Sears to Highlight Brea Mall

By DAVE TAYLOR News Tribune Writer

BREA - A Sears, Roebuck & Co. store with nearly four acres of space will be the first of four major department stores to open in the new Brea Mall in August.

It will be the sixth Sears store in Orange County and the 27th in the Los Angeles area.

Fifty merchandising departments, a garden center and a 16-stall automotive center will be featured in the store complex. A two-story structure, it will encompass 168,517 gross square feet and will be surrounded by 12.5 acres of landscaping and parking for 874 cars.

The new multimillion dollar Brea Mall will be located at the Orange Freeway and Imperial Highway. In the area of the Mall, more than 5,000 homes are now being built with 2,500 more in planning stages.

Also feature as part of the Sears store in the new mall will be an energy-saving air-conditioning system which will circulate fresh outside air into the store until outside temperatures rise to above the inside range.

The store will have entrances at

both levels giving it a one-story appearance.

In a special ceremonies yesterday, hundreds of civic and business leaders heard a progress report from Sears representatives and became acquainted with some of the store personnel.

Speakers included E. W. Weldon, general manager of the company's Los Angeles-Orange County retail district.

Others were Carol Weddle, mayor of Brea; Warren Weidemann, Brea Chamber of Commerce, and Karl Schwab, treasurer of the Brea chamber and former chairman of the city's industrial committee, which first brought Sears service center to Brea. It is now located on Berry Street between Lambert Road and Central Avenue.

Ernest W. Hahan, Inc., of Hawthorne is the general contractor. The mall is being constructed by Homart Development Co., a wholly owned subsidiary of Sears.

Gustav J. Molnar & Associates is in charge of landscaping, surrounding the store with greenery and landscaping the parking lot.



THE SEARS STAMPEDE - Newest retail department store was opened last Wednesday by Sears in Brea Mall. Ceremonies and specials drew about 3,500 customers, who literally stampeded into store. Sears official, center left, tried to slow down crowd, while photographer, center, and Roy Knauft, Congressman Wiggins' field representative are trapped by onslaught of bodies. (News-Times photo by Russ Schach)

Residents Throng To Sears Opening

BREA - A throng of about 3,500 area residents flocked here last Wednesday morning to take part in the grand opening of Sears, Roebuck and Company's newest department store.

Officials from the city and the large firm conducted rib-

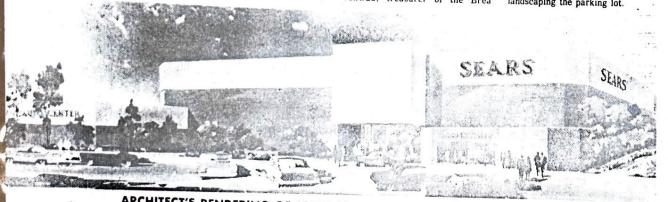
the opening of the major retail side the roped-in patio en-Brea Mall.

were attracted to the new and Tigger. store opening by special Sears officials swung wide bon cutting and other their doors. While the ceremonies to commemorate customers were waiting out-

facility, which is located in the trance area, they were entertained by Disneyland Many of the shoppers who characters Winnie-the-Pooh

Karl Schwab, Brea bargains and other features Chamber of Commerce arrived several hours before representative, acted as master of ceremonies. Mayor Rex Gaede, Mayor Pro Tem Sam Cooper and Councilman Carol Weddle attended, along with City Manager Wayne Wedin, who made a few brief remarks.

Eugene Weldon, general manager of Sears Los Angeles/Orange County Retail District, also addressed the crowd and introduced the Brea store manager, Harold (Hal) Jordy, Jr. The Sears and Brea city council officials conducted ribbon cutting ceremonies with specially



ARCHITECT'S RENDERING OF SEARS STORE PLANNED FOR BREA MALL Complex Will Cover Nearly Four Acres, Boasting 50 Merchandising Departments, Automotive Center

Brea Mall plans expansion

Penney, Robinson's may come aboard

By Charles Siler The Register

J.C. Penney and Robinson's department stores could be coming to Brea Mall.

Corporate Property Investors Inc... the New York firm that recently bought the mall, is negotiating with the two retailers as part of a plan that could add 42 tenants, 400,000 square feet of retail space and \$40 million in annual sales to the center.

BREA MALL GROWTH

"We hope to be into construction later this year if we can get through all of the approvals," said Lloyd Barnes, CPI vice president.

Barnes said CPI hopes to add two major department stores to the center but is still undecided on the location of the additional stores and whether only one major will be added.

Adding two major stores would make Brea Mall the only mall in the county besides South Coast Plaza to have six major department stores. The 1 million-square-foot Brea center currently is anchored by The Broadway, May Co., Sears and Nordstrom stores.

Barnes declined to name the retailers CPI is talking with, but spokesmen for Penney and Robinson's confirmed they are in discussions with CPI. Other sources said the most likely renovation would be to build two major stores on the north side of the mall near the Nordstrom store.

Barnes said the mall would have to build two parking structures to replace parking lost if two majors are added. The expansion would also include 110,000 square feet of leasable space beyond the two majors - room for about 40 other tenants.

The addition would cost CPI \$25 million, not including the new department stores, Barnes said. The new major retailers would build and own their own stores, he said.

CPI, which owns Westminster Mall as well, is also planning an upgrading of that center, which could include an additional major store and a parking structure, Barnes said.

In 1982, CPI agreed to buy both of the malls from Homart Development Co., a Sears Roebuck & Co. unit. For tax purposes, CPI has taken ownership of the malls at different times. closing on the Brea Mall deal in 1984 and on Westminster in January 1983.

CPI has placed management for both malls in the hands of Pembrook Management Inc., a New York company that runs all of CPI's malls

across the country.

Plans for the Westminster Mall improvements are not as far along as those for Brea Mall, Barnes said, but discussions are continuing with architects for both projects.

"We bought (the malls) with the idea of enhancing them and increasing our share of the marketplace," Barnes said.

In Brea, the mall expansion plans, which have not yet been reviewed by city officials, are part of larger development plans designed to create a mixed-use development around the mall that will compete with the South Coast Metro area in Costa Mesa and Newport Center

Fashion Island in Newport Beach. Construction is to begin early next year on a 200-room, \$15 million hotel, tentatively named Holiday Inn-Brea Mall.

Memphis-based Holiday Inns Inc. has already approved a franchisee for the hotel: Vista Host Inc. of Houston.

The hotel also is planned for a site on the north side of the mall in what is now the mall parking lot, according to Bruce Craul, vice president of development for Vista Host.

Craul said there has been talk of walkways connecting the hotel with the mall or the nearby Brea Civic Cultural Center, but that hasn't been determined because the hotel is still being designed. The hotel will probably be completed by mid-1987, he said.

Just slightly farther north, Lowe Development Corp. is building a six-story Travelers Insurance Co. building, the first of 450,000 square feet of office space planned over the next five years.

The development is taking place on a 39-acre site across Birch Street from the mall, Cheryl Cain, leasing coordinator for Lowe, said the company is also planning 150,000 square feet of retail space on the site, including a Ralph's supermarket, a movie theater complex and about 20 other tenants. Nine acres of the site are to be used for housing, with room for about 180 condominiums.

The growing population in the area surrounding Brea Mall is the force responsible for Brea's emergence as a major mixed-use center, according to Wayne D. Wedin, a local economic development consultant and former city manager of Brea.

Since the mall was built seven years ago, there has been considerable growth in nearby communities of Yorba Linda, Anaheim Hills and Diamond Bar, all of which are at least partly in the mall's trade area. Wedin said

"I think it will be a very strong mixed-use center, and it is already on its way to doing that," said Wedin, who is a paid consultant to the Brea Unified School District. which owns the 39 acres to be used for Lowe's development. Wedin said the school district will sell Lowe the 9 acres for housing and will provide a long-term lease on the rest.

The mall's expansion plans may also include a third level for its Nordstrom store, according to Betsy Sanders. Nordstrom vice president. Sanders said the Seattlebased retailer plans to add a third story but hasn't decided when the addition could be made.

The mall project, in addition to pumping more tax dollars into Brea city coffers and providing the catalyst for future development, is also a way for CPI to generate more income from the mall.

Roger McGonegal, regional manager for Pembrook, said each of the four major retailers in the mall owns its store. Pembrook leases out only 330,000 of the mall's 1 million square feet, he said, Most of the tenants have leases ranging from 10-15 years, slightly longer than the five- to 10-year leases Pembrook likes, he said.

The addition of 110,000 square. feet of leasable space would give Pembrook the opportunity to bring in more tenants at higher-priced leases than those that were signed with the mall's original tenants seven years ago.

"We would look for additional (leasable space) along with the department store expansion,' McGonegal said. "That's part of the fun of it."

Annual sales at the Brea Mall could leap an estimated \$40 million if mall owners are successful in bringing J.C. Penny and Robinson's stores to the center

	Current	expansion
Tenants	140	182
Major stores	Four	Six
Retail square footage	1 million	1.4 million
Annual sales	\$125 million	\$165 million

Sources: Corporate Property Investors, economic development consultant Wayne D. Wedin

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Thelma Wagstaff-Frag Winchell

Birthday party

The City of Brea birthday party was lots of fun. We found out Frog (Harry) Winchell was a bat boy for Walter Johnson and Babe Ruth when they played an exhibition game in Brea. Thelma Wagstaff, left, was the first girl baby born in Brea. She was born in 1913. Clifford Yates was the first male baby.

Did you know Judy Garland's Uncle once owned a theater here, and Judy performed under the La Habra celebration.



Dyer Bennett

Devoted volunteer: For his unselfish contributions to the city of Brea since 1926, DYER BENNETT recently received the Brea Rotary Club's Service Above Self Award. This isn't Dyer's first award for his contributions to the community, either. During Brea's centennial celebration, he and his wife EDITH were named Mr. and Mrs. Brea.

Dickinson convicted in slaying of his wife

Voluntary manslaughter verdict may lead to 7-year sentence

By Tim Alger The Register

As his supporters gasped and cried, Randall Dickinson was convicted Tuesday of voluntary manslaughter in the stabbing death of his wife — the college sweetheart he first kissed on the mouth when they exchanged wedding yows.

The Orange County Superior Court jury deliberated six days before rejecting Dickinson's claim that a burglar killed his 28-year-old wife, Susan, on the couple's sixth wedding anniversary.

But jurors also turned down the prosecutor's request that they find Dickinson, 30, guilty of first-degree murder.

By law, manslaughter is a slaying committed during an argument or in the heat of passion, while first-degree murder is an intentional, premeditated slaying punishable by 25 years to life in prison.

Voluntary manslaughter is punishable by two, four or six years in prison. The jury's finding that Dickinson used a deadly weapon in his wife's slaying could add a year to the term.

Judge James Judge's courtroom in Fullerton, packed with Dickinson's relatives and friends from the Brea-Olinda Friends Church, erupted with emotion as the court clerk read the verdict. The Dickinsons had attended the church regularly, and members secured Dickinson's \$300,000 bail with their homes.

Dickinson leaned forward in his seat and sobbed. His weeping parents, Ken and Georgine, hugged him before he was taken into custody by sheriff's deputies. Dickinson, an oil-company salesman and one-time basketball star at Fullerton's Troy High School, insisted on the witness stand during the monthlong trial that he was innocent of the slaying.

But Deputy District Attorney Richard Toohey contended that the couple argued the morning Susan Dickinson was killed and that there was no evidence of forced entry into the couple's Brea home.

Susan Dickinson was stabbed repeatedly in the throat, and her jaw was broken the morning of Oct. 22, 1982. Her husband said he found her body in the couple's bed when he returned at 8 a.m. from a business breakfast.

Toohey had argued that Dickinson killed her before leaving home at 6:30 a.m.

Many of Dickinson's friends waited

outside the courtroom while the jury deliberated, and the courtroom was filled when the jury filed in with its verdict. A dozen people had to wait outside during final arguments last week.

The Rev. Bob Webster, the couple's pastor, said after the verdict that church members would continue supporting Dickinson throughout his appeals.

Toohey, however, accused Dickinson's supporters of ignoring the evidence.

Toohey said he would ask for the maximum prison term — seven years — when Dickinson returns to court March 5 for sentencing. But the prosecutor predicted that Dickinson would say he didn't kill his wife "until his dying day."

Attorney Harley Burge, who with Terry Giles defended Dickinson, said the conviction would be appealed. "The evidence doesn't support the verdict," Burge said.

The verdict came soon after noon Tuesday, when Judge reread jury instructions. Judge read the instructions after the jury sent him a note saying it had reached a verdict but was unsure of the degree — first- or second-degree murder or manslaughter.

Jurors left the courtroom by a rear exit used by judges, avoiding spectators and reporters in the hall outside. Dickinson's parents declined to comment.

Susan Dickinson's mother, Ethelmae Harlow, who is caring for the couple's two daughters, 4 and 7, attended the trial each day but was not in court for the verdict. She said at the beginning of the trial that she had no opinion about her son-in-law's guilt or innocence, adding, "I just leave those things to the good Lord."

Key witnesses in the trial were Georgina Mezo, a Newport Beach woman who testified that she and Dickinson were having an affair before the slaying, and Kay Desargeant, a neighbor who said she heard a violent argument from the direction of the Dickinson home on the morning Susan Dickinson was killed.

Dickinson's lawyers charged that the Brea police conducted a shoddy investigation and quickly settled on Dickinson as the killer. They said detectives failed to follow up on clues that might have absolved Dickinson, even though they did not arrest him for six months.

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By Jan Greene

Karl and Leo were talking about the old days in Brea.

"Well, Betty Struck's house was out here, so it had to be taken around 1950 or '51," Leo concluded, pointing to an aerial photo of the city.

"Look, that's where they used to grow lima beans and hay, across from the high school," Karl recalled, pointing to another part of the picture. "And that's where the Bastanchurys lived. They were Basque, weren't they?"

"Basque? I don't remember. Where do Basques come from?" Leo

answered quizzically.

"I don't know. I don't remember,"
Karl said with a frown that suddenly
turned into a smile as he realized the
turn in the conversation. "But we're
rambling now. What is it you wanted
to know?"

Walking into the middle of a meeting of the Brea Historical Society is like that—they meet in a room filled with memories, in Brea's abandoned Old City Hall, and talk about the town they knew as boys. It's more interesting just to listen to them talk.

And they did.

"I remember we used to ride our bikes to Harbor Boulevard. The walnut trees made a canopy over

your head," Karl recalled. "It was beautiful."

They described old Brea as a small, stable town, not unlike small, stable towns throughout the country in the earlier part of the century. The people who lived here worked in the oil fields or the orchards, and built homes and families. Because of that stability, there are still plenty of people around who can tell you what life used to be like.

Brea stayed basically the same up until the late 1940s, when the first tract of homes were built. When the city was incorporated exactly 67 years ago, in 1917, there were 732 people in the town. That grew to just 3,215 in 1950. But between the midpoint of the century and today, that population has grown nearly ten times.

BREA NEWS-TIMES @1984-HIGHLANDER PUB.INC and opportunity oil, oranges HAPPY BIRTHDAY TO CITY of BREA

Back then, the center of town was Brea Boulevard, from the railroad tracks to Elm Street. The high school, on Birch, was "three blocks from anything," placed what was then the edge of town so it would be accessible to the town of Olinda. The high school was built in 1925, when Brea and Olinda decided they didn't want their kids going all the way to Fullerton for high school.

Those were the days when Sam's Place on Brea Boulevard was known

as the Bucket of Blood, and people went to the Red Lantern Theater for entertainment. But Saturday nights were reserved for going into Anaheim to shop or just watch people.

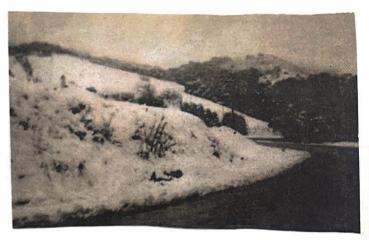
And when the Great Depression hit Brea, it was the kind of town where people helped each other, where those who had extra food gave to those who had none. Because money was scarce, food and other goods were bartered among the townspeople.

And when an earthquake hit the area, jolting Long Beach the worst, the Brea people set up cots and helped those fleeing inland to escape the continuing aftershocks.

But, like many other towns of its size at the time, Brea had a small town mentality. For instance, there was an unwritten rule that blacks could not stay overnight in town.

Brea was known as the "suitcase"

Brea was known as the "suitcase town" because of the many oil workers who were transferred from field to field, according to the recollections of Catherine Seiler, as recorded by Cal State Fullerton's



BREA HISTORY

Oral History Program.

Seiler also recalls one of the big disasters to hit the city—the Stewart Oil Farm fire of 1926. A total of \$9 million dollars (that's 1926 dollars) of damage occurred when lightning struck an oil tank in the Brea foothills, and it exploded into flames.

"I was in my bedroom when the lightning struck and the concussion was so great that it blew the windows in," Seiler recalled. She remembered smoke and flames going a thousand feet into the air, and continuing for days.

The fire spread to other tanks, and the burning oil washed over the ground, burning up orange groves and a few of the small cottages in the fields. Reportedly, the flames could be seen by residents in Tustin and Santa Ana.

As Seiler remembers, it was April and raining, and the rain came down in black streaks, marking the houses with black sludge that never would come off. But luckily, no lives were lost in the disaster.

But back further in history, Brea's

first claim to fame was its rich oil deposits, which seeped out of the ground in Brea Canyon and was cut into bricks and burned as fuel. The original occupants of this area were the Shoshonean Indians, who were succeeded by the Spaniards.

The first white American to obtain land here was Abel Steams, a Massachusetts native, who eventually sold much of his land to the Union Oil Company, which still owns a large portion of land within the city limits.

The oil fields brought in a number of oil companies and workers lured by high wages.

The original name of the town was Randolph, supposedly named after the railroad engineer who designed the tracks through the area.

But when the final map was filed with the county of Orange, it had the name Brea, an Indian word for tar. In February of 1917, 204 people voted in favor of becoming a city, 45 were against.

The first year's taxes were \$5,889.40, a far cry from the 1983-84 property taxes of \$1.7 million.

A lot of other things have changed in those 67 years, most of it occurring in the last 15: the Orange Freeway, Brea Mall, the Civic Cultural Center, and lots and lots of housing.

But if you go into a Brea Historical Society meeting, you may find that some things never change.

"I remember when you graduated from high school with the same people you started school with," Karl was saying. "I remember when..."



Snow has fallen in Brea a few times in history. Once, on the left, was in 1932 in Carbon Canyon. And again in 1950, as shown on the right.

An aerial view of Brea in 1961 shows the amazing amount of development that has occurred since then. At that time, Imperial Highway was just a country road, and most of the land surrounding the city was used for agriculture. Brea-Olinda High School sits alone in the top right corner, while today it is surrounded by homes and the Brea Mail.

Certainly not the 31,000 folks who call that Orange County community their home. Besides, Brea is a much better moniker than the town's earlier name, Randolph.

In 1908 the township of Randolph was begun as a speculative venture to attract workers and their families from oil fields in the adjacent foothills. Union Oil Co. discovered "black gold" there in the 1890s, and oil production boomed.

House lots didn't sell very well until Randolph's name was changed to Brea in 1911 and the town was made a station on the Pacific Electric Railway's Los Angeles-Yorba Linda line.

A commercial section developed along Brea Boulevard near the tracks, and new residential areas appeared. In one neighborhood called Union Oil, the mortgages for its modest bungalows were carried by the oil company for its employees.

Brea remained a small town until the 1960s when the oil fields and citrus groves were replaced by housing tracts. Today it's also bisected by a freeway and boasts a major shopping mall.

Fortunately for history buffs, much of the original town is still intact and you can view it on a self-guiding tour. Follow the map in a free brochure that surveys 39 historic sites in the city of Brea.

Shops and Parks

Besides an array of architecture from the 1920s and '30s, you'll find several shops filled with antiques, a pair of regional county parks for play or a picnic, and some good places to eat.

From Los Angeles, get to nearby Brea by driving east on California 60 (Pomona Freeway) and joining California 57 (Orange Freeway) south. Exit west on Lambert Road to Brea Boulevard, turn left (south) and go over the railroad tracks to Ash Street.

A sign atop a vintage sidewalk clock indicates you're in the heart of Good Old Brea, the town's first commercial center that dates to early in this century and has since suffered a loss of businesses to the modern Brea Mall.

Park and stretch your legs by strolling a block or two along the boulevard. Look down Ash Street past the clock to one of Brea's oldest buildings, constructed in 1911 with a false front. Now a real estate office, it originally faced the main street.

Opposite on the corner is a circa-1915 hardware store with a Spanish tile roof. Across the street you'll see the town's first brick building, once the city hall. Down the block the red saloon with an Old West look is another 1911 wooden false front.

Take time to peek in the antique shops along Brea Boulevard, including Ruth's Attic, Fussy Fox and Coins and Collectables. Clothes Around the Clock features apparel of the 1930s through 1960s, and the Iron Horse has all types of model trains.

Follow the tour brochure to Brea's early homes, or just view a few by driving two blocks west on Ash Street and turning left (south) on Madrona Avenue.

Trip of the Week

Oil Town of Brea Remains Intact

By MICHELE and TOM GRIMM

Hos Angeles Times



MICHELE GRIMM

Clock posts time and points to Good Old Brea.

Most are craftsman-style bungalows, including the e at No. 207 built about 1915 for Brea pioneer William sner. Note its large porch for sitting on hot summer

Sunday, March 4, 1984

enings.

Crossing Imperial Highway you'll enter the Union Oil ighborhood with a wide range of architecture that cludes Mediterranean, Colonial and Provincial revival les. The home at No. 326 was constructed of inforced concrete instead of wood, probably due to the 23 owner's fear of fire or earthquakes.

Turn left on Elm Street, then left on Brea Boulevard ast City Hall Park to Imperial Highway. Turn right to tate College Boulevard, then go right again and look

ft for the entrance to Craig Regional Park.

Named for a former Brea mayor and California state gislator, Ted Craig, the 124-acre park rambles over trassy hills once dotted with oil wells and storage tanks. Sehind the baseball diamonds you'll see Old 99, a

wooden-arm oil rig that's been pumping since 1907.

Dioramas feature local wildlife in the visitor center that's open weekends. The park also has bike and nature trails; ask at the office for a trail brochure if you go for a bike.

A small lake is stocked with channel catfish (California fishing license required), and ducks gather at the

water's edge for handouts from picnickers.
Park hours are 7 a.m. to sunset daily; entry \$1 per car.

If you want to explore another park that's part of the Brea area's oil heritage, continue east on Imperial Highway to Valencia Avenue and turn north. The street becomes Carbon Canyon Road (California 142) and leads to Carbon Canyon Regional Park.

Settled by ranchers and farmers more than a century ago, it later was the site of an oil boom town called Olinda. Nowadays people come to picnic and play tennis, fish in the little lake and hike to a grove of redwood trees.

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The park is open every day from 7 a.m. to sunset; entry fee is \$1 per vehicle.

If you haven't packed a picnic, enjoy lunch, dinner or Sunday brunch indoors or on the patio at Magnolia's Peach. (Try their Belgian waffles.) It's off Imperial Highway via Randolph Avenue in the southwest corner

of Brea Mall parking area.
Or go to Reuben's Plankhouse on State College
Boulevard by the entrance to Craig Regional Park.
Lunch is served weekdays, brunch on Sundays and
dinner nightly. Another choice for dinner is Bobby
McGee's Conglomeration, north of Imperial Highway on
State College Boulevard across from the mall.

For a copy of the City of Brea Historic Tour, write General Services Department, Brea City Hall, Civic Center Circle, Brea 92621, or stop in that office any weekday. The phone is (714) 990-7600.

Return to Los Angeles via the route you arrived, or go south on California 57 (Orange Freeway) to join California 91 west and Interstate 5 north.

Round trip from Los Angeles to Good Old Brea is 65

You probably wouldn't want to live in a town called Tar. But name it Brea, the more lyrical Spanish translation, and who'd object?

Certainly not the 31,000 folks who call that Orange County community their home. Besides, Brea is a much better moniker than the town's earlier name, Randolph.

In 1908 the township of Randolph was begun as a speculative venture to attract workers and their families from oil fields in the adjacent foothills. Union Oil Co. discovered "black gold" there in the 1890s, and oil production boomed.

House lots didn't sell very well until Randolph's name was changed to Brea in 1911 and the town was made a station on the Pacific Electric Railway's Los Angeles-Yorba Linda line.

A commercial section developed along Brea Boulevard near the tracks, and new residential areas appeared. In one neighborhood called Union Oil, the mortgages for its modest bungalows were carried by the oil company for its employees.

Brea remained a small town until the 1960s when the oil fields and citrus groves were replaced by housing tracts. Today it's also bisected by a freeway and boasts a major shopping mall.

Fortunately for history buffs, much of the original town is still intact and you can view it on a self-guiding tour. Follow the map in a free brochure that surveys 39 historic sites in the city of Brea.

Shops and Parks

Besides an array of architecture from the 1920s and '30s, you'll find several shops filled with antiques, a pair of regional county parks for play or a picnic, and some good places to eat.

From Los Angeles, get to nearby Brea by driving east on California 60 (Pomona Freeway) and joining California 57 (Orange Freeway) south. Exit west on Lambert Road to Brea Boulevard, turn left (south) and go over the railroad tracks to Ash Street.

A sign atop a vintage sidewalk clock indicates you're in the heart of Good Old Brea, the town's first commercial center that dates to early in this century and has since suffered a loss of businesses to the modern Brea Mall.

Park and stretch your legs by strolling a block or two along the boulevard. Look down Ash Street past the clock to one of Brea's oldest buildings, constructed in 1911 with a false front. Now a real estate office, it originally faced the main street.

Opposite on the corner is a circa-1915 hardware store with a Spanish tile roof. Across the street you'll see the town's first brick building, once the city hall. Down the block the red saloon with an Old West look is another 1911 wooden false front.

Take time to peek in the antique shops along Brea Boulevard, including Ruth's Attic, Fussy Fox and Coins and Collectables. Clothes Around the Clock features apparel of the 1930s through 1960s, and the Iron Horse has all types of model trains.

Follow the tour brochure to Brea's early homes, or just view a few by driving two blocks west on Ash Street

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The Register Community Edition May 15, 1984

BREA: Redevelopment Agency orders report on proposed expansion



Paul E. Rodriguez/The Register

This parking area at the north end of Brea Mall is seen as the likely site for expansion.

Proposed Luxury Hotel

Discussions with an undisclosed Texas-based developer are under way to build a 200-room facility similar to a Crowne Plaza hotel, an "upscale" Holiday Innfranchise, Kelly said.

"Several large chains are interested in our site. We're in the middle of exchanging letters with the developer," he said. (A developer could apply for a franchise from several different hotel chains.)

"The (City) Council is adamant that the hotel will not just be a Holiday Inn — it will be an upgraded version. It's either first class or it won't happen," Kelly said.

Brea is courting hotels that cater to corporate travelers because those hotels fared better than others during the last recession, Kelly said.

"Crowne Plaza is oriented toward the upscale commercial traveler," said Ruth Ormsby, marketing analysis manager for the Newport Beach-based Holiday Inn Development Corporation. "The rate structure would be very similar to Hilton and Marriott in the marketplace, about 10-to-15 percent higher than the standard Holiday Inn."

While Kelly indicated negotiations are proceeding smoothly, he cautioned that "marketing is extremely competitive and any one of these deals could collapse at any time. I'm in neutral right now. Until it's signed, it's not a deal."

But with Fullerton planning to build a 200-room Hilton hotel by August 1985 on the Cal State Fullerton campus—less than three miles from the Brea Mall—the pressure for closing negotiations is intense. Helen

Map shows Master Environmental Impact Report study area for possible major redevelopment project in the Brea Mall area. Brea-Olinda High School

PROPOSED BREA REDEVELOPMENT



Source: Brea Development Services Dept., The Register

Gavin, a hotel consultant with the Newport Beachbased accounting firm of Pannell Kerr Forester, assayed the situation: "It's almost the first person who puts the shovel in the ground ... that gets the edge on the marketplace. Everybody wants to go to the newest hotel."

Former Brea city manager Wayne Wedin, now a municipal consultant based in La Habra, said hotels in Brea and Fullerton should be able to co-exist, "as long as they don't go head-to-head with one another."

Similarly, Kelly noted that the Brea hotel would be close to the city's Civic Cultural Center for convention purposes, the Brea Mall for shopping and the city's substantial business community.

Robert Shugart, president of RJS Hospitality, a management division of the Texas-based development company planning to build Fullerton's Hilton, said he's not worried about the proposed Brea hotel

"When we originally did the feasibility study, that hotel was factored into our figures. ... We'll probably go with them head-to-head, but we feel there's a big enough market to support both hotels." Shugart said.

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Brea-Olinda High School Site
Two six-story office buildings are planned for a 20acre section of the high school site now occupied by the
student farm, at the southwest corner of State College
Boulevard and Birch Street, Kelly said.

Project developer is the Lowe-Newport Development Co., a conglomerate composed of Lowe Development Corporation and Newport Development Co. Total project cost is estimated at \$30 million, according to Leonard MacKaine, special projects director with the Brea-Olinda Unified School District

Proposed Mall Expansion

Corporate Property Investors, the New York-based company that owns the Brea Mall, is studying plans to expand the mall both vertically and horizontally, Kelly said.

Nordstrom department store is planning to open its presently unoccupied top story, he said, and CPI is studying a plan to add "one or two new major (tenants)," most likely on a portion of the site's southwestern parking area. If new buildings are built on existing parking areas, Kelly said, CPI must agree to construct a multi-story parking facility.

Included in the master EIR will be ways to facilitate traffic flow from the Orange Freeway into the project area, Kelly said. Some possibilities are a Birch Street off-ramp, or fly-overs from the freeway to the mall area that would avoid State College Boulevard and Imperial Highway, an intersection notorious for clogging under heavy, use.

Total value of developments within the EIR survey area cannot be determined because presently there are still many unknown factors. Terms said

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Pete Henderson/News Tribune

Native son cited

Cruz Reynoso, born in Brea and raised in La Habra, looks happy as he accepts a proclamation Tuesday night from the Brea City Council congratulating him on his recent appointment to the California Supreme Court. Justice Reynoso also visited the area on Walnut Street where he lived.



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Sunday, March 11, 1984

Brea redevelopment: progress or problems?

By Dana Kennedy The Register

BREA — It lies less than a mile from the flashy stores, fast-food outlets, skating rink and teeny-boppers at the multimillion-dollar Brea Mall, but it could be light-years away in time.

Known as "Good Old Brea," the downtown district north of Imperial Highway is made up of long-established businesses, taverns and shops - an open-air tribute to the past.

Walking down Brea Boulevard, which acts as the main drag for the small downtown district, is like strolling into an episode of "Mayberry, RFD."

Under a black banner reading "Brea Welcomes You," dusty specialty shops stand alongside faded hotels, tile shops and stationery stores, many of which display signs printed in Western-style lettering.

For 99 cents, you can buy lunch at Veltri's restaurant; for a dollar or two you can wash down your meal with a beer at Sam's Place, a postage-stampsized, turn-of-the-century, red clapboard bar the owner claims is the second-oldest building in town.

Need a spark plug? Try Jackson's Auto Supply across the street. For the eclectic, bicycles are on sale at Brea Bicycle Shop, as well as used lawnmowers and prospecting supplies. Hankering for a steak for dinner? Al Tremayne of Brea's Meats and Lockers will be glad to carve one up for you.

Between jobs, or a little down on your



Jim Mendenhall/The Register

Storefronts of the small shops that make up Brea's downtown district reflect an earlier era of American business - one without malls and fast-food restaurants.

luck? Try pushing past the almost hidden doorway reading in faded letters, "Brea Hotel," walk up the linoleum stairs and rent a room for \$45 a week.

Charming and quaint to some, dilapidated and anachronistic to others, old Brea has long been a focus of civic concern; a campaign in the mid-1970's to refurbish the area never really got off the ground but the nickname for the project — "Good Old Brea" — stuck.

Plans to upgrade the area are once again on the drawing board, part of an ambitious \$3 million to \$12 million project designed to use redevelopment funds to pump new blood into old Brea. according to Bill Kelly, director of community development.

As part of a three-phase redevelopment plan approved by the City Council in December, any improvements to the downtown area are still two to three years away from construction. Kelly said. But many of the shopkeepers and property owners along Brea Boulevard are skeptical, if not opposed, to redevelopment plans.

Ironically, because of tentative plans to scrap on-street parking and make Brea Boulevard four lanes, local merchants are wary that far from gaining business, they may end up losing money in a move originally designed to help the local economy.

Shopkeepers along the street are fearful that what they view as a wave to redo downtown districts is more what one merchant called "city politics" than an effort that will save those areas.

"Everybody on this street will end up losing business," said Dennis Dean, owner of a baby furniture store on Brea Boulevard. "I'll have to move out if they take out parking, no doubt about it. We don't want what happened in Fullerton to happen to us."

"Where there's no parking, there's no business," said Gene Jackson, who owns an auto supply store on the boulevard. "Look at Fullerton. It's all pretty and everyone's gone."

To many shopkeepers in old Brea, redevelopment is a dirty word. Many are convinced that the recent face lift of Fullerton's downtown, which eradicated on-street parking, spelled the downfall of many stores.

But Kelly, who said meetings are scheduled this month with local merchants to discuss redevelopment plans, thinks communication is the key to a successful downtown face lift.

"If we work with the people down there, most of them will accept it," said Kelly. "If you force it on them, we'll have problems."

But in Fullerton, where in 1981 much of the work on a \$7 million redevelopment project to upgrade Harbor Boulevard was completed, reaction has been

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BREA: Some merchants fear loss of business will be result of downtown redevelopment plan

FROM B1

mixed to the change, with some decidedly negative reviews.

Most of the dissent stemmed from the elimination of on-street parking, but a number of merchants also complained that cement arcades placed along the boulevard hide businesses from passers-by. In response, the City Council decided to remove the structures beginning this week.

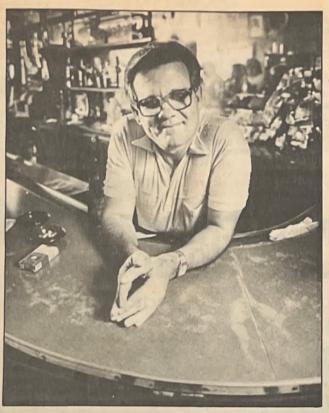
Steve Mansfield, owner of Robert's House of Modern Furniture, was forced to move his store that occupied nearly half a block on Harbor Boulevard to Fountain Valley after the refurbishing of the street.

"They took a lot of the accessibility away and just made it real difficult for us to do business," said Mansfield. "The cement arcades they put in front made it hard for people to see into the store. It's just hard to stay in business when you get the feeling they really don't want you."

A representative of Gold's Furniture, which has since moved to another location in the city, said the store's business was especially harmed "during reconstruction, when the streets were all torn up."

"Nobody could get to us for awhile," she said. "And then without parking on the street, the people who used to stop by disappeared."

But to Dave Politte, president of the Downtown Fullerton Association, while "the removal of parking was something everyone fought for awhile, it was inevitable and the people who complain about the new downtown are the ones that sit



Jim Mendenhall/The Register

Bar owner Sid Greaves, shown in his Brea establishment, says that business couldn't be better.

on their duffs and would complain about anything." subject of civic controversy, the drive to preserve and rehabilitate

While large-scale downtown redevelopment projects in Anaheim and Santa Ana have long been the

subject of civic controversy, the drive to preserve and rehabilitate the smaller downtown areas in the county has been gathering momentum without as much publicity. Garden Grove, San Juan Capistrano and Orange have all either renovated their downtowns or are in the midst of plans to do so, using architectural themes to give each area a definite identity.

San Juan Capistrano is planning meetings with merchants in the downtown historical area this month to discuss the refurbishing of the 40-acre district that includes the mission and at least three other buildings dating back to the late 1700s.

Using redevelopment funds, the plan is to revitalize an area that city planner Raymundo Becerra described as "not realizing its economic potential."

In Garden Grove, a \$350,000 redevelopment project for street improvements in the small Main Street downtown district led to an ordinance passed in 1978 calling on all Main Street property owners to improve the outsides of their businesses and keep them in line with a

Street will end up losing business. I'll have to move out if they take out parking, no doubt about it. We don't want what happened in Fullerton to happen to us. 33

Dennis Dean, Brea merchant

1930s-era theme, city redevelopment specialist Ron Reese said.

"Fifty percent (of property owners) were willing to do it and the rest kind of had to go along," said Reese.



Sidewalk clock, a rare sight in most cities, keeps time in Brea.

Orange's revamped downtown, arranged so that the district would reflect the style of the 1890-1930 period, was funded without redevelopment monies but rather by a combination of city funds and citizen contributions.

In both cities, the downtown makeovers have led to what Reese called "somewhat of a change" in Garden Grove and what Orange planners said was "a way to preserve cultural heritage" in Orange.

But restoration of the pre-mall economic vitality of the old downtowns will never be realized, they said.

"We've made it into a specialty area, it's definitely not a retail area anymore," said an Orange city planner. "We're doing very well now but I'm not sure anyone can survive in the downtowns. I'm not sure even we can survive forever."

"There's no doubt that our city downtown has a good future," said Terry Galvin, director of redevelopment in Fullerton, "The key is realizing what to do with downtowns, There aren't that many of them left and you have to design them to fit the city. They have to become specialty areas now."

But Sam Peterson, a city engineer for Brea, does not share Galvin's optimism.

"Right now you can shoot a rifle down Brea Boulevard at noon and no one would get hit," he said. "But I don't know how much they can ever be improved. Downtowns are a losing deal. You can't compete with the malls unless you have a really good specialty store."

So why spend money to upgrade areas like Good Old Brea?

"I don't know," said Peterson.
"Because business is business, I
guess. But we've got parking lots
there that nobody parks in. I suppose you could try to get a couple of
quaint restaurants to move in
there but I really don't know why
anyone would want to move in.
They'd starve to death."

But not all the inhabitants of Orange County's downtowns feel the time is right to sound the death knell.

Richard Allen, co-manager of Jeanne's Yardage, a bright pink building in the middle of downtown Brea, has one of the most thriving shops in his area — or at the nearby Brea Mall.

"We've been here 23 years and we're always getting people from the mall," Allen said.

Sid Greaves, 51, owner of Sam's Place, agreed that while "the mall killed most of the street," business in his tiny tavern, which includes a table shuffleboard and is packed almost every afternoon, couldn't be better.

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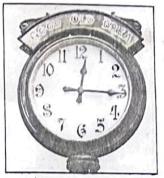
In Garden Grove, a \$350,000 redevelopment project for street improvements in the small Main Street downtown district led to an ordinance passed in 1978 calling on all Main Street property owners to improve the outsides of their businesses and keep them in line with a

Everybody on this street will end up losing business. I'll have to move out if they take out parking, no doubt about it We don't want what happened in Fullerton to happen to us. "

Dennis Dean, Brea merchant

1930s-era theme, city redevelopment specialist Ron Reese said.

"Fifty percent (of property owners) were willing to do it and the rest kind of had to go along," said Reese.



Sidewalk clock, a rare sight in most cities, keeps time in Brea.

Orange's revamped downtown. arranged so that the district would reflect the style of the 1890-1930 period, was funded without redevelopment monies but rather by a combination of city funds and citizen contributions.

In both cities, the downtown makeovers have led to what Reese called "somewhat of a change" in Garden Grove and what Orange planners said was "a way to preserve cultural heritage" in Orange.

But restoration of the pre-mall economic vitality of the old downtowns will never be realized, they said.

"We've made it into a specialty area, it's definitely not a retail area anymore," said an Orange city planner. "We're doing very well now but I'm not sure anyone can survive in the downtowns. I'm not sure even we can survive forever.'

"There's no doubt that our city downtown has a good future," said Terry Galvin, director of redevel-

opment in Fullerton. "The key is realizing what to do with downtowns. There aren't that many of them left and you have to design them to fit the city. They have to become specialty areas now."

But Sam Peterson, a city engineer for Brea, does not share Galvin's optimism.

"Right now you can shoot a rifle down Brea Boulevard at noon and no one would get hit," he said. "But I don't know how much they can ever be improved. Downtowns are a losing deal. You can't compete with the malls unless you have a really good specialty store."

So why spend money to upgrade areas like Good Old Brea?

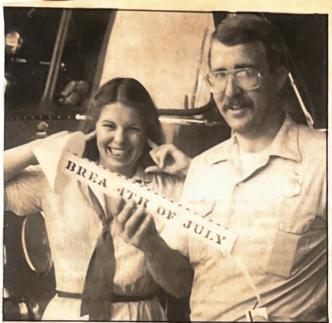
"I don't know," said Peterson. "Because business is business, I guess. But we've got parking lots there that nobody parks in. I suppose you could try to get a couple of quaint restaurants to move in there but I really don't know why anyone would want to move in They'd starve to death."

But not all the inhabitants of Orange County's downtowns feel the time is right to sound the death knell.

Richard Allen, co-manager of Jeanne's Yardage, a bright pink building in the middle of downtows Brea, has one of the most thriving shops in his area - or at the nearby Brea Mall.

"We've been here 23 years and we're always getting people from the mall," Allen said.

Sid Greaves, 51, owner of Sam' Place, agreed that while "the ma killed most of the street," busines in his tiny tavern, which includes table shuffleboard and is packet almost every afternoon, couldn be better.



Barbara Bacon, laison between the city and Brea football and aquatics booster clubs, and Gregg C. Lewis, president of Brea Fire Fighters Association, get into the spirit for July 4 as they promote ticket sales for the fireworks spectacular.

'American challenge' to light evening sky

The City of Brea and the Brea Challenge," Wednesday, July 4. Fireman's Association will spon- Pre-show activities will begin at sor the Eleventh Annual Fire- 7 p.m. at Brea-Olinda High works Spectacular, "American

Fair offers food, games

Religious leaders will open the city's annual Fourth of July Country Fair and family picnic celebration with a service of inspiration and singing.

Sponsored by the Brea Ministerial Association, morning services will commence at 8 a.m. at City Hall Park, 401 S. Brea Blvd.

Theme of the Service will be "Looking at God's Blessing upon our Country."

Pastor Bob Webster, of Brea-Olinda Friends Church, will speak on the topic, "The People God Blesses."

Special music is planned under the direction of Jerry Roark. a gospel singer from Diamond Bar.

The Brea Kiwanis Club will serve a pancake breakfast at 8:30 a.m. Proceeds will benefit various Kiwanis projects. Tickets are \$2.50 per person.

A variety of activities celebrating the Fourth of July will begin following the country fair opening flag salute led by Brownie Troop No. 1747.

Food, entertainment, games, contests and free swimming will be the order of the day.

A boutique, at the fair, will offer more than 30 tables ladened with items of all kinds to tickle your fancy - including macrame jewelry, silk flowers.

plants, handpainted dishes, porcelain dolls, quilted items. stained glass and woodcrafts.

Have your face painted or win a prize by throwing darts with a Cub Scout Pack or join Brea-Olinda High School Band Boosters at their money toss. Frustrated? How about dunking a member of the Exchange Club at the dunking tank? If nothing else works you can always lock some one up in the Brea Police Athletic League's Jail.

Please see FAIR, D7



Kiddie parade participant gears up for festivities.



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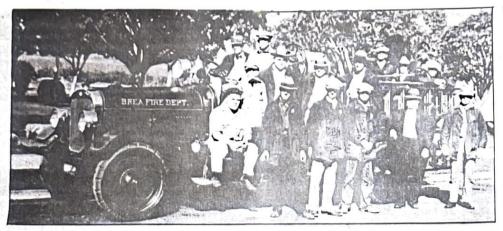
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One of the first Brea Fire Department engines is filled with early Brea residents - most wearing badges. A youngster stands on the running board and an elderly man with coat and tie leans against the rear section of the engine. Early Brea photographs such as this are available for sale at the Brea Historical Society booth at the country fair.

History repeats at country fair

Scenes of early Brea and the oil fields surrounding the community will again be displayed by Brea Historical Society.

Reprint photography orders will be available in 8x10 and 11x14 sizes for residents wishing to save a part of early Brea for display in their own home.

The early pictures will be arranged on a table along with "I Love Brea" buttons and bumper stickers being offered for sale.

It seems appropriate that historical society members will offer "I Love Brea" stickers and

buttons as they exhibit photos of the community they love.

A pictorial history of Brea exemplifys the richly embedded roots in California history and a future full of promise.

Early scenes of downtown Brea show a stark reality of a more rugged era. An open expanse with lack of vegetation, horse drawn carriages, big spoke-wheel wagons at harvest time or a line of rugged workers in the oil fields.

For residents interested in early Brea history, several publications are available including "Brea - A Pictorial

1967 Souvenir Program," 50 pages of dent of the Brea Historiearly photographs and cal Society.

History" and "Brea text and The "Brea Sto-Golden Jubilee — 1917-

Karl Fanning is presi-



Ruth Schweitzer displays homemade chocolate chip cookies she and members of Brea Women's Club will sell at the country fair. We couldn't resist trying some.

Homemade goods tried and tested

Brea Women's Club.

You can also discover "They're local recipes, members are selling dent of the club.

Homemade brownies, their published club assorted cookies, lem- cookbooks (third edionade and ice tea will be tion) featuring local resold by members of cipes at, \$6.50 each.

a family pleasing recipe all tested and tried," at this booth. Club said June Hills, presi-

Major Brea development OKd

Trustees pave way for new high school

By Mary Andrek

to pay for a new school

Olinda Unified School District of influence" of Yorba Linda, but and Lowe Development Corp. it is within the Brea Olinda had taken place up until "the School District, Seal said. sixth hour" Wednesday, according to school board President Dan Turner, resulting in a inghe supports a new high school guarantee that the district's debt but asked the board to delay its for building a new school will be decision, resolveits arrangement paid off in 55 years.

veloper's presentations and the existing school site will go dicomments from the community. rectly to the school district, and trustees approved the development agreement in a 5-1 decision with Board member Dena Edmonson casting the only negative vote. Board member Sharon Ch- of the high school objected to inase, absent Wednesday, sent a creased traffic the new deletter to the board supporting the velopment would generate and project.

protected," Turner said after the meeting, which nearly filled the Brea Olinda High School cafeteria

Bob Lowe and Robert McLeod of Lowe Development spoke first, outlining their plans for converting the high school land into a home for offices, stores and possibly condominiums. Their presentation was followed by one from Sy Exter of CRS Constructors Managers, which is

was the price of land.

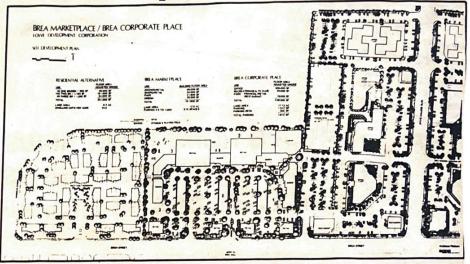
Seal told the audience Wed-BREA - School officials took a nesday that the property the discrucial first step toward provid- trict is considering would cost ing a new high school for Brea about 22 million. After the meetwhen the board of education ing, he said the parcel under con-Wednesday night approved plans sideration is about 40 acres of to turn the existing high school Shell Oil Co. land in an unincorsite into a mixed - use develop- porated area of Orange County. ment that will generate income The site according to Wayne Wedin, the district's consultant on Negotiations between the Brea the project, is within "the sphere

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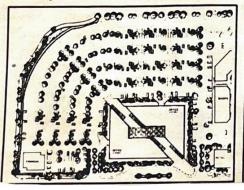
> Others in the Brea business community spoke in favor of the development and the financial arrangements with Lowe.

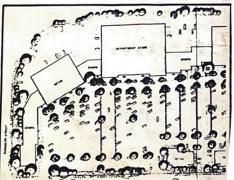
"I've never read a set of documents where there are more safeguards built in for the school district," said real estate developer Don McBride, who called the agreement "a very courageous thing."



BREA PLACE - Proposed development of Brea Olinda High School land includes offices along State College Boulevard and stores along Birch Street across from the Brea Mall entrance. Plans

for the nine acres where the high school now stands are flexible. Shown here is a possible condominium development.





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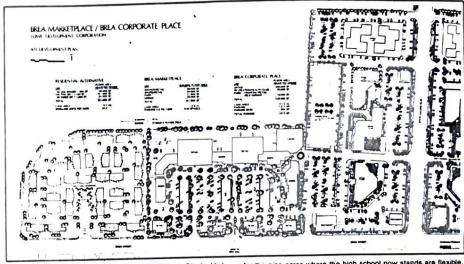
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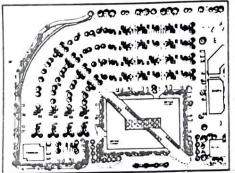
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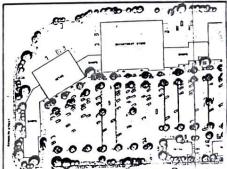
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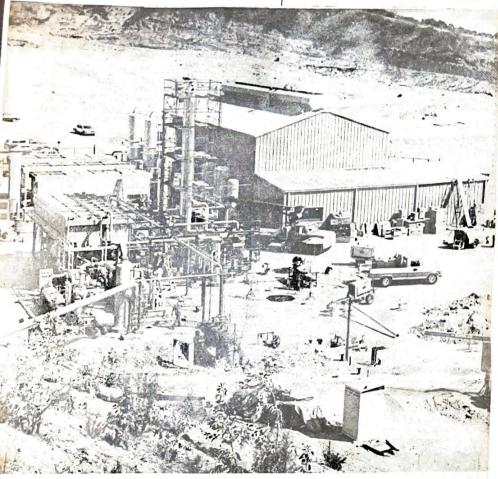




Daily Star-Progress

Fri. Aug. 24, 1984

Gas to flow from Olinda landfill soon



(Star-Progress photo by Mike Schwartz)

Y TO FIRE UP — Methane recovery machinery at Brea's Olinda Landfill awaits final inspections it begins pumping the natural gas generated by organic waste. Waste management officials believe piect could generate \$20 million of electricity over the next 20 years.

By Andrew Sheridan

BREA — Brea residents will have plenty to cheer about after newly installed machinery at the Olinda landfill begins pumping natural gas from the site in September.

Homeowners near the dump at the end of Valencia Avenue can rest assured they'll breathe easily in the future because the gas, generated by buried garbage, instead of invading neighborhoods close by, will be slurped up by pumps.

And, a county waste management official said, royalties Orange County will receive from the gas project developer — who will convert the gas to electricity and sell it to Southern California Edison — could help stabilize trash collection fees.

An Edison official added to the list of benefits, saying the project, combined with several similar endeavors, could help hold down electric bills for subscribions.

"It does seem too good to be true," said county waste management chief engineer Frank Bowerman, who, for five minutes, struggled to come up with a project risk. "But I just don't think there is a down side... I just can't think of a down side."

The question about project risks also puzzled Bert Scott, director of the county General Services Agency. Nevertheless, he's delighted the natural gas project could prevent gas migration.

"If we don't do anything about gas emission, you could have a stench (in nearby neighborhoods)," he said. "An improperly run landfill would emit odor."

Scott continued raving about the project, explaining an agreement with developer Getty Synthetic Fuels promises the county at least \$10,000 a month.

"That should enable us to keep our garbage collection rates lower," he said, referring to the trash bills, which average \$5 a month per household. North County Edison manager Ken Witt said the project could enable the utility to delay building expensive electricty generators that often lead to rate hikes.

"But because the Olinda project is not that large, it probably wouldn't make a lot of difference in lowering bills," Witt said. "But if you have 10 or 12 of them, it could make a difference."

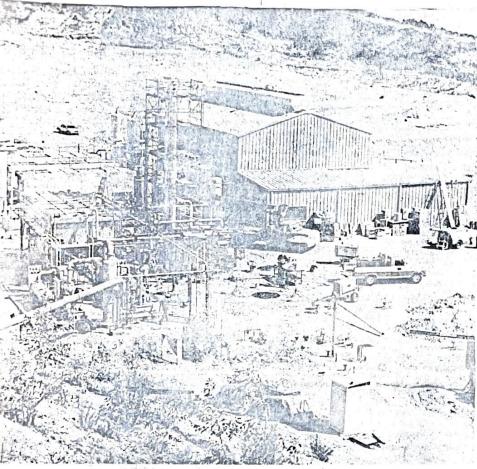
In the landfill, it's the garbage that makes the difference. Deteriorating organic waste there produces several by - products. Methane, a colorless, flammable gas which comprises half those by - products, is what Getty is after.

Pipes delving close to 100 feet will suck up 4 million cubic feet of methane a day, Getty officials said. That gas will fuel an electricty generator constantly putting out 5,700 kilowatts, enough electricity, Witt said, to satisfy the daily needs of 500 to 600 households.

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Only final inspections remain before the plant — which could generate up to \$20 million of energy during its 20 - year lifetime — fires up.

"The construction is pretty much done," Getty spokesman Bill Taylor said. "It takes about 30 days to check everything.

"We should be operating at full capacity by the end of September," he said, noting the corporation's original goal was a December startup. "So we are actually ahead of schedule."

Meanwhile, Scott was still struggling to name a negative aspect of the project. Finally, after minutes of thought, he found one.

"The only realistic down side is the business risk of it all," he said. "But I'm not sure it's that tough a risk. There's a lot of market for methane and electricity."

Bowerman assured residents near the landfill that the methane recovery site shouldn't pose any explosion risks.

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OLINDA LANDFILL

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