



Brea Plaza

"YOUR PERSONALIZED SHOPPING PLACE"

**OVER 30 SHOPS
TO SERVE YOU**

Located At The Northeast Corner Of
The New Orange (57) Freeway at Imperial Hwy.
ACROSS FROM BREA MALL

Discover exclusive shops, boutiques, parlors, new fashions, creative gift ideas. Entertainment, friendly faces, all surrounded by the beautiful outdoors of your plaza. Enjoy fine foods for lunch or dine in elegance.

Brea Plaza proves amazing business stimulator for area

Not only did Brea Plaza introduce Northern Orange County to its significant new role as a regional commercial entity, but it has enjoyed unheralded success as a traffic attention compeller which has generated amazing business momentum.

According to Tim Von-Dett, president of the Plaza's merchants association and a charter member of the complex, the new shopping center formally opened in the spring of 1977, almost immediately attaining 100 per cent occupancy.

Brea Plaza is strategically located at convenient outpouring points of the Orange (No. 57) Freeway, being at the northeast corner of the freeway and Imperial Highway, just off Associated Road.

The Plaza was an instant success as it lived up to its promise of being composed of "warm, friendly, community-oriented merchants" who were dedicated to placing their major emphasis on "personal service to the people."

Customers already have

noted a situation that may well become an unwritten slogan...Brea Plaza is "small enough to know you, yet complete enough to serve you!" Von-Dett acknowledges.

Brea Plaza covers a 25-acre area, featuring close to a million square feet of well laid out parking accommodations, attractively accentuated with landscaping design.

There are more than 30 facilities, impressively anchored by such majors as a 24-hour Albertson's super food store, Thrifty Drug, regional headquarters of Allstate (financial service arm of Sears), 4300-seating capacity Mann Theaters and a financial center including Home Bank and Financial Savings.

One of the more remarkable things about the center is that it features Brea's finest restaurants, including four major units among seven sit-down eating places.

Further, among its shops are men's and women's stores, a men's specialty clothing shop, a large

gourmet spirits shop, shoe repairs, dry cleaners, gift and card shops, electronics supply store, a tobacconist, a soon-to-open custom woodwork furniture store, hair styling and beauty supply facilities, and such offices as professional utility, real estate and travel facilities.

Current officers of the Brea Plaza Association are Tim Von-Dett, president; Carl Fisher, vice president; Ron Johnson, secretary, and Louis Sciarrotta, treasurer.

The entire center prides itself with retaining a status in keeping with the community orientation it emphasizes. For instance, many of the shop-keepers and employees are deeply involved in community affairs.

Their memberships include such organizations as the Chamber of Commerce, Rotary International, Kiwanis Club, Lions Club, several fraternal groups, and they usually play an active role.

Brea Plaza tenants also maintain a vivid interest in youth activities.

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 sur-

rounded 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.

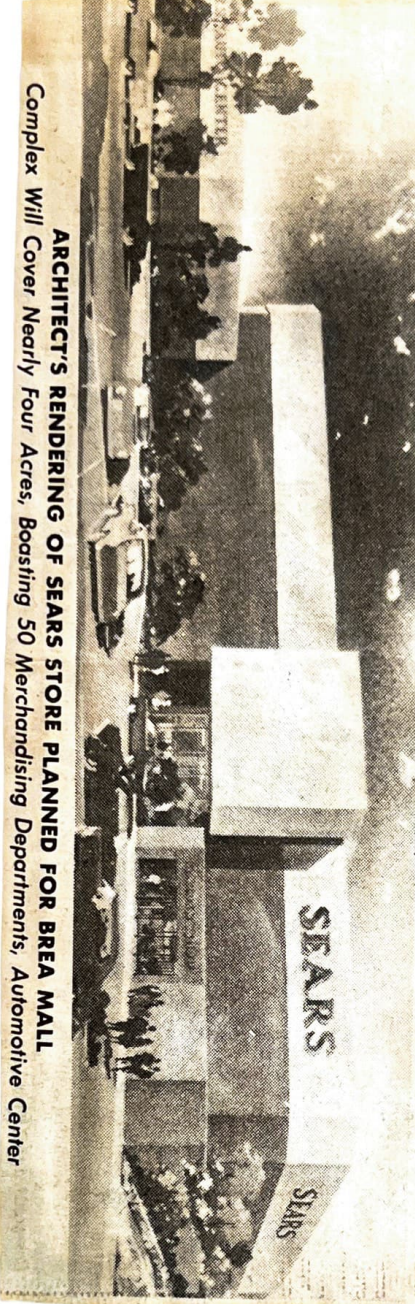
Speakers included E. W. Weldon, general manager of the company's Los Angeles-Orange County retail district.

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.



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



THE SEARS STAMPEDE - Newest retail department store was opened last Wednesday by Sears in Brea Mall. Ceremonies drew about 3,500 customers, who literally stampeded into store. Sears official, center left, tried to slow down crowd, while photographer, center, and Roy Knauth, 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.

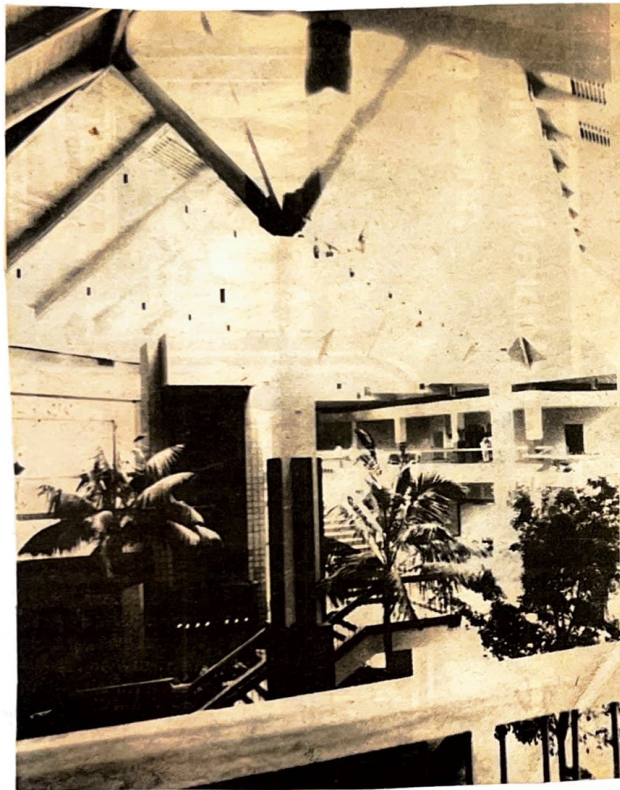
Officials from the city and the large firm conducted ribbon cutting and other ceremonies to commemorate the opening of the major retail facility, which is located in the Brea Mall.

Many of the shoppers who were attracted to the new store opening by special bargains and other features arrived several hours before Sears officials swung wide their doors. While the customers were waiting out-

side the roped-in patio entrance area, they were entertained by Disneyland characters Winnie-the-Pooh and Tigger.

Karl Schwab, Brea Chamber of Commerce representative, acted as master of ceremonies. Mayor Rex Gade, Mayor Pro Tem Sam Cooper and Councilman Carol Weddle attended, along with City Manager Wayne Weldon, 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 engraved golden shears.



OFFICIAL GRAND OPENING

The official Grand Opening ceremonies for the Brea Mall regional shopping center takes place tomorrow, Wednesday, September 28th at 9:30 a.m. Robert Vaughn, star of ABC-TV's "Washington: Behind Closed Doors," with help from Laura Shipkey, Miss Brea 1977, will assist dignitaries from Sears, Roebuck and Co., the May Co., The Broadway, the president of Homart Development Co., William A. Toombs, and the Honorable Rex D. Gaede, Mayor of Brea cut the ribbons that will officially open Brea Mall. The Brea-Olinda High School band will provide music for the occasion.

Visitors who arrive early for the ceremonies will have a chance to talk a few minutes with and receive an autographed picture from Robert Vaughn who will be leaving shortly after the ribbon-cutting to appear in a matinee performance of his new one-man play, "F.D.R." in San Diego.

All shoppers arriving in the mall opening day will be greeted at the door by attractive Brea Mall hostesses and receive free Brea Mall shopping bags and orange carnations. In addition, they will be seeing many new stores opening their doors for the first time as a total of nearly 80 stores are expected to open for business.

Also, entry blanks will be available in Brea Mall stores from Grand Opening day, Wednesday, until Saturday for a drawing for a week for two in Hawaii with a set of luggage and \$500.00 to spend. Additional prizes include weekends for two in Las Vegas and Phoenix, and gift certificates at Sears and the May Co. The winners' names will be drawn on Sunday, October 2nd, at 3:00 p.m. in Brea Mall's Grand Court.

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Fullerton, Cal.
NEWS-TRIBUNE

(Daily) MAY 31 1980

Assessment Angers Merchants in Mall

360 By GISELA MEIER
News Tribune Writer

BREA — Feeling that they have been unfairly burdened with the cost for the construction of the new civic-cultural center, the merchants at Brea Mall are preparing a legal battle against the city.

The shopping center's major landowners — Homart Development Co., Sears, Broadway, Nordstrom and May Co. — have retained an attorney to file suit against the city, according to Kathy Tefenhart, law manager for the Brea Mall. Details of the legal action are not available yet, she said.

In addition, the small business owners are planning a separate legal action, which may involve individual lawsuits against the City Council members or a recall movement, said Mike McShane, owner of The Brass Bed in the mall.

The business owners are angry about an assessment district that was placed on the Brea Mall in a unanimous action of the City Council last week. The assessments levied against the mall owners will help pay off an \$18 million debt incurred by the city for off-site improvements at the mall and the construction of the Civic-Cultural Center.

In the original agreement between the city and the developers, the mall owners agreed to pay for the cultural center through the increased property taxes that would result from the development of the shopping center, said Assistant City Attorney Andy Arczynski.

Since Prop. 13 seriously reduced the amount of property tax funds, the city maintains that the mall owners should pay the difference through an assessment, he said.

However, the small business owners in the mall are upset because their leases specify that any taxes or assessments against Homart, their landlord, will be passed on to them, said McShane.

The small stores can't afford the increased payments, and 30 to 35 of the businesses may have to close, he said. The remaining stores would have to pass on their increased costs to the consumers through higher prices, he added.

While conceding that the mall should pay for improvements to its property, McShane said the cultural center belongs to all the people and should be paid out of the city's general fund.

Since the city has argued that the mall will benefit from the proximity of the civic center, other shopping areas near the mall should be included if an assessment district is established, he said.

According to Arczynski, the owners of the mall are well able to afford the assessments. This is particularly true in light of the profits Homart made by selling property that was improved by the city redevelopment agency, he remarked.

The city is only placing the assessment against the major landowners of the mall and there is no legal requirement for the cost to be passed on to the mall tenants, Arczynski said.

Restraint of trade?

Mall tenants raise funds to battle city assessment

by Dave Taylor

News-Times Staff Writer

Tenants of Brea Mall were scheduled to meet next week with an attorney to review options—including picketing and a recall vote—in seeking to avoid paying for the Brea Civic Cultural Center.

The civic center is located on the same 90-acre site as the mall, on four acres sold to the city by the Mall's developer, Homart, Inc., a wholly owned subsidiary of Sears Roebuck and Co.

At the first organizational meeting of the tenants, held at Denny's Restaurant in Brea Plaza, Mike McShane

of The Brass, Red was named chairman of the tenants' group.

He and Rose Marie Marr of Tiffany's Bakery organized the tenants' meeting which drew between 20 and 25 of the 120 tenants in the mall.

Between 15 and 20 tenants signed a sheet pledging \$100 each for an attorney who would meet with them and discuss the situation as they and he see it.

Attending the organizational meeting was Kathy Teffenhart, mall manager, who said that Homart has 60 days—or un-

til mid-July—to respond to a petition taken by the City of Brea May 20, forming the assessment district.

The district was formed under State Senate Bill 55, which, say city officials, allows the city to obtain the tax increments or increased taxes cause by high property valuation by the county assessor.

Under Proposition 13, the Jarvis-Gann property tax relief measure, the yardstick for measuring the assessed valuation of property was reduced from 25 percent of its fair market value to 1 percent. (Continued on page 4)

More about

Restraint of Trade

(Continued from page 1) value to 1 percent, unless the property changed hands after the passage of Proposition 13.

The city lost tax revenue it had planned to use for construction of the civic-cultural center, after passage of Prop 13.

However, tenants of the Mall are concerned about Homart, the owner of the center, passing on the increased taxes imposed by the city to them.

While contacting an attorney, the tenants are seemingly marking time to discover what Homart wants to do.

Homart's attorney indicated after the council session which established the assessment district that a "validation" suit might be instituted.

The aim of the suit would be to determine if Senate Bill 55 can be used legally to recover the "frozen" increases in assessed valuation of mall property with which to finance the \$17.8 million, five-level, 250,000 square foot civic and cultural center.

City officials said the tax rate dropped from \$9.50 per \$100 of assessed valuation to between \$4 and \$5.

None of the property tax on the mall goes to the city, it goes to the center.

During the course of the first meeting of tenants—another may be held the week of June 8, McShane said he suspects that the city could be sued for restraint of trade, since tenant rents could go up possibly 30 to 40 percent, making mall tenants' noncompetitive in the marketplace.

He said that in 1978, with two of the four anchor stores in the mall, leaving out Broadway and Nordstrom, which opened later, 46.6 percent of retail sales in Brea were transacted in the mall. Net sales were estimated at \$100 million, of which 1 percent was \$1 million.

McShane contended that if taxes amounted to \$15,000 on a business, and the net profit was 5 percent, the owners would have to generate \$150,000 in sales to pay their taxes, or 25 percent of the total business for the year.

One speaker at the tenants' meeting spoke of a turndown by citizens of a civic center. What he referred to was an advisory straw poll in 1971, prior to the split of redevelopment areas into two and elimination of an area south of Birch and west of Randolph where a civic center was proposed.

With rare exceptions, the Horan residence being one, between the civic-cultural center and post office, the property where the mall and civic center were built was uninhabited.



TENANTS CONFER - Mike McShane (left) and Rose Marie Marr, temporary co-chairmen of the Brea Mall tenants committee, met with other tenants to decide when Jarvis-Gann property tax initiative.

(News-Times photo by Dave Taylor)

countering the assessment district established by the city. The assessment aims at recovering tax increments from the mall, lost through passage of Prop. 13, the Jarvis-Gann property tax initiative.

MAY 23 1980

Brea To Have Mail Owners Finance Center

By TRACIE CONE
Register Staff Writer

BREA—Owners of the Brea Mall will have to pay an estimated \$17.9 million over the next 25 years to finance construction of the city's new civic-cultural center.

The city council voted unanimously Tuesday to form a special assessment district, which encompasses the mall redevelopment project area, to fund the project.

But Robert Break, attorney for the five landowners—Homart Development

Co., Sears, Broadway, Nordstrom and May Co.—said Thursday his clients are considering a suit against the city. They have 60 days to appeal the decision in Orange County Superior Court.

Construction of the mall was aided by a city redevelopment project prior to passage of Proposition 13. In exchange for funding streets, sewers and water hookups—designed to induce major firms to develop the area—the city expected to gain increased property taxes.

But passage of Proposition 13, which lowered property taxes, left the city short the \$17.9 million needed to pay off bond debts for construction of the civic-cultural center next to the mall.

Senate Bill 55, in response to Proposition 13, allows cities to form special assessment districts to tax landowners directly benefiting from a special project.

City attorney Jim Markman told the council that more business would be generated for the mall by

its close proximity to the center. And he said property values in the redevelopment area skyrocketed because of the capital improvements made by the city.

But, Break maintains, the mall and civic-cultural center benefit the entire community and the burden to pay the debts incurred should not be placed solely on the mall owners.

He said rent at the mall would almost triple when the assessments are passed to the tenants by the owners.

Mall tenants testified they would be forced out of business if higher rents were passed on to them as a result of the assessment. And some complained that because they do not live in Brea, they have no vote in city politics.

"Levying a tax on merchants who have no vote spells taxation without representation," said Rose Marie Marr, owner of Tiffany's Bakery. "It appears to me that the city of Brea cannot live within its means."

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Fullerton, Cal.
NEWS-TRIBUNE
(Daily) MAY 12 1980

Cultural Center

BREA—Progress reports on exhibits planned for the new Civic-Cultural Center will be presented during a meeting of the Cultural Arts Commission at 6 p.m. tomorrow at Pioneer Hall, 500 S. Stevers Ave.

The meeting will also include a discussion on plans for "Brea Night at the Cabaret," the theater opening in the center in October.

Tenants plan counter-attack

Council unanimous on Mall assessment

Civic-center benefit labeled 'Hogwash'

By Dave Taylor
News-Times Staff Writer

Battle plans were expected to be drawn this week by owners and tenants of Brea Mall to oppose city creation of a special assessment district in the area.

Its aim would be to recover tax revenue lost by Proposition 13.

The "tax increment" funds, based on heightened value of the property, would have been used to finance building of the civic-cultural center which is nearing completion and street, water and other improvements which are in existence.

By a 5-0 vote at its last meeting, the council approved action to set up the assessment district over the protest of attorneys for the developer, Homart, Inc., a wholly-owned subsidiary of Sears, Roebuck and Company; Nordstrom, and a spokeswoman for the mall tenants, Rose Marie Marr.

Robert Break, attorney for Homart and property owners, indicated that if "an action were taken by owners, it would be in the nature of what he called a "validation suit, which would seek to overturn the district as being invalid.

Marr said last Friday, after conferring with other tenants that a meeting was scheduled this Wednesday at a local restaurant away from the mall, to discuss what should be done. In response to a question, she said that depending on commitments, an attorney might be present.

Other speakers from among tenants at the mall during the council meeting were Bill Fryer of County Collection and Charles Rosen of Hansel and Gretel.

Mall developers have 60 days from May 20 to appeal the council's decision to the Orange County Superior Court.

Cost of the civic-cultural center is \$12.9 million with bonds repayable over a 25-year period.

Originally, before voters of the state approved Proposition 13, the property tax reduction measure, the financing mechanism to provide for surrounding improvements to the mall and building the civic-

Gobar indicated that recent property sales in the area were \$435,000 an acre, symbolizing the almost astronomical increase in property values from less than \$100,000 an acre in less than 10 years.

Wedin said he had been asked by Homart to discuss economic benefits of the mall and civic-center in another area and produced a brochure from Homart telling about the adjoining uses as a selling point to prospective clients. Break requested a postponement of the hearing because of some of Wedin's testimony and figures. He said it was improper to use Senate Bill 55 to generate funds for the civic and cultural center, scheduled to open in September.

Marr, representing mall tenants, presented a petition protesting what she said was "an irresponsible, ill-conceived proposal to tax the merchants," and put them out of business.

Charles Rosen of Hansel and Gretel, told of a similar incident which occurred in Hawthorne.

Marr said "we have yet to show a profit," adding "the city cannot live within its means" and is resorting to this action. She added that contentions by the city that the mall benefits from the civic-cultural center is "hogwash."

speaking for mall property owners.

The council passed a resolution determining that the properties to be assessed benefited from \$5.2 million in public improvements completed at public expense in the area of the mall.

The civic and cultural center was determined to be of direct benefit to the commercial area. Wedin said that there is an entrance to Nordstrom which allows for a bridge to be constructed joining the civic-cultural center to the mall and vice versa.

City officials said the properties are capable of bearing the burden of the assessment.

It was brought out in city discussion that real property taxes of the mall are lower than prior to Proposition 13, and profits can allow the property to assume the tax burden.

Tax allocation bonds in the amount of \$7.1 million were issued for the improvements and \$14.2 million in lease revenue bonds were issued for the center.

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More about

Mall assessment

Continued from page 1

cultural center was contained in the language of agreements signed by Homart, establishing there were two redevelopment areas then one commercial in the area of the mall and the other industrial, roughly between Imperial Highway and Lambert Road west of Brea Boulevard.

The valuation of the property was "frozen," and its increased valuation or tax increment, was earmarked for redevelopment. At the time, the property tax rate was based on assessed valuation which was 25 percent of property's current market value.

After enactment of Proposition 13, which reduced property taxes, the tax was based on 2 percent of assessed valuation of property and the property tax rate was reduced to a base figure, except for overrides already in existence. The rate was higher for property sold after Proposition 13.

Because of this the state legislature passed Senate Bill 55. It allowed affected cities which lost "tax increment" funding to substitute for the method by using the assessment district.

At the time of the establishment of the redevelopment project area, a redevelopment agency was formed, which consisted of the same five people serving as the city council.

Marr said she and other tenants in the Mall had no objection to paying for the site improvements but did object to paying for the civic-cultural center.

She said they believed that their rents might be tripled if, as anticipated, the ownership of the Mall passed on its added tax load to the tenants.

The council, after hearing from protesters and reading a majority protest from the owners during a 45-minute break in the proceedings, took unanimous setting up the district and presumably setting the stage for legal activity.

Testifying on behalf of the city were James Markman, city attorney; Richard Hill of Municipal Services, Inc.; Alfred Gobar, an economic consultant; and City Manager Wayne Wedin.

In addition to Marr, speaking for tenant protesters were Break and James Geisz, the latter the attorney for Nordstrom,

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THE MALL
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TENANTS CONFER - Mike McShane (left) and Rose Marie Marr, temporary co-chairmen of the Brea Mall tenants committee, met with other tenants to decide when their next step would be taken and what it would be in countering the assessment district established by the city. The assessment aims at recovering tax increments from the mall, lost through passage of Prop. 13, the Jarvis-Gann property tax initiative.

NEWS TIMES
Weekly JUN 5 1980

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While contacting an attorney, the tenants are seemingly marking time to discover what Homart wants to do.

Homart's attorney indicated after the council session which established the assessment district that a "validation" suit might be instituted.

The aim of the suit would be to determine if Senate Bill 55 can be used legally to recover the "frozen" increases in assessed valuation of mall property with which to finance the \$17.8 million, five-level, 250,000 square foot civic and cultural center.

City officials said the tax rate dropped from \$9.50 per \$100 of assessed valuation to between \$4 and \$5.

None of the property tax on the mall goes to the city, it goes to the center.

During the course of the first meeting of tenants—another may be held the week of June 8, McShane said he suspects that the city could be sued for restraint of trade, since tenant rents could go up possibly 30 to 40 percent, making mall tenants' noncompetitive in the marketplace.

He said that in 1978, with two of the four anchor stores in the mall, leaving out Broadway and Nordstrom, which opened later, 46.6 percent of retail sales in Brea were transacted in the mall. Net sales were estimated at \$100 million, of which 1 percent was \$1 million.

McShane contended that if taxes amounted to \$15,000 on a business, and the net profit was 5 percent, the owners would have to generate \$150,000 in sales to pay their taxes, or 25 percent of the total business for the year.

One speaker at the tenants' meeting spoke of a turnaround by citizens of a civic center. What he referred to was an advisory straw poll in 1971, prior to the split of redevelopment areas into two and elimination of an area south of Birch and west of Randolph where a civic center was proposed.

With rare exceptions, the Horan residence being one, between the civic-cultural center and post office, the property where the mall and civic center were built was uninhabited.

pacific clippings

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DAILY STAR PROGRESS
Brea/La Habra

JUL 24 1980

350

LEGAL NOTICE

SUPERIOR COURT OF THE STATE OF CALIFORNIA
FOR THE COUNTY OF ORANGE

HOMART DEVELOPMENT CO., a corporation; SEARS ROEBUCK AND CO., a corporation; CARTER HAWLEY HALE STORES, INC., a corporation; THE MAY DEPARTMENT STORES COMPANY, a corporation; NORDSTROM REALTY, INC., a corporation.

No. 33-83-74
SUMMONS ON COMPLAINT IN VALIDATION ACTION; FOR DECLARATORY RELIEF; TAXPAYERS' ACTION FOR INJUNCTIVE RELIEF

Plaintiffs,

vs.

ALL PERSONS INTERESTED IN THE MATTER OF THE ESTABLISHMENT OF A SPECIAL ASSESSMENT AREA WITHIN THE CITY OF BREA AND THE LEVYING OF ASSESSMENTS, AS ADOPTED BY RESOLUTION NO. 80-58 BY THE CITY COUNCIL OF THE CITY OF BREA ON MAY 20, 1980, AND THE VALIDITY OF ALL PROCEEDINGS IN ANY WAY CONNECTED WITH THE ESTABLISHMENT OF THE SPECIAL ASSESSMENT AREA AND THE LEVYING OF ASSESSMENTS, CITY OF BREA, BREA DEVELOPMENT AGENCY; DONALD L. FOX; MELVIN J. LE BARON; SAL F. GAMBINA; NORMA D. HICKS; RON ISLES.

Defendants.

NOTICE: You have been sued. The court may decide against you without your being heard unless you respond by August 18, 1980. Read the information below.

AVISO: Usted ha sido demandado. El tribunal puede decidir contra Ud. sin audiencia a menos que Ud. responda antes del 18 agosto, 1980. Lea la informacion que sigue.

TO ALL PERSONS INTERESTED IN THE MATTER OF THE ESTABLISHMENT OF A SPECIAL ASSESSMENT AREA WITHIN THE CITY OF BREA AND THE LEVYING OF ASSESSMENTS, AS ADOPTED BY RESOLUTION NO. 80-58 BY THE CITY COUNCIL OF THE CITY OF BREA ON MAY 20, 1980, AND THE VALIDITY OF ALL PROCEEDINGS IN ANY WAY CONNECTED WITH THE ESTABLISHMENT OF THE SPECIAL ASSESSMENT AREA AND THE LEVYING OF ASSESSMENTS and to the other named defendants:

A civil complaint has been filed by the plaintiffs to determine the validity of an assessment area within the City of Brea and the levying of assessments as set forth in the title hereof.

All persons interested in the matter and the other named defendants, or any of them, who wish to defend this lawsuit or wish to contest the validity of his matter must appear and answer the complaint no later than August 18, 1980 by filing a pleading in response to the complaint.

YOU MAY SEEK THE ADVICE OF AN ATTORNEY IN ANY MATTER CONNECTED WITH THE COMPLAINT OR THIS SUMMONS. SUCH ATTORNEY SHOULD BE CONSULTED PROMPTLY SO THAT YOUR PLEADING MAY BE FILED OR ENTERED WITHIN THE TIME REQUIRED BY HIS SUMMONS.

Unless defendants City of Brea, Brea Redevelopment Agency, Donald L. Fox, Melvin J. Le Baron, Sal F. Gambina, Norma D. Hicks, and Ron Isles so respond, their default will be entered upon application by the plaintiffs, and the plaintiffs may apply to the court for the relief demanded in the complaint, which could result in garnishment of wages, taking of money or property, or her relief.

Dated: July 18, 1980.
LEAL)

By: LEE A. BRANCH
Clerk
MARILYNN PERRIN
Deputy

THAM & WATKINS
Joseph A. Whelanlock Jr.
Scott K. Brock
David F. Pursel
3 Newport Center Drive
Newport Beach, California 92660
(415) 752-9100
Attorneys for Plaintiffs

Published: Daily Star-Progress, July 24, 30, Aug. 5, 1980.

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santa ana, calif. 92711

The REGISTER

Daily JUL 29 1980

Brea Mall Owners Fight Civic Center Assessment

By TRACIE CONE, Register Staff Writer

BREA - An attorney for the owners of the Brea Mall said the city acted illegally by imposing an assessment district on the mall to finance a new civic-cultural center.

David Pursel also said a suit filed recently on behalf of his clients takes the position that Senate Bill 55, which authorizes special assessments by cities on properties that benefit from a particular service, is unconstitutional.

In May, the city council approved a \$17.8 million assessment on mall owners over a 20-year period to bail out the financially-troubled civic facility. The mall is owned by Homart Development Co., the Broadway, Sears, May Co. and Nordstrom's.

The facility adjoins mall property and city officials said the mall will benefit directly from its proximity.

In the suit filed in Orange County Superior Court, Pursel argues that the entire city, not just the mall, benefits from the center.

"The civic-cultural center is not a facility that creates a benefit for one particular small area, as the city contends," Pursel said. "It serves the entire community and therefore

should be financed by the entire community."

And Pursel argued that the city's contention that \$5.2 million in capital improvements to the area surrounding the mall also justifies the assessment is not valid.

"The capital improvements already have been paid for by my clients," he said. "The plaintiffs gave land to the city - including the land that the civic-cultural center is being built on - in return for the promise that the improvements would be made at no cost."

Pursel also argued that under SB 55, redevelopment agencies can levy assessments only when their debts push them near default. He said the Brea redevelopment agency did not face that problem.

Pursel said that he hopes to prove SB 55 unconstitutional because it is inconsistent with Proposition 13.

"Prop. 13 sets limits on taxes that can be levied on real property," Pursel said. "SB 55 short-circuits Prop. 13 and relieves the taxes that were removed by the proposition."

The cities of Hawthorne and Corona currently face lawsuits disputing the constitutionality of the bill.

Mall merchants, who

said they will be forced to absorb the assessment through the higher rents also have filed suit against the city. Attorney Marcus Merchison said his clients' suit also contends the assessment should not apply only to the mall area, but to the entire city.

City attorney Jim Markman said the arguments presented in the suits are the same ones the city council rejected when it made the decision to assess the mall owners.

Markman added that Homart reaped big profits from land sales as a result of the capital improvements.

"Homart bought the land for about \$30,000 an acre from Union Oil Co.," Markman said. "After the city installed new water lines, aligned the streets and made other improvements, Homart sold the land they didn't need for the mall for up to 20 times what they had paid for it."

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NEWS TIMES
Weekly

JUL 17 1980

Tenant suit certain

\$1.2 million civic center tax headed for courtroom showdown

³²
by Dave Taylor
News-Times Staff
Writer

Both the City of Brea and Homart Development Co., officials agreed Monday that it appears certain a suit will be filed against the city and redevelopment agency by Homart and the major tenants of the Brea Mall to test the validity of the assessment district formed by the city.

The suit is expected to be filed in Orange County Superior Court on or before this weekend.

A letter from the manager of the Brea Mall, Kathy Tiefenhardt, has been sent to a mall tenant saying the suit should be expected on or before Sunday, July 20.

Meanwhile, City Manager Wayne Wedin said that while he is optimistic that the case will be settled in Brea's favor and the assessment district will recover funds lost from Proposition 13, the property tax reduction measure. Wedin said he fully expects the suit to be filed. He added that, "It is only right that Homart would want to

protect its interests."

Wedin explained also, in response to questions, that the \$1.2 million payment from the 1980-81 budget for the civic and cultural center was coming from "an accumulation of money, a reserve if you will, which had been set aside from the 1978-79 and 1979-80 budgets."

The city will provide payment to the

redevelopment agency through a note which will be returned when the redevelopment agency receives funds, providing the court decides that recovery through assessments for the civic and cultural center funds is legal.

Wedin said that if the method is not legally validated, the city would then drop to a

(Continued on page 7)

Tenant lawsuit

(Continued from page 1)

second level of financing the (\$1.7 million civic-cultural center, through what he termed "redevelopment agency resources." There

financing for im-
provements such as
the civic-cultural
center in another
project area which
does not join it.
Wedin said he is still
mall tenants.

optimistic that the
matter of the legal
status of SB 55 can be
settled between the
city, redevelopment
agency and the major
mall tenants.

City of Brea, Mall Plan Out Of Court Settlement

By Tony Saavedra
DSP Staff Writer

BREA — City and Brea Mall negotiators have agreed to settle legal differences over a \$17.8 million local tax assessment levied against the mall two years ago.

The move, announced during Tuesday's City Council meeting, signals a clear road for the proposed \$35 million construction of a major luxury hotel between the mall and the city's civic center.

Brea planners have characterized the mall site as the perfect spot for the envisioned 14-story, 300-room complex.

However, before city and mall planners can move ahead on the hotel idea, separate lawsuits filed by the mall and its merchants protesting the assessment must be settled.

After roughly four months of informal negotiations, Mayor Ron Isles said the litigants will ask the court to put the case on the back burner for 120 days, allowing for an out-of-court settlement.

Ironically, the mall filed suit in July 1980 and has been awaiting judgment for nearly two years.

Isles was optimistic Tuesday about reaching a formal agreement with the four department stores, 41 specialty stores and the Homart Development Co., which operates the mall.

"We're close to crossing the T's and dotting all the I's," said the mayor.

The controversy centers around the 20-year assessment charged by the City Council in May 1980 after Proposition 13 reduced the property tax increments paid to the city by the mall.

Those taxes were intended to finance the \$14 million Brea Civic and Cultural Center, which had run into financially deep water.

To cover the debt, city policymakers enacted Senate Bill 55, which authorized special assessments by cities on properties that benefit from a particular service.

In this case, the city said mall owners would profit from the proximity of the civic center.

The litigants' recent "agreement to agree" hinged on a council decision Tuesday not to collect the mall's assessment this year, conceded City Manager Wayne Wedin.

By merging two redevelopment areas within Brea, the city's redevelopment agency was able to cover the cost of the civic center. Thus, the mall was let off the hook after paying its first \$1.2 million installment on the assessment.

Last fall, the redevelopment area containing the mall and the center was combined with

another Brea redevelopment section consisting of east and western industrial areas.

Wedin said there was enough tax increments generated in the industrial areas to cover the shortfall in the civic-center area.

However, he warned that the merger was both a safeguard and a sign of good faith. The council could split the areas and assess the mall at any time.

"If we're going to litigate this assessment it would behave us to have a security position and cover our bets," said Wedin, explaining the merger.

"Besides, the fact that we didn't make an assessment this year shows our intent to try and solve the problem."

Mall owners have steadily argued that the assessment short-circuits Proposition 13 and is therefore unconstitutional.

However, Jim McAdam, Homart development director, agreed that it was time to extend the olive branch.

"The welfare of the Brea Mall and the community is interrelated and it's our belief the optimal approach for neighbors is to resolve differences through discussion rather than legal means," said McAdam, in a city-released press announcement.

Isles said the perimeter for a formal agreement on the lawsuits have been set, but he hesitated to release any details.

Nevertheless, Isles said Pacific Architects and Engineers, the city's prime candidate to develop the hotel, would probably make a presentation to the council shortly.

And the mayor admitted this was an optimistic indication of things to come.

Robinson's outlet OK'd for Brea Mall

By Mark Berg
D&P Staff Writer

BREA — It seemed there wasn't a shadow of a doubt that the addition of a Robinson's department store to Brea Mall would be approved by the Planning Commission Tuesday night, but an architectural feature at the top of the proposed structure roughed up the otherwise smooth approval.

Plans depict the Robinson's as a large white plaster and marble building, graceful in its simplicity, subtle in its detail. One of those details is recessed shadow bands that run around the top part of the two-story edifice that city planners said should be

made more obvious. And while the bands caused a rut in staff's blanket recommendation for approval of the plans, commissioners voted approval for the shadow highlights after hearing arguments from the project architect.

"We have a very subtle arch element around the building," said K. N. Hayakawa, president of the project architectural firm. "The intent is to create a soft shadow line. By changing that you totally change the (desired effect)."



MORE MALL PLANS — An artist's rendering shows the Robinson's the Brea Planning Commission approved for addition to the north end of Brea Mall. The store is expected to be ready by next summer.

Brea Mall unveils part of new look

Major renovation shows countywide trend

By Jennifer Lowe
The Orange County Register

Margie Bursiaga strolled the bright new wing of Brea Mall, sizing up its recently opened stores like a veteran shopper.

"I can't believe how big the mall has gotten," said Bursiaga, a La Habra homemaker who shops at the mall three times a week. "I like it way better than MainPlace and South Coast Plaza."

The 13-year-old Brea Mall, owned by Corporate Property Investors, is the latest of Orange County's malls to unveil part of its ongoing renovation, costing \$120 million.

Within the last few months, 17 stores have opened in Brea Mall's new 95,000-square-foot expansion wing, which will house 45 stores by late fall. The wing brings the mall's total leasable space to 1.24 million square feet, and is anchored by a Nordstrom store that nearly doubled in size when it rebuilt and reopened last year. At the other end will be a Robinson's store, opening in the summer of 1991.

Orange County's 12 regional malls have been on a cosmetic spending spree. As costs to build new malls soar and space becomes precious, almost every mall in the county has turned to a makeover to update, become upscale and remain competitive.

Last fall, Newport Center Fashion Island finished a five-year, \$115 million makeover; Westminster Mall celebrated the end of its two-year, \$10 million face lift at the end of last year; Huntington Center in Huntington Beach is in the middle of a five-year, \$15 million renovation; and The City Shopping Center in Orange is completing a \$1 million touch-up job.

MainPlace/Santa Ana plans to add a May Co. department store and 20 smaller stores, while Laguna Hills Mall and Buena Park Mall both are scheduling major overhauls.

A number of the new stores at Brea Mall are decidedly upscale — the same names shoppers

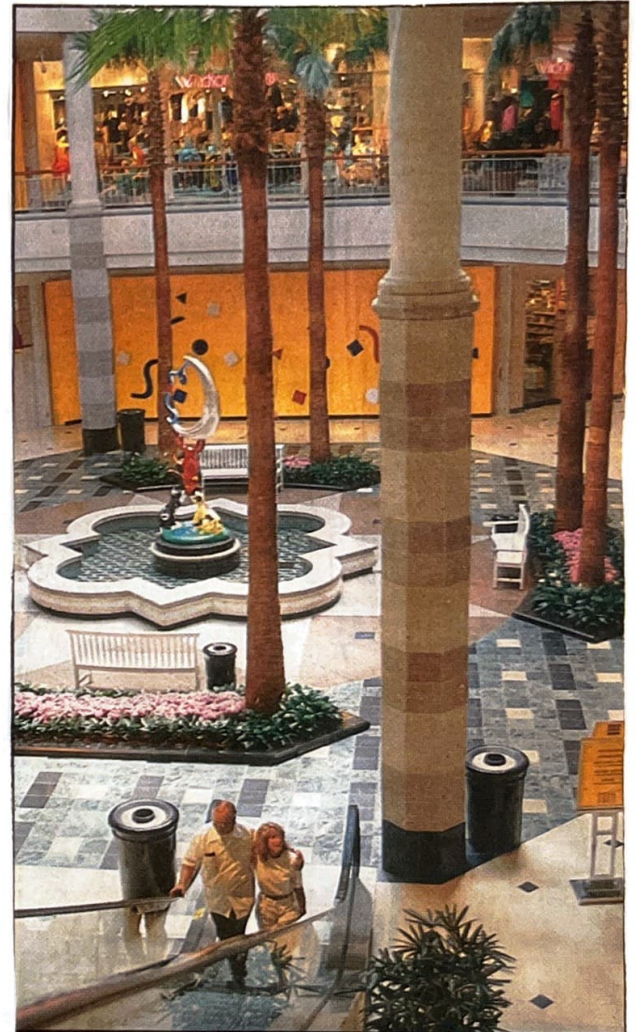
might find at South Coast Plaza. Among them: Ann Taylor, Eddie Bauer, Godiva Chocolatier, The Nature Company and Talbots.

"When you look at our customer, we have to go more upscale," said James Charter, the mall's general manager. Mall marketing surveys show the average household income of Brea Mall shoppers is \$56,000, he said.

"And there's a lot of building going on here," Charter said. "In the next five years, you'll see a very different Brea."

Brea Mall ranked second in annual sales at malls throughout the county in 1988 (the most recent year for which figures were available), posting \$188 million. The leader was South Coast Plaza in Costa Mesa, with \$624 million. Westminster Mall was third at \$182 million. By the end of its renovation, Brea Mall projects reaching annual sales as high as \$300 million.

Charter said the mall's new look gives it a definite toehold among the competition, but not just in Orange County. The center, just a few miles inside the Orange County line, hopes to siphon customers away from malls in Los Angeles, Riverside and San Bernardino counties, he said. The mall's owner is also talking of luring a sixth anchor store,



Clay Miller/The Orange County Register

This fountain is part of the \$120 million Brea Mall renovation.



Construction is continuing on the exterior of Brea Mall as part of the shopping center's makeover.

Brea Mall, just a few miles inside the Orange County line, hopes to siphon customers away from malls in Los Angeles, Riverside and San Bernardino counties.

Court recently expanded. Brea Mall began renovating in 1987 by preparing a spot for the new Nordstrom store, which moved from what is now the center of the new wing to its present location.

In 1988, two parking decks were constructed, and the dated interior — earth tones, red floor tile and ficus trees — was replaced with a look featuring Italian marble flooring, new carpet and palm trees.

Recent additions include two fountains designed by European artists, each of which cost more than \$100,000.

New stores at Brea Mall

Most of Brea Mall's new stores began opening in April, and the final stores are expected to be finished this summer and early fall. Robinson's will complete phase two of the renovation when it opens in the summer of 1991.

SPECIALTY

- The Bombay Company
- Brentano's
- Carl's Jr.
- Copeland's Sports
- Creative Gifts*
- Forty Love Tennis Shoppe*
- Godiva Chocolatier
- The Icing*
- Le Diplomate Cafe*
- Martin Lawrence Galleries
- The Nature Company
- Optiks
- Rooten's Luggage
- Teriyaki Palace
- Williams-Sonoma*

JEWELRY/ACCESORIES

- Bailey Banks & Biddle
- Ben Bridge Jewelers

Etcetera

CLOTHING

- Ames
- Ann Taylor
- Cache
- Charlotte Russe
- ClothesTime
- Eddie Bauer
- Everything But Water
- Jacques Vert
- Koala Blue*
- Mixit*
- 9 West
- A Pea in the Pod
- Sweats and Surf
- Sweats and Surf Kids
- Talbots*
- The Pendleton Shop*
- Westminster Lace

*Opening soon; Source: Brea Mall

MAY 31, 1990
D

Mall redesign called relatively painless

Reports say Brea center will fill shortly

By Dina Heredia
The Orange County Register

BREA — When it came to shifting retail stores around the Brea Mall during a 3-year-old renovation, General Manager D. James Charterer dealt much like a poker player shuffling a card deck.

The mall, at Imperial Highway and State College Boulevard, bought out or did not renew leases for about 12 stores, such as Fashion Conspiracy, House of Fabrics and Morrow's Nut House. About 15 stores agreed to remodel or move within the mall, such as Wilsons House of Suede, Brea Gallery and Bailey, Banks & Biddle Jewelers (formerly Slavick's).

Charterer and Corporate Property Investors, the mall's owner, also recruited stores such as Ann Taylor, Charlotte Russe and Godiva Chocolatier, which target upscale customers.

"During the transition, we had people moving into temporary space, including the food court, until their new locations were ready," Charterer said.

The mall's vacancy rate reached 5 percent, but Charterer estimated it will almost be fully leased once tenants are settled.

The mall recently unveiled a 45-store section on the former Nordstrom site. Nordstrom opened a 180,000-square-foot building next to the section, which added 95,000

Fix-up brought no sales change

The Orange County Register

BREA — The management of Brea Mall is overseeing a \$120 million face lift without the major loss of tenants or sales some county malls have experienced, analysts say.

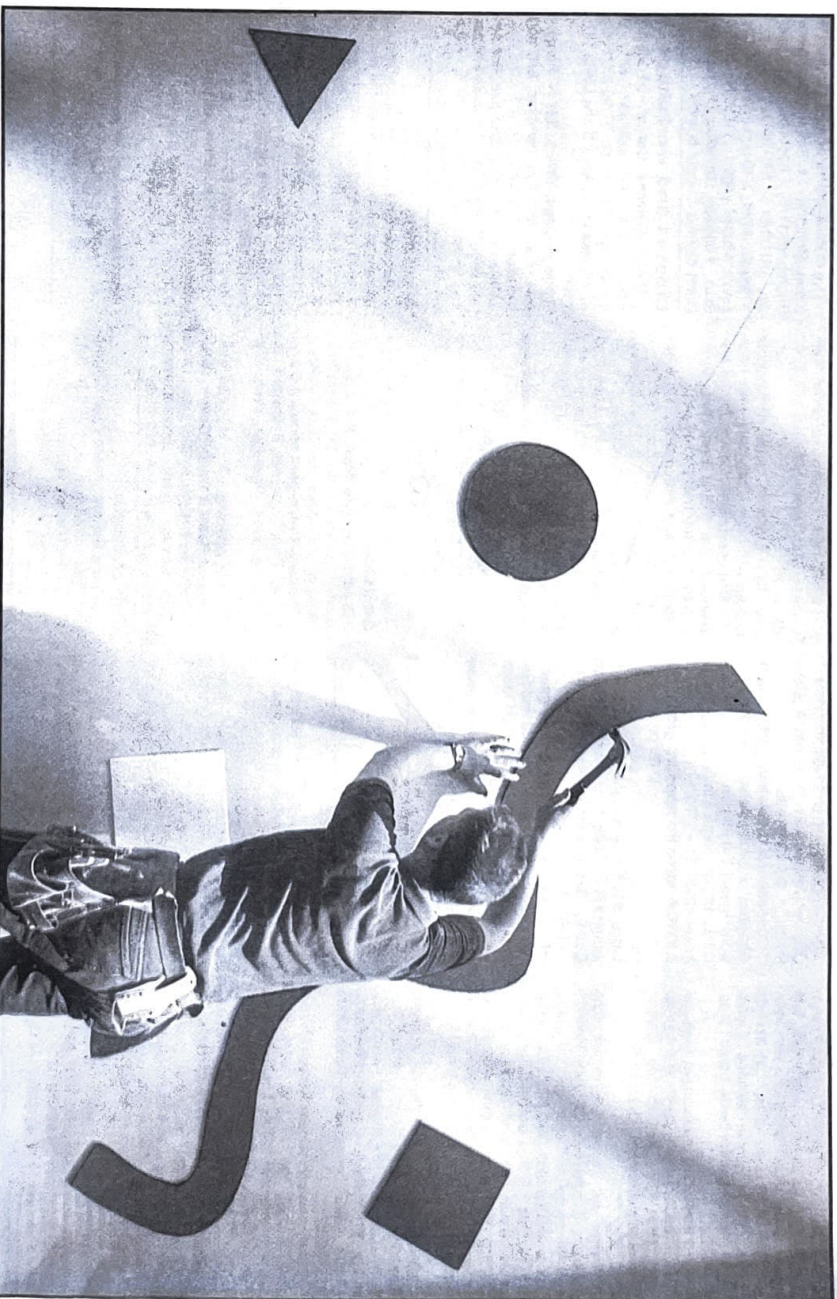
Westminster Mall, whose sales dropped from \$192 million in 1985 to \$182 million in 1988, bought out or did not renew leases of at least 17 tenants as part of a face lift last year.

MainPlace in Santa Ana, built on the former site of Santa Ana Fashion Square, brought in new stores to the nearly deserted area, including anchors Nordstrom and Robinson's, when it opened in 1987. Sales jumped from \$82 million while under construction in 1986 to \$181 million in 1988.

Brea Mall has the second-highest sales-to-square-footage ratio in the county—\$195 in 1988 vs. South Coast Plaza's \$225, said Al Gobat, a Brea analyst and economist. Brea Mall's sales were \$188 million in 1987, when the project began, and in 1988.

square feet to the mall. Square footage jumped from 900,000 to 1.2 million, including Nordstrom and May Co. additions.

"We think the renovation looks great," said Melanie Scotka, man-



Brian Durham of The Fineline Group works on a barricade at the Brea Mall. The false front is up while construction work is being done.

ager of Wilsons House of Suede. "The stores coming in are upper-class and are a plus for the mall." Wilsons is hoping to move to a permanent, 2,000-square-foot location next week after a two-month wait for construction to be completed, Scotka said. She said a move to a smaller, temporary site has hurt sales a bit, but that she expects sales to pick up after the area, and the mall was going to realign the area where the shop

MALL: Brea center reviving

once was, she said. The store is adding marble and mahogany wood interior decoration.

Roberta Nelsen, manager of Naturalizer West, said her store moved three times before settling near Sears on the first floor.

The remodeling "has been a gradual thing, but not a lot of people have left," she said.

However, Nelsen said she missed food-court businesses that left — the food court was one of the first areas to be rebuilt.

Losses included a May Co. restaurant that closed because of the store's renovation.

But she said the remodeling has been worth it.

"We got tired of the dust, but in the end, we were better off for it," said Nelsen, a Fullerton resident.

"I used to go to South Coast Plaza when I went shopping for myself, but now there is no reason to go anywhere else. There are things here, so I don't have to drive."

While Brea Mall had the right touch for acquiring so-called upscale tenants, a neighboring shopping center, Brea Marketplace, initially had difficulty.

In January, its owner, Lowe Development Corp. of Brea, changed plans for the 345,000-square-foot center by planning to build retail space rather than office space in a second phase. It recruited Marshalls, Circuit City, Kids R Us and Toys R Us.

Lowe also is building a retail section, Embassy Court, as part of its Embassy Suites hotel project. Watt Development Co. has won development rights for a shopping center in the downtown redevelopment area.

It is not fair to compare the Marketplace and other retail projects to Brea Mall because they target different types of tenants, said Wayne Wedin, a Brea councilman who acted as a mall consultant while expansion plans were under council review.

Parking structure features unusual surveillance



If you have ever walked by the parking structure east of Nordstrom at the Brea mall and had the unsettling feeling of being watched, you may be right. No, it's not a hallucination—because at the parking structure's top level is an

homage to the popular American pastime of shopping with a European twist. They're called gargoyles. They're funny, they're goofy and they just may be watching you.



Staff photos by Gary Gossett



Stroll through mall takes him back to England

For most, this is the memory-provoking time of year, and a stroll around the Brea Mall at Christmas is likely to waft one back to Yuletides past. For me, it was a return to the age of innocence, to pea-souper fogs, snow-covered tenements and groups of hardy neighbors caroling in the freezing night air.

The first mall store I checked out was the Wine Shoppe, and right there I recalled the ginger wine my parents let me sip Christmas morning — the only time Mum and Dad allowed alcohol in that London row house of ours. How that wine burned my throat, but the accompanying aura of sophistication made it all worthwhile.

Radio Shack's impressive stock of the very latest in electronic equipment sent me back to boyhood days and our old Cossor wireless, powered by a wet battery that we had to take to Jones' shop to be recharged. It had better be functioning after dinner at 3 p.m. Christmas afternoon because we, along with the rest of the nation, sat back and listened to King George VI's traditional broadcast, made in that painfully-halting voice.

Morrow's Nut House — we never saw nuts out of their shells and would've avoided them even if we had because half the fun was shelling the things. Alongside the open fireplace, in the kitchen which was the room we live in, was a long fork on which we

impaled chestnuts for roasting on Christmas night.

The Toy Box displays the newest in playthings as well as old favorites like Monopoly and the ubiquitous teddy bear. I stood there momentarily enveloped in childhood Christmases and ineffable joy and thrill of waking in the small, frigid hours and seeing my presents in the dim light all piled at the foot of my bed. In England, the gifts aren't placed under the tree by Father Christmas (never Santa Claus) but at one's bedside. Only when I reached the age of comprehension did I realize what Mum and Dad had had to go without to buy me all those treasures.

The mall's two bookstores, B. Dalton and Waldenbooks have quite overwhelming inventories to please very taste. Whatever became, I asked myself, of that set of Dickens, red-bound and handsomely gilt-lettered, that Mum and Dad gave me for my 11th Christmas? How I gloried in "A Christmas Carol" each Yuletide after and how I rejoiced when miserly old Ebenezer Scrooge got his comeuppance. "Bah! Humbug," indeed!

The Tobacco Locker's very name transported me to that Christmas when by brother Denis turned green after smoking his first cigar. And, those ads for Craven A cigarettes that audaciously claimed that cigarettes

were good for the throat: "For your throat's sake, smoke Craven A."

Tiffany's Bakery and memories of Mum's Christmas cake, oozing with fruit, marzipan and icing. Oh, yes, and those unforgettable sausage rolls. Let's say it once and for all, "you simply can't get comparable sausages in this otherwise enlightened land."

Enticing aromas emanate from the mall's numerous and well-pattonized eating establishments. The fragrance of frying bacon is a cinch to time-capsule me to Christmases when, as a London butcher's boy, I delivered Christmas chickens (our working-class customers couldn't afford turkeys) on a cumbersome black bicycle with a front carrier. My boss' wife, bless her well-meaning heart, would fortify me against the rigors of a bitter winter with thick slices of bread fried in deep bacon fat — very deep and very fat.

Woodlawn has a fine selection and variety of unique gifts including some eye-catching ceramic dogs. No jewelry, though, unlike the London shop where I spent my last three-shillings-and-sixpence on a necklace for Mum, only to learn she already owned one of the same. I wept when they refused to exchange it in those days before customer satisfaction was as finely honed as it is today. That relatively minor incident remains one of my bitterest recollections.

The mall's Santa Claus village is the most pleasing that veteran "mallers" have encountered; and that snow looks real! How comforting, in this age of cynicism — of indifference — to see children on Santa's knee being photographed by dotting parents. Those youngsters have yet to reach

Brea beat

By Leslie Stuart Carter

the age of "clausability," the point when we stop believing in Santa Claus.

Back at Christmas, 1897, 8-year-old Virginia O'Hanlon pondered about Santa and wrote her local newspaper, the *New York Sun*, "Please tell me the truth, is there a Santa Claus?"

Sun reporter Francis P. Church's reply is one of the newspaper world's enduring editorials.

Church wrote in part:

...Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give your life its highest beauty and joy. Alas! How dreary would be the world if there were no Santa Claus. As dreary as if there were no Virginias.

No Santa Claus? Thank God! He lives and lives forever. A thousand years from now, Virginia, nay, ten times 10,000 years from now, he will continue to make glad the hearts of childhood.

Brea Beat is a regular feature of the Brea Highlander. Leslie Stuart Carter is a 22-year resident of Brea, a member of the Brea Historical Society and a native of London, England. He has written freelance articles for a variety of newspapers and magazines, most recently his work has appeared in the October issue of "Pennsylvania Magazine," and a story is scheduled to appear in "Los Angeles Magazine" within the next two months. Comments and suggestions for future columns are welcomed. Write or hand deliver to 1227 E. Yorba Linda Blvd., Placentia 92670.

Big mall project gets OK

Brea center area to increase by 1991

By Robert Frank
The Register

BREA — The City Council unanimously approved plans Tuesday for a \$120 million project that will increase Brea Mall's area by 60 percent.

Council approval was needed before construction could begin, although the mall owner already has begun preparing for the expansion by tearing down an ice-skating rink and removing part of the parking lot.

The three-year, two-phase project would add two department stores — a 180,000-square-foot Robinson's and another major department store yet to be revealed — and 75 smaller shops to the mall.

Brea Mall already has four department stores and 136 smaller shops. The expansion will increase the size of the mall from 990,000 square feet to 1.5 million square feet.

The council also approved variances to city zoning codes that would allow restaurants inside the mall to serve alcoholic beverages.

In other action Tuesday night, the Brea City Council:

- Increased the amount of mileage reimbursement for employees who drive personal cars for city business from 21 cents a mile to 22½ cents. The move is expected to increase the city's cost for mileage reimbursement from \$4,200 a year to \$4,500, city officials said.

- Accepted a bid of \$380,000 from Fischbeck Construction Inc. for construction of an additional classroom at the Brea Senior Center.

- Raised the amount the city pays the five planning commissioners from \$50 a meeting to \$60. The Planning Commission regularly meets twice a month, with additional meetings called as necessary.

AN EMPTINESS AT THE MALL



Jack E. Hancock/Brea Progress

Brea Mall manager Dennis DeNaut, who has accepted a position as general manager of a mall in Santa Rosa, is shown on his last day of work in Brea.

Brea Mall manager
Dennis DeNaut leaves
to take a similar post
in Northern California

“ I can only hope the communities are the same
because Brea is such a unique community. ”

DENNIS DENAUT

Departing Brea Mall manager, on assuming
his new post in Santa Rosa

BREA PROGRESS

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Stores expand; mall officials seek 6th anchor

Macy's, Robinsons-May push out, Oshman's calls it quits while Laura Ashley moves in

By Danielle Benson
Brea Progress

Laura Ashley is moving in and two big guns at the Brea Mall are branching out.

Macy's and Robinsons-May are the latest anchor stores to expand.

"Macy's is adding 30,000 square-feet in three levels. Robinsons-May is adding 20,000 square-feet in two levels. But the creme-de-la-creme is that Laura Ashley is building a brand new store that is 10,000 square-feet," Retail Operations Manager Dennis DeNaut said, noting this will be the biggest Laura Ashley in Orange County. "Macy's had the right to expand and Robinsons is on this big expansion program in all their stores. Their business is strong and they are hoping to strengthen it even more."

Extreme-T, Enzo Shoes, The Icing Accessories and Deck the Walls Art Gallery also will call the Brea Mall home by the end of the year.

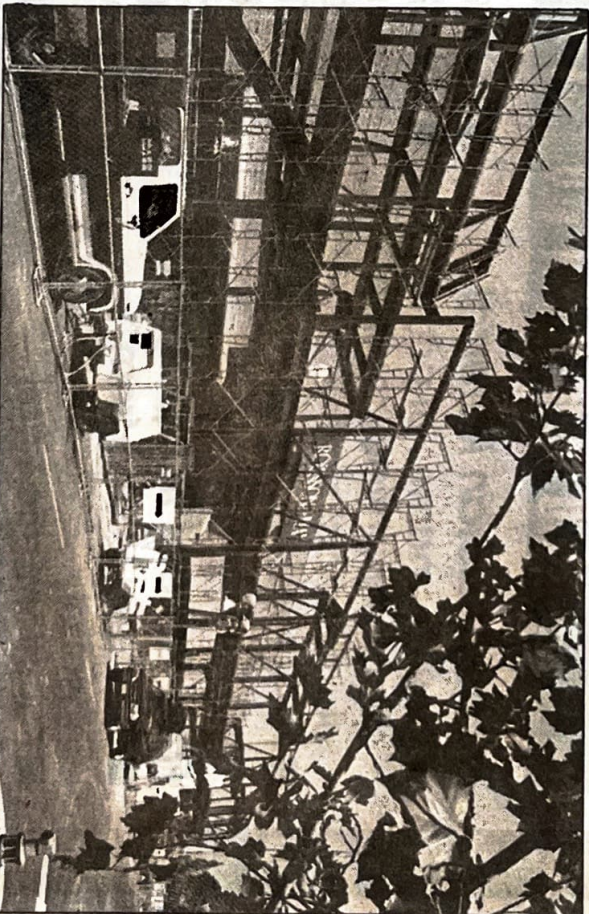
Mall retailers applied for more than 38 building permits from Brea's planning department for construction projects from January through Aug. 1996. Permits range from fire sprinklers to wall signs to the \$21 million Macy's expansion. Robinsons-May is spending more than \$1.5

million. Laura Ashley, which is moving in to the Oshman's Sporting Goods space, pulled permits for nearly \$300,000 worth of work, while other tenants plan to improve the visual quality of their stores.

"We have national retailers and a certain sophistication and history," DeNaut said. "Local owners recognize the need to keep a fresh new look in their stores."

The Brea Mall is ranked second in the county, next to South Coast Plaza in Costa Mesa with regard to size and sales. South Coast Plaza, the largest mall in California, takes up roughly 3 million square-feet and pulled in about \$80 million in sales in 1995. The Brea Mall—24,000 shoppers on weekends and 6,000-8,000 a day during the week—sprawls for 1.2 million square-feet, with more than \$330 million in 1995 sales. Sales are up more than 10 percent this year. DeNaut said, noting that construction has not deterred shoppers.

"The economy is good in Orange County and people are showing confidence in our area," DeNaut said, adding that shoppers don't mind driving the extra mile for the newer stores. Mall managers always consid-



San Bird/Brea Progress
Scaffolding surrounds Robinsons-May, one of five anchor stores at the Brea Mall. Mall retailers applied for more than 38 building permits from the city's planning department for construction projects from January through Aug. 1996. Robinsons-May is spending more than \$1.5 million to expand.

er expansion opportunities that will support the community's needs and the desires of loyal shoppers," DeNaut added.

"We have the right to bring in a sixth anchor, but with the department store mergers it has become difficult," he said, noting that Dillard's, Liberty House, Saks Fifth Avenue and Bloom-

ingdale are still options.

If a new anchor comes in, the store would probably jettison between Sears and Macy's, DeNaut said. When more space becomes available, Crate & Barrel is also on the invite list, he said.

The seven construction projects on the books are enough to contend with. DeNaut said most

projects should be finished by November when the holiday shopping season begins—20,000 shoppers a day, all fighting for a chance for one of the mall's 6,000 parking spaces.

"Our shoppers want something that is clean, bright, safe and fun," he said. "We try to provide that."