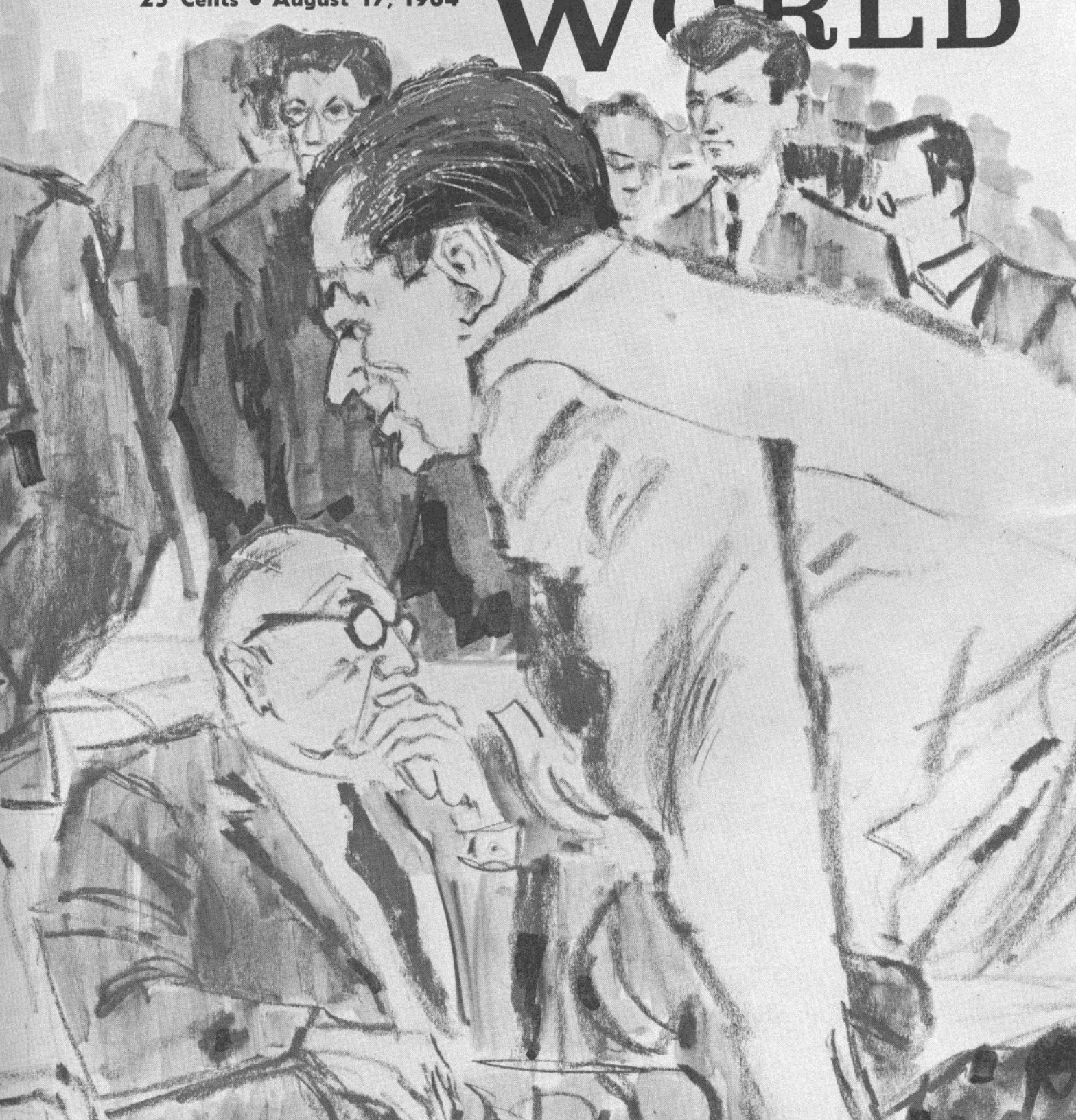


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## The Reston, Virginia Story





## The Reston

**L**ESS THAN FORTY YEARS AGO a gentleman from Kentucky came to Fairfax County, Virginia and founded a squirearchy known as Sunset Hills, Virginia. His name was A. Smith Bowman, he had made fortunes in everything from Canadian wheat to Louisiana sugar plantations and the first Indianapolis bus system, and he bought slightly more than 4000 acres of land because he wanted room to hunt his own pack of foxhounds, entertain his friends and live in peace.

Later he added more land to the original tracts, going up to 6800 acres in all, and the family duchy began to take on the significance of some of England's great holdings. It was too close to Washington—18 miles—to remain impervious to the pressures of metropolitan growth and too massive for any disposition but subdivision.

Situations of this sort send cold chills down the spine of a county Government, or the neighboring townships, because so often the problem is solved by the birth of another Great American Horror.

Fairfax County's problem found its solution in a most unlikely manner (just as Mr. Bowman had bought Sunset Hills in the first place because his young son could not get a local Sunday paper from the Lexington, Ky. newsstand and took home a Chicago Tribune carrying the advertisement for the property). The solution came from New York, from a man whose family once owned Carnegie Hall and was oriented toward urban real estate as a pigeon is turned into its nest.

The man is Robert E. Simon—who renamed the land Reston, set about to create a satellite city and fastened upon a set of principles which have governed everything that has happened on the 6800 acres to date—and will continue to govern until Reston is a community of 75,000 persons, at the target date of 1980.

Simon's principles are part of a personal creed. He has said them simply:

"People should be able to do the things they enjoy, near where they live.

"Many Americans want the stability of belonging to one community for a lifetime. They are tired of rootlessness."

As generalities, these are neat but not incisive until one examines the

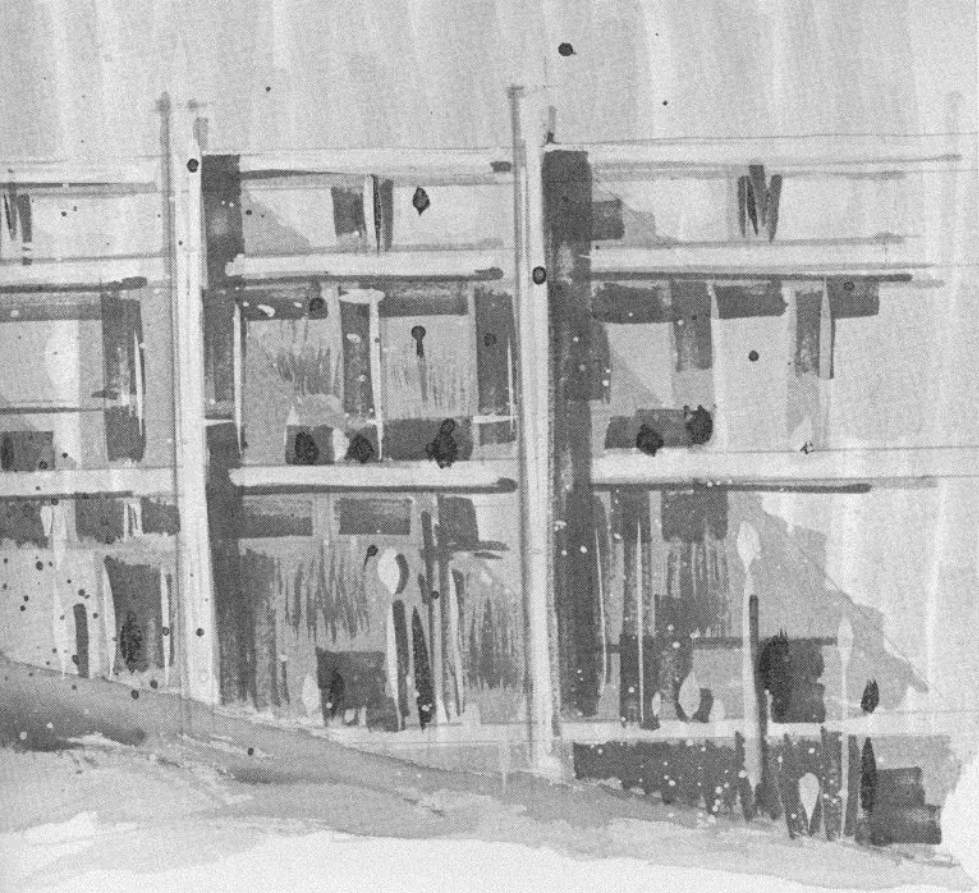
manner in which they have disciplined the planning of the first sections of Reston—which will be ready for occupancy this October.

Any tract of 6800 acres obviously can be subdivided into squares with streets running in front of every house (and the scenery therefore reduced to a view of the other fellow's picture window by day and a row of parked automobiles by night). Chunks can be held out for schools or playgrounds or recreation areas. A shopping center can be constructed on a thirty-acre lot vast enough to wear down an Olympic walkathon champion as he hoofs it from one store to another.

In this way a maximum of space is surrendered to streets and sidewalks, everyone has the same tentative set of values for living imposed by the physical nature of the place. It is also possible that the major part of the population will consist of young couples with two and one-half children, as the statisticians like to say, and a majority of them will move on to brighter and more costly climes if the family income climbs.

Judging by the first houses, the first lakes, the first golf course and all the other accoutrements now visible to the





# Virginia Story

eye at Reston, Simon and his planners seem to have looked hard at their land and decided the best they could do for it was to let it grow as a small town might normally grow, if it could head off all its mistakes by magical foresight.

The decisions Simon made can be interpreted only in terms of the lives people will be able to live on his land. He decided roads should be reserved for cars. They are. Therefore no road bears traffic past a house. It takes people and automobiles from one spot to another. When they have reached the destination, there is room to turn off into a parking space. If the space is near a house or a shopping center, the driver is home free.

The fine art of walking—probably one of the greatest social customs of early American townships—will revive because it is often easier and more attractive to walk from one place to another than to bother with a car. (This may also turn back the current trend toward the disappearance of human legs.)

Looking at the great tract of land as a whole, it is divided into seven villages, an industrial park, and a Town Center.

Each of the seven villages will have a mixture of town houses and individual units. Each will have its own neighborhood service areas—the neighborhood drug store or corner grocery is deftly confined to a special area—but the major shopping territory will be the Town Center.

Scattered among the villages will be five golf courses—the first 18-hole layout has been in play all Summer—lakes for the fishermen and the boat owners, bridle paths for the horsemen, woods for the campers.

Playgrounds, tennis courts, swimming pools will be a part of the plan, and their range from the front door step will be a five to ten minute walk.

Simon's planners seem to have broken the shackles which bind so many suburbanites today. The tight time schedule for commuting; the parking problem in town; the necessity to have a beach cottage or a club membership in order to enjoy one's favorite sports.

He has interlarded into his plans enough high rise apartments—the first a stunning tower fifteen stories high with only four units to a floor—to assure a break in the cycle of modern

migration.

That cycle usually runs: Young married couple in an apartment; arrival of children and move to a small suburban house; income rise and a second move to a larger and more expensive house; children grown and married, couple moves back to an apartment.

Simon's town will provide a home for every phase of the cycle, without once moving out of the magic circle of Reston. It will eliminate the need for forming four or five sets of friends during a lifetime, and offer along the way the marvelous mixture of wisdom and nonsense, of grave responsibility and youthful hijinks present in every small community.

When the first "clusters" of houses are opened this Fall, Reston's team of architects—Charles Goodman, Clothiel Smith, Whittlesey and Conklin, will demonstrate for the first time the gentle blending of homes into landscape. The first Smith town houses are so close to the waterfront of spring-fed Lake Ann that an owner can almost step from drawing room into his boat.

Perhaps the most pleasing surprise Simon has encountered in the early phase of Reston growth is the response to the 914 acres set aside as an industrial park for the "think factories" deliberately courted as clients because their employees are types apt to embrace the Reston concept of living. So far, five major research and technical firms have committed themselves to locate there. They include HRB-Singer, the electronics research subsidiary of the Singer Company; Motorola Communications and Electronics, which plans a \$300,000 plant investment; Transportation Consultants and Air Survey.

Each company's approach to Reston has been based on its immediate and long range needs—for a lease, outright purchase, a lease with option to purchase, construction and lease-back or space for a short-term lease in the group facilities complex built by Reston. Whatever the need—whether it involves Rental of 5,000 square feet or 100 acres for a major complex—Reston is geared to adapt to it.

The growth of the industrial park adds another dimension to Simon's contention that "people should be able to do the things they enjoy near where they live." For men, work is one of those "things they enjoy." To be able to work nearby, to stay in touch with one's family, to reach the nearest sport or good, quiet loafing ground within a few minutes after the close of business is a step toward the idyllic.

Simon may yet go down in real estate history to be able to assure the buyer whose "home is his castle" that the castle grounds—unspoiled and rustic as an English deer park, go with the deal.

If Simon's planners have their way, the old Bowman squirearchy will not disappear. It will only be shared by many instead of a few.



# RESTON, VIRGINIA

The planners of Reston, Virginia, were asked to answer 3 new questions. How many families are needed to create a live community? What is the difference between a live community and a mere housing project? How can people find a wide variety of interesting things to see and do, close to where they live and work?

The planners' answers are to be seen 18 miles west of Washington, D. C., where the entire first phase of the First Village of Reston is under construction. Detailed scale models show six of the 227 Town Houses **now being offered for sale from \$23,000 to \$46,400.** The scope of what is happening at Reston can be seen from the list below.

|  | Estimated<br>Completion |  | Estimated<br>Completion |
|--|-------------------------|--|-------------------------|
| <b>Townhouses</b>                          |                         | <b>Individual Lots for Sale</b>  |                         |
| 90 Houses designed by Goodman              | Fall 1964               | Lakeshore Lots   | Sold                    |
| 90 Houses Designed by Smith                | Fall 1964               | Golf Course Lots   | Sold                    |
| 47 Houses Designed by Whittlesey & Conklin | Winter 1964             | Southern Section Lots  | Some Remaining          |
|  |                         | 100 Northern Section Lots  | 1964-1965               |
|  |                         | 400 Southern Section Lots  | 1964-1965               |
| <b>Apartments</b>                          |                         | <b>Educational</b>   |                         |
| 61 Apartments in 15-Story Building         | Spring 1965             | 1 Nursery-Kindergrarten  | Spring 1965             |
| 34 Village Center Apartments               | Spring 1965             | 1 Elementary School  | Fall 1965               |
| 18 Garden Apartments                       | Spring 1965             |  |                         |
| <b>Recreational</b>                        |                         | <b>Cultural</b>  |                         |
| 1 Golf Course                              | Completed               | 1 Community Center, including auditorium, exhibition area and teenage lounge | Winter 1964             |
| 1 Golf Clubhouse                           | Summer 1964             | 1 Library  | Winter 1964             |
| 30 acre Lake Anne                          | Fall Sept. 1964         | 1 Art Gallery  | Spring 1965             |
| 1 Outdoor riding ring                      | Summer 1964             |  |                         |
| 1 Riding Stable with indoor ring           | Fall 1964               | <b>Religious</b>   |                         |
| 4 Tennis Courts                            | Fall 1964               | 1 Methodist Church (first unit)  | Winter 1965             |
| 2 Swimming Pools                           | Summer 1964             | 1 Baptist Church (first unit)  | Fall 1965               |
| 1 Ball field                               | Spring 1965             | 1 Lutheran Church (first unit)   | Late 1965               |
| 3 Playgrounds                              | Fall 1964               |  |                         |
| 10 Play Spots                              | Fall 1964               |  |                         |
| 3 Campsites                                | Fall 1964               |  |                         |
| <b>Commercial</b>                          |                         | <b>Industrial</b>  |                         |
| 7 Stores                                   | Winter 1964             | 1 Group Facilities Building  | Fall 1964               |
| 1 Restaurant                               | Winter 1964             | 1 Electronic Research Headquarters   | Fall 1964               |
| 1 Office Building                          | Spring 1965             | 1 Group Facilities Building  | Spring 1965             |
| 1 Medical Office Building                  | Fall 1965               |  |                         |



Directions: Drive out Leesburg Pike (Rte. 7) to Route 606, left to Reston. Exhibit Center open every day.

Washington's  
New Neighbor