

grams of urban renewal that are seeking to help make ideal living conditions in central cities with the new community ideas for the suburbs to help provide nice places to live out there as well.

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COMMENTS ON MR. GLADSTONE'S STATEMENT—A "NEW TOWNS" EXPERIENCE
REPORT: RESTON, VA.

(By James B. Selonick, executive vice president, Reston, Va.)

Many basic planning concepts have gone into the creation of Reston, Va. I'll touch on but a few of the more important ones. First, the result must be a total community oriented to the human being living in it. Second, these people must be able, if they so desire, to live in the same neighborhood during all stages of their lives. And, third, the environment we create should provide an absolute maximum stimulation of both minds and bodies. Obviously, all of these concepts must be implemented in relation to an economically successfully real estate development.

VARIETY

To accomplish these objectives, we have provided a variety of housing types, ranging from conventional lots for detached houses to a 15-story highrise apartment building built 20 miles in the country and including garden apartments and clustered townhouses, all within easy walking distance of each other. In addition to the physical living accommodations, we have spent literally years preplanning the community, so that when the first residents moved in, it would at once be alive with the activity we consider essential. This preplanning will present our residents with opportunities—not control their activity. We have sold land to church organizations with predetermined population levels, establishing a point at which each commences construction; we have made arrangements for elementary, intermediate, and high school facilities with the county of Fairfax; we have planned and leased the first convenience store, which will be opening next month. We have constructed a broad range of recreational facilities: for golf, tennis, swimming, horseback riding, fishing, boating, and many others. The cultural aspect of our planning has not been ignored but rather emphasized. And, accordingly, we have programs for art classes, pottery making, extension courses available from nearby universities, a lecture series, film programs, and we have even established an art gallery that will be among the first retail spaces to open this fall.

The staff of our first community center is actively operating as of today and will guide the first residents in establishing the kind of program they want. Each homeowner of Reston becomes a member of our home owners association and those living in townhouse clusters will also become members of cluster associations, with responsibility for maintenance and improvement of land owned in common; they will also participate in and review building plans within these areas. We anticipate that these associations will provide the base for political activity and should result in the development of a sense of community responsibility as well as the feeling of belonging.

INDUSTRY

In order to give the community balance and provide a substantial opportunity for residents to work near where they live, we have allocated approximately one-seventh of our total land area to house research and development and light industrial firms. We sincerely hope that our residents will take advantage of these possibilities and thereby be able to use the time saved in commuting in participating in the Reston community. The industrial area has the additional advantage of providing a tax base, which helps us pay our own way in the county.

After a seemingly long gestation period, Reston has been born. Even to our own amazement, four industrial firms are already in operation at Reston, with three more having purchased land and having scheduled themselves to be in operation within the coming few months. The attraction is obviously what we have created at Reston, since there is ample land cheaper, closer to town.

The first residents are with us and represent a gratifying range of income. Our first townhouses, ranging in price from \$23,000 to \$46,000, have been purchased by a very substantial number of people earning under \$10,000 and almost as large a number of people in the over \$20,000 category. The first sampling of