



THE VIEW FROM

Valencia



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News and Views of the Valley of Valencia

October 1967

FIRST HOMES IN THE FIRST VILLAGE ATTRACT CROWDS AND COMPLIMENTS



Up the wide paseo from the Orchard Village recreation club and through the pedestrian underspass they streamed that first Sunday... some strolling, some riding the electric trams... all admiring the care and planning that had gone into creating a truly new kind of neighborhood community. This photograph was taken the first Sunday the village was officially open, and expert "crowd counters" estimated about 4,000 people viewed the model homes that first weekend.

COLLECTOR'S ITEM?

This is the premiere issue of our new monthly newspaper "The View From Valencia," published by California Land Company, developers of Valencia.

We plan to send it (free, of course) to all the people who move to Valencia, as well as those who have an interest in our new community and perhaps even playing an active role in its development.

Our mailing list is far from complete at this point, so if you know someone who might be interested in receiving "View" every month, please send his name to California Land Company, Valencia, California 91355.

You may even want to keep this first issue. Who knows, by 1997 it may be something of a collector's item!

New Valencians rally 'round their new flag

The recent flag-raising ceremony on the village green in front of the neighborhood recreation club was highlighted by a symbolic chain-of-title ceremony. The newest Valencia residents received replicas of the chain of title of this historic Valencia ground which were prepared by Title Insurance and Trust Company.

Over the years, ownership of the property Orchard Village have included the King of Spain, 1769; San Fernando Mission, 1797; the Mexican nation, 1822; the family of Antonio del Valle, 1839; the United States government, 1848; the family of Henry Mayo Newhall, 1875; the Newhall Land and Farming Company, 1883; the California Land Company, 1967; Donald L. Bren and Edward C. Malone, co-builders of Valencia Homes, 1967; and finally, the first new residents of Valencia, 1967.

Rousing march music was provided by a band from the William S. Hart High School. After the ceremony guests, dignitaries and the first homebuyers of Valencia Homes withdrew to the clubhouse for a champagne reception, and the band played on and on for them.



Thomas H. Nielsen of California Land Company (left) shows Valencia's new flag to Senor Alvaro Moliner (right) Chancellor of Los Angeles' Spanish Consulate and Michael McGrath, one of the very first Valencia Homes buyers. The colorful flag has a white "rotella" on a field of dark blue, flanked by red and yellow stripes. It now flies outside the village recreation club, along with the flags of California, United States and Valencia, Spain.

Valencia Homes acclaimed

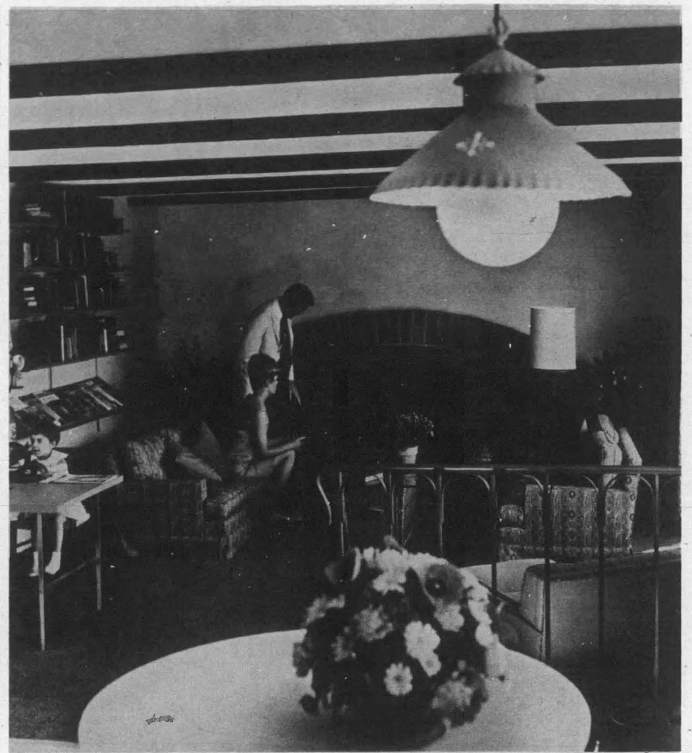
A rapid crescendo of sales of the homes in Valencia's first three units is an index of the popular approval they have achieved. Over 200 have already been purchased.

The appeal of the coordinated village community has combined with convenient home features and attractive design to earn enthusiastic response from Californians. Acclaim has come from designers, planners and builders in addition to home buyers.

In the seven models, quite different type homes for different kinds of family requirements are blended by a unified architecture. The exterior designs and colors have a Mediterranean aura. The shake roofs, exposed beams, rough-sawn wood and vaulted ceilings are reminiscent of our own Spanish West. But in efficiency of design and features, and thoughtfulness of plan, Valencia Homes are strictly contemporary.



This graceful circular staircase spirals down into the hospitable covered entry under a 17-foot ceiling as you enter the Mirador model.



The warmth of fireplaces, tastefully designed, adds to all of the Valencia homes. This one is in the spacious Encantada model, which can have as many as three fireplaces.

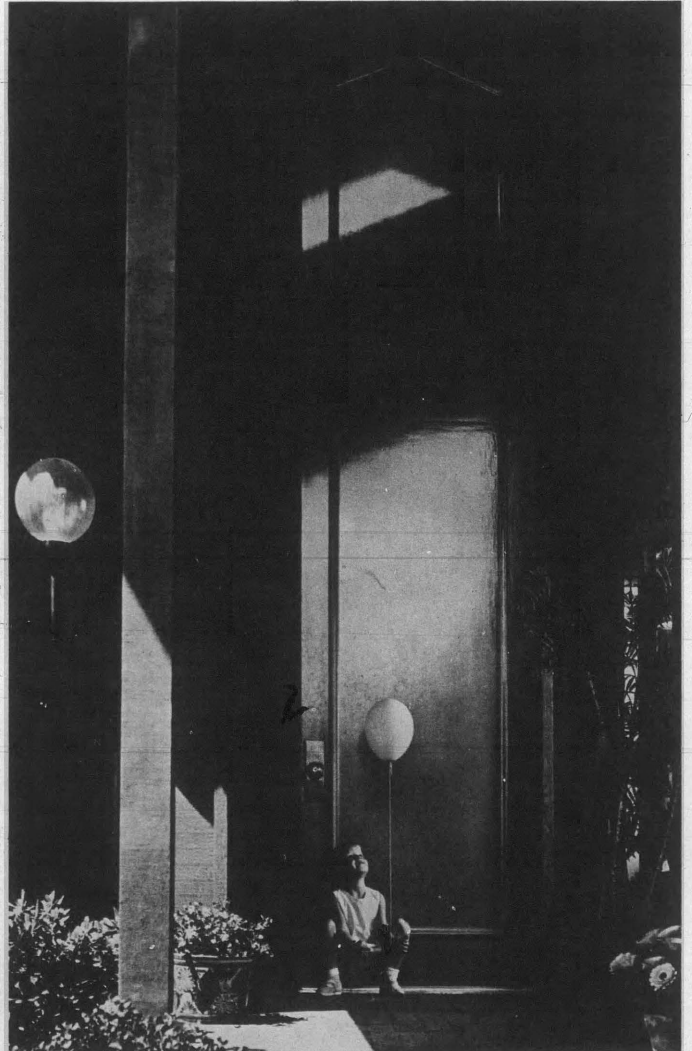


There is room for living in an elegant style in homes like the Serena model pictured above.

Meet the Architect

Edward C. Malone is a principal of the Valencia Homes construction firm, as well as its talented architect. Rangy and good looking enough to pose for a Marlboro ad (sorry, girls, he has a very attractive wife) Ed has a degree in architecture from the University of California. He also studied at the Escuela Superiore de Arquitectura de Madrid.

His designs for major civic and commercial buildings have won awards of merit, and last year he won the highest national award for residential design and quality. Among his design "credits" are the Summer House condominiums in La Jolla, La Paz Homes at Mission Viejo near Capistrano, and Rancho Santa Teresa in San Jose.



This "understated little 12-foot door," as one visitor dubbed it, is the impressive entry to the Terraza model, one of Valencia Homes' three walled villas.

California Institute of the Arts will move to new 60-acre Valencia campus



Walt Disney's dream school of the arts is coming to Valencia. The California Institute of the Arts has unveiled plans for building a unique college-level professional school of the creative and performing arts on a 60-acre site here.

The Institute, which was first conceived by Walt Disney, began in 1967 with amalgamation of Chouinard Art Institute and the Los Angeles Conservatory of Music. The school is moving here from its outgrown present home of four buildings near MacArthur Park in Los Angeles.

Building of the \$15,000,000 campus is scheduled to begin in March. Classes will begin in September of 1969, with an expected enrollment of 1,200 students.

The plans call for more than 40 classrooms and studios. There will also be three theatres, a concert chamber, music master classrooms, a film studio, a fashion workshop, two large galleries, and a major library using advanced audio-visual techniques:

In making the announcements at the Walt Disney Studios in Burbank the school's board chairman, Mrs. Richard R. Von Hagen, said the Institute would fill the need expressed by Walt Disney in serving as a total community of the arts where outstanding students in art, music, design, theatre and film, fashion and sculpture will receive education in every aspect of all the arts.

Roy Disney, president of Walt Disney Productions, expressed the commitment of the Disney family and foundation to the project. Disney stressed the deep interest his brother had held in the project and pointed out the importance of the project to the future quality of the arts, and in particular to motion pictures and television.

Mr. Thomas L. Lowe, president of Newhall Land and Farming Company which contributed approximately half of the new campus site, said his company was "proud to be a part of the development of the new campus for the California Institute of the Arts," which he described as "an imaginative and significant project."

Mr. Thomas Nielsen, president of the California Land Company developer of Valencia, predicted that the new campus will be "the cultural cornerstone of our new community." He added that, "the outstanding artists who will be attracted by the institute will give Valencia's future population an exposure to the arts which is unique."



Textron joins Valencia Industrial Center

Valencia officials join officers of Hydraulic Research and Manufacturing Co., a division of Textron, Inc., in adding the company's name plate to the growing roster of firms in Valencia Industrial Center. Representing Hydraulic Research in the recent ceremony were (bottom, left to right) S. A. Baker, vice president of operations, and C. M. Martenson, president and general manager. At top are Thomas H. Nielsen (left), president of California Land Company and Peter C. Kremer, California Land vice president.

In the above right photo, workmen are shown raising a wall of the new 60,000-square-foot plant of Lustron Corporation, manufacturer of extruded plastic sheet. Other recent additions to Valencia's industrial family are Bucheimer-Clark Leather Goods Corporation, The Foxboro Company, manufacturer of industrial instruments, and M. W. Sausse & Company, maker of vibration control systems. Lockheed's Rye Canyon Research Laboratory has occupied a 500-acre site in Valencia for several years.

New sanitation plant now in operation

A most necessary facility (albeit not a very glamorous one) is our new sanitation plant just west of the Golden State Freeway at Rye Canyon Road.

Built for the County by the James E. Hoagling Construction Co., the modern plant will serve Sanitation District 32, including a portion of the new community of Valencia.

According to John Parkhurst, chief engineer and general manager of the County Sanitation District, capacity of the new plant is 1,500,000 gallons per day, and can be expanded to 6,000,000 gallons a day when population in the area warrants the increase. Ultimately, the plant could serve up to 75,000 residents.

President Johnson names Nielsen



Thomas H. Nielsen has been selected by President Lyndon B. Johnson for the position of Assistant Secretary of the Air Force for Financial Management. Nielsen will succeed Leonard Marks, Jr., who will be leaving the post at the end of this year.

Nielsen, 36, is president of California Land Company which is developing Valencia.

When informed of the news Nielsen said, "I am of course pleased to know of President Johnson's nomination. The opportunity to serve our country is both an honor and an obligation for any American."

Nielsen is a native Californian, born in Fullerton. He earned a bachelor's degree in civil engineering from the University of Washington and served as an officer in the U.S. Navy, working in the field of civil engineering. He holds a master's degree in business administration from Stanford University, and is a certified public accountant.



Thomas H. Nielsen (left), president of California Land Company, and Supervisor Warren M. Dorn were among the personages attending the recent opening of six-lane Valencia Boulevard from the Golden State Freeway through mid-Valencia. When landscaping is completed on this gracefully curved and graded boulevard, it will truly be the Champs Élysées of Valencia.



Two holes-in-one at Vista Valencia

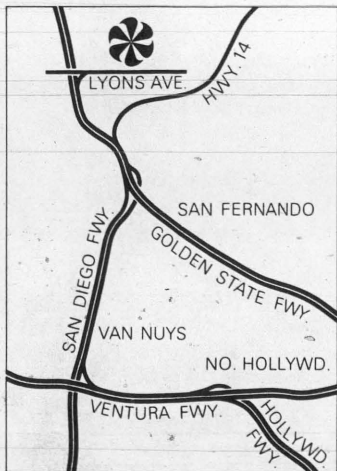
Ronald Graffius shot an incredible round of golf at the new Vista Valencia Golf Course, shooting two holes-in-one on the front nine.

His first ace came from a fine wedge shot to the elevated fourth green.

Letting up a little, Graffius settled for birdies on the next two holes. His crisp iron shot to the island green eighth took two bounces and dropped into the cup for his second hole-in-one.

Asked how he felt, Graffius replied, "Numb." His playing opponent, Dante Ciolfi, said that he felt a little "numb" too, having just gone three down to "Madman Graffius" who is assistant pro on the Vista Valencia staff.

Valencia is just seven minutes over the hill from San Fernando Valley. Come north on the San Diego-Golden State Freeway. Stay left past the Newhall-Palmdale turnoff; go right at Lyons Avenue exit for about a mile and you're here.



Some of the guests at the Valencia press party. In the background is a portion of the Orchard Village recreation club. The 75-foot pool was topped by hundreds of gardenias (which must either have sunk or drifted to the other side when our photographer was there).

Press party introduces Valencia to news media

A private preview party in early August formally introduced Valencia Homes and Orchard Village to about 500 Very Important Guests... including business and financial executives, civic officials, urban planners, and a generous sprinkling of newspaper people. (All major papers in the area subsequently gave the new homes and new community what can only be called "rave reviews"... perhaps you saw some of them.)

Scene of the reception was the lounge and poolside area of Orchard Village Recreation Club, which presently serves as Valencia Homes'

information center. Electric trams carried the guests along the village paseo and through the underpass the short distance to the model homes.

Two festive orchestras, a marimba and a mariachi group serenaded guests in the velvety night air, as they talked and smiled and shook hands and nibbled on caviar as though it were going out of style. Upon departure everyone received a big basket of Valencia oranges from the Newhall Ranch.

Everyone agreed it had been quite a swinging evening.

come home to Valencia



22 minutes on the Golden State north to Lyons exit

If you've driven through the main boulevards of the San Fernando Valley recently, you doubtless have seen one of our colorful "come home to Valencia" billboards. We have three of them, each one 48 feet long, each appearing at a new location every month.

From
California Land Company
Valencia, California 91355