

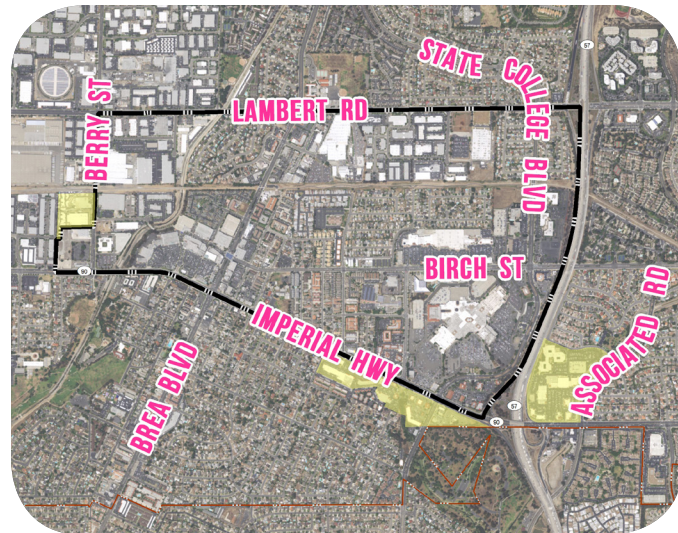
THE PROJECT

The City of Brea has begun a collaborative effort with the community to prepare a long-range plan for the heart of the City. This fact sheet is the first of several that will be prepared during the Brea Core planning process to answer commonly asked questions and provide information on draft elements of the plan.

WHY?

Why is the City preparing the Brea Core Plan?

- » The **regional economy has changed over time**—how people shop, where they want to live and work, and the community lifestyle they want. The Brea Core planning process will look at opportunities for new land uses that will make the area **economically stronger** and more desirable to live, work, shop, and play.
- » The Brea Envisions process has led to a series of **strategic initiatives** to be explored in more detail throughout the City. The Brea Core Plan process will be the first effort to define how Brea Envisions is implemented in a key area of the City.
- » The Brea General Plan Housing Element identified **opportunity sites** for workforce housing in the Core area that need to be evaluated and defined.
- » The City needs a current, comprehensive plan for the Core area to guide future investment, development, and public improvements. The planning process will take a **proactive** approach to current and future development proposals.



WHERE IS THE BREA CORE AREA?

The Brea Core planning process will focus on the commercial and industrial zoned properties in and around the Core area. During the planning process, the final boundary will be further refined.

WHAT WILL THE BREA CORE PLAN DO?

- » Evaluate and establish land use designations, **zoning** regulations, and **design** guidelines for future changes to existing uses and new development.
- » Address improvements to **streets, sidewalks, and public spaces**.
- » Provide an opportunity to continue the Brea Envisions conversation and dig deeper into the **community's values and vision** for the heart of the City.

HOW DOES THE BREA CORE PLAN RELATE TO BREA ENVISIONS?

- » Through the Brea Envisions effort, the community identified a desire to **balance growth** and change with the need to maintain the **“small-town” feel** of community life. This planning process continues the community-led effort to identify what to **preserve, change, or improve** in the Core area.
- » During the Brea Envisions effort, the community identified a need for **workforce housing** where appropriate for the area. The Brea Core planning process will address this in more detail.
- » The Brea Core Plan will draw upon the initiatives in Brea Envisions to prepare land use alternatives, policies, regulations, and an **implementation** program.
- » The following **Brea Envisions initiative areas** will be explored during this process:
 - Healthy, Active, and Pedestrian Friendly Community
 - A Diverse Mix of Businesses
 - Balanced and Responsible Growth
 - Workforce Housing
 - Leisure, Culture, and Open Space
 - Public Safety
 - Transportation
- » The Brea Envisions Committee will participate in the Brea Core Plan to provide input throughout the process.
- » The Brea Core Plan will not affect the right of any existing business to continue to operate, nor will it result in the taking of anyone’s property.

WHO IS PREPARING THE BREA CORE PLAN AND WHAT IS THE TIMING?

- » The City is leading the effort.
- » The process will be conducted in two phases: **Phase 1**, Information Gathering and Vision; **Phase 2**, Land Use Analysis and Specific Plan document and Environmental Impact Report.
- » Phase 1 will be completed early next year. Phase 2 will start immediately afterward and take 12 to 18 months.

HOW CAN THE COMMUNITY PROVIDE INPUT DURING THE PROCESS?

- » This process will provide a variety of ways for the public to give input during **workshops**, at booths during **community events, pop-up events, online**, and at community meetings.
- » The City’s objective is to reach out to residents, business owners, and workers in the City and specifically in the Core area so that the community knows about the planning effort and has a **voice** in shaping the final plan.



**STAY
INVOLVED
&
UPDATED**

Go to breacore@cityofbrea.net to stay connected throughout the process.