



1 Civic Center Circle, Brea, California 92821

www.cityofbrea.net

Check Out Brea's Historical Icons



The historic "Brea Welcomes You" sign once again greets visitors in the Downtown Brea. The sign, along with the Brea clock was recently installed on Birch Street as part of the downtown revitalization project.

The "Brea Welcomes You" sign was originally hung over Brea Blvd during a dedication ceremony in 1934. Hanging the sign during the Depression was very symbolic because it showed everyone in the town and to visitors that despite problems, Brea was doing okay. In 1994, 60 years later, a big truck smashed into the sign bending the arch out of shape. The sign was taken down at that time since plans had been approved to remove it anyway because of the Brea Blvd widening. Pieces of the sign were saved and put into storage. It was carefully refurbished and now resides on the northwest corner of Birch St. and Brea Blvd.

The Brea Clock perhaps isn't as old as it seems. The clock was placed on Brea Blvd in 1975 to advertise a clock shop in the old Brea Hotel building. It supposedly was acquired from an old train station in the Inland Empire, but its origins are uncertain. For years it was known as "Charlie's Clock" because Charlie owned the clock shop. When the clock shop closed, the City purchased the clock since it had become a city landmark. Over the years, the clock was continually taken down to be repaired. In 1979 a car ran into the clock causing major damage and it was some time before it was back on Brea Blvd. Just like the sign, the clock was saved and has been in storage since 1994. The Brea clock now graces the corner of Birch St. and Madrona in Downtown Brea.

During the past year, major restoration was done to get the clock back into good condition and working order. Experts created an exact reproduction of the clock face. The unique calligraphy of the original numbers and letters was recreated, as were the clock's hands. The inside mechanism was carefully taken apart, recast and put back together. The face itself is the original just repainted with some neon added so it can be seen at night. The casing around the face and the post and base are all original.

Several houses and various sites can be viewed on the [Brea Historic Resources Register](#). Next time you're in the downtown, take time to check out these historic icons.

