Bob looked around for another real estate investment and wound up buying 6,750 acres in Virginia. The cost of taking title was $800,000, subject to a $12,000,000 mortgage that was interest free for ten years. That property was far too big for a shopping center and it didn’t seem logical to use it for another Levittown with single family homes.

He had been thinking about how it might be possible to put a lot of people together in such a way that they could be employed in the same place where they lived. That was one of the main goals of Reston as it developed - to make it possible for people to avoid commuting and, instead, work in their own community. Although many of his contemporaries thought it a far-fetched idea, Bob pursued it, demonstrating again his independence of mind.

He began by researching the planners who were active in large scale community planning in the U.S. Out of that research came the choice of the Bartholomew group based in St. Louis. They were one of the largest in the field at that time, with some 200 planners on their staff and an excellent reputation. Bob started work with the team assigned to him but soon found incompatibilities between his approach and theirs and decided to find another group.

He finally chose the firm of Whitlesey and Conklin because they had more new town experience than any other firm in the country. When they were known as Mayor and Whitlesley they had been responsible for the new town of Radburn in New Jersey and had also done the town of Kittemat in Canada. In view of his earlier experience with the Bartholomew group Bob decided to test things out by working with the principals of Whittlesley and Conklin on another project to see if he could work as well with them as he hoped.

Bob assigned them the recreation building project at a beach club out in West Hampton and found that they not only did a great job, but that he and the group also got along very well. On that basis Bob brought them in to the Reston project and eased Bartholomew out. And thus began the very complicated and fascinating Reston project.

The first thing that had to be done was to develop a zoning ordinance because there was none in the county that would make the Reston town concept possible. To that end, Bob engaged a team of law firms, each selected for its specific skills and the experience needed in dealing with the myriad problems of the project. Among the firms were: Boutine, Hayes, and Sklar; Alvin Schulman; Tannie Whitehorn and Hank Ingraham from McLanahan, Merritt, and Ingraham. To deal with
local problems there were three different law firms in
Virginia; one, in particular was Litton Gibson, politically
knowledgeable, who helped considerably in dealing with the
county supervisors.

Also on the Virginia legal team was Armistead Booth, a Rhodes
Scholar and an expert on Virginia laws and customs. Ed
Pritchard, who Bob enjoyed as a very good tennis player, was
also an excellent lawyer who focussed on contracts and
titles. Subsequently, Amy (?) Booth and Ed Pritchard merged
and their combined firm now represents Reston.

There were innumerable legalisms involved in getting the
zoning needed for Reston. The legal team went far afield to
find everything relevant and available. There were things to
be looked at in places like St. Louis, Philadelphia, Hawaii,
and even in Europe. Out of this research finally came
concepts for a zoning ordinance to be called: a residential
planned community.

In the meantime, the town planners, Conklin and Rosat, were
developing the concept for seven villages and the rest of the
features that went into the Reston master plan. One
fortuitous but unexpected source of help came from Fairfax
County itself. At that time Fairfax County had a paid
planning staff of twenty-two professionals, so Bob's team
was dealing with people who were familiar with virtually
everything Bob and his staff were talking about.

By working fast and furiously, Bob and his team, within
eleven months from the time he took title to the property,
had approval of the master plan subject to the zoning
ordinance on which the board of supervisors had not yet
passed. It was an incredible accomplishment. Today, a piece
of property can't be divided in two in much less than eleven
months.

Interestingly enough, six of the seven members of the local
board of supervisors were later indicted for selling zoning
variances, and five of them served jail sentences. Bob was
offered the opportunity to contribute to their schemes and
was even solicited to lend some of them money, but prudently
declined to be involved. Venality reared its head again!

The critical approvals required before construction could
begin had to come from the board of supervisors. In July of
1961, Bob knew that he had three supervisors on his side,
including the chairman, but there were four votes he was very
dubious about.

At that point, Bob's friend, Fritz Gutheim of the Washington
Center for Metropolitan Studies, helped launch a campaign
which resulted in the publication of seven articles and one
editorial lauding Reston in the Washington Post in the week
preceding the "moment of truth" with the board of
supervisors. The Washington Star, now extinct, also had six
favorable articles and one editorial, and the local Virginia
press had banner headlines that looked as if war had been
declared.

On the appointed day, the team sat waiting anxiously for the
board's decision. It was a hot July night. And the board
voted unanimously in favor of the zoning ordinance, and then,
three seconds later, voted approval of the master plan! So
much for the power of the press! It was clear that the board
found this too hot an issue to tangle with. Although the
lawyers and engineers were an indispensable part of the team,
Fritz Gutheim really was also instrumental in getting the
zoning approval.

At this point, it is important to review the critical
financial steps the developer of any real estate project must
go through and the enormous amounts of money that must be
raised. In stage one the developer must obtain the funds
needed to purchase land. Then money must be provided for the
work of the architects and engineers who design the structure
of the facility and prepare the building plans, whether it be
a shopping mall, an office building, a block of apartments,
or, in the case of Reston, a complete town. The next hurdle
is getting the plans approved by the community or controlling
governing agency, e.g. a county board of governors.

Concurrently, a market research and publicity effort is
needed to establish the soundness of the enterprise for the
benefit of investors and the public. Given the required
governmental approvals, the next major hurdle is to obtain
the funds needed to begin actual building of the project.

While Bob and his company had bought the land, funded the
critical planning effort, and obtained the necessary official
approvals, there still remained the overwhelming task of
obtaining the building funds needed for the first phase of
the construction - the building of the first of seven planned
villages.

Because many features of the town plan were unorthodox and
had never been done before, e.g., putting town houses and a
high rise apartment building in a bucolic setting 20 miles
from Washington, it was not a simple matter to find eager
investors. However, after fifty-four refusals, Bob found a
banker who would put up the construction money. The
seemingly endless series of refusals he experienced had
almost made him begin to doubt the soundness of his plans.
To ensure that Reston would not have a single, monolithic character, Bob decided to have three different varieties of buildings in the northern part of Reston. To this end, he hired three architectural groups, Conklin and Rosat, Charles Goodman, and Clothiel Smith. Bob had worked with Conklin and Rosat earlier in the project, and he admired the work done in the Washington area by Charles Goodman and Clothiel Smith. Curiously enough, he found that the houses designed by the female architect, Smith, were disappointing to some of the owners because of the inadequate kitchens! Was it because Clothiel Smith had never spent much time in the kitchen? Bob eschews any chauvinist conclusions.

Although it was an expensive decision, they decided to start a traditional subdivision in the south of Reston simultaneously with the start in the north. This was a hedge against the possibility that if the more radical pattern in the northern part, which included Lake Ann Village and Village Center, were not successful, they would have a traditional subdivision going in the south in the Hunters Woods Section. That's where they were selling single family units. However, to ensure the variety of housing needed to satisfy his basic objectives for Reston, single family units were also available in Lake Ann, the first village.

Making it possible for residents to "stay put" through the changes in status and activities they experienced as they progressed through their life cycles was exactly the objective of the Reston plan. Because of the great variety of housing units, including small apartments, town houses, detached family dwellings which were part of Reston, that is exactly what happened. In Reston the residents didn't have to pick up and go to a new neighborhood and find new neighbors, new storekeepers, recreational facilities, etc. They could stay put in familiar and friendly surroundings throughout their lives even with changes in jobs and personal life-styles. This was one of the most important objectives of the Lake Ann community design.

Many questions were raised about Bob's decision to build a high-rise at the Lake Ann Center. The reason it was done, Bob says, is illustrated by a quotation from Gertrude Stein that he often used. She said about a suburb that she knew: "There is no there there." Bob had seen pictures of Tapiola, in Finland, where the focal point of the development was a high-rise office building. While he decided that it was too risky to build a high-rise office building out in the middle of the Virginia countryside because it might never be rented, he decided that a high-rise apartment building would create Gertrude Stein's "there, there", because, apartments, if rented cheaply enough, he felt, would rent.
Another reason for his decision was based on his thinking about the employment area - the commercial part of Reston. The high-rise apartment building gave people who were involved in local industry the feeling that this was not going to be just another subdivision, but a new town.

Bob had confirmation that the hi-rise had the desired effect when, after a lecture he gave at the University of Pennsylvania, a man came up to him and said: "You know, your hypothesis that the hi-rise might attract industry is very well borne out because I happen to have been on the committee that made the decision to bring Singer (a major high-tech design and manufacturing company) to Reston. We had the thing narrowed down to three locations, and it was the hi-rise that attracted us. We said, 'This is really going to be the place for us.' And that's why we went with Reston specifically." It turned out that Singer opened up the day before the first residents moved into Reston so that, as hoped, employment was in residence there as well as people.

In addition to housing, Reston includes recreational facilities such as a golf course, tennis courts, and swimming pools. There is also a community center in Lake Ann designed to do almost anything conceivable indoors. From the uses to which this facility was put it became clear that activities as varied as live theatre, movies, lectures, dance classes, painting classes, gymnastics and many other things were part of the fabric of Reston life. And that was the concept, that the spaces and facilities provided would enable the residents to decide for themselves what they wanted to do. Experience would determine whether more specialized facilities were needed.

Another design concept, similar to Radburn, New Jersey, and some of the new towns in England, was that people in Reston could walk wherever they needed to go rather than leap into a car. In the Reston design, the roadways for cars were completely separated from the extensive walkways. Unfortunately, one sad aspect of the walkways, most of which go through carefully preserved woods, is that lately there has been some crime; so the residents have started putting the pathways along the roads in the hope that car headlights will offer some protection. In the local Reston newspaper are recent articles suggesting that the County put a regular police patrol on the walkways.

Going back to the complex funding of this kind of development, enormous amounts of money are needed. Most of this has to be provided by lending institutions, but more equity funding is also needed to reduce the pressure of regular debt payments. Bob and his group did not have it.
Only $1,200,000 was left after buying the land and that was being spent on planners, lawyers, architects, and then on roads, sewers and other necessities.

Chase Manhattan Bank and the United Virginia Bank had made possible much of the construction but the project very much needed an active financial partner. Almost at the beginning of the project Bob began looking for equity financing and contacted several possible sources.

In 1964, after three tries, an agreement was finally reached with the Gulf Corporation, but the deal was such that the actual cash received was gone virtually the day after the project got it. Gulf had invested $15,000,000 with the proviso that Reston buy up the interest-free mortgage—which then had eight years to run. To buy up the mortgage took ten and a half million, which left the project with four and a half million in cash—which was used up almost as soon as it was received. The first residents had moved in by this time.

Why Gulf wanted Reston to buy up the mortgage was a mystery, since it was interest free. Bob thinks it was their strange idea that they wanted a first mortgage rather than a second mortgage—a semantic rather than a practical difference. The cash actually received was used to pay off temporary bank loans and other expenses. However, it was the United Virginia Bank that kept Reston going; they were very supportive.

The Gulf participation didn’t diminish the need for more capital and so began negotiations with General Electric. Initially these negotiations went so well that GE got to the point where their executives who worked on the project brought their wives to Reston to pick out their houses. Space had also been reserved for the GE offices which were to be in residence. GE was a logical partner because their president had announced that they were going to build twenty new towns, starting one every nine months over a fifteen year period.

Bob had suggested to them that Reston would be a great seed bed in which to train executives for the GE towns and generally learn this business. GE bought the idea and the plan went all the way to the executive whose responsibility extended to approval of $750,000,000 of product. It was assumed that once he approved it, as he did, then the top executive group would also approve it. In fact, it was at that point when the executives had brought their wives to pick out their houses.

Bob and his team were very excited by this because GE was going to pay $6,000,000 for three quarters of the original
investment, and, since Bob’s group had put in $2,000,000, they would have received three times their original investment and would still retain a quarter of Reston.

To their consternation, however, GE finally turned it down. There was a lot of speculation about why they did it. The story that is accepted is that the GE executive committee requires unanimity in all their decisions and one member objected because there were blacks living in Reston. If true, that casts an ironic cloud over their plans for building twenty new towns. Had their interest been only in Reston, then their decision might be more understandable, even if ridiculous.

Needless to say, Bob and his group were dismayed and upset. This turn down really hurt. Then Bob had to ask Gulf for more money. What Gulf did was to work out a deal with the John Hancock Company to give Reston $20,000,000 in a very complicated financial arrangement. Basically, it was a loan against the property although the documents didn’t specifically say that. When that money began to be used up, Gulf sent a consultant to Reston to see whether they should continue to finance the project. At that point it became clear to Bob that his position as president of Reston was in jeopardy.

The Gulf consultant was Rob Ryan. When he arrived for his first of many visits, he looked around and, apparently, the thing that struck him as the most interesting in the whole place was Bob’s desk - on which he concentrated. Later, at the final meeting in the Gulf offices in Manhattan Bob talked to Bill Henry, who was then the vice-president and slated to become president of Gulf, and strongly recommended against choosing Bob Ryan to replace him as president of Reston.

Bob’s account of the meeting: “Well, we went into the board room with its big, long table and chairs all around it. At each place was a folder filled with stuff for the meeting. When I opened the front flap, the first thing I saw was a press release which said that Bob Ryan was to be made president of Reston. It turned out that Bob Ryan had tried to clean us out of Reston completely in the process of Gulf’s final takeover. It was against Ryan’s advice that I was able to get Bill Henry to give us a certain class of stock in Reston. It was a tense time for us. Ryan did take over as president and lasted for only a year; then he was fired and I cried crocodile tears.”

Although he was no longer president, Bob was made chairman of the Reston board. The first meeting that was held after Gulf took over was in Reston and the representatives from the Pittsburgh Gulf headquarters were in attendance. As
chairman, Bob ran the meeting but Ryan actually did the
presentations. In an ironic similarity to the aggressive
negativity shown to Bob in the sale of Carnegie hall, Ryan
had prepared slide shows which were clearly intended to
ridicule Bob’s management of Reston. As one example: As you
approach the left-hand turn to Reston from the main highway,
Route 7, you see the Reston sign very close to that of an
Exxon gas station at that point. Ryan pointed to this
juxtaposition, which Reston couldn’t control because Reston
didn’t own the gas station, as an example of Bob’s stupid
management. Ryan couldn’t control it either and, after he
was fired, the Reston and Exxon signs were still close
together.

Ryan continued his efforts to undermine Bob. Reston
included a group of houses done by a noted Philadelphia
architect named Sauer. There were three different models.
One was an early American design with furniture to match;
another was a generally unidentifiable style of American-
American; and one was done by a woman named Emily Modino. She
was a noted designer who produced a very mod, very chic
model. At another meeting Ryan showed pictures only of the
Modino model, with comments to the board about how
unresponsive to the market Reston had been to create such
an unusual design. He never showed the other two models.

When that meeting was over, given the obvious antagonism
between Bob and Ryan, Bill Henry got Bob aside and told him
that this relationship wasn’t going to work and Bob would
have to resign. Bob said: "Listen, Bill, I’m not going to
resign. If you want me out of here, you’re going to have to
fire me." And, Bill said: "O.K., you’re fired." And Bob
said: "O.K."

Bob wasn’t particularly crushed by this because it was
obvious under the circumstances, that he could not perform a
useful function. He knew that before he was made chairman.
Had there been a different consultant the results might have
been quite different.

Bob points out that one of the dumbest things Ryan did was to
discontinue a policy that had been established for all
newcomers to Reston. For every new family moving in, a
little basket of "necessities" was assembled. It included
three meals for the family - eggs, butter, milk, steaks,
vegetables, and so on, and it was all waiting in the
refrigerator with a welcoming note. At that time the cost to
Reston was about fifteen dollars for each family. The
objective was to make them feel really welcome - and, in the
process, mute some of the obvious nitpicking irritations and
complaints that usually go with moving into a new home.
Nobody has ever moved into a new house that was perfect in
every detail. Bob was sure they appreciated a warm welcome and they reciprocated by overlooking some of the obvious problems in getting them moved in.

Another act in the drama of Reston was played out before Bob left. Even though Gulf had been making money with Reston, they decided to sell out to Mobil. The idea that Reston was not an economically sound operation was nonsense. Gulf had been charging ten million dollars a year for overhead on thirty million dollars of sales - a really extravagant load. Even so, they were in the black and, in many years earned more than that. But, apparently it wasn't enough, so they sold out to Mobil at ten thousand an acre - which Bob had bought at fifteen hundred an acre. Now, over a period of a few years, Mobil has stopped selling land at three hundred thousand an acre because they think it's a dumb idea to sell it - which it is.

The final negotiation with Gulf was for the stock which Bill Henry had given Bob. In negotiation with the then president of Gulf-Reston Bob's group sold it for $1,000,000.

After Bob was fired, there was a very, very touching, moving ceremony, a farewell. A lot of people knew about it and quite a few people turned out. Bob reminisces:

"Well, Reston certainly was a place whose time had come, to coin a phrase. There was a lot of publicity that we had no part in after we were launched. The campaign to get us approved by the board of supervisors was a campaign, but, thereafter, the publicity became an international phenomenon. People came to see us from all over the world with their cameras, television things, and recorders and pencils and paper to write us up."

"One amusing example was being interviewed for Japanese television. They put this wire down my sleeve for the microphone and earpiece and then we faced each other on the plaza. I looked at the Japanese and he talked Japanese to me. In my ear was coming an instant English translation from a van that they had parked at a distance. Well, I found that I couldn't handle it because I kept watching his mouth and being astonished at what was coming into my ear. So, finally, I called it off and got him to agree to give me very, very short questions; and then it worked. Then he spoke Japanese to me and my little earphone told me what he had asked me and I was able to answer him."

"Another memory to give a feeling of the internationality of this thing was when I entertained the mayor of Seoul. He came over with his interpreter and we sat in the Bowman house, he and I in our chairs and the interpreter between us."
In no time flat I began to feel like I was a potentate or a head of state or something."

"There were all sorts of funny things about the way people reacted to Reston. For example, Ada Louise Huxtable, who was then architecture critic for The New York Times, came down and spent a couple of days in Reston in its early days, after some people had moved in. One of the things I said to her was: 'The thing that drives me nuts is people talking about Reston as a totally planned community, because that's the last thing we have in mind. The whole idea is that planning will evolve over the years from the desires of the people who live here. It's their preferences and needs that will determine how the town works."

"Then came the day when the front page of the New York Times carried the Reston story by Ada Louise Huxtable, and it was continued on a back page somewhere. When I turned to that page, there was a headline across the whole page that said: "Totally Planned Community". So I called Ada Louise to tell her what a fabulous article it was, and she said she was glad I called her because she thought I'd be sore because of the headline. I found out later that there are headline writers who write the headlines, not the reporters who write the articles."

"We got all sorts of weird reactions, even from liberals who were hostile because they assumed that Reston was a rigidly planned community. Well, I believe that there is no one in the world more frustrated than a liberal who sees his dream become a reality."

Under President Kennedy a Year 2000 plan had been developed for Washington and Reston was included in it because Bob had been able to influence some of the people who drew up the plan. Kennedy had issued a dictum to the effect that all government agencies in the future that could do so would be located in new towns to help further their development.

Following up on that, Jerry Weisner, who was then the President's scientific advisor called an inter-departmental meeting to which Bob was invited. At that meeting were many bureaucrats, including Holloman, who was then an assistant secretary of some department, Weber, who was then secretary of H.U.D., and other assorted secretaries or assistant secretaries. After Bob made his presentation and the meeting was over, in their enthusiasm his audience did everything but carry him around on their shoulders. They resolved formally and in writing that they would use all their influence with the government to foster Reston - and that was the end of it. Bob says: "That was the high water mark of my excitement with the government. I went out of there on cloud one-hundred-
and-nine and never heard from them again."

Although Bob and his staff had completed the necessary surveys, Gulf, in the end, had to provide the land for a government building. A very complex financial deal was involved but it amounted to a non-profit loan. The government paid only five and a half per cent of the cost of their building. This was in marked contrast to the building of the churches.

Even before the first buildings had started, Bpb had to deal with the representatives of thirteen different church denominations to discuss the church planning. Carol Lubin had organized a meeting in the Bowman House to discuss how many churches would be built. Interestingly, the number that emerged from the meeting was very close to the original planning estimate and, in fact to the number actually built by the time Reston was finished, thirty-five churches in all.

When the planning session was over, the subject of paying for the land came up, and Bob made it clear that, like other residents of Reston, the churches should also pay for their land, particularly so that the money could be used for community-wide facilities. The thirteen church representatives went pale but Bob went on to reassure them.

Bob said: "When it comes to selling any one of you a property, we will tell you everything we know about value as it relates to that property. You will take that information, and you will decide what you are going to pay for it and that will be the price. We'll have no negotiations". The church representatives agreed and this arrangement worked well for the first three churches. They came back with prices which Bob thought were fair and the church groups thought it was a fine way to do it.

Then there was a problem. The Lutherans decided to build a high-rise H.U.D. sponsored facility for the elderly. In the H.U.D. application they had put down the value of the land as $2.00 a square foot, or $80,000 an acre. They said that, in theory, based on the data given them, that's what they should have to pay for it, but they were reluctant to pay that much. After some discussion, Bob settled for a much, much lower price.

In the end, the relative isolation of Reston from heavy traffic between Washington and Dulles airport was broken when the original one-way Dulles airport road was given parallel two way lanes and became a toll road. Then, development ran riot in the whole area. There are now tens of millions of square feet of office space planned in the area. One project alone involves eleven hundred acres with twelve million
square feet planned. There are many projects out there in
addition to Reston. Aside from the Dulles - Washington
highway, which can get you there in about twenty-five
minutes, there is now talk about a rapid transit line from
Dulles through Reston, with one stop at Reston, and then on
to Washington. If it happens, it would tie in with the
subway system.

Bob says: "Whether it happens or not, I feel good about the
way Reston has developed and I think the people there will
keep things the way they want. That's really all I wanted."

Reston is a phenomenon because, since the start of
civilization, men have been planning cities without any real
understanding of what makes some delightful and others
atrocious. In many, if not most cases, cities and towns have
not been planned at all. Often, the patterns of streets in
many cities have simply followed paths and tracks made by
early settlers and their animals. In some cases cities have
been planned as rigidly geometric squares and rectangles,
with wide, straight streets and open plazas.

Washington, D.C., on the other hand, was planned like a huge
wheel with the streets radiating from the center like the
spokes of that wheel. In most of the cities we know, there is
no evidence of planning at all; business, commerce, and
manufacturing relentlessly drive the creation and, in many
cases, the destruction of communities and neighborhoods.

Except in a few recent cases, like Radburn in New Jersey,
Columbia in Maryland, Tapiola in Finland, and some planned
communities in England, little, if any attention has been
given by most city planners to the ways in which people live,
work, amuse themselves, or grow old, and to the facilities
and economic needs of those people throughout their lives.
Reston is universally recognized as the most creative
embodiment of a planned community which satisfies the needs
of all its residents.

To achieve his goal, Simon had no real guidelines - only his
dream of what a new city should be like. He studied the
history of planned communities, consulted with planners and
architects of varying philosophies and concepts, talked with
recreation and religious specialists, lawyers, and
economists. After weighing all the advice, more often than
not he made his decisions on the basis of his own judgment
and instincts. He hired architects to create the master plan
but the concepts were his own.

One interesting example was his insistence on a high rise
apartment building in the center of the first village of the
seven that make up the town. Most of his advisors argued
that no one would want to live in a high rise apartment
building in a bucolic environment like Reston, about 20 miles
from Washington. The high rise was one of the first
buildings fully rented. Simon also insisted, against
repeated advice, on the two floors of apartments over the
commercial and retail establishments, and these too were
fully rented almost immediately.

Reston today is a testament to Simon’s vision and
determination, for the Town, in almost all details, fulfills
his hopes and expectations. The town is composed of seven
Villages, each with its own unique physical design and
features. The mix of structures includes high rise
apartments, townhouses, detached dwellings, retail businesses
with two floors of apartments above, government and private
business establishments, community meeting structures,
churches, swimming pools, tennis courts, riding trails. The
town has a full range of social services, including child
care facilities, adolescent counseling centers, recreational
facilities of all types and a hospital.

In Lake Ann, the first village cluster, there is a lake with
boating and canoeing, open plazas, restaurants. And all of
it is arranged so as to preserve the natural beauty of the
abundant woods and streams which flow through the town. Each
succeeding village cluster has its own unique features and
amenities.

The population target of 70,000 is being approached rapidly.
As of the beginning of this year, the total population now
stands at over 50,000. And many of the residents who came
to Reston early in its development still live there, having
gone through the life cycle pattern predicted by Simon. They
came as single, unattached people, married, raised children,
worked in Reston, and moved successively from apartment to
townhouse, to a detached house, then back to a townhouse and
finally to an apartment. The Town is a microcosm of a
complete society with all of the complex fabric of personal
and working relationships, shopping, recreation, leisure, and
the exercise of personal interests in clubs, hobbies, etc.

From the beginning, Simon determined that Reston would not
be at the mercy of the automobile. Walkways in the town roam
over hundreds of acres, and residents can walk to the homes
of their friends, to their church or school, the tennis
courts and swimming pool, and even to their jobs, and be
separated from automobile traffic by the ingenious use of
bridges and underpasses.

By themselves, the aesthetic values and natural beauty of
Reston do not make it a town. Without jobs, Reston would be
just another bedroom community from which the residents
would have to commute to Washington for work and play. In
his planning, Simon set aside one seventh of the tract for industrial development to attract industries. It was a very slow process in the beginning, but a considerable number of the commercial facilities are now occupied by high-tech companies. Among them are: Sperry, two subsidiaries of General Telephone Electronics, An AT&T marketing sales center, and some forty other corporate residents in computer technology, telecommunications and electronic product design and assembly industries. There are, in addition, numerous government agencies like the U.S. Geological Survey with its two thousand federal employees.

Reston is a planned community - a label which, because of its implication of regimentation, has generated criticism from liberals and conservative alike; Americans have traditionally resisted planning. But, in fact, Reston was planned to provide a maximum of free choice in personal lifestyles and activities. Judging from the steadily enlarging population and the continuing enthusiasm of the residents and their annual homage to Simon, there has been a feeling of great freedom in the wealth of alternative choices and life styles which are available to residents.

Considering the magnitude of the financial and management difficulties and risks involved in the creation of Reston, one wonders about the motivations of its founder and how he came to embark on this ambitious project.

These days, being a amateur pianist, he still takes piano lessons and plays chamber music with friends weekly. The same love of beauty which inspired the design of Reston is evident in the landscaping of his home. He tends his beautiful garden, reads, and spends much pleasurable time with his family walking, exploring nearby places of interest, attending the theatre and concerts, and playing scrabble. His wife, Dorothy Monet the writer, is his most formidable opponent.

At seventy-six he does not indulge in self aggrandizement and has never courted public praise nor publicity. When asked, he may describe himself as a real estate developer rather than a social philosopher, but his own description of what he was after when he began the Reston project speaks for itself.

In the creation of Reston, Robert E. Bob enunciated the following goals:

1. That the widest choice of opportunities be made available for the full use of leisure time. This means that the New Town should provide a wide range of recreational and cultural facilities as well as an environment for privacy.
2. That it be possible for anyone to remain in a single neighborhood throughout his life if he desires, it being neither inevitable nor always desirable to be uprooted. By providing the fullest range of housing styles and prices—from high rise efficiencies to six-bedroom townhouses and detached houses—housing needs can be met at a variety of income levels, and at different stages of family life. This kind of mixture permits residents to remain rooted in the community—if they so choose—even though their particular housing needs change. Variety in housing permits a parallel heterogeneity in population that spells a lively and varied community.

3. That the importance and dignity of each individual be the focal point for all planning, and take precedence over large scale concepts.

4. That people be able to live and work in the same community.

5. That commercial, cultural and recreational facilities be made available to the residents from the outset of the development—not years later.

6. That beauty—structural and natural—is a necessity of the good life and should be fostered.

7. That Reston, conceived as a private enterprise and a model for future development elsewhere, be a financial success.

Robert E. Simon, Jr. achieved his goals.

Michael Leyzorek, Princeton, NJ.