

THE VIEW FROM



Valencia



Volume 1, No. 7

News and Views of the Valley of Valencia

September, 1968

New homes preview in Valencia Hills



When completed THE PASEO system in Valencia Hills will provide that "out in the country" feeling as residents walk to parks, schools or shopping, or just enjoy a carefree stroll together.

That big cloud of dust you see hovering over the hills above the Vista Valencia Golf Course is not the result of a cattle stampede. It's caused by hundreds of construction workers busily erecting the first group of Valencia Hills Homes...to be previewed on September 15, 1968.

This major new project is the second in a series slated for the blossoming new community of Valencia. It was designed by the architectural firm of Barry Berkus Associates, and is being built by M. J. Brock & Sons, one of Southern California's most creative construction firms. Brock's, quality home building developments have included construction of over five hundred homes a year in the Sacramento area for the past six years. They are also building "The Hills" on Diamond Bay Ranch in Southern California. Other Brock projects have included the Arnold O. Beckman Auditorium on the Caltech Campus in Pasadena, the new Prudential Savings Building at Century City and the 27 story Wilshire Regent in Beverly Hills.

The homes in Valencia Hills will range in size from 1,400 to 2,400 square feet. A size for every size family. There will be five models to choose from—the La Quinta, San Marino, Sausalito, Laguna and the Montecito. A choice of three different

exterior designs will be available for each plan. Also available will be a large number of custom features.

Come look over these family oriented homes in their quiet neighborhood interwoven with graceful paseos, walks and parks—a variation of the same ideas which have proven so popular in the first neighborhoods of Valencia. Making the scene complete will be the exclusive Valencia Hills Recreation Center, which covers more than two acres and includes a handsome clubhouse, a tennis court, volleyball court, swimming pools, suana baths, play areas and many other inviting features. Membership is an automatic privilege of home ownership in Valencia Hills.

According to Milton J. Brock, jr., president of the Brock firm, about 400 homes will be built during the next two years. One glance will tell you that the view sites of Valencia Hills overlooking Vista Valencia golf course, the sites of Vista Village and the exciting new campus of California Institute of the Arts will provide a dramatic living environment.

Though not yet ready for the formal public opening of Valencia Hills—deposits and reservations are now being accepted on all homes. The early birds get first choice...and coffee. So come to the preview. Remember the date: September 15, 1968!



Hundreds cheer groundbreaking

More than 1,500 employees and their families were welcomed by throngs of local dignitaries at the spectacular groundbreaking ceremonies, August 10, in the Valencia Industrial Center. Hydraulic Research Company, a Tex-

tron Company broke ground with high explosive pyrotechnics and big circus tents full of fun and fanfare. Elephants from Africa U.S.A. were among the variety of rides available to guests and their families.



Because it speaks about some of the very problems of human environment which Valencia is being built to overcome, the editors of *The View* thank the Los Angeles Times for permission to publish these excerpts of an interview for our readers.

MADDING CROWD MAY END MAN

By Jack Smith, Times Staff Writer

Man—the naked ape—has enough living room for the family unit in Los Angeles County, but that unit has lost touch with the tribal group, in the view of a London Zoologist.

Desmond Morris, 40, author of the best seller, "The Naked Ape: A Zoologist's Study of the Human Animal," is having his first look at Los Angeles.

Man can crowd himself on this planet into madness and racial extermination, Morris said.

"We all have need for personal territory, our own home base. It's a very important place. It has to have identity. It's our own base and nobody else's.

"If the family unit doesn't have a base that gives enough space and identity, that is going to cause trouble. We must not imagine we can cram people into huge blocks of tiny apartments without damage.

"We are such an adaptable species we can go along with it for a way. We struggle against it, we decorate the interior of this territory with personal ornaments, we try to stamp our identity on this place."

"But I predict we will look back on certain things that are happening in contemporary architecture as crimes

prepared to put it that strongly."

"Looking at Los Angeles," he said, "which is so spread out—not up—we might say this ought to be the answer. Your houses are different. You have tremendous individuality. Your family units ought to be more fulfilled.

'We Live In Groups'

"But that's only half the story. You have the personal family unit, but that must exist within a social—a tribal—group, which must also have its identity. This is a vast area, with too much uniformity with regard to the social group.

"In Los Angeles it is difficult to belong to a tribal group. We must be part of a small community. We evolved as a species that live in groups of 100 or so. The village community is much nearer the natural life for a man. It creates much less tension.

"The gorilla is an unsuccessful animal, dying out. But look at us—billions of us. You'd say we're very successful. The species may very well exterminate itself as a result of being too successful."

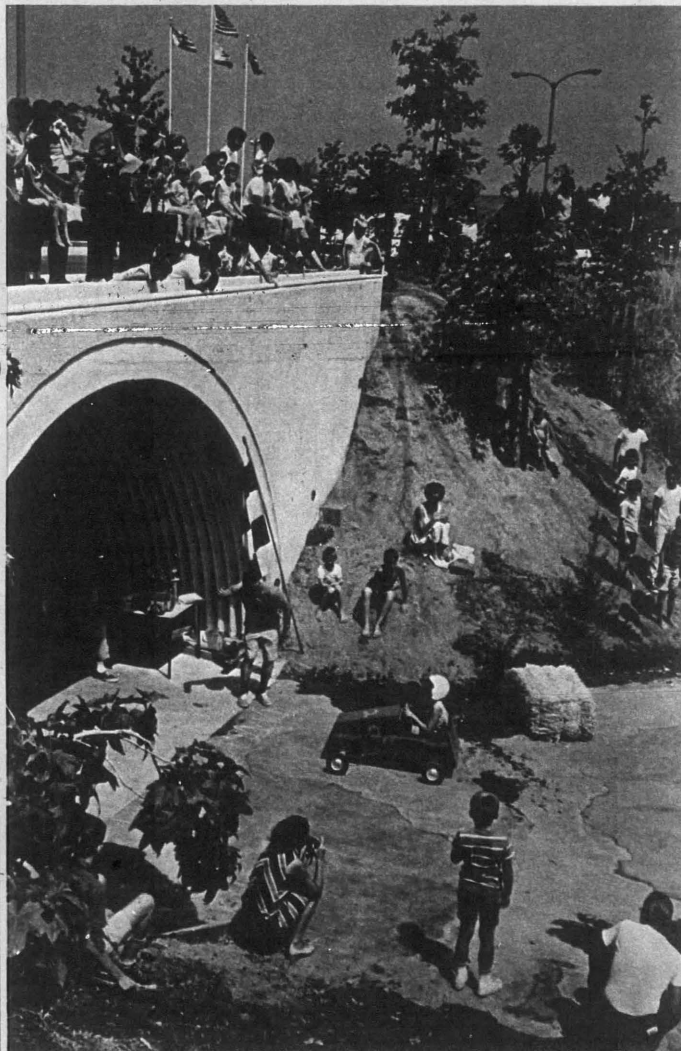


County Park Program Launched

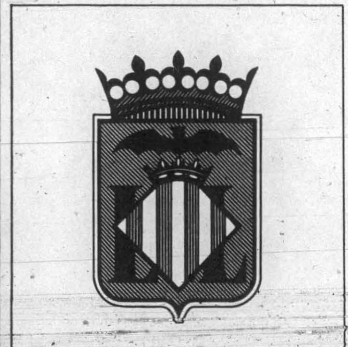
Gwen Gallion, Old Orchard Park administrator (left) and district director, Bob Haller (right) watch progress of a paper craft class. Valencia's first county park program now operates a five day per week schedule of supervised play for all children of the area. Mrs. Gallion is looking

for further suggestions from parents and kids throughout the community on additions for the program.

Pre-school age program registration for the fall program is September 16 and 17 at the Old Orchard Park. This is for 4-year-olds and will be from 10 am to 5 pm.



Soap box race cars flashed down the paseo and into the underpass as proud families roared approval at the first Valencia Community Box Derby Race.



VALENCIA SPAIN COAT OF ARMS

Since the Valencia, Spain crest has appeared on the View masthead with the Valencia, California coat of arms, we have been asked about its history.

We are indebted to Senor Alvaro Moliner, Chancellor of the Los Angeles Spanish consulate, for sending this official report.

The crest has a tetragonal shape, which is the same as the feminine coat of arms because the name of the city of Valencia is feminine. It shows four vertical rods on a field of gold of the Kings of Aragon. It carries a royal crown because Valencia is the capital of a kingdom. The crown is supported by a bat, which, according to some historians is the winged dragon of the Aragonese kings seen from the front.

On both sides there are paths, crowned, as testimony to the loyalty of the Valencians in the two sieges suffered during the war of Don Pedro IV, (the ceremonious) king of Aragon against Don Pedro I of Castilla.

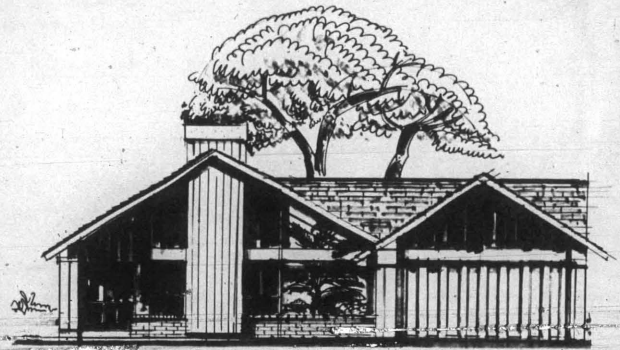
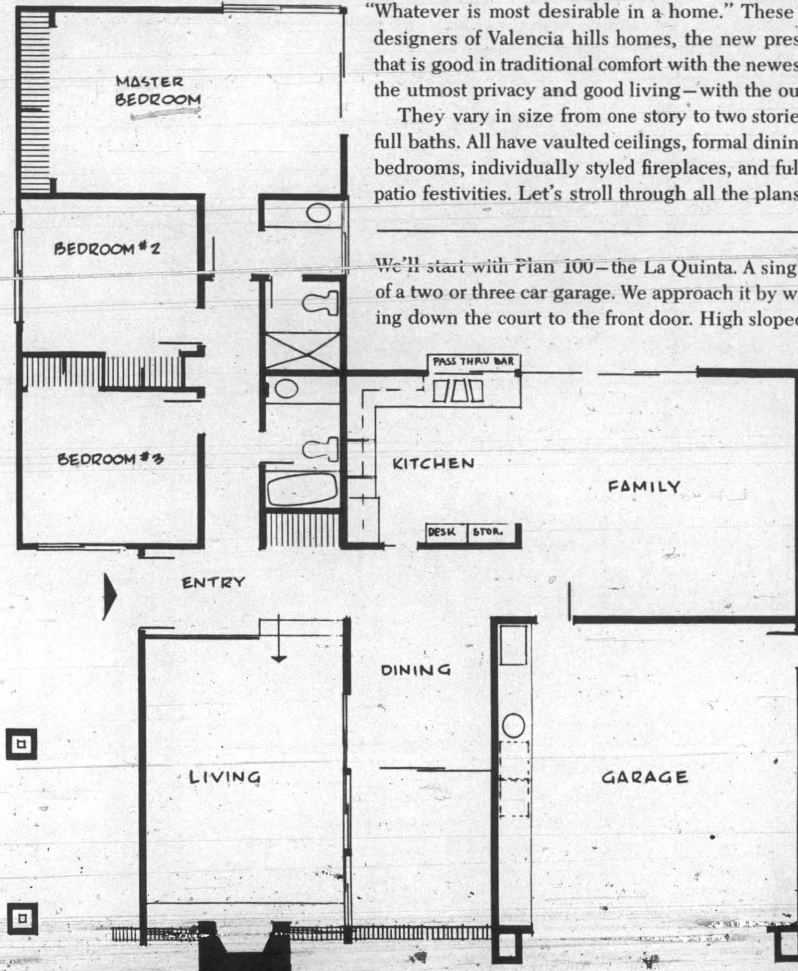
Valencia bears titles of Illustrious, Royal, Magnificent, Noble and Twice Loyal as its legend.

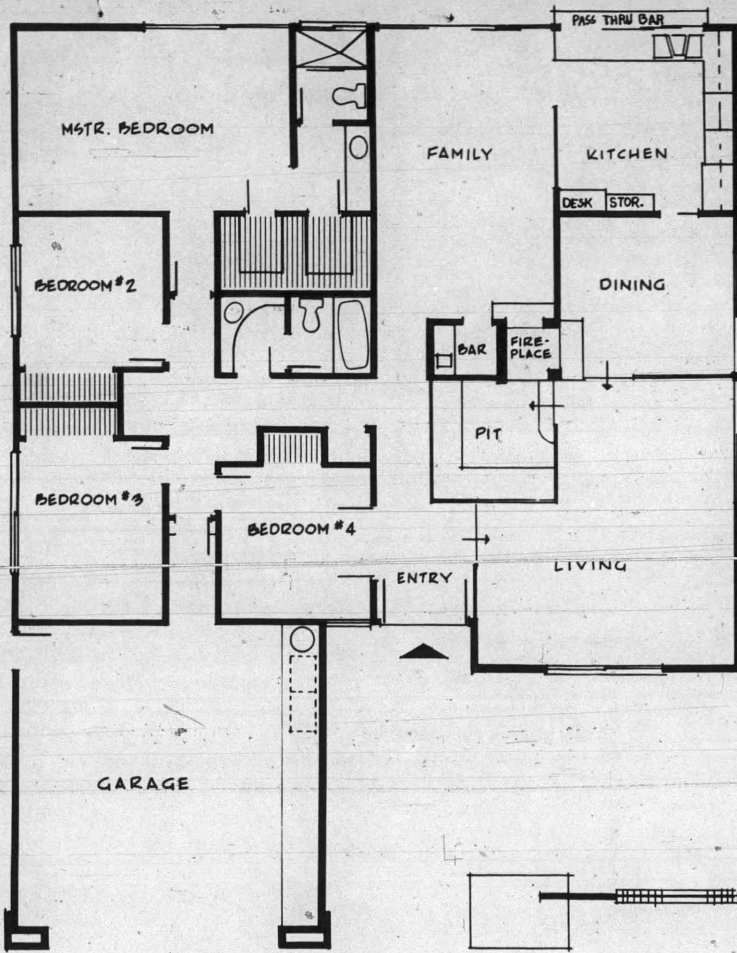
A VIEW OF THE HOMES IN VALENCIA HILLS

"Whatever is most desirable in a home." These words were the only directions given to Barry Berkus Associates, designers of Valencia hills homes, the new prestige neighborhood of Valencia. The resulting homes incorporate all that is good in traditional comfort with the newest in contemporary design. Each was specifically planned to afford you the utmost privacy and good living—with the outdoor advantages of a lovely park-like neighborhood.

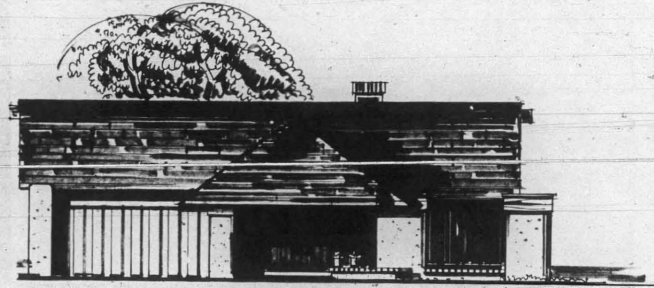
They vary in size from one story to two stories, from three bedrooms and two full baths to five bedrooms and three full baths. All have vaulted ceilings, formal dining rooms, separated family rooms, large living rooms, oversized master bedrooms, individually styled fireplaces, and fully equipped all electric kitchens with patio pass-throughs for outdoor patio festivities. Let's stroll through all the plans and you can decide which one is right for you.

We'll start with Plan 100—the La Quinta. A single story house with three bedrooms and two baths. It offers the option of a two or three car garage. We approach it by way of a hacienda style side patio entry with a large covered loggia leading down the court to the front door. High sloped ceilings and vistas inside the house give a spacious feeling. And the step-up pavilion living room overlooking the formal dining room and formal court adds visual interest. The Holiday (from work) Kitchen is something else. All electric built-ins, a luminous ceiling, a pantry and patio pass-through. Notice that the family room is isolated from the living room. The wing off the entry leads to the bedrooms. The owners' private suite has its own dressing area and mirrored wardrobe doors. Sliding glass doors open onto an enclosed court or pool.

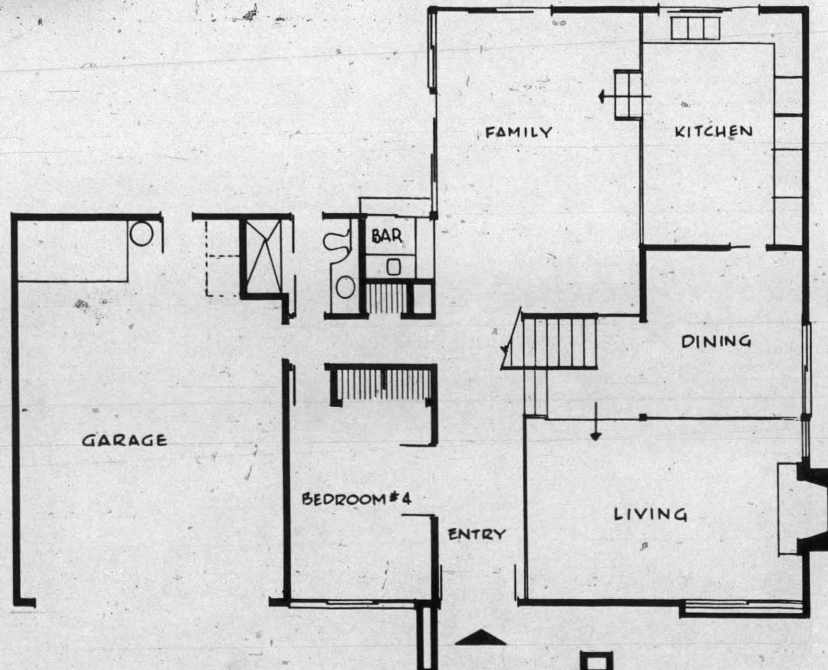
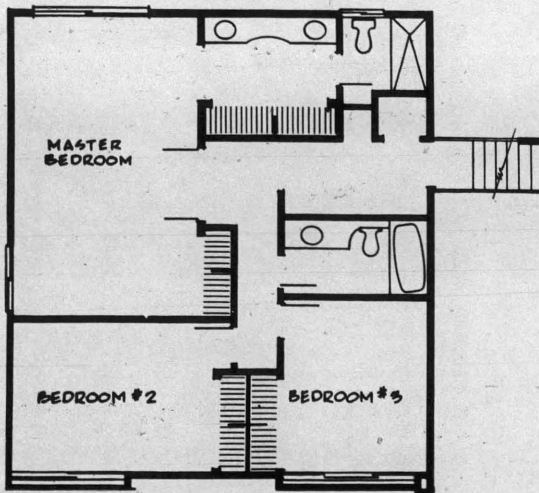
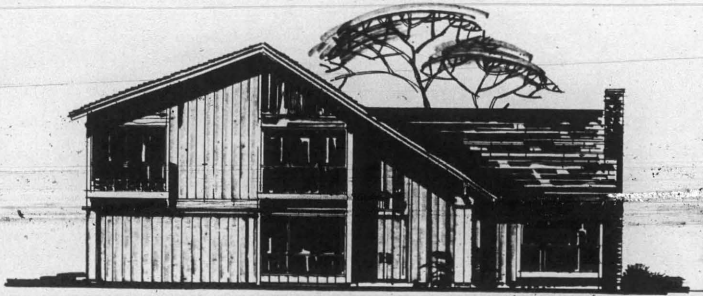




We've just begun! Next stop is Plan 200—the San Marino. A single story home with four bedrooms and two baths. If you like to entertain—you'll do a lot more of it here. The focal point is the Fireside Grotto. We see it the moment we enter the house—a step down beyond the sunken living room. The Fireside Grotto has a wet bar and a three-way fireplace which also opens to the formal dining room and the family room on the side. Notice the vaulted ceilings throughout. Let's step into the Holiday Kitchen. It has all electric built-ins and a patio pass-through that doubles as a terrace bar. Bedroom number four is situated so that it can be converted into a den and opened to overlook the formal end of the house. Before we leave, be sure to note the Mr. & Mrs. walk-in closets in the large Master Bedroom.

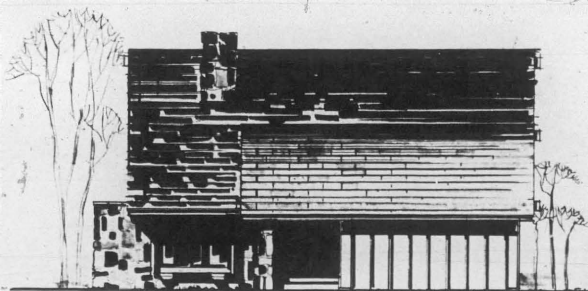
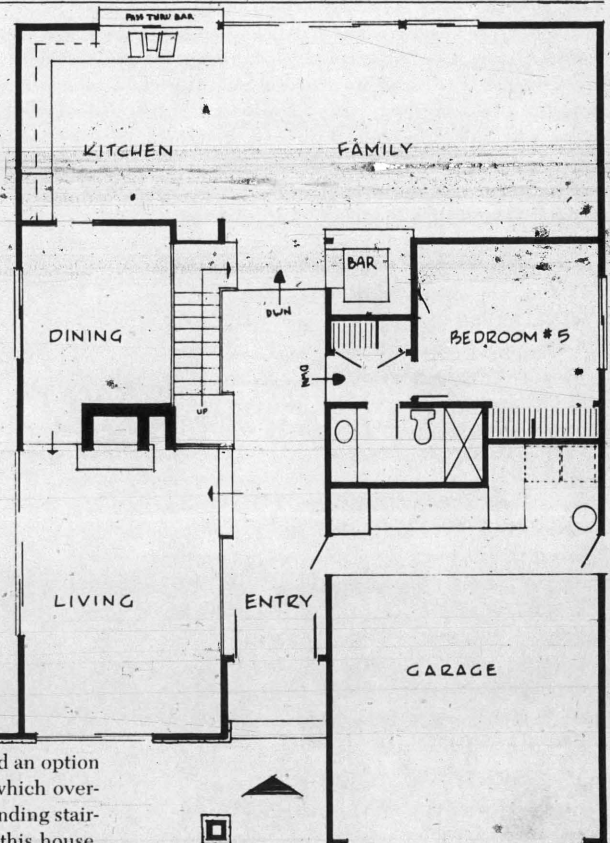
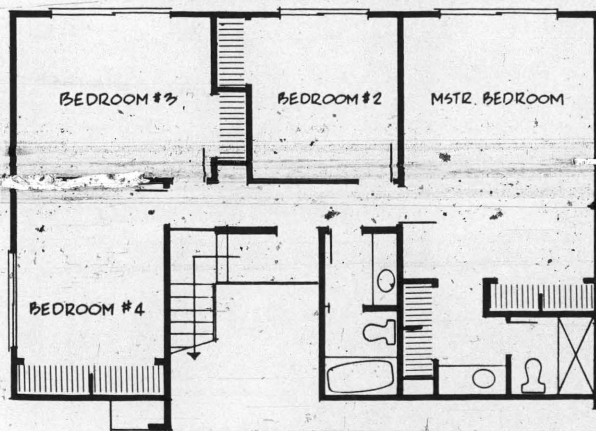
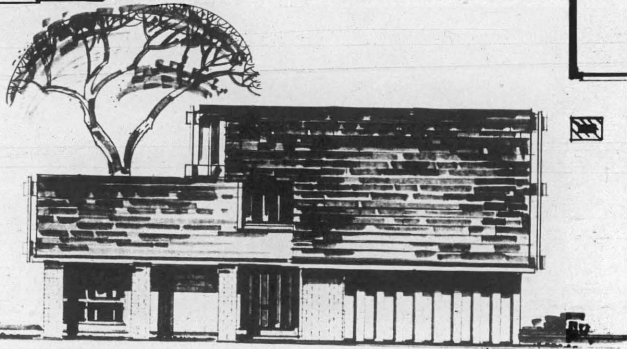
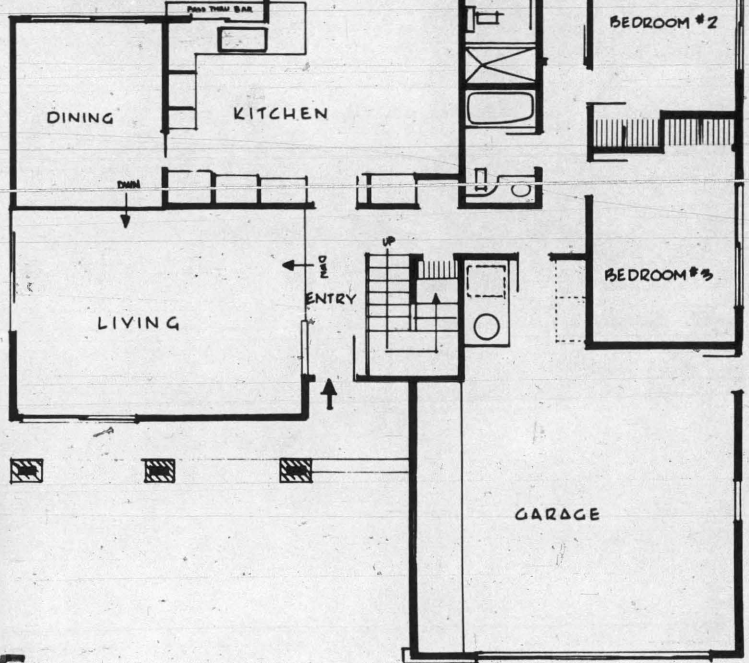
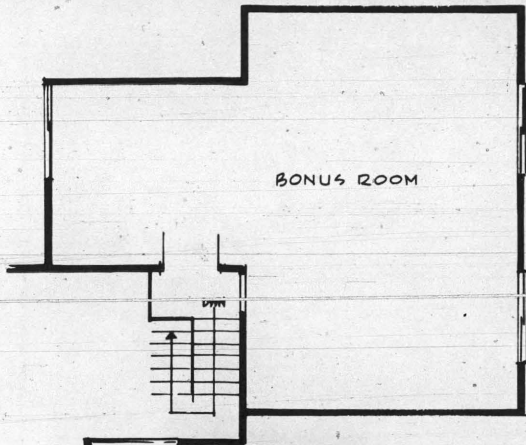


Ready for Plan 300? It's the Sausalito. A two story home with four bedrooms and three full baths. We walk down a long and elegant galeria that leads us to a tri-level living area with vaulted ceilings. Past the raised living room and formal dining room we cross under the unique bridge that separates the formal part of the house from the informal part. More about the bridge later. First to the Holiday Kitchen. It's large. It has all electric built-ins. Down three steps to the family room with its convenient wet bar that serves the patio and pool court. Note the pool bar at the back of the house that leads onto the court. Now back to the bridge. It's at the top of the free-standing stairs and it serves as the access to the bedrooms. Cross over the bridge to the bedrooms. The spacious master bedroom has a separate dressing area and a vanity section.

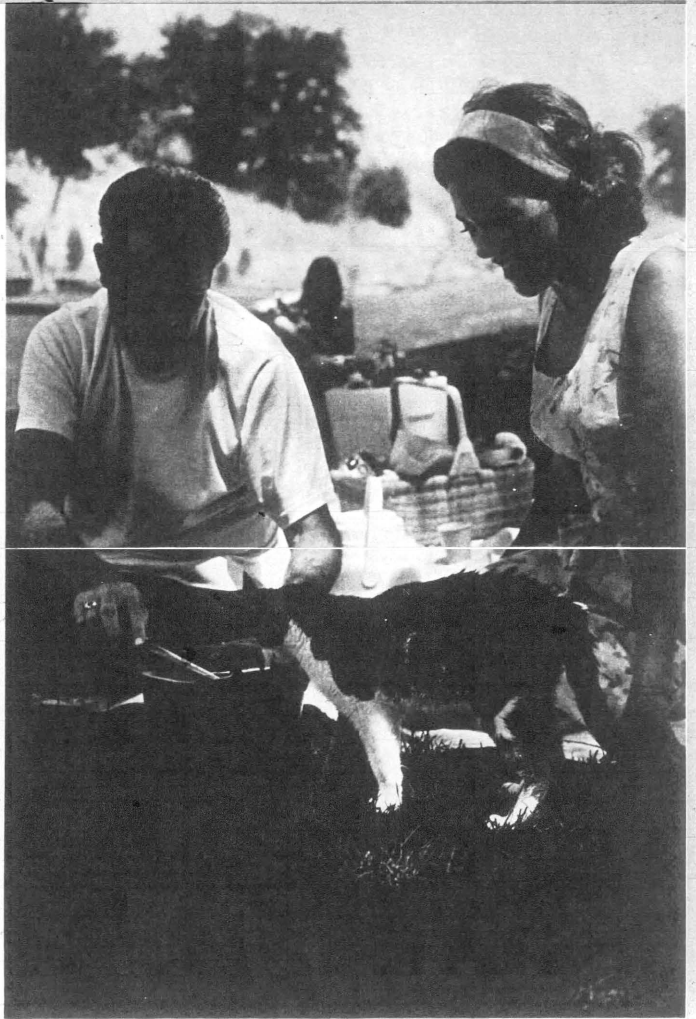


Take a deep breath because next stop is Plan 400—the Montecito. A two story home with three bedrooms and two baths downstairs. The most unusual feature about this home is upstairs. It consists of one huge room—689 square feet. Leave it as it is—follow your fancy and “create” a large play room, recreation room, study, bedrooms and baths...or whatever you like.

Open the door of this home to a real surprise. From the entry we can see through the entire house to the large informal area and the big fireplace in the family room at the extreme end of the house. Imposing sloped ceilings and massive exposed beams extend throughout the living area... including the lovely sunken living room and the elegant formal dining room. We call the kitchen a Country Kitchen. It's spacious. It has a pantry, a menu desk, luminous ceiling and all electric built-ins. A separate breakfast area off the kitchen looks onto the family room. A quick look now at the oversized master bedroom with its large mirrored wardrobe doors.



Onward to Plan 500—the Laguna. A two story home with five bedrooms, three baths, and an option of two or three car garage. The double door entrance leads us through a large galeria which overlooks a sunken living room and a very formal separate dining room. The unusual free-standing stairway and the fireplace with its wrap-around railing are just two of the eye-catchers in this house. Another is the huge 39 foot family room with its full walk-in wet bar. And there's the large breakfast room that serves a large family with ease. Next to it is the all electric kitchen with patio pass-through and pantry. Now to the fifth bedroom, downstairs which is completely separated so it can serve as an in-law or guest suite, or perhaps a masculine hideaway. The Laguna has a galeria upstairs too. From it we can see vistas of the entire house—vaulted ceilings and all.



Each home has three elevations, which gives you a choice of fifteen different plans. But there's more to see. Valencia Hills has its own recreation center. It covers more than two acres and is bordered by green pedestrian paseos on two sides. Let's examine the features. The clubhouse is complete. It includes a billiard room, game table, sauna, baths, showers and dressing rooms with lockers. Anyone for tennis? There is a night lit tennis court, a volleyball court, a craft shelter, a huge pool, a large fire pit... more exciting features than you'll find at some of the finest country clubs, and you're automatically a part of the owners' privileges when you buy your home.

Just so you don't forget—here's a list of the distinctive features that you'll find in all the Valencia Hills homes. Ask about the optional features that can add your own personality to your home.

LIVING AREAS

- 100% Nylon Carpeting
- Wood burning fireplace with gas log lighter control
- Cable TV service wiring installed
- Vaulted ceilings with exposed beams
- Non-squeak wood floors upstairs

CONSTRUCTION FEATURES

- Wood shingle roofs
- Special custom entrance doors
- 2 and 3 car garages
- Exterior walls and ceilings insulated
- Fully prepared and ducted for air conditioning
- Forced air heating

KITCHEN

- Patio pass-thru
- Luminous ceilings
- 3-compartment sinks with Price Pfister single lever faucets
- Menu desk, Ash kitchen cabinets, eye-level range and double oven.

BATHROOMS

- American Standard cast iron tubs
- Overhead showers
- 21" x 19" wash basins
- Pullmans
- Cultured marble tops

BEDROOMS

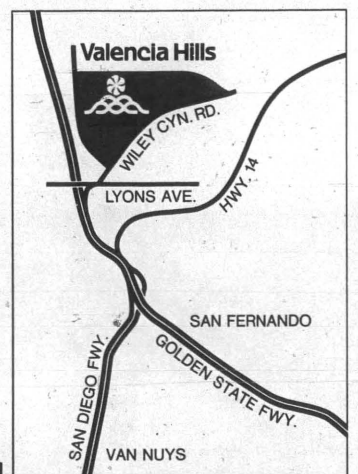
- Large private owner suites
- Mirrored wardrobe doors
- Dressing areas

60-acre campus of California Institute of Arts, which will break ground this year. At the far north of Valencia is our industrial park, where Lockheed's Rye Canyon Research Laboratory is located. Also located at present, in the industrial center are the Foxboro Company, Buheimer-Clark Leather Goods Corporation, Hydraulic Research and Manufacturing Company, Lustró Corporation, Fairchild Hiller Corporation, and M. W. Sausse & Co., Inc.

The heart of our master plan might be described as an escape from "urbanitis" to the more gracious kind of village life our grandparents knew. No through traffic, for example, endangers children on our cul-de-sac residential streets. A system of safe pedestrian underpasses and landscaped parks, plazas and paseos invite Valencians to drive less and stroll more.

For a minimum investment you can become a part of this exciting new community city and live in a desirable prestige neighborhood. And while you're enjoying the living, you'll get double enjoyment from watching your investment grow. (Values of Valencia's first homes increased 15% the first year).

Valencia Hills is easily accessible from the Golden State Freeway. It's just seven minutes over the hill from the San Fernando Valley. Take Lyons Avenue exit for a few short blocks, turn left on the road leading to Vista Valencia Golf Course. Valencia Hills is immediately adjacent to the golf course.



Valencia Hills

Valencia Hills is another link in the visionary master plan of Valencia, conceived by Victor Gruen Associates, one of the world's foremost planning firms. What kind of life can you look forward to in Valencia? Picture clusters of neighborhoods adjoining a village center...each village a closely knit community unto itself, with its own schools, parks, churches, shops, recreation.

In mid-Valencia will be our city center of offices, theaters, restaurants and large stores. To the south, overlooking Valencia Hills will be the new

New city celebrates first birthday

As Valencia celebrated its first anniversary of the opening of sales in August, 1967, the developers of the new city ticked off a hefty list of goals reached. The first builder, Valencia Homes, reported sales of sixteen million dollars. That represents six hundred and twenty five homes sold. Three hundred and seventy families have moved in already giving the master planned community a first year population of 1,330 people. Progress on three more home building projects suggests that the second birthday may see a population of five thousand Valencians. Construction is underway on the Valencia Hills project of 385 homes. Arrangements for Valencia Meadows and La Cuesta Valencia are complete, with groundbreaking slated for next month.

The Industrial Center saw construction and beginning of operations by Lustru, Bucheimer-Clark and Foxboro. Now under construction is a six million dollar addition to the Lockheed Rye Canyon Research facility. Construction is also underway on buildings for M. W. Sausse & Sons and Hydraulic Research Company. Fairchild Hiller Corporation has also acquired a site and a model plant has been built by California Land Company.

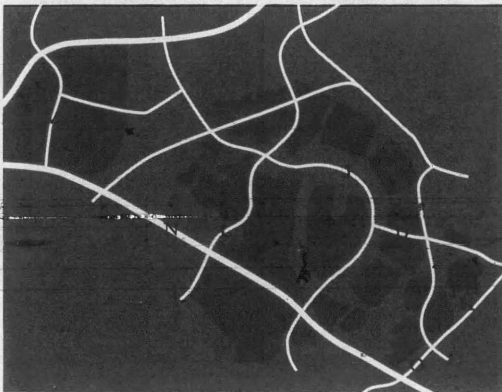
California Institute of the Arts has acquired a 60 acre campus site in Valencia, and plans have been completed.

A quarter-million dollar County Park has been completed and donated to Los Angeles County. The first Old Orchard Association club is complete. Old Orchard Association Clubhouse is 75% complete. Castaic Lake Dam is 20% complete.

Los Angeles County administration center in the Valencia City Center area has been approved by the County Board of Supervisors. A number of road and landscaping projects as shown on the master plan below have been completed.



Among those celebrating the first birthday of the new city of Valencia were the hostess, Mrs. Scott Neuhall, center; California Land Company Vice President, Norval LaVene, left; and Los Angeles Times Real Estate Editor, Dick Turpin, right. The 625 on Valencia's first birthday cake stands for the number of homes sold in the first year. Cakes were also presented to LaVene for his birthday (which one was not mentioned), and to Turpin for his first anniversary as Real Estate Editor for the Times. His first feature story was the opening of Valencia last August.



- A. Valencia Homes—625 sold
- B. Valencia Hills Homes under construction
- C. Valencia Meadows Home Project Three will break ground next month
- D. La Cuesta Valencia Home Project Four will break ground next month
- E. Valencia Industrial Center underway with seven new plants open or in progress
- F. California Institute of the Arts acquired a 60 acre site in Valencia and completed plans to start construction November 16
- G. Los Angeles County Administrative Center; 10 acre purchase approved by County Board of Supervisors preliminary plans approved for construction by 1970
- H. Old Orchard Recreation Club I (complete)
- I. Old Orchard Recreation Club II (75% complete)
- J. McBean Parkway (nearing completion)
- K. Old Orchard County Park (complete)
- L. Valencia Boulevard (complete)
- M. Rye Canyon Road (complete)
- N. Golden State Freeway (complete)
- O. Lyons Avenue Widening and landscaping (complete)
- P. Old Orchard Elementary School (construction to begin this year)



The Rotella marks the spot where construction began on the new M. W. Sausse plant in Valencia Industrial Center. Company president, M. W. Sausse (left), Caland vice president, Peter Kremer (center) and Architect William Reidenbach (right) watch earth moving equipment move into position to begin work on the building planned for completion September 30. The Sausse Company is a leader in vibration control equipment.

Valencia Homes win top awards

Valencia Homes' *Alcove Model* was awarded the "Grand Prize" in "Awards for Better Living" contest, sponsored by the American Institute of Architects in cooperation with *House and Home Magazine*. The *Terraza Model* also received an "Award of Merit" in the same competition, as well as special recognition from *American Home Builder Magazine* and the Pacific Coast Builders Association conference in San Francisco.

Sports Broadcasters golf at Valencia

Television and radio sportscasters, and celebrities from the entertainment and sports worlds gathered at Valencia recently for the fourth annual invitational golf tournament of the Southern California Sports Broadcasters Association. Top winner with low gross score was Don LeMonde. Hosting the event was Valencia Golf Pro, Jimmie Thompson.

Lee Trevino, the winner of the Masters Golf Tournament this year, wired Sportscasters president, Chuck Benedict, from Toronto and ordered a round of Margaritas for the sportscasters who gratefully lapped up \$131 worth of Fred Harvey's finest Tequila.



Along the Paseo

with Bobbie Trueblood

In the ladies' world the greatest excitement and news is the brand-new "Las Vecinas de Valencia"... translation, The Neighbors of Valencia... and with all the enthusiasm emanating from this group, this really promises to be a going womens club.

With the idea... "lets not just talk about it... just lets do it." Jackie Storinsky spearheaded a drive for volunteers for officers and chairmen. The first formal elections will be held in January, but until that time organizational officers will be: president, Jackie Storinsky; first vice president, Joanne Stahl; second vice president, Barbara Williams; third vice president, Jody Shoals; treasurer, Pearl LePage; secretary, Gail Becker; reservations chairman, Dee Powers; decorations chairmen, Barbara Fleming and Barbara Horwitz; Publicity, Helen Lusk.

They invite all women of Valencia to join the club to creatively stimulate the community.

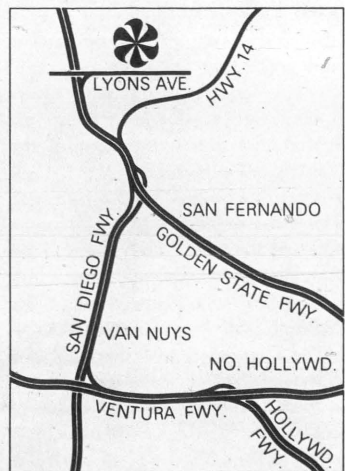
The first big social event planned was a luncheon and fashion show entitled "New Neighbors - New Fashions" was held at the Valencia Clubhouse. Models were Bonnie Horwitz, Doris Kister, Susan Williams, Jan Neenan, Glenna Lee and Cathy Plaster. Retiring Chamber of Commerce Manager, Jeanne Stidham, spoke about the promise of this Valley.

An oil painting by Elsie Munson was given away at the luncheon.

The club also held a tremendously successful coffee to welcome newer arrivals. More than one hundred women attended the affair held around the pool.

Beginning in September, regular meetings of Las Vecinas de Valencia will be held the second Wednesday of each month.

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.



California Institute of the Arts, to be built in the next two years at Valencia, received a big boost when the Disney Artists for Cal Arts hosted a cocktail party at the home of the Harrison Prices in Los Angeles. Mr. Price is the vice chairman of California Institute of the Arts board of trustees. Invitations bade guests attend an extraordinary "happening" in the world of art and artists. The response was so great that an additional evening was scheduled. Offered for sale at the benefit were works by artist Herbert Ryman who was a special-guest the first evening which was also his birthday. \$8,000 was raised by the party.



The men are beginning to become a little active too! A new man and wife softball team has been organized and is competing in the H.M. Newhall Memorial Park program. Lets get out and support the team.



The Bob Hunts enjoyed a wonderful month-long trip around the United States. Of great interest to this writer was that while exploring the battlefields of the Civil War, they discovered Trueblood Hill. Upon their return, they found they had an uninvited guest... a huge owl. Bob and Barbara donated the bird to the Los Angeles Zoo where it was welcomed, being one of a rare species.



Master Alan Horwitz, handsome seven month old son of Gene and Bonnie won first place at the recent Community Fair as the happiest baby.



A local chapter of the American Association of University Women has been formed. Any university women in Valencia are asked to contact Laura Graffius, 252-1868:

From California Land Company
Valencia, California 91355



Mrs. Andrew Storinsky, (right) president of Las Vecinas de Valencia, selects a hat for Mrs. Ross Williams, who is second vice president of the club for Valencia Women. Mrs. Fred Becker (left), club secretary looks on. This was only the preliminary to weeks of excited planning for the club's first big social event which included a fashion show, "New Neighbors-New Fashions", at the Valencia Clubhouse.



NEW VALENCIA CITIZENS

Celebrating newly attained United States Citizenship, as well as citizenship in the new city of Valencia are the Georges DeSeve family, who have moved here from Canada. On the left of her mother, Marguerite DeSeve, is Lisa Ann, age 4, with the Valencia Flag. At right is Steven, age 6, with the American Flag.

BULK RATE
U.S. POSTAGE
PAID
VALENCIA, CALIF.
PERMIT NO. 2