

Bradford Place

**History of a futuristic
Towne Home community**

by Hastin Zylstra

a Man from Bradford Place

The Story of Bradford Place

- Welcome to Bradford Place!
- Townhome Origins and Needs
- The Stanton Original – A Supply to Fill the Need
- Marketing and Response
- The Models and Design
- How Bradford Place Santa Ana Came to Be
- Advertising and Marketing
- Going North to San Jose, Gambling in Las Vegas, and Moving to La Verne
- Today's Bradford Place



About Me

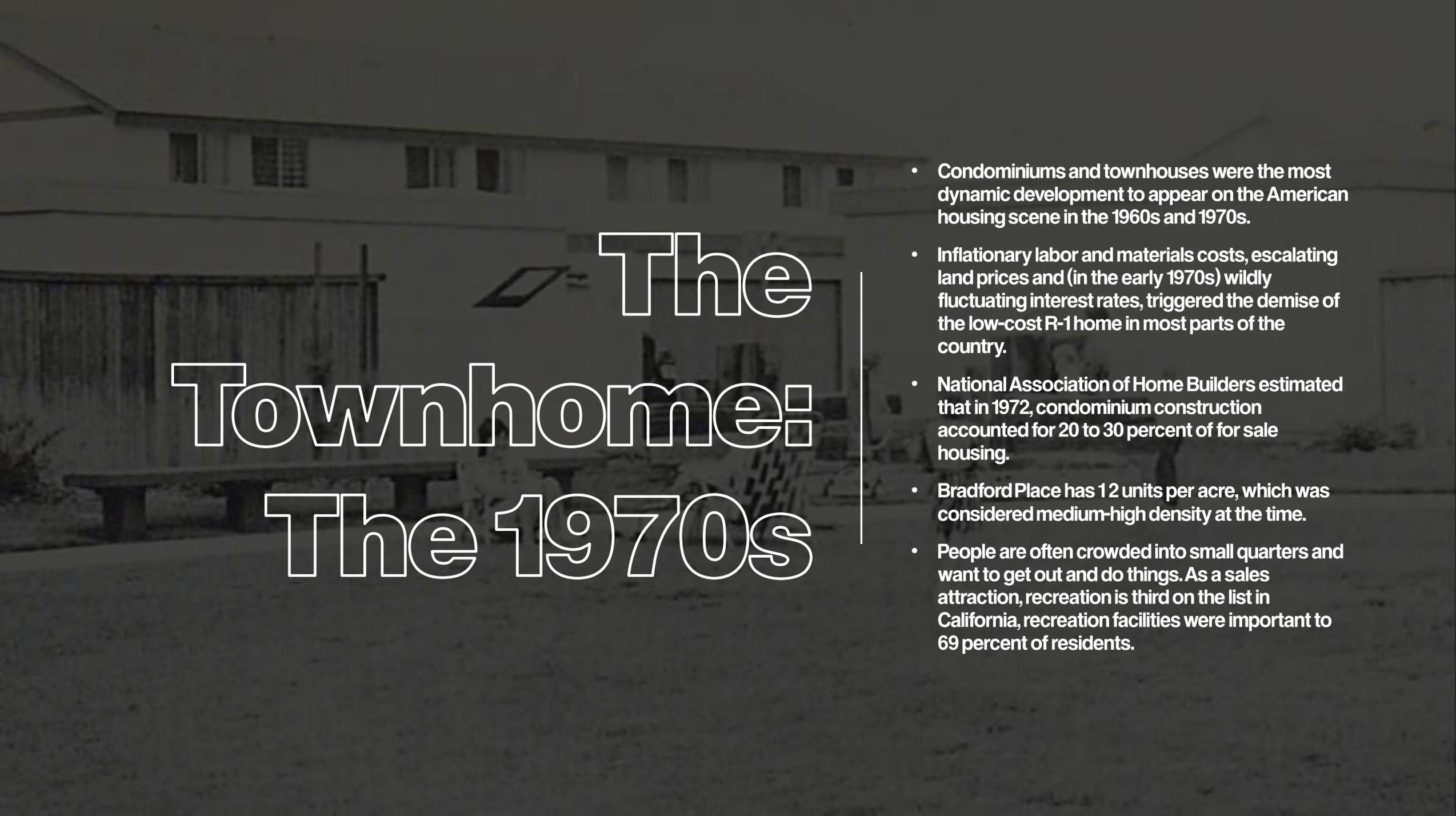


HASTIN
ZYLSTRA

The Townhome: A Short History

- Louisburg Square in Boston's Beacon Hill is the landmark example of one of the first townhomes, a home that exists with a community association, and green common areas managed by that community.
- The **townhouse on the green** started appearing in the late 1950s and early 1960s.
- The FHA approved the first townhome for an FHA loan in 1961, marking the first time loans were approved for houses that did not have an entrance facing the street.
- Think about this timeline as it relates to the development of Bradford Place from 1970 to 1973.





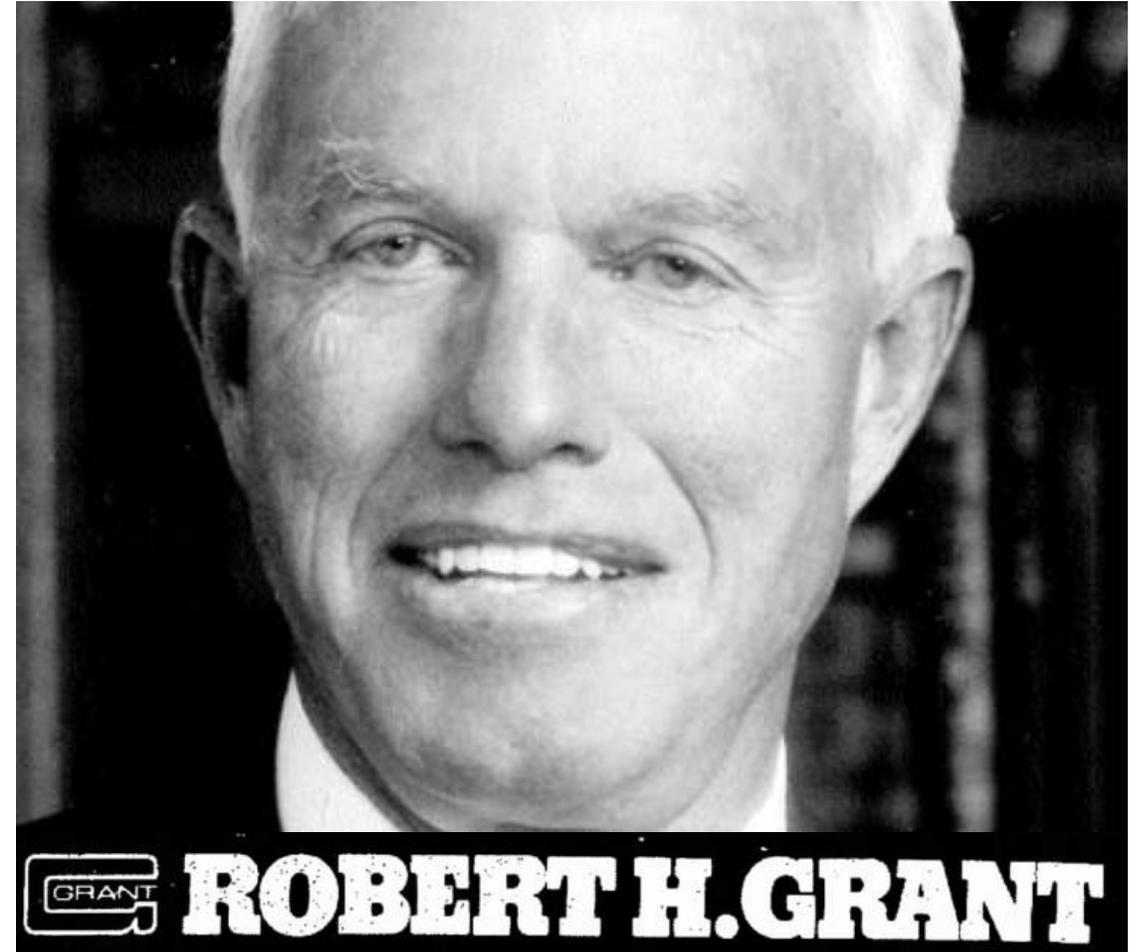
The Townhome: The 1970s

- Condominiums and townhouses were the most dynamic development to appear on the American housing scene in the 1960s and 1970s.
- Inflationary labor and materials costs, escalating land prices and (in the early 1970s) wildly fluctuating interest rates, triggered the demise of the low-cost R-1 home in most parts of the country.
- National Association of Home Builders estimated that in 1972, condominium construction accounted for 20 to 30 percent of for sale housing.
- Bradford Place has 12 units per acre, which was considered medium-high density at the time.
- People are often crowded into small quarters and want to get out and do things. As a sales attraction, recreation is third on the list in California, recreation facilities were important to 69 percent of residents.

Robert H. Grant

and the origins of Bradford Place

- The Robert H. Grant Corporation, pioneering California homebuilders, (over 12,000 homes built) recognized the needs of this market: namely, the desire for home ownership at an affordable price, the opportunity to build equity and benefit from income-tax deduction for interest and property taxes.
- A move-down market was materializing rapidly in many parts of the country: empty nesters whose children had either married or moved out and who found themselves rattling around in, or saddled with maintaining, large homes.
- The Grant executives realized, there was another market - the single individual, who for a variety of reasons (usually divorce but often a preference to remain unmarried or marry late) lives alone. This individual, it was agreed, had also become disenchanted with renting; or perhaps came from a disrupted home and would be seeking a sense of security that only ownership could provide.



Introducing

Bradford Place

Stanton

Opening Nov 1970!

Townhomes Rising at Stanton Site

Grant Company of California has broken ground for a new 416-unit townhome community in Stanton, Donald L. Maddock, president, announced.

To be known as Bradford Place, the project is on Katella Avenue at Bradford Street, about one-quarter mile east of Knott Avenue.

Maddock said Bradford Place would contain two and three-bedroom townhomes in the \$19,000 to \$22,000 price range. Both FHA and VA financing will be available.

"Under a special FHA financing program, we will be able to sell homes at Bradford Place with substantially reduced down payments," said Maddock, whose firm is a subsidiary of Anaheim-based Grant Corporation, one of the nation's leading home builders.

Sales office will open in November.

Press-Telegram Long Beach



NEW PROJECT — Miss Stanton, pretty Cathy McCoy, and Donald L. Maddock, president of Grant Company of California, show Stanton Mayor Gilbert Arbiso, Jr. rendering of one of the townhomes which will be built at Bradford Place in Stanton. The Grant Company project, located on Katella Avenue at Bradford Street, will contain 416 two and three bedroom townhomes. Site work is now in progress and sales office will open in late November.

Anaheim Bulletin - Oct 24, 1971



LA Times, January - March 1971

FEATURES LIKE THESE MAKE THE BRADFORD PLACE PICTURE COMPLETE

Complete maintenance of all landscaped and recreation areas provided • Exterior maintenance on fences, garages, and homes provided • Excellent financing • Choice location • Fabulous community recreation center • Cabanas with showers and dressing rooms • Heated swimming pool • Wading pool and tot lots • Underground utilities • Municipal improvements in and paid for • Private fenced patio • 110-volt outlet on patio • Lush landscaping • Lifetime copper plumbing • Space for storage in oversize lockable garage plus complete laundry area • Gold Medallion all-electric living • Thermostatically-controlled heating • All-electric kitchen • See-through oven and built-in range • Exhaust hood • Automatic dishwasher • Whisper-quiet disposal • Laminated plastic counter tops and back splash • Pass-through

kitchen window with patio bar for outdoor serving (most models) • Stained, two-coat, hot-lacquered hardwood cabinets • Insulated and sound-conditioned ceilings • Loads of 100% deep pile nylon carpeting • High quality draperies • Recessed oval basin in baths • Cultured marble-topped pullman • Deluxe medicine cabinets • Generous linen, storage, and pantry space • Spacious wardrobes throughout • Wide spans of sliding glass doors and windows • Decorator designed lighting fixtures • Silent action electric switches • Maximum number of duplex convenience outlets in every room • Pre-wired telephone and television outlets with built-in antenna • Double-electrode quick-recovery water heaters •

© 1971 Grant Corporation, a Subsidiary of Santa Anita Consolidated, Inc.

A **Grand Opening** for people who are fed up with being a number on an apartment house mailbox!

Ask the man from Bradford Place

Escape the confinement of renting! Come to Bradford Place, the distinctive new address in close-to-everywhere Stanton. It's where you ought to be! We challenge you to find any town home in Orange County that matches Bradford Place feature-for-feature at such an affordable cost. Don't make a homebuying decision without seeing Bradford Place first. And don't continue paying exorbitant rent on someone else's real estate. Just consult the Man from Bradford Place!

915 soft-on phone 463

SALES OFFICE
Open Daily 10 a.m. to dusk (714) 892-0313

\$19,995 to \$22,395 VA/FHA

LUXURIOUS 2 & 3 BEDROOM TOWNE HOMES

FEATURES LIKE THESE MAKE THE BRADFORD PLACE PICTURE COMPLETE

Complete maintenance of all landscaped and recreation areas provided • Exterior maintenance on fences, garages, and homes provided • Excellent financing • Choice location • Fabulous community recreation center • Cabanas with showers and dressing rooms • Heated swimming pool • Wading pool and tot lots • Underground utilities • Municipal improvements in and paid for • Private fenced patio • 110-volt outlet on patio • Lush landscaping • Lifetime copper plumbing • Space for storage in oversize lockable garage plus complete laundry area • Gold Medallion all-electric living • Thermostatically-controlled heating • All-electric kitchen • See-through oven and built-in range • Exhaust hood • Automatic dishwasher • Whisper-quiet disposal • Laminated plastic counter tops and back splash • Pass-through kitchen window with patio bar for outdoor serving (most models) • Stained, two-coat, hot-lacquered hardwood cabinets • Insulated and sound-conditioned ceilings • Loads of 100% deep pile nylon carpeting • High quality draperies • Recessed oval basin in baths • Cultured marble-topped pullman • Deluxe medicine cabinets • Generous linen, storage, and pantry space • Spacious wardrobes throughout • Wide spans of sliding glass doors and windows • Decorator designed lighting fixtures • Silent action electric switches • Maximum number of duplex convenience outlets in every room • Pre-wired telephone and television outlets with built-in antenna • Double-electrode quick-recovery water heaters •

© 1971 Grant Corporation, a Subsidiary of Santa Anita Consolidated, Inc.

How do you buy a new home for \$19,995 during a Sneak Preview Sale?

Ask the man from Bradford Place

Escape the rush! Be first! Pre-Opening sneak preview of exciting 2 & 3 bedroom town homes priced right! 1 & 2 stories in close-to-everywhere Stanton. Complete with Recreation Center, swimming, greenbelts, and other pleasures. And relax! All exterior maintenance provided. Today's the day. Come be Number One!

SALES OFFICE
Open Daily 10 a.m. to dusk (714) 892-0313

\$19,995 to \$22,395 VA/FHA

MARK OF BUILDER EXCELLENCE

THREE'S A CHARM!

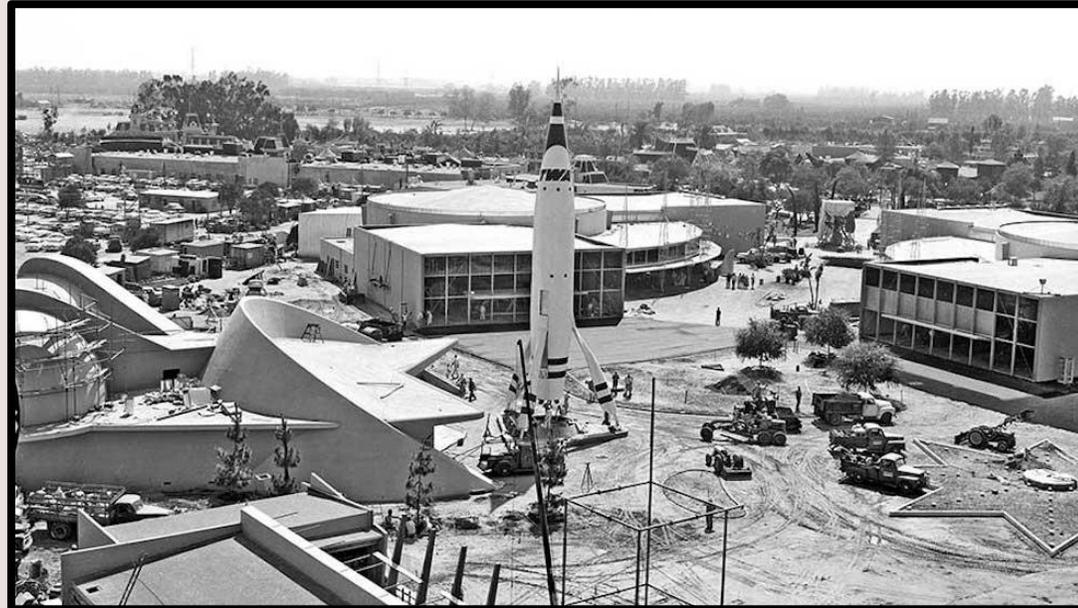
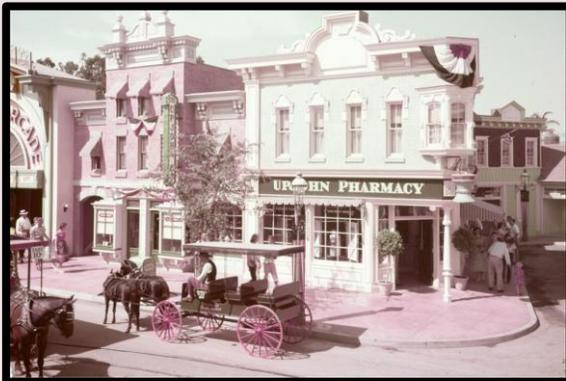
Now you have a choice of three exciting Grant community developments. Bradford Place, Culver Dale, and Glendale. Charming homes. Wide range of prices. Excellent locations. One just right for you. See map for locations. Grant Company (714) 772-3861.

MARK OF BUILDER EXCELLENCE

Earl G. Kaltenbach, Jr.

under Ross W. Cortese Architectural Firm

Disneyland Upjohn Pharmacy



Disneyland Tomorrowland 1955

MOOR
 No Other Community Offers Such Real Value
 As The New 1200-acre "Walled City"

MULTI-MILLION DOLLAR
 MEDICAL CENTER

SCHOOL

1 OF 7
 SCHOOLS

16,000,000
 SHOPPING CENTER

FROM LOS ANGELES →

THIS AERIAL PHOTO SHOWS SOME OF THE SIDES OF THE EVENTUAL ONE HOKER IN BOSTON

SANTA ANA FREEWAY

ANTHONY BLVD

DEL AMO

CARSON BLVD

WENTZ BLVD

ROBINSON

GARDEN GROVE BLVD

PACIFIC COAST BLVD & 101

CITY OF LONG BEACH

3 BEDROOMS—3 BEDROOMS AND FAMILY ROOM

4 BEDROOMS AND FAMILY ROOM...ALL WITH 2 BATHS!

FHA TERMS from \$1800 (plus
 payments)

FHA...\$50 per month minimum income open weekdays through Friday 10 a.m.—9 p.m. saturdays 10 a.m.—7 p.m. VA...\$275 per month minimum income

PLAN AND DESIGN COPYRIGHTED BY FREDERICK HOKER, INC., BOSTON. Model homes by OFFICE FURNITURE OF LONG BEACH. Architect: EARL G. KALTENBACH, JR., AIA

MEDALLION CITY

Architect: EARL G. KALTENBACH, JR., AIA

LA Times — Jan 18 1959



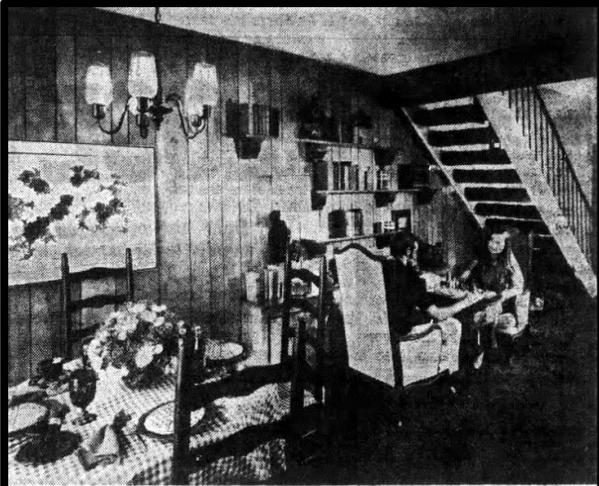
Earl G. Kaltenbach, Jr.

- The first 1955 Tomorrowland was designed based on John Hench's concept art by a member of Ross W. Cortese's architectural team, Earl Kaltenbach.
- Earl Kaltenbach went on to be the primary Architect at (Leisure World) Rossmore, a futuristic retirement master-planned city in north Orange County.
- In addition to Rossmoor, and most of Kaufman & Broad's home projects - Kaltenbach designed at least one multifamily project, 5219 Ocean Boulevard at Newport Beach, before the K&B projects.
- Concurrent with the K&B projects, he designed several others including Blue Lagoon Villas at Laguna Beach, **Bradford Place in Stanton and Santa Ana**, and Whittier Villas at north Whittier.





COMFORTABLE LIVING-DINING AREA . . . At Bradford Place



THREE-BEDROOM PLAN 93 . . . at Bradford Place, Stanton



CHEERFUL DECOR HIGHLIGHTS LIVING ROOM OF THIS MODEL



POPULAR PLACE—CHEERFUL LIVING ROOM FEATURED AT SA HOME

**2 Bedroom, 1 Bath
Plan 92**

**3 Bedroom, 2 Bath
Plan 93**

**3 Bedroom, 2 Bath
Plan 94**

**4 Bedroom, 2 Bath
Plan 95**



Eichen To Do Grant Project

Carole Eichen Interiors, Inc. has been retained to decorate and merchandise four model townhomes for Bradford Place, Grant Company of California's new \$8.5 million townhome community in Stanton.

Carole Eichen, head of the subdivision interior design concern, said "the Bradford Place models, when completed, should be an excellent source of ideas on imaginative interiors, which can be duplicated easily at a small cost."

The nationally known decorator added the project design philosophy will emphasize how do-it-yourself families can adapt the popular "eclectic look," or the new "warm contemporary look" to the townhome and keep within a modest budget.

Donald Maddock, president of Grant Company, said the Eichen design organization was awarded its third decorating assignment because of its "proven ability to merchandise model interiors to a broad spectrum of public taste as well as imaginatively showcase the latest colors and fashions in home furnishings."

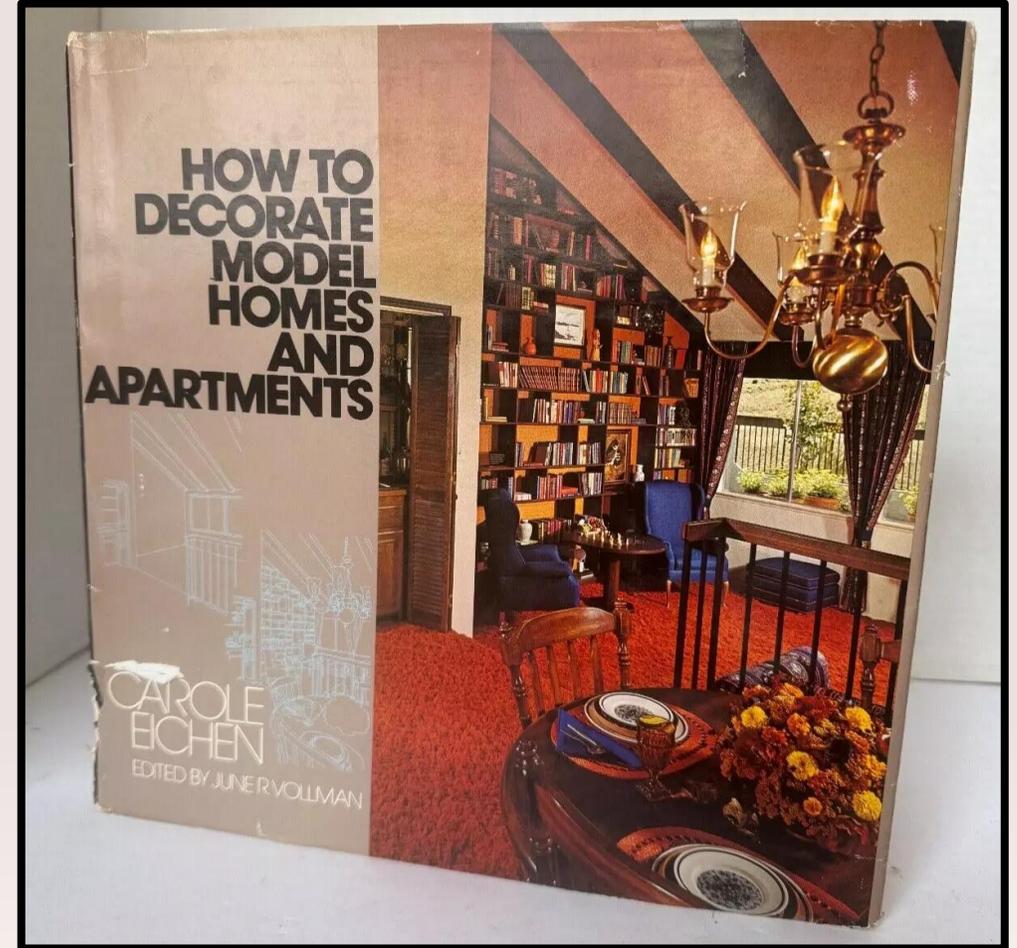
Previously, the Eichen firm had decorated and furnished the model homes at Glenaire in Cerritos and Glenbrook in Las Vegas, Nevada.

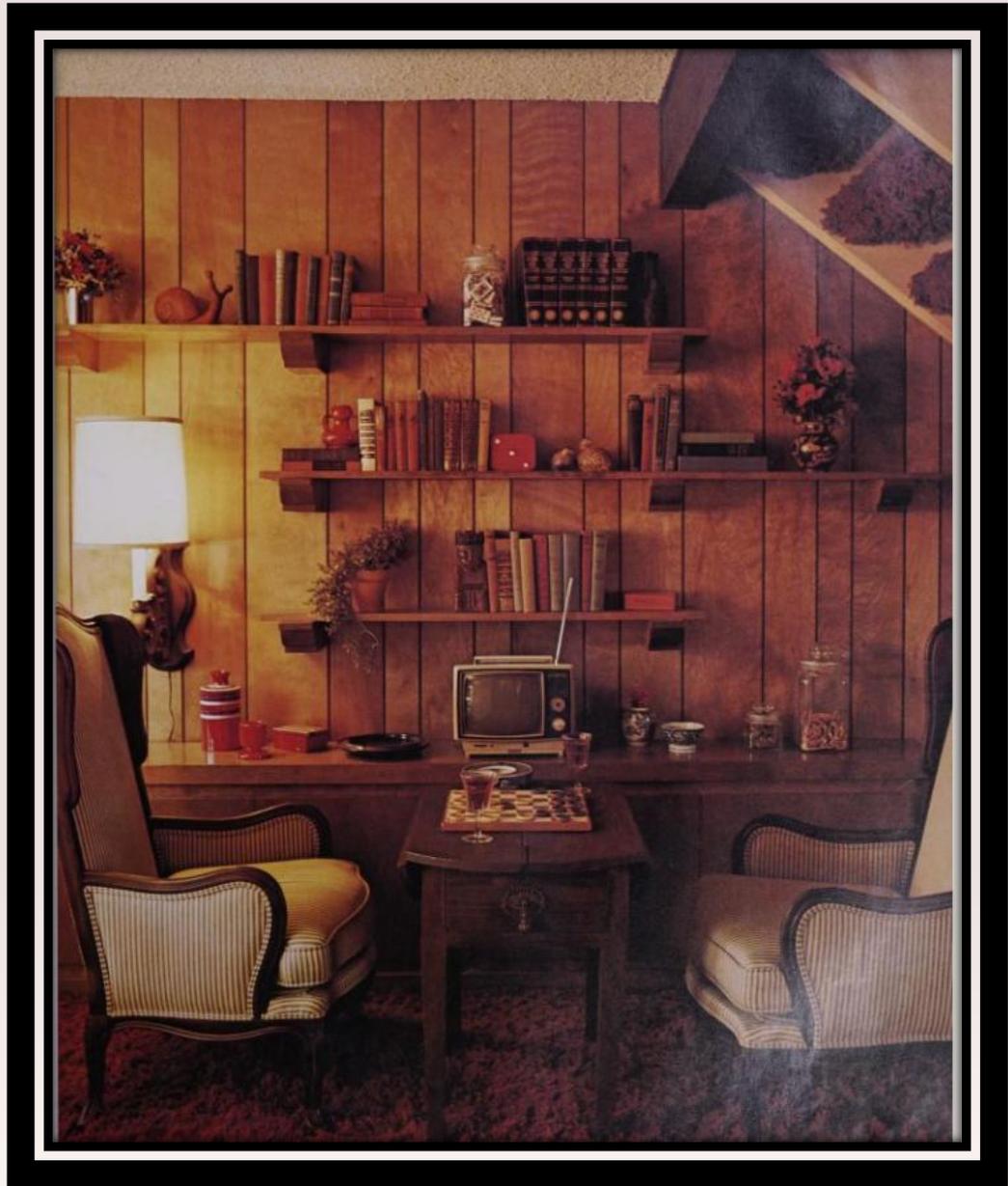
Maddock is convinced model home interiors are "the fashion laboratories" of today. "People are always interested in new trends in decorating. Bradford Place should spark their imagination," he said.

Prices at the 416-unit townhome community start in the lower range with FHA and VA financing available. Models are expected to open in March. The project is located on Katella Avenue at Bradford Street, about one-quarter mile east of Knott Avenue.

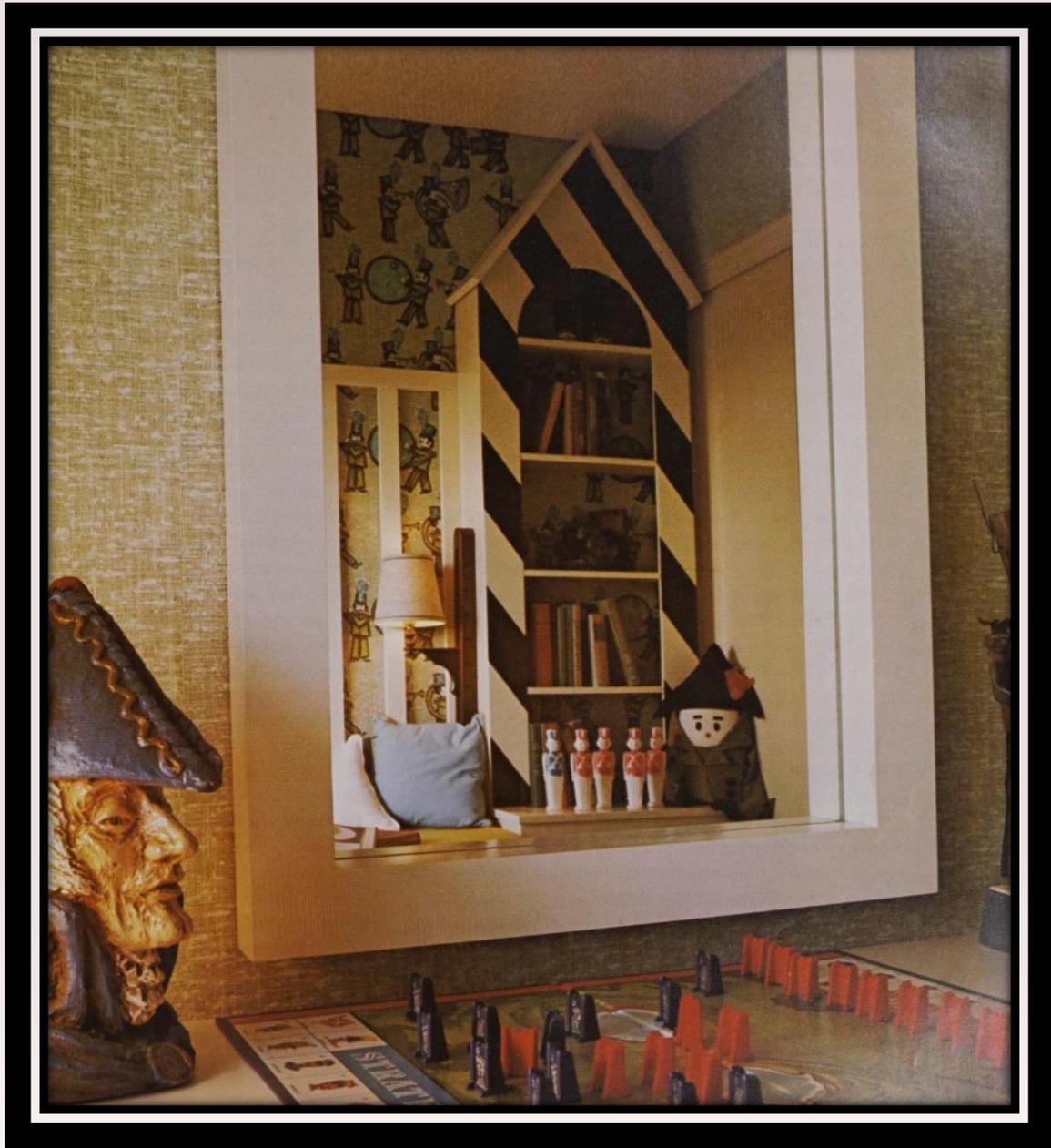


CAROLE P. EICHEN











CLUBHOUSE . . . At Bradford Place

Bradford Place Open in Stanton

Bradford Place, a 416-unit townhome community designed to fit budgets of moderate income families, has been unveiled in Stanton by the Grant Company of California.

Two and three-bedroom homes are priced from \$19,995 to \$22,995 at the new \$8.5 million project, according to Donald L. Maddock, Grant Company president.

Residents will have their own private recreation center with a clubhouse, heated swimming pool and children's pool. Play areas for tots will be located throughout the landscaped grounds of the development.

Qualified buyers may purchase Bradford Place homes with substantially reduced down payments under FHA financing programs which are in effect, Maddock said.

FHA, VA or conventional financing is available at 7½ per cent annual interest rate.

THE two-bedroom townhomes are single story units, while the three-bedroom, two-bath models have two stories. All homes have private fenced patios for outdoor dining and relaxing.

Bradford Place is the

second moderately priced townhome community to be developed by the Grant Company in Orange County during the past year.

The first, Villa Palma in La Palma, was virtually sold out before the models were completed.

Grant Company of California, developer of Bradford Place, is a subsidiary of the Anaheim-based Grant Corporation, one of the nation's leading home building and land development firms.

Bradford Place is located on Katella Avenue at Bradford Street, about one-quarter mile east of Knott Avenue. The information center is open daily from 10 a.m. to dusk.

Dear BBB:

(Better Business Bureau)

Q. "If I stop payment on a check I don't have any further responsibility, do I?"

A. "If your check is cashed by an innocent third party, he becomes a holder in due course and can make a claim against you for payment."

Grand opening of Orange County's newest moderately priced community takes place today as Bradford Place in Stanton formally opens its furnished models and recreation center.

"More than 50 per cent of the 77 townhomes in the first unit were sold during preview showings," said Charles Dreyer, marketing director for Grant Company of California, developer of the \$8.5 million project that ultimately will contain 416 units.

"Early buyer response

indicates there is a great demand for housing in Bradford Place's price range and we expect the first unit to be sold out in a very short time," Dreyer added.

Two and three-bedroom townhomes in the community are priced from \$19,995 to \$22,400 on FHA

and VA financing. Substantially reduced down payments are available to qualified FHA buyers.

THE TWO model townhomes now open at Bradford Place were decorated and furnished by Carle Elches Interiors of Fullerton, one of the nation's

leading interior design firms.

Also ready for inspection is the new clubhouse and swimming pool complex which will become the private recreation center for residents of the project.

Additional recreation facilities scheduled for Bradford Place include 16 lots

in various locations throughout the development and walking paths which will wind through the landscaped grounds.

THE Bradford Place Homeowners Association will provide the maintenance for the clubhouse, swimming pools and landscaped grounds and also

will be responsible for the upkeep of the exterior walls, trim and roofs of all homes. The nominal fee for this service is included in the monthly mortgage payment, said Dreyer.

Features of all townhomes are kitchens with built-in ranges, see-through ovens, automatic dish-

washers and disposers and baths with recessed oval basins and cultured marble top pullmans.

Wall-to-wall carpeting and drapes are included with each townhome, as are private fenced patios.

GRANT Company of California is a subsidiary of Grant Corporation, the An-

ahem-based homebuilding and land development firm that has produced nearly 10,000 homes in the western United States.

Now a division of Santa Anita Consolidated, Inc., Grant Corporation currently is developing 12 major projects in California, Hawaii and Nevada.

Bradford Place is located on Katella Avenue at Bradford Street, about one-quarter mile east of Knott Avenue. The information center is open daily from 10 a.m. to dusk.

Bradford Place: easy living

Independent — March 13 1971

On target marketing: sales in this project are one year ahead of schedule

In fact, 60% of the 407 townhouse units at Bradford Place were sold 60 days after it opened in mid-March.

The reason: pre-construction marketing studies which not only helped Grant Co. of California set the sales record (and thereby move up the project's

completion date by 12 months), but also led the company to buy a contiguous piece of land for 89 additional units.

Marketing studies zeroed in on population, employment, and buyer profiles. The findings: the location was a strong growth area (Stanton, Calif.), and the

proximity of six freeways meant residents could easily reach jobs in nearby Los Angeles.

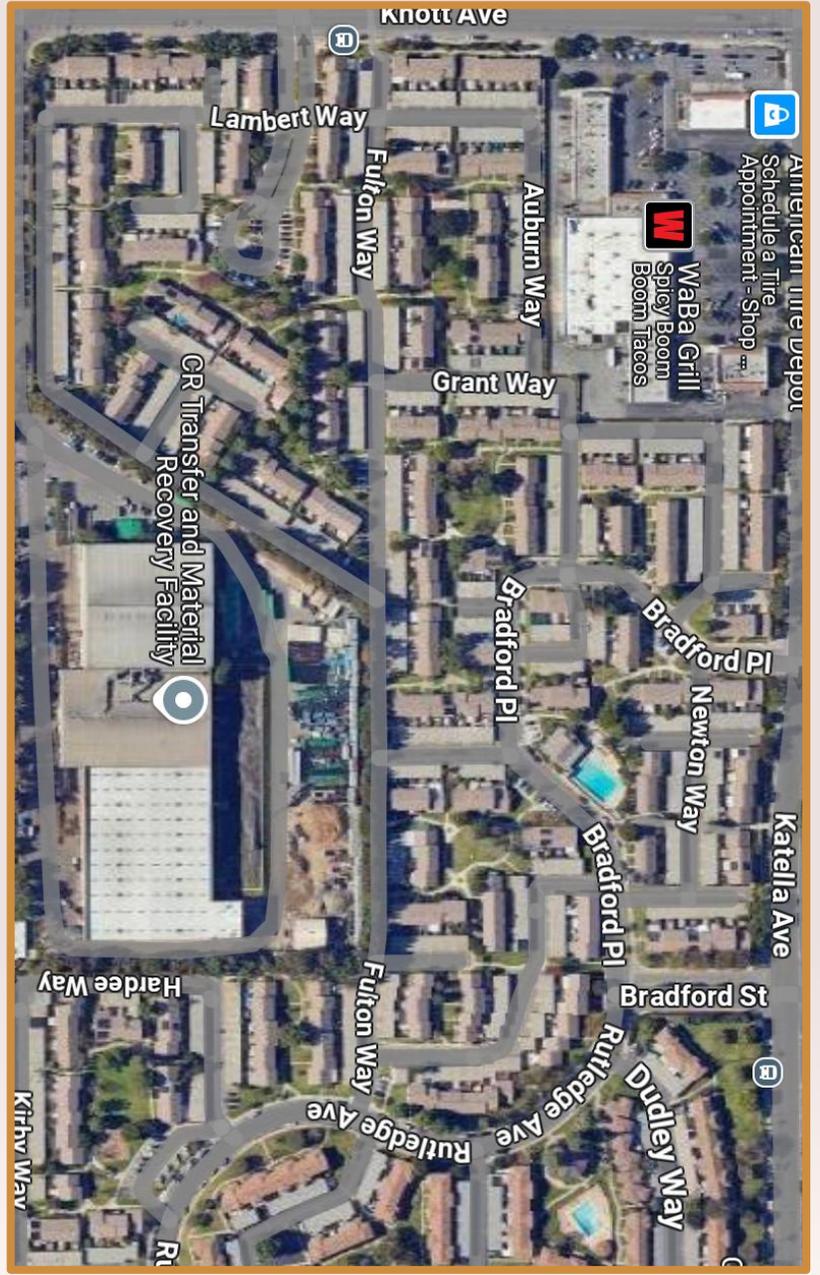
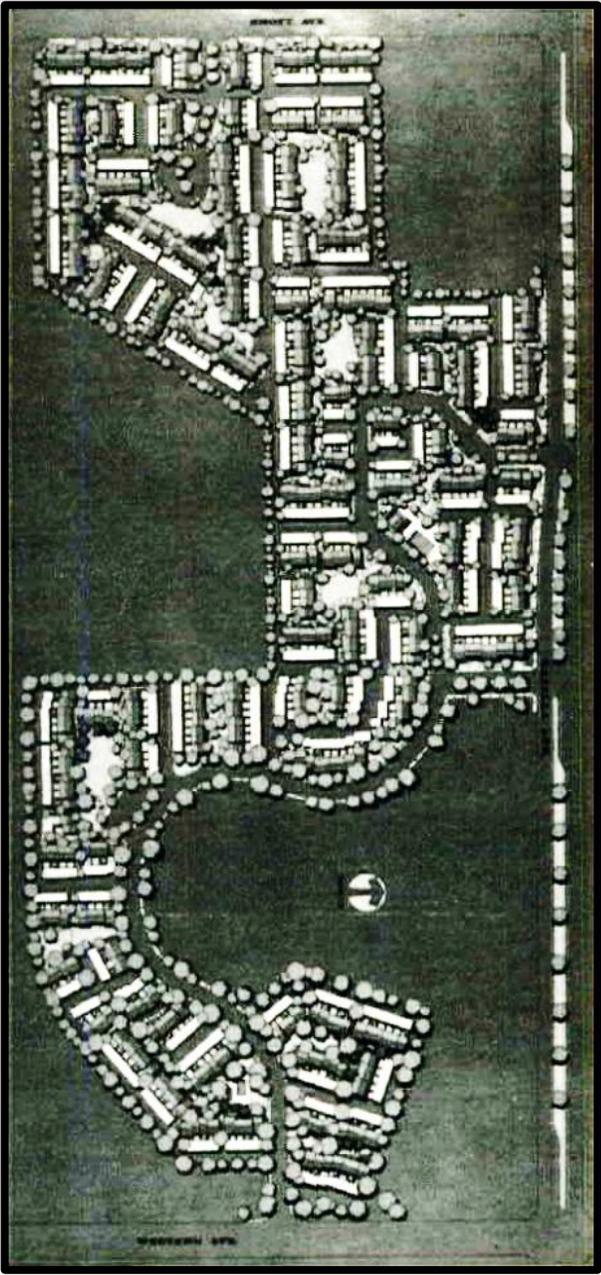
Potential-buyer analysis indicated that 90% would come from rented apartments, and that where husband and wife worked, combined monthly income would be \$1,050.

Actual figures for the 449 sales made by November 1: 90% former renters, combined income, \$1,068.

All units were financed with FHA and VA mortgages. Earl Kaltenbach & Assoc., AIA was the architect; Lent-Forsum Assoc., land planner.

Independent — Feb 20 1971

House + Home — October 1971



Bradford Place East Being Built

Grant Co. of California has begun construction of Bradford Place East, a development of 89 townhouses priced from \$21,500 to \$25,700 adjacent to but separate from Grant's Bradford Place in Stanton.

The new project will have its own recreational facilities, green belts and homeowner association, the developer said, and will offer the same two-, three- and four-bedroom plans as the original project, now nearly sold out. The sales and information center is on Katella Ave. at Bradford St.

Popular Bradford Place East in sellout by year-end



DINE INDOORS OR ON PRIVATE PATIO . . . at new Bradford Place East

Bradford Place East, new Grant Company of California townhome community in Stanton, will be sold out by the end of this year, it is predicted by Charles Dreyer, marketing director.

"Only 42 of the 89 units in the project are left," he added, "and they won't last long."

Bradford Place East adjoins the Grant Company's original townhome project in Stanton, Bradford Place, where 400 units were sold in less than six months.

Dreyer credits the success of the two communi-

ties to the fact that buyers may purchase the townhomes on monthly payments that often are no more than the rent they had been paying in apartments.

"Here a buyer builds up an equity and also enjoys the benefit of tax deductions. In an apartment, you get shelter and the landlord gets the equity and tax deductions," he said.

TWO, three and four-bedroom townhomes at Bradford Place East are priced from \$21,500 to \$15,700 on FHA or VA financing.

Residents of the community will have their own recreation facilities, including a heated swimming pool and adjoining cabana, and play area for children.

Kitchens equipped with built-in electric ranges and ovens, automatic dishwashers, and disposals are found in all homes; as are wall-to-wall carpets and drapes.

EACH townhome has its own private patio and two-car garages with laundry area.

The community's Homeowners Association will maintain all recreation fa-

cilities, common areas and the exterior walls, trim and roofs of all units.

Sales for Bradford Place East are being made out of the information center for the original Bradford Place, where four furnished models are open daily for inspection.

Grant Corporation, a subsidiary of Santa Anita Consolidated, Inc., currently has 15 major projects under development in California, Hawaii and Nevada.

The community is located on Katella Avenue at Bradford Street, about one-quarter mile east of Knott Avenue.



INDEPENDENT PRESS-TELEGRAM
and
THE EVENING NEWS
ORANGE COUNTY

LONG BEACH, CALIF., SUNDAY, NOV. 14, 1971

Press-Telegram - Nov 11 1971

LA Times - Aug 29 1971



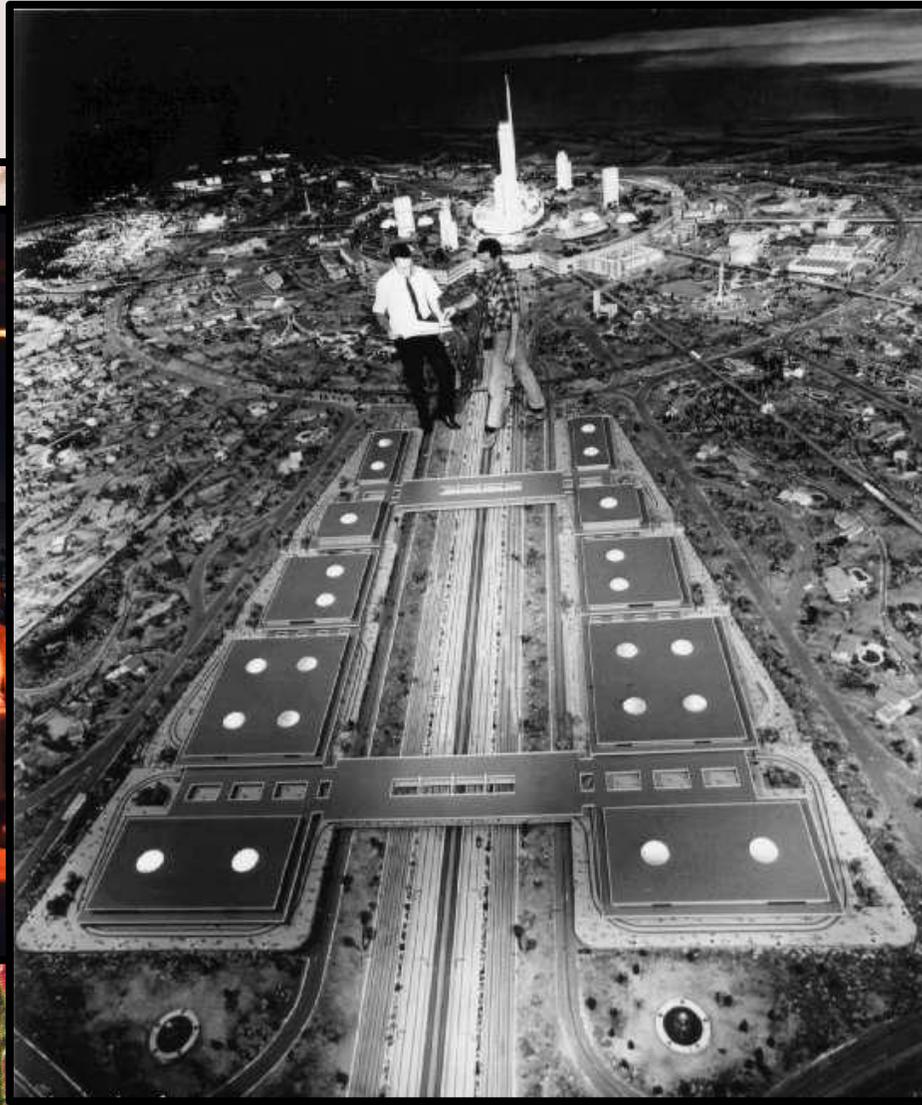


General Electric provided the main support for the program, which launched in March of 1956 by the National Electrical Manufacturers Association (NEMA).

Nearly 1,000,000 homes were sold with the medallion.



Visit model homes in your community during National Home Week.
Make your house a Medallion Home and live better electrically.



GE Honors Grant Company For New Westwood Project

For the second time in less than a year, Grant Company of California has been named the national "Builder of the

Month" by General Electric Company, it was announced. Grant Company was honored for its new development

of Westridge in Anaheim Hills, according to Michael Hardison, resident manager of GE's Carousel of Progress in Disneyland, where large color photos of the new homes are now on display.

Earlier, Grant, a subsidiary of Santa Anita Consolidated, Inc., had received GE's "Builder of the Month" award for Bradford Place, a town-home community in Stanton. The Stanton project is now sold out, but a similar project is now open at Main Street and Dyer Road in Santa Ana.

The award-winning community of Westridge, where more than 50 homes have been sold in less than two months, features spacious three to six bedroom houses priced from \$42,995 to \$50,995.

Four models are open daily at the projects information center, which can be reached by taking the Santa Ana or Newport Freeway and exiting at Lakeview. At the foot of the offramp, turn left and drive east on Santa Ana Canyon Road to Royal Oak Road. Turn right at Royal Oak and drive up the hill to the models at the corner of Nohl Ranch Road.



HONORED—Bart Furey (left) of General Electric presents the "Builder of the Month" award to Grant Company of California for its new Westridge project in Anaheim Hills. Accepting are Charles Dreyer (center) vice president and marketing director and Tony Allen, president of Grant Company of California.

Anaheim Bulletin — Aug 5 1972

SANDPOINTE Santa Ana



**Sandpointe...
Some Place**

Sandpointe is quite a home in quite a place. The place where things are happening. Like a new park being built. With tennis courts, playgrounds, and places for taking an evening stroll or flying a kite. And a paseo that takes your children to their fun places, without crossing the street. Nearby, freeways, shopping, entertainment and schools. The beach is just 15 minutes away. And you'll find the homes just as

exciting as the location. Designed for the whole family to enjoy. With bright, warm family rooms and big bonus rooms that make ideal playrooms. Wall-to-wall carpeting, built-in patio kitchens, double view ovens, dishwashers, step-down living rooms and fireplaces. Find your place in a great place... Sandpointe. \$26,995 to \$34,445. VA, FHA and conventional financing available.



Driving directions:
Take Santa Ana Freeway to Newport Beach Freeway. South on Newport Beach Freeway to MacArthur Blvd. exit, and follow signs. Or take San Diego Freeway to Bristol Street exit, and go north following signs. Sandpointe information: (714) 546-9411

SANDPOINTE
leadership homes
by Macco Corporation
an IBC Company
of GREAT SOUTHWEST CORPORATION

Jun 28 1970

Housing Division In Shift

NEW YORK — Cerro Corp. says it has reached a preliminary agreement with Great Southwest Corp. to acquire the major assets of Macco Corporation's Leadership Housing Systems Division.

Macco is a wholly owned subsidiary of Great Southwest Corp., which in turn is owned 90 per cent by Pennsylvania Co., a subsidiary of Penn Central Transportation Co.

The purchase is subject to the satisfaction of a number of conditions, including the ability of Great Southwest Corporation to arrange additional interim financing for its operations.

The assets involved include Macco's single family residential development business, its apartment house development operations, mobile home park development division, and mobile home rental sales activities. These are located primarily in California and Texas with certain additional mobile home park operations in Florida and Arizona.

Sep 27 1970



BOB DALE

Grant Company Names Chief At Sandpointe

Bob Dale has been named project manager at Sandpointe in Santa Ana. It was announced today by Charles Dreyer, marketing director for Grant Company of California.

Grant Company recently acquired Sandpointe and has just opened its first unit of 151 homes at the community.

Before joining the Grant organization, Dale was associated with the Largin Company. Last year, he was responsible for the sale of more than \$3 million worth of new homes.

He has been a licensed real estate salesman for 10 years and now resides with his wife in Fountain Valley.

Grant Company of California is a subsidiary of Newport Beach-based Grant Corporation, one of the nation's leading home building and land development firms. Currently, the Grant organization has 12 major residential projects under development in California, Hawaii and Nevada.

May 8 1971

Invest in a Grant Home Today

Close-to-everywhere Sandpointe has big homes for growing families

These big homes are just minutes away from Sandpointe, making it a convenient location for growing families. The homes feature large living areas, modern kitchens, and spacious bedrooms. They are perfect for families who want to live in a great location with easy access to schools, shopping, and recreation.

From \$25,995 in. FHA

SANDPOINTE
MARK OF HOME BUILDING EXCELLENCE

Invest in a Grant Home Today

Enjoy your own space program in a big family home at Sandpointe!

These big homes are just minutes away from Sandpointe, making it a convenient location for growing families. The homes feature large living areas, modern kitchens, and spacious bedrooms. They are perfect for families who want to live in a great location with easy access to schools, shopping, and recreation.

From \$25,995 in. FHA

SANDPOINTE
MARK OF BUILDER EXCELLENCE

May 16 1971

Zar New President Of Grant Company

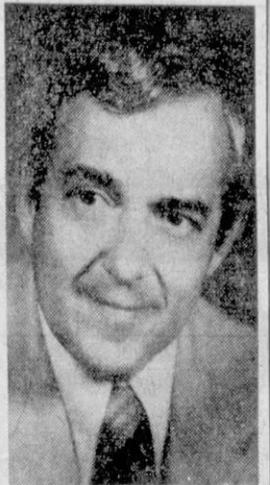
J.L. (Zeke) Zar has been named president of Grant Company of California, it was announced by Richard L. Owen, executive vice president of the parent Grant Corp.

He succeeds Warren Toman, who recently was promoted to senior vice president of Grant Corp.

Zar moves into the presidency of the Anaheim-based Grant Company of California after serving as general manager of the firm's Northern California division since mid-summer. Zar will be responsible for the homebuilding activities of Grant Company in southern California. Currently, the company is developing the townhome community of Bradford Place in Stanton, and the single-family home developments of Culver Dale in Irvine, Glenaire in Cerritos, and Sandpointe in Santa Ana.

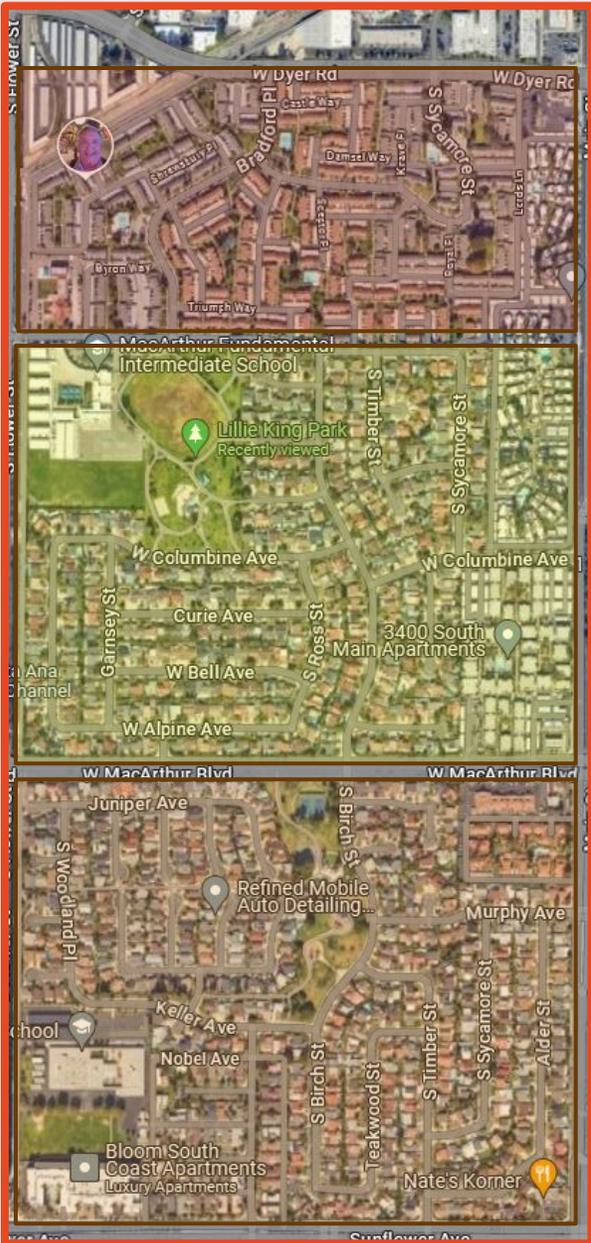
Zar joined the Grant organization after serving as president of Urbanex Corp. and executive vice president of Terrax Corp. subsidiaries of Whittaker Corp. which are active in the housing industry.

He was vice president and general manager of Urban Systems Development Corp. a subsidiary of Westinghouse Electric Corp. from 1968 to 1970, and previously served as corporate staff marketing consultant for the construction industry for Westinghouse.



J. L. (ZEKE) ZAR

Anaheim Bulletin — Jan 8 1972



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SANDPOINTE



1971

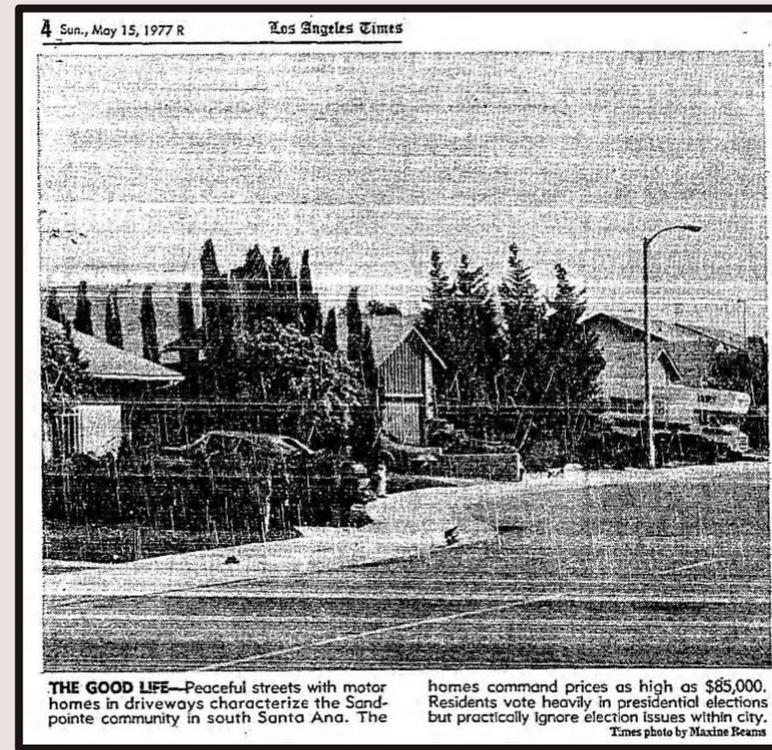
SANDPOINTE

leadership homes
by Macco Corporation



a GSC Company
GREAT SOUTHWEST CORPORATION

1970



THE GOOD LIFE—Peaceful streets with motor homes in driveways characterize the Sandpointe community in south Santa Ana. The homes command prices as high as \$85,000. Residents vote heavily in presidential elections but practically ignore election issues within city. Times photo by Maxine Beant.

LA Times—May 15, 1977



Bradford Place

SANTA ANA

A new supply
to meet the demand!



OPENS TODAY—Townhouse units will be grouped around recreation facilities at Bradford Place/Santa Ana project.

Townhouse Community to Have Four Pools

Prices Start at \$19,995 at New Santa Ana Development

BY LOU DESSER
Times Staff Writer

Four swimming pools and two clubhouses are among the recreational facilities planned for Bradford Place/Santa Ana, \$15 million townhouse community opening today in Santa Ana.

The 650-unit project, at Main St. and Dyer Road, offers two-, three- and four-bedroom townhouses in a recreation-oriented setting. Four furnished models are on display.

"With prices ranging from \$19,995 to \$24,995, Bradford Place presents an excellent opportunity for apartment renters and young married couples to

buy homes and start gaining the many benefits of home ownership," said Charles Dreyer, vice president and marketing director for Grant Co. of California, a subsidiary of Santa Anita Consolidated, Inc.

A financing plan with Great Western Savings & Loan Assn. puts homebuying at Bradford Place/Santa Ana within reach of nearly all families, according to Dreyer.

"Our excellent conventional financing program enables a family to buy a townhouse for a low down payment of just 5%," he said. "The remaining 95% will be carried on one 30-year first trust deed loan.

"No costly second mortgages are involved."

The purchase price includes wall-to-wall carpeting and kitchen built-ins. All homes have closed two-car garages with laundry areas and private rear patios.

"Residents will have lots of time to enjoy the nearby beaches and the at-home recreational facilities because they won't have any time-consuming maintenance chores to cut into their weekends and vacations," Dreyer noted.

The homeowners association will handle all maintenance of the clubhouses, pools, greenbelts and play areas, as well as the up-

keep of exterior walls, roofs and the trim of all homes.

Recreational facilities for the first increment of 166 townhouses, now under construction, will be ready for use by the time families begin moving into their new homes in July, according to Dreyer.

The Santa Ana project is Grant's second Bradford Place townhouse community to be developed in Orange County. A year ago, the company opened Bradford Place in Stanton, containing 496 units, which is now sold out.

The Stanton community will handle all maintenance of the clubhouses, pools, greenbelts and play areas, as well as the up-

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LA Times - March 19, 1972

BRADFORD PLACE

Continued from First Page
General Electric, which cited the firm as Builder of the Month at the GE Carousel of Progress in Disneyland, and from Southern California Edison Co., which presented Grant with an Award of Excellence in community planning.

"The same planning and design concepts which gained tremendous buyer acceptance and brought awards to Bradford Place in Stanton are being used at Santa Ana," Dreyer said.

Models at Bradford Place Santa Ana were decorated and furnished by Carole Eichen Interiors of Fullerton. The townhouses were designed by architect Earl Kaltenbach of Santa Ana. Lent-Forsum & Associates of Dana Point was responsible for land planning and landscaping.

Grant Co. of California is an operating division of Grant Corp. of Newport Beach, the wholly owned homebuilding and land development subsidiary of Santa Anita Consolidated.

NOW!
A New
Bradford Place
Sneak-Preview
Opening
in Santa Ana!



See
the man
from
Bradford
Place
SANTA ANA



Another exciting Bradford Place community opens in Santa Ana! Now you can move into your own townhome! Superb 2, 3 & 4-bedroom, 1 & 2-story townhome residences. Private residents-only recreation facility with heated pool. Grounds upkeep & exterior building maintenance provided. Act now during this fabulous Preview Sale. Bradford Place at Santa Ana. Fine homes. Choice location. Smart investment. It's where you ought to be!

Sales Office:
3000 S. Sycamore,
Santa Ana, Calif. 92701
Open daily 10 a.m. to dusk. (714) 979-1633

FROM \$19,995 Excellent Conventional Financing

MARK OF BUILDER EXCELLENCE



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a Subsidiary of Santa
Anita Consolidated, Inc.



NOW! IN SANTA ANA

Grand Opening

The right home, the right place, the right price!

See the man from Bradford Place SANTA ANA

Combine the benefits of close-to-everywhere location with rent-sized monthly payments that build personal equity in a home you own. Come discover brand-new, exciting Bradford Place in Santa Ana! It repeats all of the winning features that caused a Bradford Place Stanton resident in just 12 months to nearly 500 happy homebuyers. Parklike grounds, swim and recreation center, plus masterfully-designed one and two-story plans for gracious living. Leave lawnmower and paint brush behind, since all exterior maintenance is provided. And hurry! Bradford Place-Santa Ana is where you ought to be!

Exciting 2, 3 & 4 bedroom Towne Homes

As low as \$133.00 per month principal and interest*

\$19,995 to \$24,995 EXCELLENT CONVENTIONAL FINANCING



MARK OF BUILDER EXCELLENCE

GRANT

GRANT CORPORATION IS A SUBSIDIARY OF SANTA ANITA CONSOLIDATED, INC.

FEATURES LIKE THESE MAKE THE BRADFORD PLACE PICTURE COMPLETE

Full maintenance of all landscape and recreation areas • Beautiful landscaping • Community recreation center with heated pool, cabana, dressing room, and showers • Private clubhouse for your fun parties • Wading pool and hot tub • Complete sound system with 120-watt barbecue outlet • Full garage with automatic storage • Laundry area in garage • Underground utilities • Municipal improvements in and paid for • Exterior maintenance on fences, garages, and homes provided • Electric kitchen with see-through oven and built-in range • Exhaust hood • Automatic dishwasher • Whisper-quiet disposal • Laminated plastic counter tops and back splash • Luxury hardwood cabinets • Pass-through kitchen window with patio bar • Quick recovery water heater • Copper plumbing for lifetime service • Pin-weld telephones and television outlets with built-in antennas • Thermally-controlled electric heating • Sound-insulated insulated ceilings and walls • Recessed oval basin and cultured marble-topped pull-in tub • Full medicine cabinets • Decorator-selected light fixtures • Concrete linen storage • All-electric local location (long)

GE

71 Bradford Place Homes Sold In Five-Week Period

Seventy one townhomes — valued at \$1.7 million—have been sold at Bradford Place In Santa Ana during the past five weeks, it was announced by Charles Dreyer, vice president and marketing director of Grant Company of California.

Dreyer attributed the more-than-two-per-day sales pace to the fact that Orange County homebuyers are becoming much more aware of the economic advantage of owning rather than renting.

"It just makes sense to buy a home, and take advantage of the tax deductions on interest and property tax than pay rent and have nothing but old receipts to show for it," he said.

And, he added, Bradford Place residents have the same recreational amenities —swimming pools, clubhouse, greenbelts, and play areas — that are found in most apartment projects.

"Monthly payments at Bradford Place, where two, three, and four bedroom townhouses are priced from \$21,995 to \$26,995, are about the same as rent," Dreyer said.

All maintenance of the recreational facilities, greenbelts, and the exterior roofs, trim, and walls of the townhomes is handled by the com-



WOOD, STUCCO COMBINATION ENHANCES EXTERIOR

munity's homeowners association, thus relieving owners of many weekly hours of work.

Grant Company of California, the developer of Bradford Place, is a division of Newport Beach-based Grant Corporation, the home-building and land development subsidiary of Santa Anita Consolidated, Inc.

Currently, the Grant organization, which has built more than 12,000 homes in the West, has 11 major projects under development in southern and northern California, Hawaii, Arizona, and Nevada.

The Bradford Place sales and information center, located at Main Street and Dyer Road in Santa Ana, is open daily from 10 a.m. to dusk.

There's a smile on the face of the Man from Bradford Place!



Your New Home Counselor at Bradford Place-Santa Ana is all smiles! And no wonder. In just a few short weeks, this amazingly successful townhome development has racked up new sales records. Just like other Grant Company townhome communities in Stanton, San Jose and Las Vegas. What's the secret behind the success? Why will other Bradford Place townhomes shortly appear in La Verne, California and Phoenix, Arizona? Why all the smiles? Come see for yourself! Bradford Place-Santa Ana offers the most exciting home value in this or any city. Even HOUSE & HOME, a leading

note of the appeal of its handsome design, its spaciousness, parklike grounds and swim club facilities. You'll enjoy homeowner benefits with rental conveniences, like no exterior or grounds maintenance. No lawn to mow, no pool to keep clean. It's all done for you! Bradford Place-Santa Ana sets the standard for excellence in townhome living here and everywhere. Although now more than 50% sold-out, many choice homes and locations remain for your selection. Come see Bradford Place today. Conveniently close to two major freeways. It's where you ought to be!

NOW! VA & FHA FINANCING AVAILABLE

EXCELLENT CONVENTIONAL FINANCING

940-4747320

Bradford Place SANTA ANA



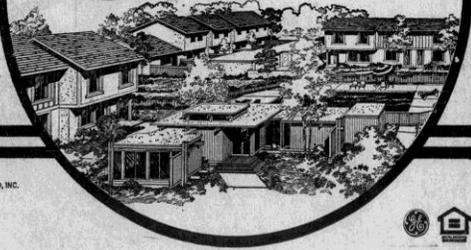
Sales Office open daily 10:00 a.m. to dusk
3000 S. Sycamore, Santa Ana, Calif. 92701
Telephone: (714) 978-1633



Exciting 2, 3 & 4 bedroom Towne Homes

\$19,995 to \$24,995

VA, FHA & EXCELLENT CONVENTIONAL FINANCING



MARK OF BUILDER EXCELLENCE

GRANT

GRANT CORPORATION IS A SUBSIDIARY OF SANTA ANITA CONSOLIDATED, INC.



There's a "best" location in Santa Ana!

Bradford Place Santa Ana is only minutes from everywhere!

- | | | |
|---|---|--|
| 4 MINUTES
Irvine Industrial Complex | 10 MINUTES
Lion Country Safari | 12 MINUTES
Beaches |
| 7 MINUTES
Orange County Airport | 12 MINUTES
University of California, Irvine | 15 MINUTES
Newport Center |
| 5 MINUTES
South Coast Plaza | 16 MINUTES
Anaheim Stadium | 18 MINUTES
Marine Corps Air Station, El Toro |
| 18 MINUTES
Disneyland | 3 MINUTES
To freeways | 20 MINUTES
Orange County Medical Center |

Where do you want to go? Chances are it's minutes from close-to-everywhere Bradford Place Santa Ana. The exciting new townhome community — itself a serene and private haven — is 3 minutes from 3 freeways, Schools? Walking distance, Churches? Most Denominations nearby, Supermarkets? Choice of several! Beaches are freeway-close, but you may find it hard to tear yourself away from your own Bradford Place pool and clubhouse. For a great investment in a home of your own — park-like environment, prime location — synchronize your watch with the Bradford Place timetable. It's where you ought to be!

As low as \$133.00 per month principal and interest*

\$19,995 to \$24,995

EXCELLENT CONVENTIONAL FINANCING

2, 3 & 4 bedroom Towne Homes

Bradford Place SANTA ANA

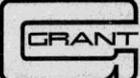


*TYPICAL SALE: \$19,995.00 cash price, \$1,095.00 cash down payment, \$18,900.00 first trust deed, \$330.00 estimated closing costs and inpossession, 300 monthly payments, \$133.00 per month principal and interest payable in 30 years. 7.5% ESTIMATED ANNUAL PERCENTAGE RATE. Monthly Community Association dues \$25.00 per month.

Sales Office open daily 10:00 a.m. to dusk
3000 S. Systeme, Santa Ana, Calif. 92711
Telephone (714) 678-1633



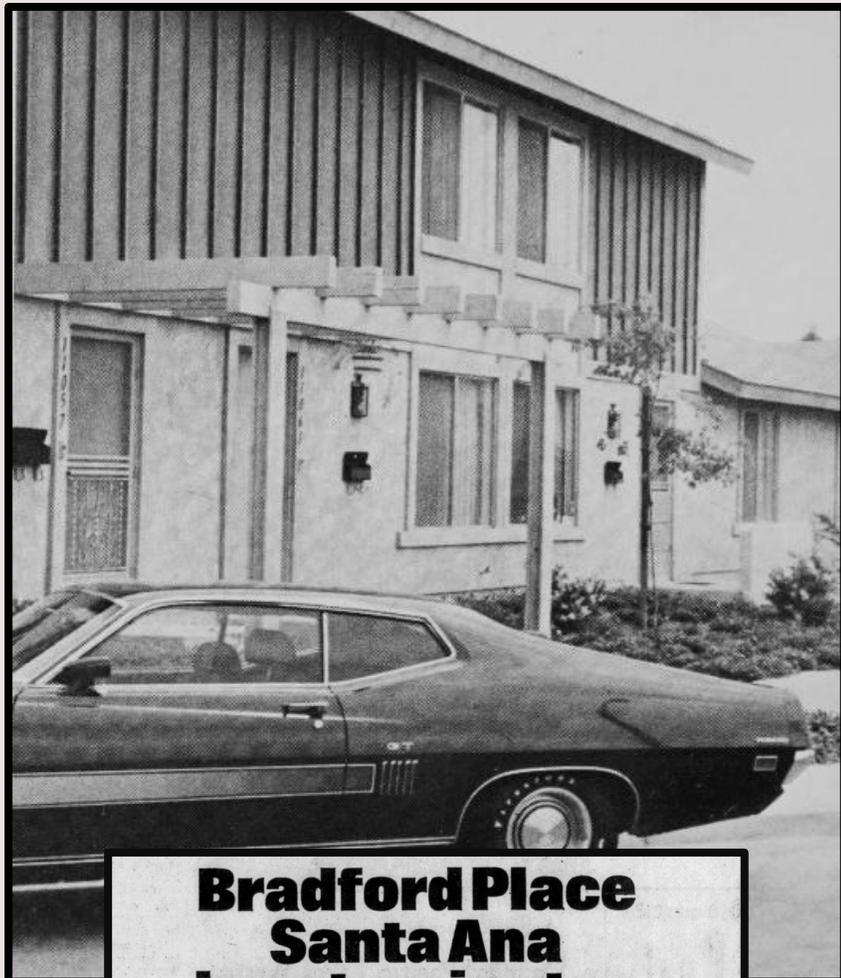
MARK OF BUILDER EXCELLENCE



GRANT CORPORATION IS A SUBSIDIARY OF SANTA ANITA CONSOLIDATED, INC.

FEATURES LIKE THESE MAKE THE BRADFORD PLACE PICTURE COMPLETE

- Full maintenance of all landscape and recreation areas • Beautiful landscaping • Centrally located center with heated pool, cabana, dining room, and kitchen • Private clubhouse for your own parties • Heated pool and spa • Customized fitness center • 24-hour on-call maintenance • Full range of services with special design • Laundry room in garage • Individualized attention • Full range of services with special design • Full range of services with special design • Full range of services with special design



Bradford Place Santa Ana is only minutes from everywhere!

- | | | |
|---|---|--|
| 4 MINUTES
Irvine Industrial Complex | 10 MINUTES
Lion Country Safari | 12 MINUTES
Beaches |
| 7 MINUTES
Orange County Airport | 12 MINUTES
University of California, Irvine | 15 MINUTES
Newport Center |
| 5 MINUTES
South Coast Plaza | 16 MINUTES
Anaheim Stadium | 18 MINUTES
Marine Corps Air Station, El Toro |
| 18 MINUTES
Disneyland | 3 MINUTES
To freeways | 20 MINUTES
Orange County Medical Center |

Bradford Place Opens 112 Townhomes Project

A new phase of 112 moderately priced townhomes opens today at Bradford Place in Santa Ana, according to Charles Dreyer, vice president and marketing director for Grant Company of California.

"The new section is being opened well ahead of our original schedule because of tremendous buyer interest," he said.

Some 350 families already have made the decision to move to Bradford Place, Dreyer reported.

When completed, the community will contain numerous recreational amenities, including four swimming pools, two clubhouses, several acres of greenbelts and landscaped areas, and special tot lots for children. At present, one pool

is in use and another is under construction.

All of the recreational facilities plus the exterior walls, roofs, and trims of all townhomes are maintained by the community's homeowners association.

"With no worries about maintenance, residents have lots of leisure time to enjoy these facilities," Dreyer pointed out.

Each of the two, three, and four-bedroom townhomes offered at Bradford Place comes with shag carpeting, private rear patios, closed two-car garages, and kitchens which are equipped with built-in ranges and see-through ovens, dishwashers, and disposers.

Buyers of the moderately priced townhomes may

choose between FHA, VA, Cal-Vet or excellent conventional financing.

Grant Company of California, the developer of Bradford Place, is a division of Newport Beach-based Grant Corporation, the homebuilding and land development subsidiary of Santa Anita Consolidated, Inc.

Currently, the Grant organization has 11 major residential projects under development in southern and northern California, Hawaii, Arizona, and Nevada.

Four models, furnished and decorated by Carole Eichen Interiors, are open daily from 10 a.m. to dusk at Bradford Place. The project's sales and information center is located at Main Street and Dyer Road in Santa Ana.



PLAN 95—ONE OF FOUR MODELS IN UNITS OPENING IN SANTA ANA

Santa Ana Register — Mar 18, 1973

Fullerton Couple 1,000th Family At Bradford Place

A young Fullerton couple and their 20-month-old daughter have become the 1000th family to buy or reserve a Bradford Place townhome in southern California since Grant Company of California introduced the moderately priced homes in 1971.

The honor of becoming the 1000th family to decide to move to Bradford Place/Santa Ana went to Steven and Earlene Cassani and their daughter, Candice.

The Cassanis, who are purchasing their first home, currently are renting an apartment in Fullerton, and have spent nearly a year "looking for the right place to buy."

For becoming the 1000th family to choose a Bradford Place townhome in southern California, the Cassanis will receive a complete landscaping job for the private rear patio of their two-story, three-bedroom, two-bath home.

"The patio of Mr. and Mrs. Cassani's townhome will be landscaped identically with the patio of the same home in our model center," said Anthony Allen, president of Grant Company of California.

Cassani, who is manager of the tire department at Daniels Tires in La Habra, and his family are scheduled to move into their new home before the end of September.

Grant Company of California opened its first Bradford

Place townhome project in Stanton in February in 1971. The 496-unit project was sold out in 11 months. In March of 1972, the company opened Bradford Place/Santa Ana, located at Main Street and Dyer Road.

The third Bradford Place townhome development opened late last summer in LaVerge in the San Gabriel Valley.

More than 450 sales or reservations already have been

made at Bradford Place/Santa Ana since the project has opened, according to Allen, while the balance of the 1,000 sales or reservations has been made at Bradford Place/LaVerge.

Bradford Place/Santa Ana offers buyers a choice of two, three, and four-bedroom townhomes, priced from \$23,935. The popular community has swimming pools, tot lots for children, and expansive greenbelts.



NUMBER 1000—Little Candice Cassani, 20-months, helps Anthony Allen, president of Grant Company of California, hold the sign that proclaims her parents, Steven and Earlene Cassani, were the 1000th family to buy or reserve a Bradford Place townhome. At left is Holly Markas, sales representative. The Cassani family will be rewarded with a complete landscaping job for their private patio.

Anaheim Bulletin — Sep 15, 1973

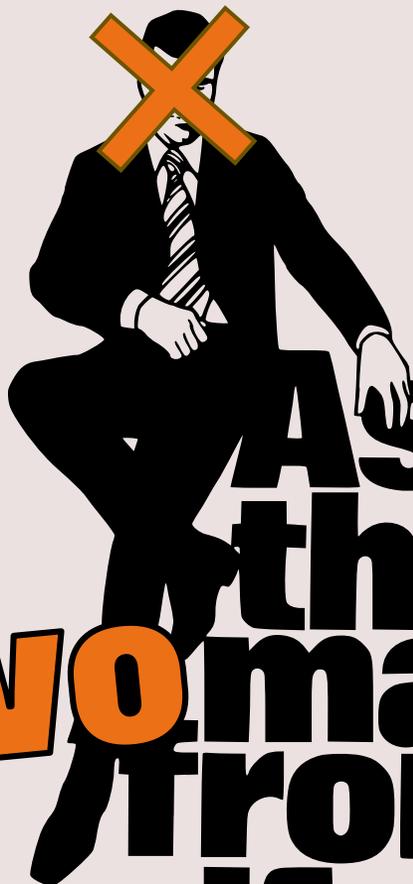
Over 150 Bradford Place townhomes snapped up in 3 weeks, so we're opening our next unit ahead of schedule -- Today!



New Unit Grand Opening at Bradford Place

What can you expect at Bradford Place? The happy already-owners are our best advertising! They'll tell you about the park-like setting in close-to-everything Stanton, the host of luxury features, less-than-rent monthly payments—even a community recreation center and swimming and wading pools. Better drop everything and hurry to Bradford Place today. The new unit promises to break all previous records!

**DISTINCTIVE
2, 3 & 4 BEDROOM
TOWNE HOMES**



Ask
the
Woman
from
Bradford
Place



A WINNER—Anne Harris, sales representative for Grant Company of California at Bradford Place in Stanton, receives special award from Charles Dreyer, Grant Company marketing director, for her outstanding sales record at the new townhome community. The 416-unit project is already 40 per cent sold out.

LA Times — May 1, 1971

National Housing Corp.
David Valentino has been chosen April Salesman of the Month by the Grant Co. of California for a sales total of \$300,000 at the firm's Bradford Place project in Santa Ana.
Mrs. Joan Boyer has



IN THE MONEY—Charles Dreyer, Grant Co. of California marketing director, displays sign pointing out that all members of company's sales staff have sold more than \$1 million in new homes this year. "Millionaires" are, front row, from left, Lou Napoli (Sandpointe), John Stevenson (Glenaire), Nancy Fleming (Culver Dale), Tanya Bowles

and Ann Harris (Bradford Place). In back row are John Cox (Culver Dale), John Cooney (Bradford Place), Rod Henderson (Sandpointe), Ben Valentino (Culver Dale) and Jim Seehr (Glenaire). Missing from picture is Bob Dale (Sandpointe). Additionally, the Grant Co. says this is the first year that it has sold 1,000 homes in California.

LA Times — Nov 7, 1971

A new supply to meet the demand!

Consumers are knowledgeable people these days! Alert to value received for dollars spent. Construction of Phase 4 at Bradford Place is tangible evidence that these exciting, luxurious, quality residences are "consumer-tested."

To date more than 350 families have made the decision to move to Bradford Place and there are comparable Bradford Place success stories in Stanton, La Verne, Northern California, and Nevada! Here's why:

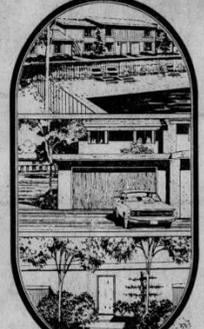
- practicality** • Money paid in rent evaporates; purchase of a Bradford Place Towne Home builds equity in your own home, with attendant ownership tax benefits.
- location** • Prime Santa Ana area, only moments from 3 major freeways and South Coast Plaza shopping.
- environment** • Spacious, superbly designed homes, brimming with luxury features, in a park-like, professionally landscaped and maintained setting.
- recreation** • Residents-only recreation facilities, including heated swimming pools, cabanas and hot lots.
- freedom from exterior maintenance** • Grounds, building exteriors, and recreation area maintained by professional crews.
- quality construction** • Backed by the Grant reputation, builder of more than 12,000 fine homes.
- price** • Realistic purchase prices, and rent-size monthly payments. Visit Bradford Place today. See why we say "it's consumer-tested and approved."

GRAND OPENING PHASE 4

Bradford Place SANTA ANA

2, 3 & 4 bedroom Towne Homes
\$23,995 to \$29,995
 EXCELLENT FINANCING

Sales Office open daily 10 a.m. to sunset, 3000 South Sycamore, Santa Ana, California 92701 Telephone (714) 979-1633



FEATURES LIKE THESE MAKE THE BRADFORD PLACE PICTURE COMPLETE

- Full maintenance of all landscape and recreation areas • Beautiful landscaping • Community recreation center with heated pool, cabana, dressing room, and showers • Top lots • Grate-stake fenced private patio with 110-volt barbecue outlet • Full garage with generous storage
- Laundry areas in garages • Underground utilities • Multiple improvements in and out for • Exterior maintenance on fences, garages, and homes provided • Electric kitchen with see-through oven and built-in range • Exhaust hood • Automatic dishwasher • Whisper-quiet disposal • Laminated plastic counter tops and back splash • Luxury hardwood cabinets • Push-through kitchen window with patio door • Quick-reciprocating water heater • Copper plumbing for lifetime service • Pre-wired telephone and television outlets with built-in antenna • Thermodynamically-controlled electric heating • Sound conditioned, insulated ceilings and walls • Regressed oval basin and cultured marble-topped bathroom in bath • Deluxe medicine cabinets • Decorative selected light fixtures • Generous linen storage • All-electric Good-Location layout

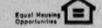
MARK OF BUILDER EXCELLENCE



Grant Corporation is a Subsidiary of Santa Ana Consolidated, Inc.



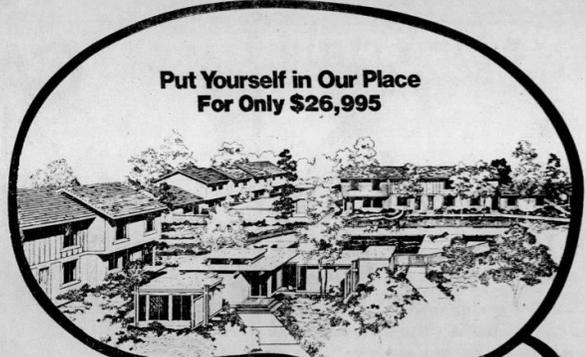
© 1973 Grant Corporation



Mar 7, 1973



Stop being so distant!



Put Yourself in Our Place For Only \$26,995



FINAL UNIT SALE ONLY 19 TOWNE HOMES LEFT

Come see what you've been missing! Our place is Bradford Place. A parklike residential community in the center of the Orange County scene. Suburban peace, but metropolitan advantages wrapped into one perfect location. Choose a Bradford Place Towne Home, then measure distance in terms of minutes—to recreation, to work, to superb shopping centers and restaurants. Watch your equity grow in a distinctive home of your own, with private fenced patio, spacious

floorplan, and a host of luxury features. Leisure time to spend at the residents-only recreation center with heated pool, because exterior maintenance of homes and landscaping is professionally provided. Enjoy life, make our place your place. Bradford Place Towne Homes/Santa Ana: 2, 3, and 4 bedrooms from \$26,995. Excellent conventional financing. 3000 S. Sycamore, Santa Ana, Telephone: (714) 979-1633. Sales Office open daily from 10:00 a.m. to dusk.

Bradford Place Towne Homes/Santa Ana

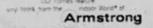
Price quoted per plan and elevation is the base purchase price of the home to which will be added any additional charges for all premiums or optional items as listed by the buyer. The buyer, however, Grant Corporation reserves the right to change prices, financing, and building area and specifications without notice.



MARK OF BUILDER EXCELLENCE



Grant Corporation is a Subsidiary of Santa Ana Consolidated, Inc.



Apr 6, 1974



Initial Reactions of Bradford Place

- **Oct 1972 - Stanton: 64% overall satisfaction. Santa Ana: 82% overall satisfaction. Larger number of buyers who previously owned homes, and an increase in median age in Santa Ana.**
(House and Home, Oct 1972)
 - **Stanton: Biggest issue in 2 years was home turnover to renters, parking, and not enough on-site amenities.**
 - **Santa Ana: Biggest issue in 2 years was, parking, and home turnover to renters.**
(Townhouses & condominiums: residents' likes and dislikes; a special report, 1973)
- **1973: Pools at Bradford Place at Stanton, California are the most valuable recreation facility and 96.5 percent of residents use them.**
 - **But people say two are not enough for the 496 families living there. 50 percent say they use the play areas, and 27 percent the club. Some 56 percent wanted tennis courts, and 7 percent asked for more pools. Bradford Place Santa Ana was then built with four pools.**
- **Parking was always a struggle, my favorite quote:**
 - **Ambulance driver: "Streets are so narrow, parking is forbidden. Most families have two cars and use their garages for storage. We have to rent space outside for our boat and trailer. In the guest parking area near us there have been three cars not moved for seven months. All this makes for bad parking problems."** (Townhouses & condominiums: residents' likes and dislikes; a special report, 1973)
- **General Townhome development slowed in the mid-70s due to energy needs and decreasing land availability. 85% of Townhome inventory was built between 1970 and 1975.**
 - **In 1975, Congress did a massive study of townhomes, condominiums, and the challenges that newly minted homeowners and renters faced in this massively expanding home type.**

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

You'll find a Bradford Place where the action is! In the fast-growing, business-booming cities of La Verne and Santa Ana. And what's a Bradford Place? It's spectacular new homes in a private, green-lawned park. It's convenience. It's everything you've looked forward to! Neighbors who share your interests. Playmates for your youngsters. Fun—for every age member of your family. Carefree fun, with somebody else doing the lawn-mowing, the shrub pruning, all of the grounds maintenance, even painting your exterior walls and trim, while you party in the private clubhouse, or relax by your heated swimming pool. Count on extra hours of enjoying your home. Wherever your job, a freeway near Bradford Place will whisk you there and back!

Take Bradford Place in La Verne (with the Foothill Freeway nearby)! Recreational activity centered around the hasidans clubhouse. Dramatic one and two-story floorplans, with carpeting in the living room, dining area, hall, stairs, and master bedroom. You're cool when it's hot, and warm when it's cold outside, with electric, forced air heating and air-conditioning. There's an all-electric kitchen, with



Bradford Place / Santa Ana
From \$25,995,
Excellent Conventional Financing.

pass-through window to the patio bar, and an enclosed two-car garage with laundry area. Close to fine schools, including four-year La Verne College. Also shopping, centers of employment, and outdoor sports (even skiing is only 45 minutes away). Build valuable equity in your own Bradford Place Towne Home in La Verne.

Bradford Place Towne Homes offer many features for your convenience and comfort, but the best "built-in" of all is Grant Quality. When your choice is a Grant Home, you are benefitting from the experience and ability of one of the West's most prominent home builders. There are more than 12,000 Grant Homes in Southern California, Northern California, Hawaii, Nevada, and Arizona—in all sizes, shapes, and price ranges. Grant's a builder who gives you more than your money's worth for your home-buying dollar. Look twice at Bradford Place. You'll see!

Exciting 2, 3, & 4 Bedroom Bradford Place Towne Homes

All sales offices open daily 10 a.m. to sunset

Price quoted per plan and elevation is the base purchase price of the home to which will be added any additional charges for lot premiums or optional items as noted by the buyer. The seller, Robert H. Grant Corporation, reserves the right to change prices, financing, and building plans and specifications without notice.



Bradford Place / La Verne
From \$27,995
VA/FHA/CAL-VEF, and Excellent
Conventional Financing.

Bradford Place La Verne



ance of greenbelts, children's play areas, the recreation center and exterior walls, roofs and trims of all townhouse structures will be performed by a homeowners' association.

Bradford Place, a \$5 million townhouse development, opened here last week with a remodeled Spanish-style residence as its clubhouse.

"This magnificent structure was on the property when we acquired the land," said Charles Dreyer, vice president and marketing director of Grant Co. California, the developer.

"Rather than remove the large home, we decided to restore it and make it into the community clubhouse."

A swimming pool was built adjoining it and special play areas are being provided for children. When completed, the recreation-oriented project will contain 226 two, three and four-bedroom townhouses, priced from \$20,995 to \$25,995 with FHA and VA financing. The 70 homes of the first increment are to be ready for occupancy in October.

Four models, decorated and furnished by Carole Eichen Interiors, are open daily from 10 a.m. to dusk at the project's site, Foothill Blvd. and Bixby Dr.

There will be from three to eight townhouses in each structure. Each dwelling unit will have its own private, fenced patio and closed two-car garage with laundry facilities. All will have wall-to-wall carpeting and kitchens with built-in ranges, ovens and disposals.

The Bradford Place land plan developed by Grant will result in the residential buildings being bordered by landscaped greenbelts winding through the community, Dreyer said.

However, he added, mainten-

Grant Co. of California is a division of the Grant Corp., the homebuilding and land development subsidiary of Santa Anita Consolidated, Inc. It is also active in Northern California, Hawaii.

Grant Co.'s first townhouse development, a 496-unit project in Stanton, sold out in 11 months, Dreyer said. A similar community in Santa Ana opened six months ago; it presently has 264 units and is expected ultimately to include more than 600.

During the preopening period of the La Verne project, Grant's first entry into the Pomona Valley, some 20 units were sold

Voters Urged To Signup

Supervisor Pete Schabarum (1st district) said voter rolls in November are expected to be nearly 35 percent larger than they were in 1968, increasing the need for early registration by first-time voters or persons who have moved.

The First District Supervisor said that if everyone who needs to register or re-register does so early they will avoid the last-minute crush and at the same time assure themselves of receiving sample ballots before the Nov. 7 election.

"We already have a net growth of 100,000 registered voters since the June primary," Schabarum said, "and we expect some hundreds of thousands of persons to register or re-register before November, so it's important to get registered early."

Registration closes Oct. 8, 30 days before the election.

Schabarum said a record num-

Watch It! School To Open

School is convening in La Verne and the Greater Los Angeles for about two million students combined who will forsake vacation activities for class room studies providing a switch in traffic safety concerns for motorists during school hours.

A studious view of pupil safety by motorists will reveal the need for caution when La Verne students use crosswalks, walk in roadways where no sidewalks exist, alight from or board school buses and ride bicycles along routes to school, advises the Greater Los Angeles Chapter, National Safety Council.

Frequently young people and

La Verne Leader - Sep 7, 1973

Progress-Bulletin, Pomona, California, Thursday, August 9, 1973 B-☆☆☆

La Verne rules town houses must have second pool

By BOB NAGEY
P-B Staff Writer

LA VERNE — The Grant Co. of California may have opened up the proverbial can of worms this week when it asked the City Council to approve its new 135-unit town house plan without a community swimming pool.

The company unexpectedly found itself the subject of accusations by residents of misrepresentations and improper selling practices.

And to make things worse, the Santa Ana-based construction firm lost the appeal and must still put in the second swimming pool if it wants to go through with the development.

Grant is the developer of an existing 74-unit town house community in La

Verne Heights, known as Bradford Place. It sought to build the second phase of its construction project using the swimming pool in the existing project to satisfy the recreational requirements for the additional dwellings.

The matter came before the council in the form of an appeal by the company from a Planning Commission recommendation that a second pool be provided within the new addition.

Donald H. Frederickson, director of engineering for the company, presented the council with figures purporting to show that not many residents use the pool, and that under normal conditions the present pool could well accommodate the additional residents.

But Councilman Dan Lopez, after studying the charts, noted that the figures were compiled during a period of comparatively cool weather.

Bradford Place residents attending the public hearing testified that during hot spells the 1,300-square-foot community pool is generally crowded, mostly with children.

Residents also pointed out that while the company's brochures advertised Bradford Place as a community with lot lots, there were in fact no lot lots either on the present Grant development, or on the proposed one.

This prompted Councilman Harrison Sanborn to remark that the residents are "entitled to legal relief based on such representations."

Residents contended that salesmen were still using the brochures to sell homes, and were selling prospective buyers that the company would build a second pool.

Frederickson said he would look into those allegations.

Progress-Bulletin - Aug 9, 1973

Bradford Place

LAS VEGAS

Were built without
Garages, Laundry
inside each home,
every house has
forced air.



Grant Building in Las Vegas

Grant Corp. has started construction of its third major residential project in Las Vegas, the \$5-million Bradford Place community of 213 townhomes at Pennwood and Wing.

Two- to four-bedroom units will be priced from \$22,000 to \$25,000. Grant's previous Las Vegas ventures have been single-family residences.

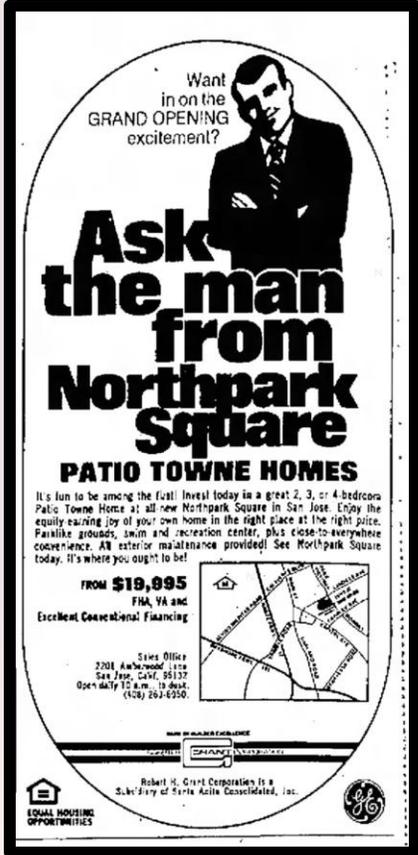
LA Times –
Oct 21, 1971



Pool Was Empty/Damaged in 2004, Clubhouse/Pool Torn Down 2006-2010 – No Phase 2

Bradford Northpark Place Square

San Jose



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It's fun to be among the first! Invest today in a great 2, 3, or 4-bedroom Patio Towne Home at all-new Northpark Square in San Jose. Enjoy the equity-earning joy of your own home in the right place at the right price. Parklike grounds, swim and recreation center, plus close-to-everywhere convenience. All exterior maintenance provided! See Northpark Square today. It's where you ought to be!

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Robert H. Grant Corporation is a
Sister City of Santa Anita Consolidated, Inc.

Equal Housing Opportunity

May 28, 1972



Single Phase, One Clubhouse/Pool

Bradford Place SANTA ANA

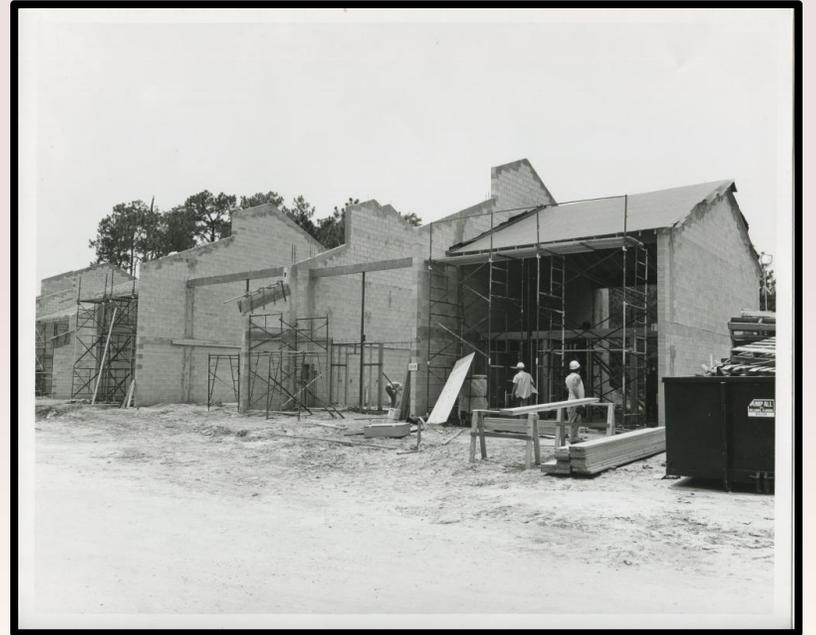
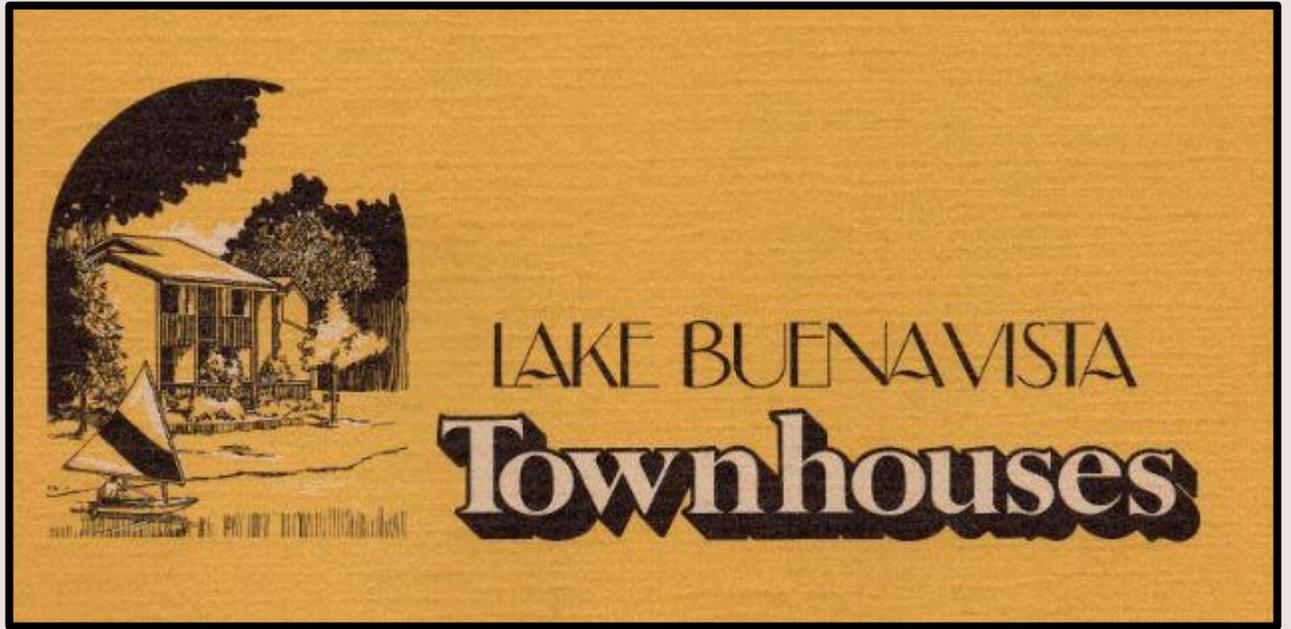
**NOW!
50 Years
Later!**



- In 2013, I fell in love with the amenities of Bradford Place looking for a place to live.
 - Little did I know I would share my home with so many great people in my life.
 - It only took me 10 years to discover its history!
- Still a great location, still minutes from everything.
 - I smile every time I leave for Disneyland and see it say "18 minutes" – just like the Man said.
- Generally quiet, respectful neighbors, who look out in community.
 - Yes, it took me like 6 years to meet ONE of them. Typical millennial.
- Amenities are still better than newer construction.
 - Parks, green belts, 4 separate HOAs.
 - STILL 4 pools. Take that, Las Vegas!
- Solar Projects common in last year.
 - Surface of detached 2-car garages can fully meet the energy needs of most residents.
 - Including me!
- Wood being replaced after 50+ years with new siding to refresh outdoor look.
 - Keeps a classic look, but updated with modern treated-wood.
 - Not cheap. Really appreciate it compared to the other Bradfords and the state of their external wood.
- New Heat Pump Technology means low-impact AC units and noise for neighbors.
 - More units getting non-visual impacting conduits on buildings.
 - Heat pump all the things!
- HOAs remain affordable compared to other complexes for benefits provided
 - Solid pride of ownership on boards and improvements.
- Less overall issues and security guards enforce guests parking requirements.

Grant Park to Be Renamed: Grant Park, at 500 W. Alton Ave., will be rededicated as Lillie King Park at 10 a.m. Saturday by Mayor Daniel E. Griset and other city officials. Lillie King was coordinator of the Corbin Community Center from May, 1977, until July, 1982. She also was active in community affairs and was instrumental in establishing the Santa Ana Human Relations Commission. Before her death in the fall of 1983, King participated in a number of civic organizations.

LA Times - February 15, 1985



Santa Anita Consolidated to construct Disney community

BURBANK, Calif. (BW) — Announcement was made here this week that Walt Disney Productions has selected Santa Anita consolidated Inc.'s real estate division to develop a variety of residential units at Lake Buena Vista, the host community to Walt Disney world near Orlando, Fla.

The announcement was made jointly by E. Cardon Walker, president of Walt Disney Productions, and Robert P. Strub, president and chief executive officer of Santa Anita Consolidated.

The community of Lake Buena Vista comprises 3,800 acres, five miles southeast of the Walt Disney World "Vacation Kingdom." The residential construction by Santa Anita Consolidated at Lake Buena Vista will involve approximately 600 acres, half of which has been master planned to be retained as open space.

On this acreage, located in four separate areas within the community, it is contemplated that Santa Anita Consolidated will build an adult retirement community, a complex of Vacation Towne Homes, corporate-executive retreats located along golf course fairways and moderately priced residential apartments.

INITIAL CONSTRUCTION of the Towne Homes, Corporate-Executive Retreats and residential apartments will begin no later than January 1975 and will continue in phases according to market demand during the next five years.

In addition, the contract calls for Santa Anita Consolidated to conduct a thorough feasibility study to determine to exact density of the Adult Community Development, through a master planning

process that will be responsive to both environmental considerations and anticipated market demand.

All of the residential units would be constructed on leased land except for the Adult Recreational Community.

The construction program will be carried out by the Grant Corp., Land Development and home building subsidiary of Santa Anita Consolidated. Grant, with headquarters in Newport Beach, Calif., is a major real estate developer in California, Hawaii, Arizona, Nevada and Florida.

LAKE BUENA VISTA is being master planned and managed by Lake Buena Vista Communities Inc., a subsidiary of Walt Disney Productions.

This Disney subsidiary has already developed at Lake Buena Vista, the "Motor Inn Plaza," featuring four major Motor Inns, providing 1,600 rooms for visitors to Walt Disney World; Corporate Towne homes and golf course villas; an 18-hole championship golf course; a complex of recreational waterways, and now has under construction a luxury clubhouse with a wide range of recreational facilities to serve the entire community, as well as a 35-store themed specialty shopping village, the opening of which is planned for March 1975.

Working in cooperation with the environmental protection department of Walt Disney World, Lake Buena Vista communities has master planned the community to relate harmoniously with the natural environment. Residential units have been located near waterways, along golf course fairways and in semi-clustered complexes featuring waterfront

or woodland views. Lake Buena Vista communities will be responsible for any additional future residential development within the community.

Construction of the Walt Disney World "Vacation Kingdom" began in 1967. The "Magic Kingdom" amusement theme park opened to the public in October 1971 and to date has entertained more than 28 million visitors.

Man builds own water power plant

TOMLIN, Yugoslavia (AP) — Angel Celnik got tired of going to bed with the chickens while waiting for electric power to reach his out-of-the-way home in this Slovenian town on the slopes of the picturesque Julian Alps.

So he built his own hydroelectric power station, harnessing the water of the Socica river.

A blacksmith by trade, Celnik bought a second-hand generator and turbine and piped water from the river about 450 yards away. The result: a 10-kilowatt power station, rickety in appearance but generating a steady 220 volts.

That was 20 years ago. Electricity has now reached Celnik's home town in the Socca valley, bringing with it expensive, bulb-burning oscillations in the level of power. But Celnik's supplies stay steady, powering television, washing machine, electric heaters, radiators, refrigerator and a host of smaller domestic appliances.

"And we never pay a penny for electricity," he says.

Santa Anita to Build Disney's Community

Continued from 9th Page

Construction is to begin no later than January, 1975 and will continue in phases according to market demand during the next five years, it added.

In addition, Santa Anita Consolidated will conduct a feasibility and planning study of the retirement community. A Disney spokesman said that the agreement gives the Grant subsidiary an option to

purchase the property on which the adult retirement community could be built if the Newport Beach firm decides after the feasibility study to proceed with the development.

Walt Disney Productions owns more than 27,000 acres of land around its \$500 million Disney World amusement park—an area about twice the size of Manhattan. Involved in the Santa Anita Consolidated deal are a total of 600 of those acres.

In contrast with the retirement community plan, Grant will build and sell the executive homes, apartments, and townhouses on land retained by Disney and leased to the buyers.

Assuming that the firms agree to proceed through all the development phases envisioned in the agreement, Grant Corp. will build about 400 apartments in two phases, the Disney spokesman said. Six hundred townhouse units are envisioned, to be built

ULE

net loss was \$10 million, which was 46% less than the \$18.7 million deficit a year ago.

Judge Ditter, in approving Reading's participation in ConRail, said he felt creditors and stockholders should be fairly and equitably compensated, despite some inequities.

"There is a vast disparity between the value of Reading assets that may go to ConRail and those that may be transferred

in increments of 50 units.

Initially, 25 golf course homes are planned, with a maximum total of about 100 to be built in a three-year period.

Lake Buena Vista is being master planned and managed by Lake Buena Vista Communities Inc., a subsidiary of Walt Disney Productions. That subsidiary has already developed at the site the "Motor Inn Plaza" featuring 1,600 rooms for Walt Disney World visitors in four major motor inns; corporate town houses and golf course villas; the 18-hole golf course; and a complex of recreational waterways.

★ Los Angeles Times

Tues., July 2, 1974—Part III 15

It is now constructing a luxury clubhouse with a range of recreational facilities to serve the entire community and a 35-store specialty shopping village.

The Disney spokesman said that there may be additional elements in the Lake Buena Vista project and that they might be carried out by firms other than Santa Anita Consolidated.

Santa Anita Consolidated's largest real estate development is currently Anaheim Hills, a 4,200-acre joint venture with

Texaco Inc. A company spokesman said that until work on the Lake Buena Vista retirement community study is completed, it is unknown whether the Florida contract will exceed the value of the Anaheim Hills effort.

Cordon Sells Unit

Cordon International Corp., Santa Fe Springs, reported it has sold its Pyronetics division to OEA Inc., Chicago, for an undisclosed sum.

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and

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LA Times - July 2 1974

Any Questions?



MARK OF EXCESSIVE OBSESSIONS

