

# THE BIG IDEA

## the seven goals

“ I pulled out a yellow pad and started working on a preliminary draft of the program for development. First I listed everything I had seen or read about that could be considered essential, and then added everything else I could think of that made living stimulating and worthwhile. ”

— Robert Simon

In 1961, Robert Simon purchased 6,750 acres and began plans for a “new town” bearing his initials RESton.

The property was half the size of Manhattan, and Robert Simon saw the opportunity to build more than just another subdivision. He wanted to build a community with both urban and suburban amenities. The seven goals for Reston were the principles he thought could best guide the development of the new community.

In 2002 The American Institute of Certified Planners (AICP) presented Reston with its Landmark Award, and Robert Simon received its Planning Pioneer Award.

“Robert E. Simon, Jr. created the nation’s first Planned Community Zone...a welcoming community dedicated to social openness, citizen participation, and the dignity of the individual.”

— AICP Planning Pioneer Award

He shares this honor with prior recipients who have made major contributions to planning practices, such as Pierre L’Enfant, Frederick Law Olmstead, Daniel Burnham, Robert Moses and James Rouse.

### ROBERT SIMON

There once was a fellow whose vision  
Wasn’t clouded by money or “limin”  
He moved with nerve and incredible verve  
“Proceed ‘til apprehended” said Simon.

Phil Tobey

Reston resident, architect