

RESTON, VIRGINIA

THE OBJECTIVES OF THE DEVELOPER

Before the developer of a New Town asks his team of architects, planners and social scientists to undertake their respective tasks, he must have a program, a philosophy and specific objectives. And these, especially his objectives, he must keep constantly in mind. These fundamental decisions he must make himself, and he cannot delegate the responsibility for policy-making either to his staff or consultants.

In the creation of Reston, Va., these are the major goals:

1. That people maybe able to live and work in the same community.
2. That the widest possible provision be made for the full use of leisure time. This means that the New Town should provide -- in addition to housing -- facilities that permit employment, recreational and cultural opportunities as well as the basic essential privacy, when desired.
3. That shops, schools, churches, sports areas, cultural and recreational facilities be made available to the residents from the outset of the development -- not years later.
4. That anyone who wants to, may remain in a single community throughout his life -- uprooting being neither inevitable or desirable. By providing the fullest possible 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 mix permits residents to remain rooted in the community -- if they so choose -- as their particular housing needs

change. It also results in the heterogeneity that a lively and varied community requires.

5. That the importance and dignity of each individual be the focal point for all planning, and take precedence over the community.

These goals underly the planning and building of Reston. Since Reston is being developed by private enterprise, in order to be completed as conceived, it must also, of course, be a financial success.

The objectives set forth by the developer would mean little if they were not translated into physical plans and the physical plans into a community. In order to plan a New Town, diverse skills and expertise are needed. Reston has drawn upon the consultant services of many of the country's best land planners, architects and landscape architects, engineers and lawyers, economists and social planners as well as experts in such special fields as traffic, graphics and lighting. No single office or firm could have provided the wide variety of excellence that has been achieved through the use of the selective team of Reston consultants. The Reston staff has been gradually augmented to implement and coordinate the work of the consultants, and to carry through the later stages of development.

The major credit for the Reston plan itself goes to its Master Planners, Whittlesey, Conklin and Rossant. This firm had the imagination to reject the standard planning concept of a central core of high density, surrounded by lower and lower densities, with lowest density and open space around the fringe. By contract, they developed for Reston the imaginative Master Plan (appearing on the opposite page or where?) which provides a high-density sinew winding its way from north to south through most of the tract.

The plan enables all housing to be within easy walking distance of shopping, school, cultural and recreational facilities. Reston is an area of 7,140 acres. Of these, 970 have been reserved for research plants, light industry and government agencies. The remainder of the acreage is planned for housing, education, and recreational, religious, commercial and professional facilities to be used by 75,000 people. Reston construction will be completed by 1980.

The distribution of housing within the Plan is: 15% detached single-family houses; 15% high-rise apartments; and 70% townhouses and garden apartments. This allocation of residential types grew out of the deliberations for creating the Master Plan. It became clear that to allocate the major portion of the land for detached houses with less for garden apartments, townhouses and high-rise apartments was not feasible, either as sound economics or sound planning. The prevalence of detached houses would have precluded the use of space for what Lewis Mumford calls "a social function". It is possible that the exact allocations now represented in the Master Plan will not prove definitive, but have been coined out in the initial phases of planning and construction.

Obviously, a developer, a set of goals and a Master Plan are just the beginning. What next? Cooperation from the local Community or County in which the New Town is to be built. In the case of Reston, community acceptance and cooperation has been extraordinary. Representatives of the official and private agencies in Fairfax County where Reston is located, have been involved in planning sessions from the outset of Reston's development. Reston's consultants as well as staff have worked, and

continue to work with the officials and citizens of the County and of the State of Virginia; as a result, an action program has been developed on a basis of mutual respect. This has included agreement on the major premise that existing statutory and procedural obstacles to excellent development would be eliminated. The Reston Plan, as devised by the Master Planners, required revision of the County master plan and a significant amendment to the County ordinance. A unanimous vote of the 7-man Board of Supervisors, accomplished these changes and permitted the developer to go ahead with Reston.

Similarly, the County School authorities have worked with Reston from the outset in developing the number and location of schools that will be required in Reston by the time it is complete, and in the design and timing of the first schools to be built. The Educational Facilities Laboratories, Inc., made a grant to the Fairfax County School Board for the design of the first elementary and intermediate schools, being built as part of Reston's initial construction. The close cooperation with the County Library system has resulted in the inclusion of a small library facility in the first phase of construction as part of Lake Anne Village Center, and for provision in the 1967 County capital budget of the sum needed for a full-scale branch library, as indicated in the master plan. Reston hospital consultants, working with County and State health authorities, are developing a detailed plan for a health complex. State agencies made the feasibility studies which preceded the impounding of water for Lake Anne which was built in the first phase of construction. They also provided 30,000 fish for stocking the lake; they tested the soil at the spot selected for the first garden plots; they contributed to the recreational program; and the State provided 10,000 seedling evergreens, planted by Reston's forester.

Planning for churches was begun by Reston planners and social scientists. The Master Plan, in consequence of discussions with representatives of the National Capitol Area Council of Churches, the Roman Catholic Church and other faiths, provides 35 locations for houses of worship. The detailed plans for the purchase of initial sites, and the construction of the first churches, was carried out in conformity with the basic planning.

Reston's physical arrangements have been designed to domesticate the automobile. They include two distinct systems of circulation -- one is for the automobile and the other for the pedestrian. Moreover, the plan for Reston's Town Center has been devised to avoid the congestion and the ugliness typical of the master parking lot. The Town Center will cover 150 acres. It will include stores, apartment houses, office buildings, civic buildings, health centers, cover educational and recreational and cultural facilities. There will be underground parking in the core combined with parking fields at strategic spots along the perimeter. Internal bus service will permit residents and employees of business and industry within Reston to leave their cars at home.

Translation of the developer's goals for Reston into a master plan and acceptance of that plan by Fairfax County ended the first stage of development. The second stage began with the detailing of what became known as the pilot project. The pilot project was begun by the building of Lake Anne and Reston North Golf Course. Roads, walkways, sewers and other utilities were laid out, 144 lots were sited around the lake, the golf course and along riding trails for sale to individual buyers and builders. For the protection of the privacy of the detached houses, whether built by individuals or builders, on lots which they purchased, a small device was developed which has already had large repercussions. It is simple enough -- just a circle and

a square -- but it protects individual householders against unexpected building next door. The circle drawn on each lot represents the area within which $2/3$ of the residential structure must be built; the square shows the spot where the service area for the house is located. Each man, therefore, can build his house with the assurance of knowing exactly where his neighbor's house and services will be. In order to achieve diversity in the detailing of the housing within each neighborhood, a number of distinguished architectural firms were employed to plan and build the first part of the first of the seven villages. Thus, three outstanding architectural firms, Whittlesey & Conklin, Cloethiel Smith & Associates, and Charles Goodman & Associates, were selected as architects for the first 227 townhouses, 113 apartments, and the first Village Center. The Village Center included, as is evidenced in the plan (either following or on the opposite page) an office building, stores and a restaurant fronting on a village plaza, a community center, an art gallery and a nursery school-kindergarden. Also in the pilot project were playgrounds, swimming pools, tennis courts, a riding stable and riding trails and other recreational facilities. Finally, the pilot project provided for Reston's first industrial buildings.

The end of 1965 has seen the completion of the pilot project in the industrial, commercial, recreational and residential area. On December 4, 1965, Lake Anne Village Center was formally opened. At that time, some 400 people were living in Reston with 800 additional due to move in by early Spring. All of the sotres were rented and the apartments -- in a 15-story tower apartment house, apartments over the stores in the village plaza and apartments overlooking the lake, were opened for rent. The industrial firms then in residence consisted of: Air Survey Corporation, an aerial photographer and photogrammatic engineering firm, the earliest to move in; H.R.B. Singer,

Research and Development of Singer Sewing Machine; Eastern Sales and Engineering Office of Motorola Communications and Electronics, Inc., and the Instrument Development Company of Hazleton Laboratories' Bio-Chemistry Engineering Department. This department specializes in air pollution problems. Next to come will be Human Science Research, Transportation Consultants, Inc., and Hunter Associates Laboratory, Inc.

The attached cartoon map prepared for the use of the Lake Anne Village Center opening, while not in scale, demonstrates the way in which the master plan was carried out in the pilot project.

When Reston was formally opened on December 4, the first or pilot project phase of the developer's conception had been completed, and it was possible to get a glimpse of the initial results of this effort to build according to plan, a New Town which may turn out to be a prototype for future development in the United States. Today the full construction phase has begun and by 1967, we will be producing 1,350 residential units a year, together with appropriate commercial, industrial, recreational and cultural facilities. Additional architects have been engaged, and in keeping with our program, are designing a variety of new houses and apartments to achieve the diversity of architecture and quality of excellence which is our goal. A system of architectural review for the private builders participating in Reston, which -- after some false starts -- has now matured and proved practical, will insure that the planners and the architects of Reston will be able to carry out successfully the original objectives.

Cluster associations have been formed as sufficient numbers of people have occupied the individual clusters of homes; and two homeowners associations, comprised of all the owners in Reston, are being organized.

The first set of stables, golf courses, swimming pools, tennis clubs, badminton courts, playgrounds are all open and being used. The Lake Anne Village Community Center in the first village is open and busily engaged in presenting films every Thursday night and a lecture series, running a rathskeller for young people, providing quarters for a post office, and space for the first two church congregations, and coordinating community programs and activities. The Heron House Art Gallery, in the high-rise apartment building, is successfully holding art exhibitions and developing programs and workshops for pottery, art education and more. The nursery school-kindergarten in the village center has 26 happy students and is readying full-scale operations.

For in the end, the planning of Reston has been for people, and the success of Reston will be measured more by the quality of life it makes available to the people who live there than the quality of its design. It is intended that one should affect the other, and that appears so far to be the case. The developer can use all the imagination, intelligence, and good judgment he is capable of in building a new town; and he can command, if he has the will, the ingenuity and the resources, the finest talent of his time to design, to plan, to construct the city that is in his mind's eye. But his final faith is in people, and their response to what is being created: a community. In Reston, even now, with less than a thousand people, there is already that sense of a community which is the sum of the developer's total vision -- beyond the beauties of architecture, the genius of planning. "There is", as Gertrude Stein put it, "there there." As each village center and the surrounding housing and facilities are developed, completed, and then inhabited, the developer withdraws to the next, more advanced phase of his project. In due time, by 1980, the developer will have withdrawn almost entirely; but Reston will be there.

That, after all, is the point of it all.