



888 W. Big Beaver Road, Suite 200, Troy, MI 48084
 248.792.5075
www.bosc.com

Brea Plaza Living Narrative March 2025

Introduction

Brea Plaza is the premier shopping center in North Orange County located at the intersection of two major highways, CA-57 and Imperial Highway. The Plaza is situated on 15.58 acres with over 158,000 sf of retail. It is at the center of the affluent city of Brea in the heart of Brea's thriving dining, shopping, and entertainment amenities.

Under BOSC's 32-year ownership, the property has undergone renovations in 1993, 2010, and 2024 to ensure its continued position as a premier shopping center. As a result of this thoughtful stewardship and investment, Brea Plaza is home to tenants such as Total Wine, Mother's Market, Chick-fil-A, Chipotle, Panera, AT&T, FedEx, DSW, Jared's, Lucille's, and more.

As a result of the changed retail environment caused by Covid and evolving shopping, living, and business needs, it is now time for Brea Plaza's next evolution to include a residential component that will allow the Plaza to remain a premier shopping center for Brea residents and visitors. BOSC's recent and proposed updates to the Plaza were carefully crafted in pursuit of the following objectives:

- Replacing an obsolete 1,100 seat movie theater and associated surface parking with usable and vibrant retail space and homes for 120 Brea households, including below-market rate units located on-site.
- Reduce the size of the shopping center by 8,000 square feet of retail space thereby reducing traffic from existing project.
- Adapt to the evolution in restaurant business, as 65% of business is now carryout and delivery, further reducing parking required for dining uses.
- Retailers such as Mother's Market, Total Wine, DSW, all of the restaurants, and others have implemented mobile ordering and rapid pickup, thereby reducing parking demand.
- Closing off access to the adjacent Mercury property assures no Brea Plaza traffic goes through the nearby residential neighborhood, thereby keeping traffic off Greenbriar and Redbay. Most drivers accessing the Plaza are anticipated to use Imperial Highway.

Project Data

Property Address: 1639 E. Imperial Hwy, Brea, CA 92821
 Legal Description: APN: 319-391-01, 319-391-02, 319-391, 319-391-03, and 319-391-04
 PBK 80X PG 42, PAR 1

Concept

- Create a mixed-use project to complement existing retail at Brea Plaza and provide necessary multifamily housing for the City of Brea.
 - Project includes (4) stories of apartment units with total area of 118,620 sf on top of (2) stories parking structure with total area of 43,451 sf. The parking structure includes a main lobby and supporting office, mailroom and bike room located at the ground level. The apartments include three different unit types spread between level 3 through level 6: studio, one bedroom and two bedrooms. The project includes a fitness center, community room and an outdoor terrace located at the 6th level.
- Prior upgrades to Brea Plaza have introduced a new contemporary architectural style for the shopping center. Building E was recently remodeled (as described below) with contemporary details that harmonize with other local buildings, such as Fogo De Chao and Brea Mall. The proposed apartment project would reinforce this contemporary architectural style at the Plaza.
- Note: The new project differs from the project previously approved by the Planning Commission and City Council in 2022 in that it is a much smaller scale project containing fewer apartments, less parking, and a net reduction in retail space. A separate project at the Plaza was approved on August 8, 2023, and contemplated demolition of a 21,460 sf movie theater and remodeled commercial Buildings E and G, with ground-floor retail and new second floors for office/retail use, with outdoor patios. Improvements to Building G will commence once the ongoing work on Building E is complete. All Building G expansion improvements approved as part of the project will not be completed and the building footprint will remain as shown in the plans for Brea Plaza Living. This 2023 project is currently underway and would not be affected by the currently proposed project.

Existing Conditions

- Zoning: C-G, General Commercial
- Site Size: 15.57 Acres, 678,229 Square Feet
- Building Size: 158,691 Square Feet
- Parking: 777 Parking Spaces (754 Parking Stalls + 23 Drive-Thru Queuing Spaces)

New Project

- **Requested Entitlements**
 - General Plan Amendment (GPA) No. 2024-01
 - Amendment of the General Plan land use designation from General Commercial to Mixed-Use II
 - Zone Change (ZC) No. 2024-01
 - Amendment of the zoning designation from General Commercial (Precise Development) to Mixed-Use II (MU-II)
 - State Density Bonus (DB) No. 2024-01
 - Reserving 5% of units for extremely low income households

- As a result, the project qualifies for: (1) unlimited waivers from development standards, as necessary to accommodate the project at the proposed density; and (2) one concession or incentive. The project requests waivers from the height limit, rear setback requirement, and private and common open space requirements. As a concession under state law, the project requests exemption from the Brea Art in Public Places requirement, which would otherwise require the expenditure of an additional 1% of the project's construction costs. These cost savings make it financially feasible for the project to offer 5% of its units to extremely low-income households. The residents of Brea Plaza Living will live in close proximity to existing public art located within the shopping center, as the same was provided in connection with prior improvement projects at the Plaza. Access to these existing art features will enhance daily life at Brea Plaza Living – for residents of the market-rate and below-market-rate units alike. The project also qualifies for four additional incentives under local law and requests deferred payment of development impact fees to certificate of occupancy. As waivers, the project seeks relief from existing height, rear setback, modified landscaping requirements to allow less than a 5-foot landscaped perimeter around the east and south portions of the multifamily building, and private and common open space standards.
- The project also qualifies for a reduced parking ratio, as described in Cal. Gov. Code section 65915(p).
- Precise Development (PD) No. 2024-01
 - 120 residential units and parking structure
- Conditional Use Permit (CUP) No. 2024-03 2024-04 & 2025-05:
 - Multi-family dwelling land use
 - An exception or modification to off-street parking requirements for the commercial component of the shopping center is required
 - Master sign program
- **Apartments – 120 Units – 118,620 SF**
 - Mix of Studio, 1 Bedroom, and 2 Bedroom units with below-market-rate units located on-site
 - 6 Affordable Units (currently targeting 5% of units affordable to extremely low-income households, subject to change)¹ will be available for rent, with access to all amenities in the community (listed below), and constructed concurrently with the market-rate units
 - It is our intention to meet the City's inclusionary housing requirement onsite and not pay in lieu fees.
- **Parking Structure – 43,451 SF**
 - 95 Spaces
- **Surface Parking**
 - 53 Spaces

¹ 120 x 0.05 = 6 affordable units

- Minimum of 16 Rapid EV Charging Stations
- **Building K Reconstruction**
 - Building K will be demolished and replaced with a smaller building – (i.e., 7,500 sf existing and approximately 5,000 sf proposed)
- Total New Building Size: approximately 162,071 SF

Parking

- The parking agreement with Mercury Insurance Company expires April 15, 2026
- Brea Plaza Living will fully self-park without the need for off-site parking
 - Mixed-Use property with apartments and retail has run a parking analysis with Arthur Black from LSA, including analyzing parking demand at peak times on multiple peak occasions and Brea Plaza Living fully self-parks.

Brea Plaza Completed Project ²

- Total Brea Plaza Site Building Size: Approximately 320,762 SF
 - Retail, Apartments, Parking Structure
- Total Brea Plaza Site Parking: 789 Parking Spaces (766 Parking Stalls + 23 Drive-Thru Queuing Stalls)

Apartments Amenities – For Apartment Residents Only

- Outdoor Terrace – Lounge Area
- Gym/Workout Facility
- Office and Conference Room
- Bike Storage Room

Architectural Style

- Brea Plaza Living will blend with the architectural style of the Brea Plaza retail renovation for a consistent high-quality design, both aesthetically and functionally

Apartments Noise/Sound and Air Quality

- Windows facing the freeway will be equipped with Window STC Ratings of 28-45
- AO applies different exterior surface depths and textures at west freeway side to break down the sound wave. Possibly utilizing certified acoustic window system with high STC rating to improve interior sound quality.

Apartments Trash Service Plan

- Building will have trash chutes.
- Door louvers to allow fresh air intake and circulation and add exhaust fans to allow odors to escape at higher walls and high roof.

Other Additions

² Including existing improvements, completion of current construction, and the proposed project.

- Improve signage for Brea Plaza.
- Improve Plaza and Community Safety.
 - Camera Surveillance System
 - Register at BreaPD.net

Public Benefits

- Much needed housing for the City of Brea
- Affordable Housing
- Generate Property Tax Revenue
- New Brea families will send students and funding to the Brea Olinda Unified School District which has been dealing with steadily declining enrollment
- Additional Temporary and Permanent Employment Opportunities
- Reducing traffic at Brea Plaza by reducing the retail space by 8,000 square feet
- Synergetic use of Retail and Residential
 - Residential provides much needed support for retail businesses
- Mixed-Use project offers chance to live, shop, and entertain without driving across town
 - Reduces traffic and pollution
- Proper utilization of existing resources/developed land and infrastructure
- EV Charging Stations
- Demand for rental housing
 - Both younger and older audiences want to rent
 - Housing prices unaffordable and renting is more practical for many
- Appropriate residential density for the project site, lower than would be permitted by invoking certain state housing laws