

Redesign ideas solicited

Residents brainstorm downtown Brea plans

By Luis Zaragoza
The Register

BREA — Residents want a welcoming and attractive downtown designed to reflect the city's history and stocked with residences, out-of-the-ordinary shops and entertainment venues.

Downtown also should be easy to get into and out of.

Those were some of the suggestions of 110 volunteers, most of them residents, who for eight hours Saturday brainstormed ideas for downtown's redevelopment. The session at Pioneer Hall was part of a three-day, city-sponsored planning project called "Brea by Design."

The intent was to involve residents from the start of the planning process to build support for the eventual redevelopment, city officials have said. Creating a successful downtown is essential to the city's future economic health.

The city hired seven design and planning professionals to provide technical advice to the volunteers. The project will cost \$25,000 to \$30,000, said city Development Services Director Jim Cutts.

A consultant coordinating the project is expected to complete a report for the City Council by Nov. 29.

"Everyone was so enthusiastic and willing to speak up," resident Inez Fanning said during a break in Saturday's discussions. "What's really miraculous is that a lot of us share a common vision. We had mixed groups, but we came to the same conclusions."

Thursday, October 12, 1989

Council members Clarice Blamer, Carrey Nelson and Wayne Wedin and Mayor Gene Leyton observed but did not participate in Saturday's discussions.

"I was thrilled to see such high participation by citizens of the community and their obvious commitment to try to help solve problems," Blamer said. "I didn't hear anyone who voiced an opinion who wouldn't listen to somebody else's."

The volunteers' ideas will be incorporated into proposals by three developers competing to develop a 22-acre commercial site on the northwest corner of Imperial Highway and Brea Boulevard, about a mile west of Brea Mall.

The proposals also must suggest possible development for the downtown area bounded by Imperial Highway on the south, Ash Street on the north, the Brea Canyon flood control channel on the west and Orange Avenue on the east.

Both areas are within the 300-acre Towne Plaza redevelopment area.

"Trees! Trees!" was one of many anonymous suggestions scribbled on large sheets of paper taped to the walls of Pioneer Hall. After a 90-minute bus tour, volunteers were encouraged to write

Please see BREA/17

NEWS

BREA: Trees said to be necessary for redeveloped downtown

FROM 1

down their ideas for downtown. By the end of Saturday's session, the sheets were covered with suggestions, ranging from brief notes calling for recreation facilities, such as bowling alleys, to detailed proposals with carefully drawn layouts of a new downtown. Trees, according to several suggestions, are essential to making downtown attractive to pedestrians.

Just as important, residents suggested, will be a mix of shops offering merchandise unavailable elsewhere — especially not in the neighborhood by Brea Mall. A future downtown that sets itself up to compete with the county's second largest mall is doomed to failure, economist Matt Disston said during an orientation meeting Friday.

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

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

ativity."

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

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

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

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

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

city Redevelopment Agency to compete to develop the site.

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

The finalists are:

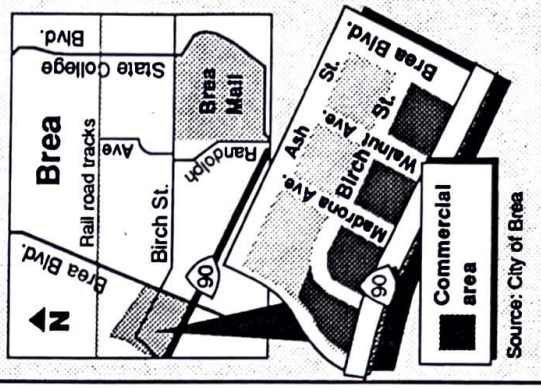
- The Trammell Crow Co., Orange. The company says it is the largest privately owned real-estate development company in the United States. It has developed 150 shopping centers throughout the country. Among its recent redevelopment projects is the Huntington Plaza shopping center in Monrovia.

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

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

Downtown planning

More than 100 residents and a team of urban planners met from Friday through Sunday to discuss ideas for the redevelopment of downtown. Participants focused attention on a 22-acre commercial area on the northwest corner of Brea Boulevard and Imperial Highway.



The Register

BREA DOWNTOWN CHARETTE

THE WEEKEND AGENDA

Thursday, October 5

Some of Resource Team arrives

Evening -- Dinner and last minute review of Charette Weekend Activities with Lead Consultant (City Manager & Staff)

Friday, October 6 -- Civic and Cultural Center - Executive Conference Room

- 12:30 P.M. - 1. Lunch and Briefing of all Resource Team Members
(City Manager and Staff)
- 2:00 P.M. - 2. Downtown Tour for Team
- 3:30 P.M. - 3. Discussion of Key Issues Impacting Downtown
- 4:30 P.M. - 4. Adjourn Briefing
- 6:00 P.M. - Briefing for Facilitators (Jim Cloar)
- 7:00 P.M. - Kick-Off Presentation
1. Light Buffet
 2. Welcome and Introduction of Council -- (Mayor)
 3. Review of Charette Purpose and Agenda -- (City Manager)
 4. Motivational Presentation -- "Revitalizing Downtowns Across The Country"
(Bob McNulty, Partners for Livable Places)
 5. Slide Show -- "What Makes a Successful Downtown?"
(Jim Cloar, Land Design Research, Inc.)
 6. Givens and Constraints
 - Public Improvements and Developments Underway (City Manager)
 - Market Research (Research Network)
 7. Review of Saturday's Program and Ground-Rules (Jim Cloar,
Land Design Research, Inc.)
- 10:00 P.M. - 8. Adjourn

Saturday, October 7 -- Pioneer Hall

Community Vision - Building Session

- 8:00 A.M. - 1. Continental Breakfast and "Awareness Tour" of Downtown
- 8:20 A.M. - 2. Buses Leave for Tour
- 10:00 A.M. - 3. Return to Pioneer Hall and Contribute to "Impression Board"
- 10:15 A.M. - 4. Small Group Workshops -- "Creating a Vision for Downtown"
- 11:45 A.M. - 5. Workshop Reports to Large Group
- 12:15 P.M. - 6. Light Lunch
- 1:00 P.M. - 7. Small Group Workshops
- 3:00 P.M. - 8. Workshop Reports to Large Group
- 3:30 P.M. - 9. Summary of Issues of Consensus and Non-Consensus
- 4:00 P.M. - 10. Follow-Up Steps
- 4:15 P.M. - 11. Adjourn
- 4:30 P.M. - 12. "Homework" for Resource Team
- 7:30 P.M. - Dinner with Resource Team

Sunday, October 8 -- Civic and Cultural Center

8:30 A.M. Resource Team -- Work Session (With City Manager and Key Staff)

- 1. General Reactions to Friday and Saturday
- 2. Summary of Consensus and Non-Consensus Issues
- 3. Fleshing Out of Issues Where There Is Consensus
- 4. Discussion and Recommendations of Issues Where There Is No Consensus
- 5. Development of Rough Sketches, Illustrations, Maps and Visuals
- 6. Preparation for Council De-Briefing

5:00 P.M. Council De-Briefing (with downtown developers)

- 1. Summary of Issues Where There Is Consensus (With Team's Perspectives)
- 2. Summary of Issues Where There Is No Consensus (With Team's Recommendations)
- 3. Other Comments and Perspectives from Team Members
- 4. Reactions from City Council and City Staff



Brian Saul
Community
Representative

BREA BY DESIGN + THE DOWNTOWN CHARETTE

OCTOBER 1989

D
E
S
I
G
N
E
R

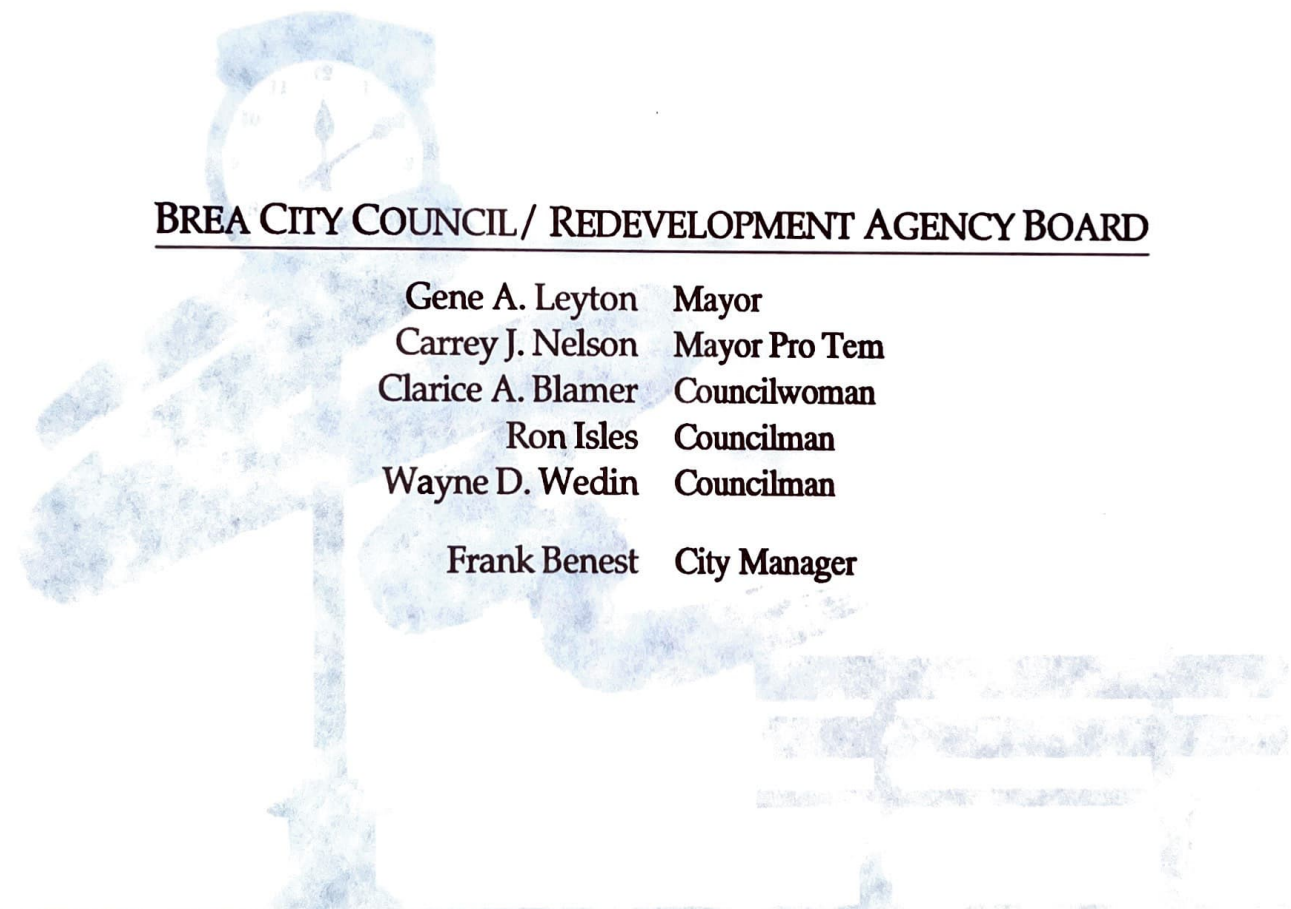


BREA BY DESIGN ♦ THE DOWNTOWN CHARETTE

DOWNTOWN VISION DOCUMENT

NOVEMBER, 1989

BREA CITY COUNCIL / REDEVELOPMENT AGENCY BOARD



Gene A. Leyton	Mayor
Carrey J. Nelson	Mayor Pro Tem
Clarice A. Blamer	Councilwoman
Ron Isles	Councilman
Wayne D. Wedin	Councilman
Frank Benest	City Manager

IDEA BY DESIGN • THE DOWNTOWN CHALLENGE



BREA BY DESIGN ♦ THE DOWNTOWN CHARETTE

Table of Contents

1	A Vision for Downtown Brea, California
2	Shaping the Vision
3	Agreeing on the Essentials
7	Agreeing to Disagree
8	Creating a Conceptual Plan for Downtown Brea
9	<i>Conceptual Map</i>
15	Finishing the Work
16	In Closing
17	Appendices



*"The type and
character of our
town center will
define who we are
and who we will
become as a
community."*

Brea By Design: A Vision for Downtown Brea, California

To take hold of our future and forge a vision for downtown development, the City Council conducted "Brea by Design—The Downtown Charette."

In early 1989, the City of Brea began the process of selecting a qualified firm to develop approximately 22 acres of land within its historic downtown. Proposals were to include a recommended Master Plan for a 50-acre area including and adjacent to the project. This critical site, much of which has already been acquired and cleared by the Brea Redevelopment Agency, is located at the highly visible intersection of Brea Boulevard and Imperial Highway.

Because of the prominence of the site, and the Redevelopment Agency's extensive holdings in areas to the immediate north and east, this project is a likely forerunner of the future character and quality of our downtown, the heart of the community. Accordingly, the City Council was anxious to ensure that development is not only economically viable, but that it also clearly involves broad community input and helps implement a larger vision for downtown.

A unique format was devised to ensure that proposals by the developer-finalists would be guided by the aspirations of our citizens, while reflecting both innovation and feasibility.

The resulting community workshop, or charette, occurred over a one and one-half day period, October 6 and 7, 1989. It was followed on October 8 by an all-day study session involving a multi-disciplinary resource team of outside, urban development professionals working with top-level City staff.

These efforts have resulted in this Vision Document for downtown Brea. This document provides a measure to evaluate the quality of the immediate development proposals and, more importantly, serves as a long-term guideline and standard for public and private actions.



Shaping the Vision

On the evening of October 6, 1989, over 100 Breans took on the role of "Community Designers", and gathered in the City Council Chambers of the Brea Civic and Cultural Center for an orientation program to set the stage for the charette.

Following an official welcome by Mayor Gene Leyton, participants heard presentations by Robert McNulty, President of the Washington, D.C.-based Partners for Livable Places and by James A. Cloar, Principal with Land Design/Research, Inc. and lead consultant for the charette. Their presentations highlighted how other communities across the country have revitalized their downtowns through creative community planning, amenities and public improvements.

Frank Benest, Brea City Manager, provided a description of "givens and constraints" which, though few, would serve as minimal parameters for the discussions and decisions to be made over the next two days. At the conclusion of the evening, Matt Disston, Principal of the Research Network Ltd., reviewed the results of a study of major market conditions in the area. Findings concluded that there were strong potential markets for housing and retail in the downtown. The office market was considered to be more problematic.

continued



On Saturday morning, the "designers" began their day with an Awareness Tour throughout downtown, with special emphasis on the core area targeted for development. Participants were encouraged to pause at specific locations and record their impressions in the Tour notebooks. Upon returning to the workshop site, the "designers" shared their thoughts on a series of Impression Boards, placed on the walls of a large meeting room. A sample of these impressions is included in Appendix B. The remainder of the day was spent in small group workshops with discussions led by outside facilitators.

During the morning session, the groups focused on a series of challenge questions asking where downtown is, whom it should be for, and what elements it should contain. During the afternoon, the groups addressed more specific issues and made recommendations, sketching their proposals on base maps of the downtown area. Periodically, groups were combined to share reports on their progress. In the final session, the entire group of "designers" joined to hear an evaluation and synthesis of consensus and non-consensus items evolving from the day's activities.

On Sunday, City staff met with the Charette Resource Team in an all-day session to review the results of the community workshop. The Resource Team translated the ideas and recommendations offered by Charette participants into a conceptual plan for the downtown area. At the day's conclusion, the Resource Team presented its recommendations to the City Council, with representatives of the developers looking on.

"Quality!

Quality!

Quality!"

Agreeing on the Essentials

The "community designers" arrived at consensus on the following general themes to be incorporated in the development of the downtown area:

- ✓ **Establish a new identity.** Downtown should be a visual and symbolic focal point for the community.
- ✓ **Create quality development.** High standards of design and architecture were especially stressed throughout the day by all participants.
- ✓ **Make Brea for Breans.** The downtown should appeal to residents of all ages and all backgrounds.
- ✓ **Create attractions for public enjoyment.** It should contain a variety of opportunities for people to spend their leisure time.
- ✓ **Link downtown with other areas, especially to the Civic Center and the Brea Mall.** These areas should be connected both visually and functionally so that they reinforce each other.
- ✓ **Preserve a sense of history and heritage.** There is a sensitivity to the historic context of Brea and to some of the remaining historic structures as well as to the uses, activities, scale, and other features of downtown from years gone by.
- ✓ **Encourage round-the-clock activities to foster vitality.** Downtown should be alive and active in the evening and weekend hours as well as during the normal business day.
- ✓ **Provide varied housing.** Housing for a range of income and age groups should be provided in the downtown. Creating a nearby diverse resident population will help support the downtown economy and its leisure activities.
- ✓ **Provide for traffic needs.** Streets and other traffic facilities should be designed to adequately meet transportation needs while not becoming barriers between segments of the community.

continued

As these general themes evolved, the groups consistently suggested a number of more specific ideas to be explored:

- ✓ **Arts and cultural activities** should be a significant element in the downtown.
- ✓ **The oil industry heritage** is unique to the community and should be reflected somehow in downtown's development.
- ✓ **The views of the hills**, which provide a dramatic backdrop to Brea, should be preserved and emphasized.
- ✓ **Birch Street as a local street** is becoming increasingly important, especially as a link between downtown and the Civic Center/Mall area.
- ✓ **The use of trolleys, "red cars" or other transit** should be explored in order to encourage mobility within downtown without having to rely on the automobile.
- ✓ **Downtown development proposals** should help improve the **pedestrian environment**, including promenades, sidewalk treatment and streetscape improvements.
- ✓ **Street trees, landscaping, parks, and greenbelts** should be incorporated into downtown development at every opportunity.
- ✓ **Facades** should have consistent treatment, with special attention to the ground floor and its impact on the pedestrian environment, reinforcing downtown's unique character.
- ✓ **Recreational uses** for Breans of all ages, including senior citizens, youth and families, should be available within downtown.
- ✓ **Various retail services** are needed, such as a home improvement center and a grocery store.
- ✓ **The flood control channel** is an important potential amenity and should be improved and capitalized upon through landscaping and other treatment, including a potential linkage to Arovista Park.

continued

✓ The **Brea Boulevard environment** is significant, both historically and from the volume of traffic it is projected to accommodate. Therefore, the redesign of Brea Boulevard must be sensitive to the historic ambience and to traffic needs.

✓ **Architectural design** throughout downtown should be consistent in character (though not uniform) and reflect high quality.

✓ The **"Brea Welcomes You" sign and the clock** at Brea Boulevard and Ash Street should be retained, though not necessarily at the same locations, as symbols of the community.

✓ **Special events**, such as a farmers market, should be produced on a regular basis to enliven and animate the downtown.



*"How do we
manage traffic
without creating
barriers?"*

Agreeing to Disagree

There were three specific items which were subject to various opinions by workshop participants. These included the width of Brea Boulevard between Imperial Highway and Ash Street, the retention of Birch Street west of Brea Boulevard, and the extension of Birch Street to the western portions of the community by means of a bridge across the flood control channel. The Resource Team recognized that there were a variety of options which would require final resolution by the Brea City Council.

After reviewing the recommendations by the Resource Team, the City Council subsequently decided that:

1. Brea Boulevard should be widened to a right-of-way of approximately 140 feet, with properties taken from both the east and west sides.
2. West Birch Street should be retained and extended westward from Brea Boulevard.
3. Construction of a Birch Street bridge across the flood control channel (or other means of improving traffic circulation) should remain under consideration, subject to resolving concerns about access, circulation, appropriate land use, and impacts on the West Birch Street environment.

*"Let's re-animate
downtown."*

"Tame the car!"

*"We need housing
to create a living
downtown."*

Creating a Conceptual Plan For Downtown Brea

Based on the results of the community workshop, the Resource Team developed a concept for the downtown area relating to the community's values and aspirations as expressed in the downtown charette. The conceptual map presented on the next page and described below was created by the Resource Team and describes how Brea might look and function if it is to respond to the goals of our citizens.

The core of the downtown lies within an area bounded by Imperial Highway, Orange Avenue, Ash Street, and the flood control channel. It is to be the focal point containing the greatest intensity of development and activity. It should feature an effective and vital mixture of land uses, with a high degree of foot traffic and shared parking.

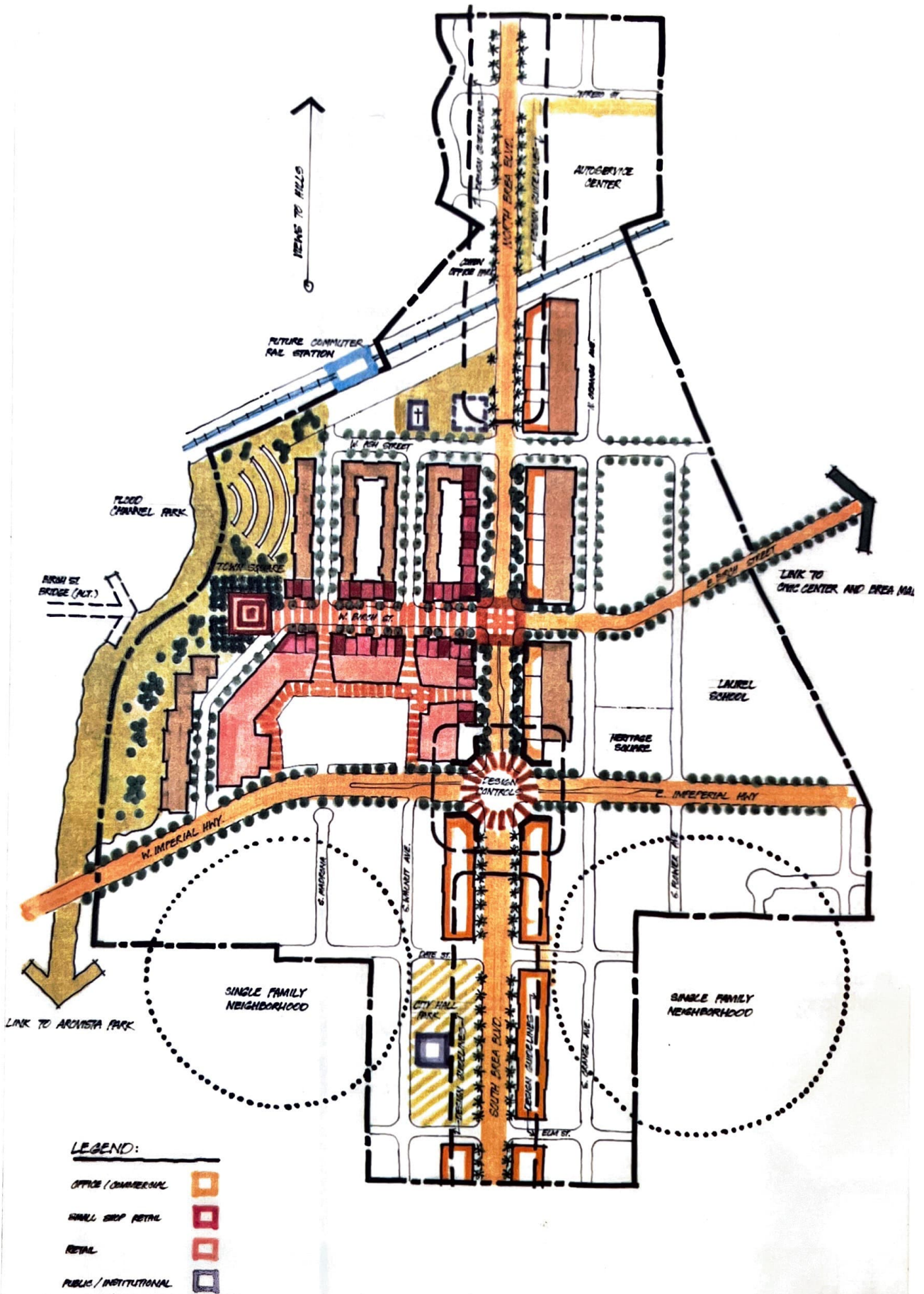
A shopping center should be developed facing Imperial Highway and west of Brea Boulevard. It should provide a variety of community services, with primary access from Imperial Highway. It should be served by primarily on-grade parking, with landscape and design treatment to enhance its view from Imperial Highway.

Brea Boulevard should be widened to a right-of-way of about 140 feet between Imperial Highway and Ash Street. It should be generously landscaped to provide a pleasant visual experience. It should have a distinctive parkway character which has a "town-like" quality, with trees in rows and straight curbs. It should feature wide sidewalks and a carefully designed median area intended to offset any potential barrier influences that might otherwise result from this street width.

On the west side of Brea Boulevard, additional specialty stores should be developed, complementing other commercial uses in the downtown core. On its east side, the uses should feature commercial development and professional offices with multiple family housing behind this development and extending to Orange Avenue.

continued





LEGEND:

- OFFICE / COMMERCIAL
- SMALL SHOP RETAIL
- RETAIL
- PUBLIC / INSTITUTIONAL

West Birch Street should be designed with a village atmosphere making it the most important local street within downtown. In a sense, it replaces Brea Boulevard as the traditional walking street. Both sides of West Birch Street should feature street level specialty shops, cafes, restaurants, quasi-commercial/cultural uses, commercial recreation uses, and other commercial establishments, with housing and/or offices on the upper floors.

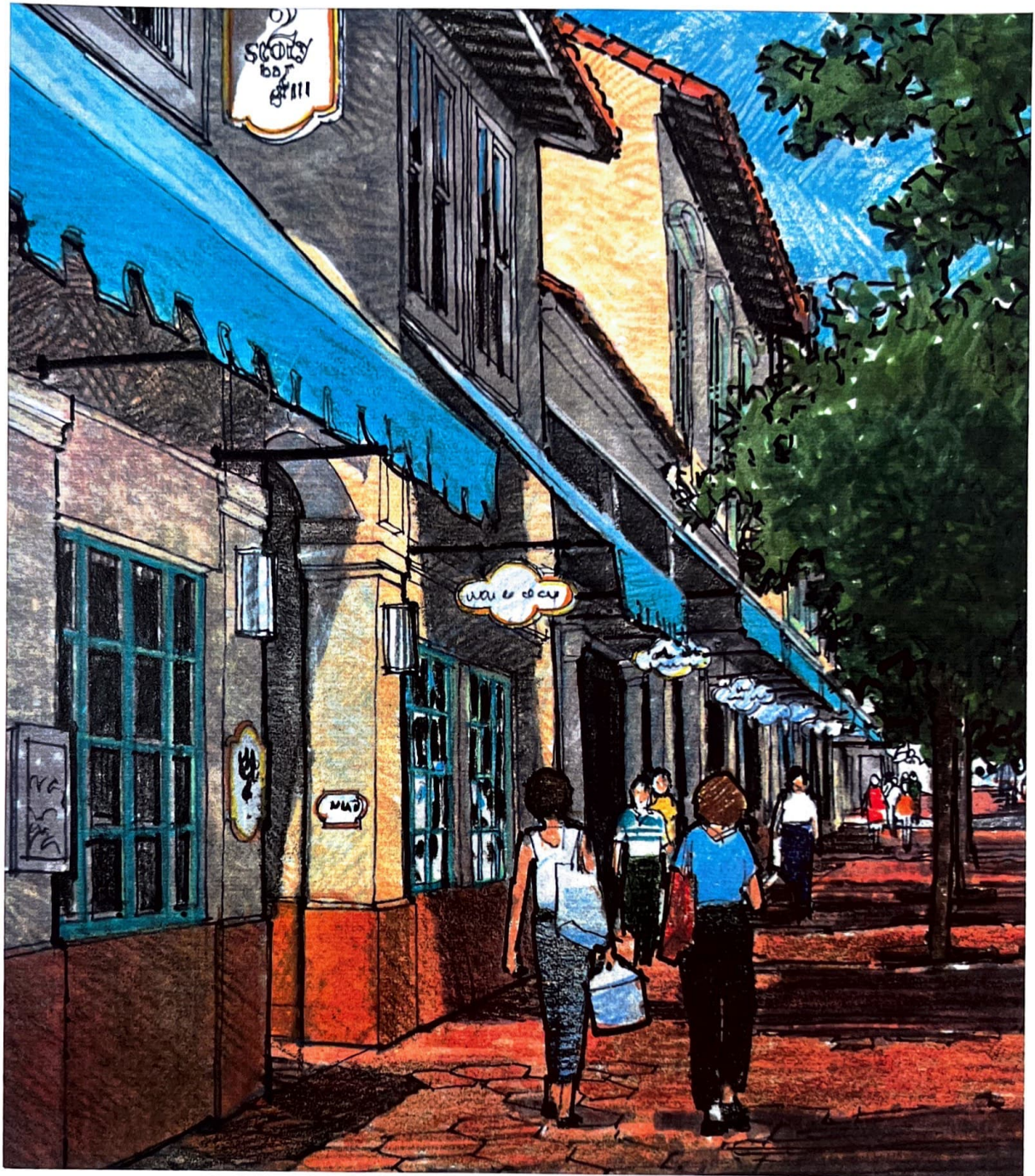
The development on the south side of West Birch Street should be incorporated physically and functionally with the community shopping center. Shopping center parking should also serve the Birch Street and Brea Boulevard establishments.

Throughout its length within downtown and extending east to the Civic Center and Brea Mall, **Birch Street** should be landscaped as a unified corridor, intended to provide a visual and functional circulation link. It might include the use of broad canopy trees and wide sidewalks to visually narrow the street.

The **flood control channel** and abutting land area should be transformed into a major community amenity. It should feature generous landscaping and possible retention of water (through inflatable or low water dams), linking downtown to Arovista Park. It should incorporate passive and commercial recreational uses.

At the end of West Birch Street, a **Town Square** public space should be created as a key locale for special events, cultural activities and community celebrations. Regardless of whether the Birch Street bridge is eventually constructed, the Town Square should be a focal point of the plan. Its layout and design should reflect several basic tenets: 1) the Town Square should provide a strong visual terminus to Birch Street looking west from Brea Boulevard; 2) it should offer a view of the hills north of Brea; and 3) it should be the hub of a series of cultural/recreational uses along the edge of the flood control channel and along Birch Street.

continued



Conceptual Rendering

North of the Birch Street retail spine and west of Brea Boulevard, the neighborhood should feature **new multiple family housing**. This residential location should be enhanced by its proximity to the Birch Street activities and the redeveloped flood control channel park. It should also reflect a traditional neighborhood design by retaining a **grid street pattern**. Development guidelines should insure that the housing area, as well as Birch Street, encourage diverse yet complementary architectural design.

Throughout the downtown, including the core but excepting the new shopping center, the historic grid pattern of streets should be retained. In addition to its functional and design benefits, the traditional grid pattern retains and emphasizes view corridors to the hills to the north.

Beyond the core area of downtown development, particularly to the north and south, the uses should be of less intensity though still of significant importance to downtown and the community as a whole.

Extending south, Imperial Highway will serve as a significant boundary. The **super-intersection** to be built at Imperial Highway and Brea Boulevard will be a major gateway to downtown. Special design guidance and criteria must be developed to ensure that all four corners make a very positive statement for the community. South of the intersection, design controls should also be established for both sides of Brea Boulevard.

The residential areas southwest and southeast of the super-intersection contain an important inventory of single family residential units. Additional efforts will be required to ensure their preservation and identity as neighborhoods, including the potential establishment of a "design overlay" district to preserve the character of the many **cottage-style, single-family residences** that presently exist.

City Hall Park and **The Plunge** are extremely important and unique features of Brea. This area should be protected and capitalized upon as an asset.

continued



Conceptual Rendering

The design of the new **Foursquare Church**, which will share a parking facility with the Missionary Baptist Church, is very important. This prominent location should feature a "town" architectural style, rather than a suburban character, in keeping with downtown. For instance, the entry and facade of the building should face the street and a public sidewalk, rather than the parking area. A site for a **rail station** to serve potential commuter rail should be reserved near the church complex.

The **Brea Boulevard frontage north of Ash** should feature service commercial uses. Further to the east, on Orange Avenue, the area should continue to develop, as it has, for residential purposes. The existing industrial uses immediately south of the railroad should be removed.

Brea Boulevard north of Ash should be developed similar to the width, landscape treatment, and other design factors as reflected on south Brea Boulevard, south of Imperial Highway.

The **Auto Service Center** north of the railroad and east of Brea Boulevard presents a dramatic opportunity for downtown revitalization. Design standards should be developed so that its appearance and access are in keeping with the overall downtown character.



*"This is a 'clean
slate' opportunity."*

Finishing the Work

As noted, there are several areas that need further study with respect to their specific implementation. These may include:

Design criteria for the Foursquare Church and related parking facility.

Design guidelines and standards, access control, and other criteria for development of the Auto Service Center.

The feasibility of retaining water within the flood control channel without compromising its drainage capabilities.

Possible design competition for Town Square/Flood Control Channel Park.

Design guidelines and standards, controls and incentives necessary to preserve and enhance the single family, cottage-type character of the residential areas south of Imperial Highway.

Design criteria for the properties adjacent to the super-intersection of Imperial Highway and Brea Boulevard.

Design criteria and controls for Brea Boulevard south of Imperial Highway and north of Ash Street.

Feasibility of using different architects throughout downtown to encourage diverse yet complementary design.

Using This Document

The preparation of this document was prompted by the imminent submission of proposals to develop twenty-two (or as many as fifty) acres of land northwest of Imperial Highway and Brea Boulevard. This Vision Document will be used as a part of the evaluation process. While the developers will have the flexibility of varying from the specific features outlined, they will be expected to demonstrate that their solutions are in keeping with or improve upon the spirit of the Vision Document.

Moreover, the Vision Document will be integrated into the Brea Towne Plaza Specific Plan, prepared in 1986. The Specific Plan will thus be modified to reflect more recent events and to include the input provided by Brea citizens through the charette process.

*"Such documents
often collect dust
without interested
developers or the
political will to
invest in
downtown.
The Brea Vision
Document will not
collect dust."*

In Closing

Brea's downtown is the heart of our community and has great historic significance for all Breans. Consequently, the City Council decided to involve a cross-section of residents, business people and other "stake-holders" in envisioning what our town center could become.

Brea has resisted the temptation to take a simple, expedient approach to developing our downtown. The "Brea by Design" Charette was an effort by the Brea community to take charge of our own destiny instead of leaving development solely up to developers. As was stressed by charette participants throughout the process, downtown development should emphasize "Brea for Breans."

While there were several areas where "community designers" agreed to disagree, the Charette generated a profound sense of consensus on the important aspirations and values necessary to guide downtown development.

"Brea by Design — The Downtown Charette" reaffirmed Brea's tradition of creative citizen involvement. The community vitality and commitment demonstrated during this process will enable Brea to realize the potential of our collective vision.

APPENDICES

APPENDIX A

Charette Participants

APPENDIX B

Sample of Impression Board Comments

APPENDIX C

Charette Evaluation Summary

Appendix A:

Charette Participants

The City of Brea expresses its appreciation to Jim Cloar, lead consultant from Land Design/Research, Inc. (LDR) for helping conduct the "Brea by Design" Charette. The City also recognizes Partners for Livable Places of Washington, D.C. for its special assistance.

The Resource Team

James A. Cloar, *Principal*

Land Design/Research Inc.
Columbia, Maryland

Terence W. Austin, *Principal*

Austin-Foust Associates
Santa Ana, California

Richard L. Botti, *Senior Principal*

Keyser Marston Associates, Inc.
Los Angeles, California

Donn Logan, FAIA, *Principal*

ELS/Elbasani & Logan Architects
Berkeley, California

Rob Wellington Quigley, AIA, *Principal*

Rob Wellington Quigley Architects
San Diego, CA

Andrew Spurlock, *Principal*

Spurlock Office
San Diego, California

"Community Designers"

Mary Albrecht
Craig Allred
Gordon Allred
Ross Andrews
Janice Audiss
David Behoteguy
Dori Breshears
Barbara Brown
James Burbidge
Mae Burt
Elaine Capps
Carl Clausen
Michael Cohen
Barbara Colgen
Carrie-Anne Combs
Carol Cooley

Greg Davies
Tammie Davies
Pat Davis
Tom Davis
Harry Delkeskamp
Rod Dickinson
Burnie Dunlap
Jacque Dunlap
Dorothy Durbin
Mark Edmiston
Joe Falco
Inez Fanning
Karl Fanning
Tom Flenniken
Don Fox
Pat Fox



Appendix A:

Charette Participants

"Community Designers"

Sal Gambina
Janelle Genilik
Michael Gerringer
Guy Gilbert
Rich Goedl
Pamela Grady
Seaton Greaves
Barbara Grenier
Irene Gresick
Gail Gruenwald
Kay Gunterman
Jim Hensel
Brad Hillgren
June Hills
Delaina Hofacre
David Hopkins
Dee Imp
Harold Ivy
Bernie Kilcoyne
Dan King
Charles Klobe
Dennis Koga
Jerry Kolb
Lorena Kolb
Sue Lavold
Marta Lopez-Digby
Rob MacLeod
Jim Madison
Ray Madsen
Greg Marine
Paul Marshall
Dave Martin
James G. McGrade
William G. McLaughlin

Jose Mendez
Betty Millen
Dean Millen
Gene Mills
Suseela Neti
Sherry Norman
Matt Page
Glenn Parker
Edward Pawlack
Bev Perry
Judy Randlett
Isabelle Rhymes
Amy Rudd
Brian Saul
George Saunders
Dan Schwartz
Don Schweitzer
Frank Schweitzer
Jose Segura
Catherine Seiler
Jacob Shin
Marie Sofi
Michael Stout
Al Tremayne
Barbara Vasquez
Bob Warren
Bob Wettlin
Carol Wolfert
Ray Wolfert
Martha Jane Wolking
Loren Wood
Bud Yoakam
Jerry Zylla

Developers

Alexander Haagen Company
Lance Aamot, Rick D'amato, Chris Fahey
Trammell Crow
Emilio Arechaederra, Herb Horowitz, Bill Schrader
Watt Commercial Development
Tom Craig, Al Cruz, John Hunter, Ron Phadnis, Bill Watt

Press

Daily Star Progress
Kelly Barron
Los Angeles Times
Jennifer Moulton
Orange County Register
Luis Zaragoza

Program/Core Staff

Frank Benest, *City Manager*
Jim Cutts, *Dev. Svs. Dir.*
Sue Georgino, *Redev. Svs. Dir.*
Denise Ovrom, *Asst. City Manager*

Appendix A :

Charette Participants

Facilitators

Rad Bartlam , *City Planner, City of Brea*

Rich Holmer, *Human Services Director, City of Colton*

Linda Malzek, *Housing & Grants Administrator, City of Burbank*

Brian Oulman, *Senior Planner, Colton Redevelopment Agency*

Rick Pruetz, *City Planner, City of Burbank*

Rob Quigley, *Rob Wellington Quigley Architects*

Andy Spurlock, *Spurlock Office*

Jennifer Thornberry, *Economic Development Director, City of Colton*

Tour Guides/Recorders

Mike Afram, *Admin. Intern, Redevelopment*

Gloria Edwards, *Admin. Asst., Redevelopment*

Mike Kamino, *Sr. Planner, Development Svs.*

Martha Lasser, *Admin. Asst., Redevelopment*

Chris Lissik, *Project Coordinator, Redevelopment*

Pat Shoemaker, *Sr. Planner, Development Svs.*

Pam Tarlow, *Admin. Asst., Development Svs.*

Terry Williams, *Admin. Asst., Redevelopment*

Media Services

Laurie Cottrell, *Asst. to City Manager*

Mike Maxfield, *Public Information Officer*

Scott Pettinger, *Media Specialist*
Glenn Ross, *Century Cable*

Other Staff

Roger Friesen, *Asst. Development Svs. Dir.*

Kellee Fritzel, *Admin. Intern, Community Svs.*

Alan Lawson, *Asst. Planner, Development Svs.*

Jennifer Lilley, *Admin. Intern, Development Svs.*

Brent McManigal, *Admin. Intern, Development Svs.*

Sam Peterson, *City Engineer, Development Svs.*

Barbara Powers, *Secretary, Redevelopment Svs.*

Jan Ross, *Secretary, Dev.Svs.*

Kerry Sharman, *Secretary to City Manager*

Warren Siecke, *Traffic Engineer, Development Svs.*

Jackie Spatafora, *Admin. Clerk, Development Svs.*

Doug Stevenson, *Admin. Asst., City Manager's Office*

Deni Tidland, *Admin. Asst., Community Svs.*

Nancy Whitehouse, *Deputy City Clerk*

Graphics/Design

Barbara Shaw, *Graphics Illustrator, Media Services.*

Brian Flynn, *Media Specialist, Media Services.*



Appendix B:

A Sample of Impression Board Comments

- ◆ "Keep the clock and 'Brea Welcomes You' sign".
- ◆ "Please, no Victoriana, ever! It is not part of Brea history".
- ◆ "We need people on the streets".
- ◆ "Birch should be the focal street, not Brea Boulevard. The intersection of Birch and Brea Boulevard would be 'downtown'.
- ◆ "I like the Old West look on Brea Boulevard. Regarding the storm channel, think San Antonio River Walk".
- ◆ "Extend Birch Street with bridge across flood control channel".
- ◆ "No bridge".
- ◆ "The trees on Ash Street provide much needed shade and give a feeling of permanence".
- ◆ "Downtown is scattered".
- ◆ "We need to preserve and enhance the history of Brea and its location — oil / hispanic heritage".
- ◆ "Let's have a pub like 'Cheers'".
- ◆ "Why can't the streets of Brea be a museum of artworks in themselves. Let's make Brea downtown a collection of architectural variation".
- ◆ "Bring back the skating rink".
- ◆ "Consider a sculpture garden as a focal point".
- ◆ "Align sky marks (e.g., church crosses) so they stand out directly against the hills".
- ◆ "Soften the streetscape by adding appropriate benches and landscaping".
- ◆ "This charette is a stroke of genius — well done".

Appendix C:

Charette Evaluation Summary

So What Did You Think?

At the close of "Brea by Design - The Downtown Charette," community designers were asked for their opinion of the charette process. Below is a summary of the responses from the evaluations.

Q - *What did you think of the Friday night kick-off?*

A - "Organized; informative." These two opinions dominated the responses to this question. Specific positive comments were made about the dinner, the calibre of the speakers, and the fact that everything was "on time." Some people, however, felt the program was a little too long.

Q - *How helpful was the Awareness Tour? What did you like and/or dislike about it?*

A - For the most part, participants felt the tour was productive, although several people commented that they knew downtown well enough and could have skipped the tour. Many people said that walking gave them a new perspective of downtown, one they had never gotten by simply driving through the area.

Several people felt the tour guides could have been put to better use by actively participating and not just reading from the booklet. Others wished they had more time to walk and explore; some would have liked to have received the booklets sooner so they could study them.

Q - *What did you think of the small group discussions? How did they help contribute to the vision?*

A - Most people felt the use of small groups reporting to the larger group was very productive. It was viewed as an unique way for a large number of participants to contribute to a common vision and still give everyone the opportunity to provide meaningful input.

Many respondents mentioned the feeling of cooperation, mutual respect for the opinion of others, and the ability for everyone to put in their "two cents worth." Many hope some of the results are actually used.

Constructive comments included a lack of time to adequately complete the task as well as the need for better ways to physically express themselves, possibly more maps or room for individual sketching.

Q - *Any other comments?*

A - The number one response was the need for follow-up and to have their views incorporated into the Vision Document. A few doubted any positive action would result from the charette, but most viewed the process as just a beginning and appreciated that the City was willing to listen. "Keep listening" was the message.

Some people commented on how this process exemplified the Brea spirit, the willingness of Breans to participate, and the genuine commitment by the Council to obtain citizen participation on City policy and development decisions.

Q - *What is your overall evaluation of the charette?*

A - "Fantastic" -	47
"Good Effort" -	27
"Okay" -	0
"Not worth it" -	0

Other comments included "interesting and stimulating," "very well organized," and "Brea has a lot of creative people."

