



A Pocket Guide to the futuristic townhome community

A handsome California townhome, roomy rooms, spacious patio, private pool and club, pathways for sauntering among green lawns and shade trees. With never a hedge to clip or paint brush to push, thanks to professional maintenance of grounds and home exteriors.

DETAILS LIKE THESE MAKE THE BRADFORD PLACE STORY COMPLETE

Architect Earl G. Kaltenbach, Jr. • Builder
Robert H Grant Corporation • Designer
Carole Eichen • Disneyland's Carousel of
Progress • Walt Disney World's Lake
Buena Vista • AIElectric
Gold Medallion Living



**The
tale
of
Bradford
Place**
by
Hastin Zylstra

Welcome to Bradford Place!

Hello!

Welcome to Bradford Place - one of 5 townhome communities throughout California and Nevada.



Did you know that this little slice of townhome living has a fascinating history behind its development? These communities represent a pivotal point in home development, and in addition to being built in the Groovy 1970s, they represented a whole new way of living.

In 1971, Bradford Place wasn't just housing; it was sold as a vision of "futuristic living." The modern townhome was a radical concept, one that would soon explode across America, accounting for nearly 30% of all new home sales by the mid-70s. But the story of Bradford Place is stranger than its success. Its architect had a direct line to the ultimate world of tomorrow – Disneyland and Walt Disney World. The builder, once one of the largest in the nation, would vanish without a trace soon after.

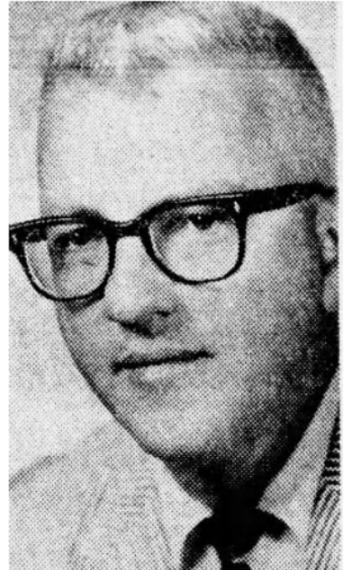
Join me on a little zine adventure about the place that I call home. After all, it's where you ought to be!

**-Hastin
(A Man from Bradford Place)**

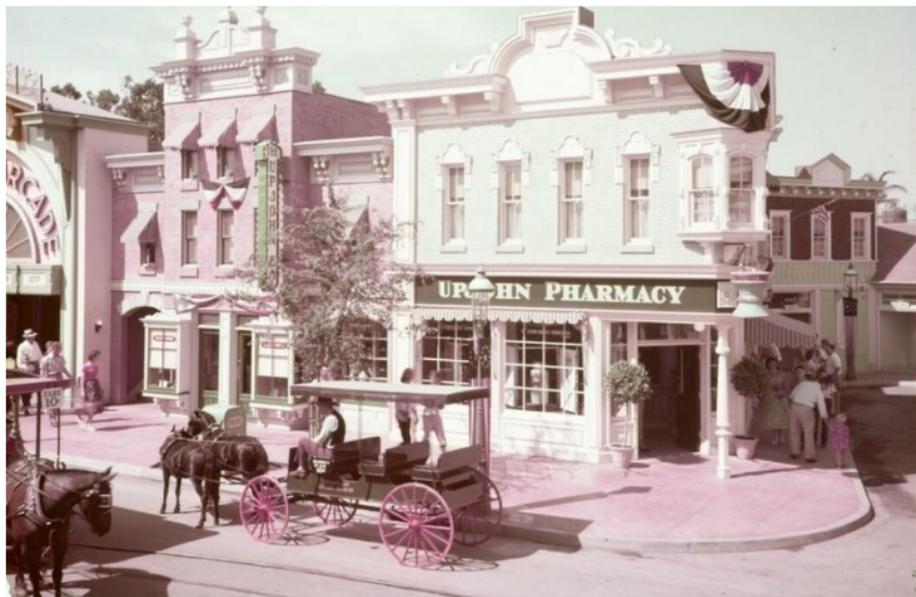
The Architect

Earl G. Kaltenbach, Jr. [1920-2005]

Born April 23, 1920, in Wheeling, West Virginia. Earl G. Kaltenbach, Jr. - a graduate of University of Pittsburgh studied architecture at Carnegie Tech and the University of California. He was a GI in World War II and returned to Southern California without a job. Starting a business with a partner in 1945, he went on to work as a set designer and artist at Vanguard Films on movies like Portrait of Jenny. He later moved on to do set design at MGM Pictures.



In 1953, as with many other movie artists, he ended up working under Walt Disney on his Disneyland project. Working as an Art Director under Gabe Scognamiglio, Earl would be responsible for many of the futuristic designs and materials for Tomorrowland buildings. As with other architects working on the project, he also designed Main Street, U.S.A. buildings, including the Upjohn Pharmacy (now the Fortuosity Shop), and the Crystal Arcade.



After Disneyland, in 1957 he worked with developer Ross Cortese on Rossmoor, a futuristic “walled city” in Los Alamitos. He designed 4,000 homes in a little over two years. This was one of the first true Medallion All-Electric Cities in America.

He was a strong proponent of new types of living. He was a joint partner on a complete modular home construction facility by Rockwell in Laguna Niguel, CA - the first of its kind

in the country. He was an outspoken member of the SoCal FHA board, and as a veteran himself, pushed for townhomes (homes with a door that didn't face the street) to be approved for FHA and VA loans. These loans were granted to townhomes in 1963.

He designed nearly 70,000 homes throughout his lifetime. He moved to Arizona in 1975, where he eventually retired. He died on Jan. 17, 2005, at the Yavapai Regional Medical Center in Prescott Arizona.

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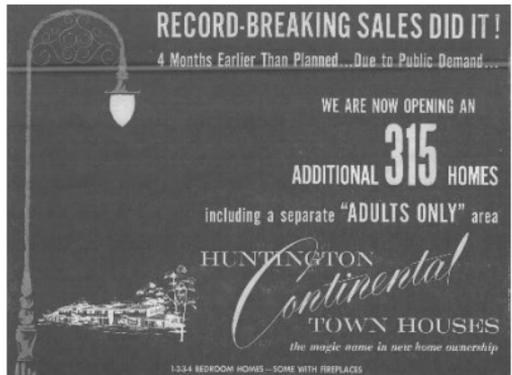
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ROSSMOOR, CALIF. - A COMMUNITY OF 4,000 HOMES IN THE SHADOW OF A GREAT COLLEGE... THE WALLED CITY OF ROSSMOOR IS THE FIRST OF ITS KIND... A COMPLETELY SELF-CONTAINED COMMUNITY WITH ALL UTILITIES AND SERVICES... THE WALLED CITY OF ROSSMOOR IS THE FIRST OF ITS KIND... A COMPLETELY SELF-CONTAINED COMMUNITY WITH ALL UTILITIES AND SERVICES...

California Townhomes

Earl Kaltenbach designed what is considered the first large “California townhome” residential project in 1963. Built in Huntington Beach, the Huntington Continental represented a whole new way to live. Built by

Kaufman and Broad Homes, this first-of-its-kind large townhome complex brought all the creature comforts of single-family homes with the cost and living style of renting.



California townhomes would combine the “advantages of ordinary home ownership with the carefree aspects of renting”, and include amenities not normally available in a smaller, more compact homes, like pools, clubhouses, and greenspaces.

Unlike apartments, Huntington Continental had a detached 2-car garage, and an outdoor backyard for every home. The thick cinderblock between the homes, and the maximum of two shared walls would limit noise and make you feel separated from your neighbors.

All of these concepts would make it to Bradford Place. Earl parted ways with Kaufman and Broad Homes on townhome development in 1967. California Townhomes and its concepts would spread throughout America in the 1970s.

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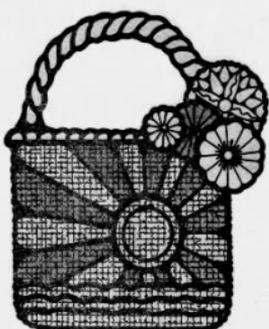
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We went shopping in California for a new idea.

And did we find one!

We found the California Townhome. A whole new idea in care-free living, one which reflects the Pacific Coast lifestyle: casual, easy, free-wheeling and fun. It's a cross between an apartment and a home. With the advantages of both and the disadvantages of neither. Costs about the same as renting, and like an apartment, you don't have to worry about those bothersome homeowner chores like grass-cutting, snow-shoveling, and other exterior maintenance.

The Builder

Robert H. Grant Corporation

The Grant Corporation, a division of Santa Anita Consolidated and founded by Robert H. Grant, developed over 12,000 homes across California, Nevada, and Arizona. In 1969, recognizing a growing demand for affordable home ownership, they targeted emerging markets such as empty nesters and single individuals seeking alternatives to renting.



Partnering with Earl Kaltenbach and others, Grant launched Villa Palma, a 100-townhome project in La Palma that sold out before completion. This success led to their next significant development: Bradford Place.

After this Pre-Opening Sale you'll kiss apartment life goodbye forever!

See the man from Bradford Place

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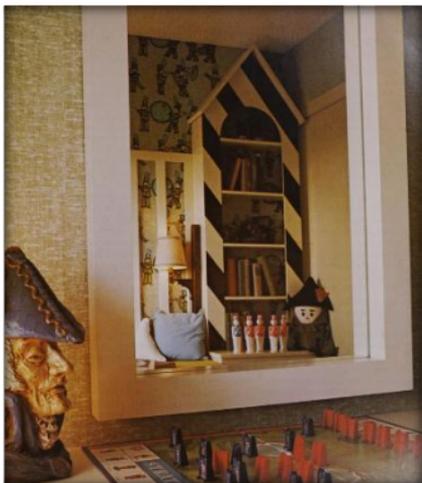
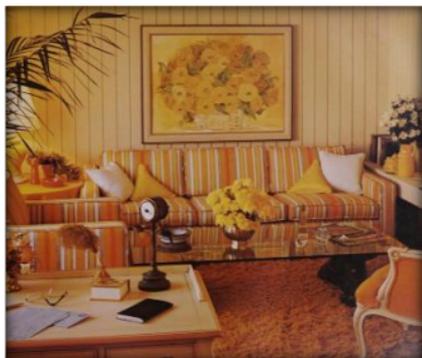
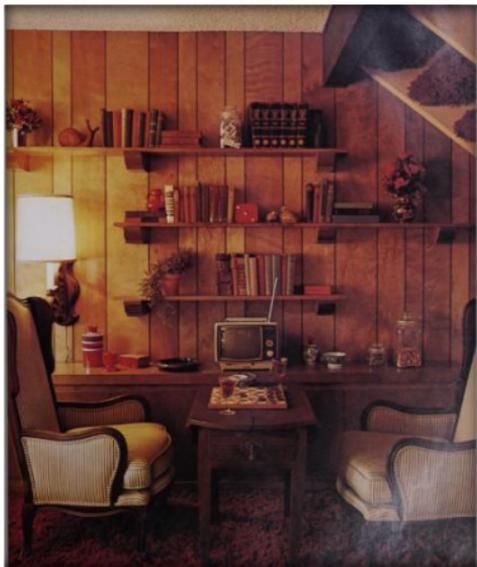
A small map showing the location of Bradford Place in Stanton, California. The map includes labels for 'STANTON', 'BRADFORD PLACE', 'LA PALMA', and 'LA BREA'. A red line indicates the project's location. A small inset map shows the project's location within the larger context of the Los Angeles area.

Design and Floorplans

Earl Kaltenbach's vision of Bradford Place played off lessons he had learned at Huntington Continental and Villa Palma. Buildings would not be more than 8 units long, and smaller two-bedroom units would be placed at the ends of buildings to give them a more single-family residential feeling. Entrances would be staggered to give the buildings visual appeal, and front doors would face green spaces when possible. Lent-Forsum Association was the land and landscaping planner, who focused on a "connecting with nature" aspect, including pine trees, wood finishes, and more earthy tones.

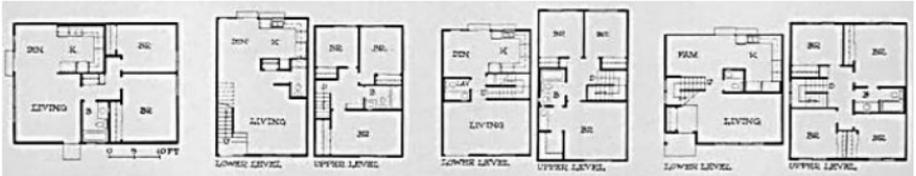


Models were furnished and decorated by Carol Eichen, who was a prominent SoCal interior designer. Photos from the Bradford Place models can be viewed in her book *How to Decorate Homes and Apartments*, published by House and Home magazine.

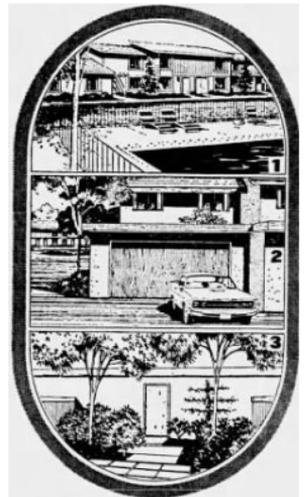


Four floorplans were designed, with the 4-bedroom model being introduced with later Bradford Place East in Stanton:

- **Plan 92** - 2 Bedrooms, 1 Bath, single story - 796 sq ft
- **Plan 93** - 3 Bedrooms, 1.5 Bath, straight staircase, two stories - 1026 sq ft.
- **Plan 94** - 3 Bedrooms, 1.5 Bath, U-shaped staircase, additional vanity, two stories - 1062 sq ft.
- **Plan 95** - 4 Bedrooms, 1.5 Bath, two stories - 1234 sq ft.



Bradford Place offers many amenities. Each unit features a detached 2 car garage, laundry hookups, and storage room. Ample storage is provided with a dedicated coat closet, cabinets upstairs, and large closets. Each unit has its own patio area. In addition to a kitchen with a dedicated pantry, the kitchen also offered the “pass-through party window”, enabling you to easily serve guests on your patio with a dedicated shelf.



Locations and Communities

In total, there are 5 locations that use the Bradford Place designs.

Stanton (1971) - The original Bradford Place. Located in Stanton near Katella Ave and Bradford Street, this unit initially consisted of 417 units. Later, Bradford Place East would add an additional 81 units.



Las Vegas (1971) - Land acquired in 1970, this initial 213-unit complex was built slightly differently than the Stanton location, with detached two car carports, and central air conditioning in each home. Grant sold these properties over a three-year period and exited the Las Vegas market due to struggling sales.

Santa Ana (1972) - Located in Santa Ana near Dyer Rd. and Flower Rd, this complex would start with 541 units and expand into Bradford Place West in 1973 with an additional 112 units. Santa Ana would feature 4 separate HOAs, four pool complexes,

and two clubhouses. These townhomes replaced an additional neighborhood of Sandpointe single family homes, which Grant took over in 1971.

La Verne (1972) - Located off Foothill Blvd and Bixby Ave., 209 townhomes were built. However, like Las Vegas, these featured central air conditioning. The garages have sloped roofs. The property had an existing 1940s Hacienda on it, which was repurposed for its main clubhouse. Grant Corporation built an additional pool on the complex when expanding into the second phase of 135 units.

San Jose (1972 - branded as Northpark Square) - Built in addition to single family homes by Grant, consists of a single 112-unit phase with a clubhouse and pool.

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Look Twice! Bradford Place Towne Homes are in Two Prime Locations.

The 13-acre site of Bradford Place is one of the most desirable in Santa Ana. It is a 10-minute drive to the Orange County Convention Center, the Orange County Fairgrounds, and the Orange County Regatta. It is also a 10-minute drive to the Orange County Regatta, the Orange County Fairgrounds, and the Orange County Convention Center.

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MARK OF BUILDER EXCELLENCE

Gold Medallion Homes

All Bradford Place homes were Gold Medallion Homes with the Total Electric Award. The electrical industry launched the Live Better Electrically campaign in March 1956. It was supported nationwide by 300 electric utilities and 180 electrical manufacturers. In 1957, the Gold Medallion Homes Program was launched. Sponsored by General Electric and

Westinghouse as appliance distributors, this was marketed as a more modern home with less to take care of and more to enjoy.

Nearly 1.5 million homes were built under the Gold Medallion Home name. Each Gold Medallion Home would have a small medallion placed in a door knocker, doorbell button, or a small decal in the window.



Families love to get together in the wonderful comfort of a total electric Gold Medallion Home

You too, will be proud to own a Gold Medallion Home. In fact, it handles electric home heating, its cost is lower than your stove. Family can live happily with a single supply of energy to power all the joys of a modern home.

For only electricity bring you clean, cool, flameless cooking, beautiful color TV sets, and a bathroom where that needs to be and even more, anywhere. It's a Gold Medallion Home your whole family will enjoy. Modern Light for living.

and Full Reception! Wiring that lets you operate as many appliances as you like efficiently and unobtrusively. So you can be built or modernize all your electrical equipment about the advantages of a Gold Medallion Home or talk it over with the people at your electric utility company.

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For more information, see your home, see page 14, 15, 16.

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Sign of Total Electric Living
It's the only energy that can be used for everything. It's clean, safe, and easy to use. It's the only energy that can be used for everything.



Owner Response



Sales for most Bradford Place townhomes were quick. All Bradford Place townhomes sold out by 1974, with most complexes selling fully within a year or two, except for Las Vegas. A squeezed housing market and lack of properties

meant Bradford Place was desirable across Southern California.

The book *Townhouses and Condominiums: Residents Likes and Dislikes* - a special publication by the Urban Land Institute in 1973 - specifically interviewed and surveyed owners from Bradford Place Stanton. While many were satisfied with townhome living, most residents were concerned about parking and noise. Due to the burgeoning rental market, many owners chose to rent out their townhome and move into a single-family home.



Disneyland and Walt Disney World

In addition to architect Earl Kaltenbach's work on Disneyland's Tomorrowland, Bradford Place has several other connections to Disneyland and Walt Disney World.

Carousel of Progress at Disneyland



In the Carousel of Progress attraction, which debuted at the 1964 New York World's Fair, visitors saw 4 families and the "progress in home living" they would make from the turn of the 20th century to the possible present. At the end of the show, guests would step up on stage and take an

escalator to view "Progress City", a Medallion City of the Future.

That same "Progress City" would inspire EPCOT, Walt Disney's final ambitious project before he passed away.

After the fair closed, the show and model of “Progress City” was installed in Disneyland’s Tomorrowland. During its short run (1967 - 1974), sponsor General Electric would showcase the latest in all-electric living and feature developers of Gold Medallion homes.



In March 1972, Grant Corporation was named “Builder of the Month” and images and drawings of Bradford Place and it’s amenities were featured in the upper floor of the Carousel of Progress.



In 1975, the Carousel of Progress would be moved to Walt Disney World’s Magic Kingdom.

Lake Buena Vista at Walt Disney World



Keeping Disney's EPCOT / "Progress City" concept alive, in 1971 the Disney company was looking to build their own futuristic community in Walt Disney World. Taking the now nationally popular and futuristic California townhome concept - they built 100+ townhomes in a new concept of Lake Buena Vista. Due to an energy crisis and the increased cost of transporting lumber, construction slowed in 1973. In July of 1974 Disney would announce a new partner on the Lake Buena Vista project, the Grant Corporation, where their successful housing and large-

Grant Team to Guide Disney World Projects

The Grant Corp., land development and home-building subsidiary of Santa Anita Consolidated Inc., will provide the management team for development of four residential communities at Lake Buena Vista, Fla., for Walt Disney World.

Robert H. Grant, chairman of the board of Grant, said Warren Toman, executive vice president, has been named senior vice president of the Florida division and will head the team, selected from Grant's most experienced executives.

Toman was previously corporate vice president, vice president of marketing and president of Grant

Co. of California. Joining him will be:

G. Fredric Armstrong, vice president, forward planning. He has been an engineering executive for Grant.

James L. Barisic, vice president, administration. He has been vice president of administration for Anaheim Hills Inc., subsidiary of Grant Corp., and has served as city manager of Artesia and assistant city manager of Cerritos.

William J. Acalin, controller, is a certified public accountant. He has been a controller for Grant divisions in Phoenix and at Anaheim Hills.

Orion Smith, general superintendent. He has been with Grant for 15 years.

scale townhome developments (like Bradford Place) would be used as inspiration for 4 new communities.

In addition to building a handful of model homes at Walt Disney World, Grant Corporation built a test townhome community in Florida - Lake Forest in Tampa - to gauge interest in the Florida market.

This townhome complex did not sell well. The California Townhome concept was not as well received as expected, and the offering was no longer considered novel.

Lake Forest

● Central heat and air conditioning
● All electric kitchen by G.E. with four-burner refrigerator, continuous clean oven, disposal and dishwasher
● Washer-dryer hookups
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Due to pressures from the lagging housing market, Santa Anita Consolidated chose not to continue the Disney contract in 1975, winding down and closing the Grant Corporation in 1976.

Timeline

- 1945** – Earl G. Kaltenbach, Jr. starts architect design company, works on movies for Vanguard, MGM
- 1955** – Kaltenbach works on Disneyland's Tomorrowland
- 1956** – Gold Medallion Home "Total Electric" program begins
- 1957** – Kaltenbach works with Ross Cortese on Rossmoor
- 1963** – FHA and VA loans approved for townhomes, Kaltenbach and Kaufman and Broad open Huntington Continental, one of the first large "California Townhome" projects
- 1970** – Kaltenbach and Grant Corporation team up to open Villa Palma, a townhome complex in La Palma
- 1971** – Bradford Place Stanton opens, Bradford Place Stanton expands with Bradford Place East, Bradford Place Las Vegas opens, Disney opens Lake Buena Vista townhomes
- 1972** – Bradford Place Santa Ana opens, Bradford Place La Verne opens, Northpark Square San Jose opens
- 1973** – Bradford Place West (final phase) opens in Santa Ana
- 1974** – Bradford Place sells out, Grant Corporation offered Walt Disney World Lake Buena Vista contract by Disney
- 1975** – Lake Forest test townhomes built in Tampa, Florida
- 1976** – Santa Anita Consolidated ends Grant Corporation

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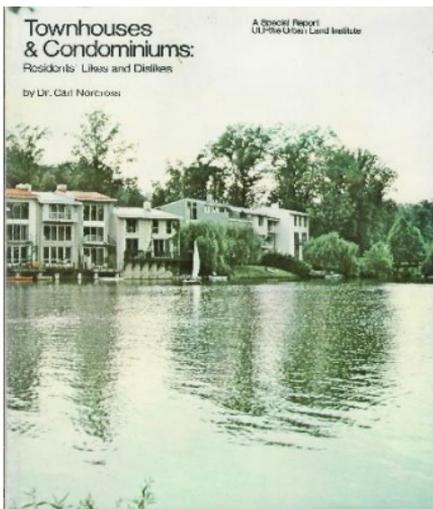
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About these men from Bradford Place:

Hastin Zylstra lives, works near, and plays in Bradford Place in Santa Ana. He discovered this story of Earl G. Kaltenbach and Bradford Place due to his passion for community, and Disney theme park history. Hastin co-founded MiceChat.com, and thanks to this online Disneyland community, he met his best friend, Rick Wright.

Rick recently moved to Bradford Place Santa Ana from Oceanside, CA – where he was the Executive Director of Mainstreet Oceanside and lead Oceanside’s downtown redevelopment effort for over 25 years.

Instagram: [@hastinz](#) / [@originalrixter](#) Email: hastin@gmail.com

Get more Bradford Place on my personal website, including downloadable lots for The Sims 4, graphics, and more insight into the history of Bradford Place!

www.hastin.net