cost Loans Are Possibility For Shops

350

By JIM MARXEN
News Tribune Writer

BREA — Financial help for merchants in the Good Old Brea section of the city may be forthcoming following action taken by the city's housing development committee.

At its meeting yesterday afternoon, the committee decided that low cost loans to shopowners in the area may be a possibility in the future. Money from the loans would have to be used for building rehabilitation.

The committee will now have to develop guidelines for eligibility and present them to the City Council. The council will have final say in the matter, possibly sometime next year.

The loans are made possible through Housing and Urban Development funds channeled through the County of Orange.

Brea is expected to ask for \$298,000 in the fifth year of funding. Last year the city received \$180,000.

Members of the committee also included in their recommendation to the council a request that rental homes be included in the project.

Currently, the city-run program allows loans for owner-occupied homes in the downtown target area. Rental units have not been included in the program.

The committee also discussed the possibility of expanding the downtown target area to include Walnut Way. Under the guidelines of the program the city can use some of the money for public improvements.

A report to the committee indicated that \$100,000 of the \$298,000 asked for has been earmarked for public improvements. The money is expected to be used for improving streets, alleys, sidewalks, curbs and gutters.

Property owners along Walnut Way might be happy with the proposal because of recent concerns issued over the deterioration condition of the street.

Public improvement funds will also be used for the BREAL senior citizens project at Orange and Ash. Approximately \$50,000 has already been set aside for public improvements around the site.

The committee also looked into a "limited acquisition" proposal that will enable homes which cannot be modified to meet city codes to be demolished and rebuilt using a "relocation payment." The committee stated it would allocate only a small portion of the funds for the proposal.

The City Council will hold hearings on the proposals of the committee during its two meetings in November.

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Development prospects for Brea good as gold

Dec 12 - 18, 1973

The city government is helping street lighting, landscaped parking areas and underground utilities.

But the city has not forgotten 'good old Brea' either. It is also assisting in the redevelopment and improvement of the old downtown business district north of Imperial Highway on Brea Blvd. The main merchant section will be restored to its turn of the century atmosphere.

The shops will specialize in merchandise and services that the regional shopping center will not offer. The recent involvement by Johnson House, a partnership of Robert Cory, noted building designer and Norman Kort, an accountant should spur the completion of the Good Old Brea project. They have acquired or are in process of acquiring 31 downtown properties, all of which will be restored and leased to create a truly unique downtown shopping area.

Brea has done what few cities have been able to do. Promote the development of land for the industry and housing while successfully maintaining the cities biggest asset, its small town character.

reasonable tax structure and an excellent school system," Manuel said. "Almost all of the residential areas in the city are nice, well kept houses. It's unfortunate there's not more."

That seems the only problem Brea has, no more new single dwelling houses. Almost all of the land not owned by the oil companies has been developed. The result is that property values have zoomed and owning a home in Brea is considered one of the best investments a family can make.

"A house that sold for \$10,000 in 1956," McBride said, "is worth \$23,000 today. With current economic trends the value of even the oldest homes in Brea can only go up."

Manuel sees the key to further development of houses coming from the oil companies. "Union Oil Company is probably the largest owner of vacant land in Brea," he said. "More housing projects will come as Union sells off its holdings."

He also sees the development of the hillside land in the northern part of the city as potential housing area. "The hillside area of Brea could be the Beverly Hills of Orange County if the city could develop an economical program for development," said Manuel. "With environmental effects taken into consideration, the current plan is not practical. The cost is too high."

future growth of the city was to annex the unincorporated land to the east and north of the city in 1974.

"This land makes Brea potentially one of the largest cities in the county with 33 square miles of land. With the boundaries completed, a master plan for development was set by the city."

"The building of the Orange Economy is probably the biggest reason for Brea's industrial growth," said McBride. "New there is quick and easy access to the east of Orange and Los Angeles County."

But the Redevelopment Agency has not lost sight of the east attraction of Brea. "The majority of people move to Brea," said Darwin Manuel, of Alinda Realty, "because when they were living here, they were wanting to congest. They see Brea as a small town."

McBride agrees. "In spite of this growth, the city, the merchants and the people are trying to keep the small town atmosphere of Good Old Brea. That's why people want to live here."

"Brea offers high quality housing in all price brackets, a

The city of Brea was founded for many years in the English development of Orange County. Here, it is now a town of the being placed in the county to have such work. Land development is becoming.

In the past ten years the population has more than quadrupled for the city has managed to keep a small town atmosphere.

"I think the building development of Brea is due to its excellent city government," said Manuel. "The city has managed to keep the atmosphere in which they have planned the growth of the city."

McBride has found in Brea since 1974 and has been noted that the city has managed to keep the atmosphere in which they have planned the growth of the city.

The City Council and the Redevelopment Agency, composed of council members, has been to maintain a good business to give a comfortable tax base and more employment opportunities," he said.

One of the best things the city council did to help insure the

A NEW LOOK FOR OLD BREA



A REALISTIC CONCEPT
CREATED BY
GROUP X
FOR THE
CITY OF BREA

MARCH 1971

INTRODUCTION

The problem of Brea's Central Area is not unique.

What is unique is the fact that Brea and its leaders have acknowledged the problem - and are willing and prepared to solve it.

There are several possible solutions. The area can be blown up, torn down or otherwise erased. It can be allowed to continue to self-destruct. A multi-million-dollar urban-renewal project can be funded and launched.

Of those three possibilities, the first is unnecessary, the second is undesirable, the third is unaffordable.

But there is yet another way to approach the problem. Consider that Central Brea is a product. It has seen far better times. Sales have slipped drastically. Newer, sleeker products are, quite literally, just around the corner and more are coming. In spite of these negatives, we believe that the product of Central Brea is still a marketable one.

The product needs new packaging, new direction, new verve, new thinking and a new outlook. All of which must be achieved with a minimal investment on the part of property owners, merchants and the City of Brea.

As design-oriented marketing men, and marketing-oriented designers, this is how we have approached the problem of Central Brea. We believe the solutions proposed are eminently successful.

GROUP X

THE ECONOMICS AND THE NEED

"An early survey indicated. . . three major problems: (1) inadequate parking facilities that were driving customers out of town; (2) a downtown that was rapidly becoming blighted; and (3) unsightly buildings tending to offend residents and visitors alike. "

That sounds rather familiar. It is Central Brea today, even though the quotation was referring to the city of Miami, Oklahoma (population: 15, 000).

Said Miami's mayor: "Miami just had to make a choice. We could let the downtown, and Miami, deteriorate and forget the whole thing, or we could do it now and demonstrate the strength and confidence of the community. "

The leaders and the taxpayers of Miami opted for "doing it now. " Four years ago they embarked on a 2 million dollar overhaul of the downtown area. Among other favorable results: Sales in the area redeveloped and have shown an average annual increase of \$1, 600, 000.

Other small cities that have revitalized their downtown areas report similarly joyful results:

Grand Junction Colorado: Business doubled in 5 years.

Atchison, Kansas: Business up 80 percent in three years.

Dennison, Texas: Business up 25 percent.

It seems reasonable to conclude that revitalizing a downtown area is quite profitable, and a most wise investment.

Brea must now decide whether to make that investment.

ECONOMICS AND NEED (Cont'd)

The parking shortage in the downtown area is critical. To be specific, the area needs 436 more parking spaces than it now has.

In three to five years there will be a new regional shopping center less than half a mile from the corner of Imperial Highway and Brea Boulevard.

impendng opening

Brea must make a decision now. True, money is tight these days, but in the planning of Good Old Brea we have always kept one word in mind: Affordable.

\$3, 500 is the maximum cost we foresee for redoing any one store, front and back. And that kind of investment is certainly exceptional. Average cost for 60 stores is \$2750, though some will come in under \$1000.

With 10-year financing, the average property owner will invest about \$25 per month in improvement costs!

The landlord-property owner can look forward to increased rental income, increased property value, and increased re-sale value. For an investment of \$25 a month.

The merchant-lessee can look forward to vastly increased sales. And the merchant-property owner can look forward to all those advantages.

For an investment of about \$25 a month.

Naturally, there will be other costs. The interiors of many stores will need considerable upgrading to match the new look of the exteriors. While our fees for interior work would not be affordable to most merchants,

parking added exterior renovation - interior suggestions marketing

ECONOMICS AND NEED (Cont'd)

as consultants to the merchants and the city we propose that the decorating be done by college design students.

We would arrange with a design department at a college or university in the general area for the interior decorating of the stores to be done as class projects by good students. The college would receive an honorarium for the work, say \$50 - \$100 per store, the students would get the experience - and the merchants would get a good-looking store. Paint and materials would, of course, be extra.

Finally, professionally guided, on-going promotion and advertising is vital to the success of Good Old Brea, the cost of which is covered in the MARKETING section of this report.

We realize that our proposal will require Brea merchants and property owners in the Central Area to spend money at a time when spending-money is not easy to come by.

However, the costs involved are minimal in relation to the increased profits and benefits to come. The recommended spending schedule has been designed for minimal investments at first to allow increased sales revenue before additional expenses are incurred.

Remember what happened in Miami, Grand Junction, Atchison and Dennison.

And think of what will happen in Brea if this investment is not made.

ON REDESIGNING A CITY

An obvious solution for Brea would have been the Early California-cum-Mexico style. This direction was explored, and rejected. It isn't Brea and never was. Moreover, cost of creating such an environment from scratch would be prohibitive.

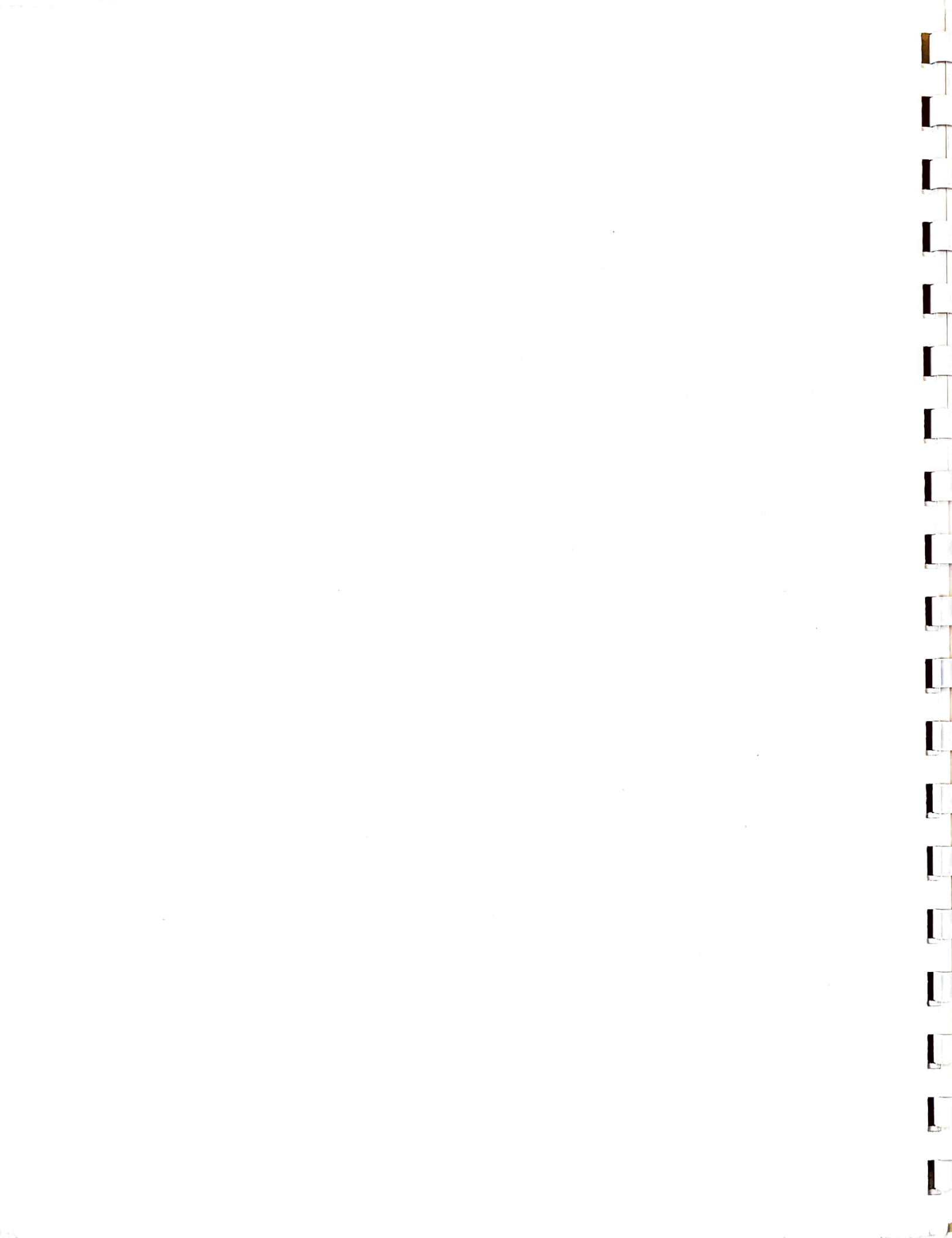
We also probed the idea of simply turning back the clock . . . restoring Brea to what it was in 1917. But there was precious little to turn back to as that was a particularly undistinguished period in American architecture.

As we continued exploring different avenues of creating a new look for old Brea, it gradually became quite clear that the architectural style to which we would propose rigid adherence was no specific architectural style at all.

Call it what you will. Early Eclectic. Instant Pretty. The best of all possible worlds.

The common denominators in our redesign concept for Central Brea - the elements which tie everything together into an impressive whole - are color, excitement, a total relationship of all parts to the total entity and, most important of all, good taste.

Bright colors. Bold graphic touches. Flags. Facades. Imagination. All these combine to create the new look of old Brea, or what we have come to call . . .



GOOD OLD BREA



DESIGN NOTES

To illustrate our concept for Good Old Brea, we chose the west side of Brea Boulevard between Ash and Birch. The selection was far from arbitrary because within this one block are examples of virtually all the design and construction challenges which will be encountered in the entire project.

For example: A long, rectangular two-story building (Anaco); a relatively new building with multiple-plane front (Jeanne's); old structures capable of withstanding only the most minute structural changes (Sam's, Pet Shop, Bike Shop), plus open parking areas.

Our creative concepts for this block can be considered exemplary of how we would redesign all other store fronts in the area. Each would be treated individually, yet related to the total entity of the street on both sides. The same criteria would apply: Color, excitement, good taste.

Not shown in the main rendering, but illustrated in a separate vignette, is how Brea Blvd. would look in, hopefully, three to four years.

That is, with Brea Blvd. transformed into a lovely municipal park, with ponds, streams, bridges and a pedestrian pathway. Technically, this would be a shopping mall - but we are aware of no other mall like this in any city.

Traditionally, commercial-area malls have been little more than very, very large sidewalks with some planting here and there. Why none has gone all the way to a park-mall we really cannot say. But after examining every conceivable negative aspect, we can see no reason why the park-mall concept for Brea Blvd. will not be both commercially and esthetically successful.

DESIGN NOTES (Cont'd)

The transformation of Brea Blvd. into a park-mall would be possible sometime within the next three years. While currently some 20,000 cars per day pass through, this will be reduced perhaps by 50 percent this spring when the new freeway is opened.

Given less traffic, it then becomes feasible to re-route traffic. To do so would require the improvement of Walnut and Orange avenues and eventually making each one-way streets.

At that time, Brea Blvd. could be closed and transformed into the park-mall. The impact of this would be enormous, both from a civic and a marketing standpoint.

The ultimate decision on the transformation of Brea Blvd. to a park-mall would, of course, depend upon a great many factors. Some of these are unknown at this time and this phase of the project will have to be addressed by the city as to accomplishment and final timing.

Because of this, our master plan concept for Good Old Brea has been created and programmed so that work on store fronts and off-site parking can be undertaken and completed without waiting for this transformation.

In view of the park-mall concept becoming a reality, we have not made any proposals for altering the street, sidewalks or on-street parking arrangements at this time.

The thinking is to get the main job done first, let it operate successfully for a period of time, then make the transformation of Brea Blvd. when all other factors are optimum.

DESIGN NOTES (Cont'd)

Such scheduling will result in providing a new area of excitement to promote when all the initial excitement over Good Old Brea has peaked. As mentioned previously, we believe this park-mall concept to be unique, and as such it would focus considerably new attention on Brea.

Such attention will have an immediate cash register value, plus the long-range value of civic betterment.

In regard to the design concepts we have illustrated, specific design and construction comments will be found on the renderings submitted as part of this proposal.

For the most part, the changes involve painting, new signing, awnings and certain additions of light-weight facades to give a silhouette to the buildings and break the monotony of line. In a few cases, more extensive remodeling is needed.

Our proposal for the area between Imperial Hwy. and the railroad tracks calls for retaining all present structures, except for acquisition of two or three properties. These would be used to provide a small park and walkway to off-street parking areas, to the rear of Brea Blvd., and give convenient pedestrian access to all stores, regardless of location on a block.

Our proposal also calls for installation of new light standards (actually old ones), new trash receptacles, bus benches, tree planters, etc., all of which would carry the stylized letter "B" shown in the illustrations.

Since more lighting is sorely needed in the area, we propose stringing of white 25-watt light bulbs along the ridge lines of all buildings.

DESIGN NOTES (Cont'd)

The result will be increased lighting - and a beautiful and distinctive setting at night.

Structural changes to buildings are virtually non-existent, thus holding down the initial cost and minimizing insurance premiums and other continuing expenses.

This is the kind of planning that makes Good Old Brea a totally realistic concept.

MARKETING DIRECTIONS

The concepts we propose are, in our biased judgment, completely successful - esthetically and practically.

However, this project has the primary goal of commercial success. To insure that, all concerned must constantly keep in mind what Good Old Brea really is:

A specialty shopping center.

And as a specialty shopping center, it will not be in direct competition with general, non-specialty retail outlets in the area. The very fact that Good Old Brea will be a specialty shopping center will enable it to draw customers from far beyond the normal marketing area of existing retail establishments.

Good Old Brea will be an attraction that will focus unprecedented attention on the City of Brea. It will be a source of civic pride and it will be a source of increased revenue for the property owners, the merchants, and the city at large.

Good Old Brea will set a standard of esthetic and commercial excellence for the surrounding community. It will do all of these things and more.

But it will still be a specialty shopping center and it must operate like one. Failure to secure mutual agreement to this in the very beginning makes it folly to undertake the project at all.

As revitalizing and reconstruction begin, so must the formation of the Good Old Brea Merchants Association. This group will be the single

MARKETING DIRECTIONS (Cont'd)

most important factor in the commercial success and profitability of Good Old Brea. The Association must:

- o Establish, with the counsel of Group X, marketing policy and strategy and supervise the execution of same.
- o Establish standards of cleanliness, maintenance signing, operating hours, etc., then see to it that these standards are rigidly enforced.

Ghiradelli Square in San Francisco, Ports of Call in San Pedro, Town and Country Village in Orange and Disneyland are excellent examples of specialty shopping centers (Oh, yes; Disneyland is very much a shopping center!) which are scrupulous about their standards. All, needless to say, are quite successful.

Chicago's Old Town, on the other hand, is loosely organized, loosely run. Each merchant goes his own way and the only standards to be maintained are those of the city, like sweeping off the sidewalks. As a consequence, Old Town has become a hippie haven and its appeal to the public has slipped drastically. So have sales.

To fund the Merchants Association will require an annual assessment, paid monthly, of each merchant. Two methods of funding are prominent: Assessment on a basis of percentage of gross sales, or on a basis of square footage. The latter seems the more equitable and workable for Good Old Brea.

However, as consultants on this project, we would research the matter further in hopes of coming up with an even better system.

MARKETING DIRECTIONS (Cont'd)

To provide funds for completion of design work, marketing counsel, project-launching publicity and promotion and organization and incorporation of the Merchants Association, each property owner/merchant involved would put up \$500 "seed money" within 30 days after general acceptance of the plan.

It is important to understand that this money is not over and above other funds discussed in this proposal. Indeed, most of these funds - which should be placed in a trust account - will be paid out over a year's time.

Heavy publicity coverage should be anticipated, particularly during Grand Opening Month. To achieve that coverage, we propose retention of professional public relations counsel to plan and execute publicity and promotion work for the project on the following schedule:

Launching of Project (Groundbreaking, press conferences and press kits, etc.)	\$1500
3 months prior to Grand Opening at \$1500	4500
Grand Opening Month	3000
Postage and expenses	500
	<hr/>
	\$9500

This would cover the cost of retaining a highly qualified, professional public relations-publicity firm with experience in all media. With the constant competition for exposure in the news media, only a firm of professionals, which deals with the media daily, can deliver the necessary results. In return for its investment, the Merchants Association can anticipate print