

# THE PLAN

## Landmark innovation

“If architecture is the stage set, then planning is the script for shaping environment to enhance community life.”

—William Conklin  
Whittlesey and Conklin

“To say that the idea of a planned community with mixed high density uses, common grounds, pedestrian paths and aesthetic controls was a departure from established legal standards of the time is an understatement.”

—Lee Rau  
Reston resident, lawyer

Robert Simon hired the New York City planning/design firm of Whittlesey and Conklin to create a Master Plan for an innovative new community.

The simplicity of the Master Plan, a color-coded map, belies its innovation. Its significant departures from the then-norm were:

### Clustered Density

Constructing houses in tightly-knit groupings with the benefits of:

- commonly-owned land large enough for woodland conservation and recreation areas
- community involvement and cooperation required to preserve and maintain the value of commonly-owned land
- shared elements making housing more affordable



### Mixed-Use

In contrast to traditional zoning, residential and commercial properties share the same space, allowing for:

- a walkable community
- convenience with shops, services and recreational facilities close by
- a wide variety of housing in the same neighborhood, making for a heterogeneous community where residents can stay for a lifetime



### Dedicated Open Space

Permanent open space distributed throughout the community for recreation and conservation:

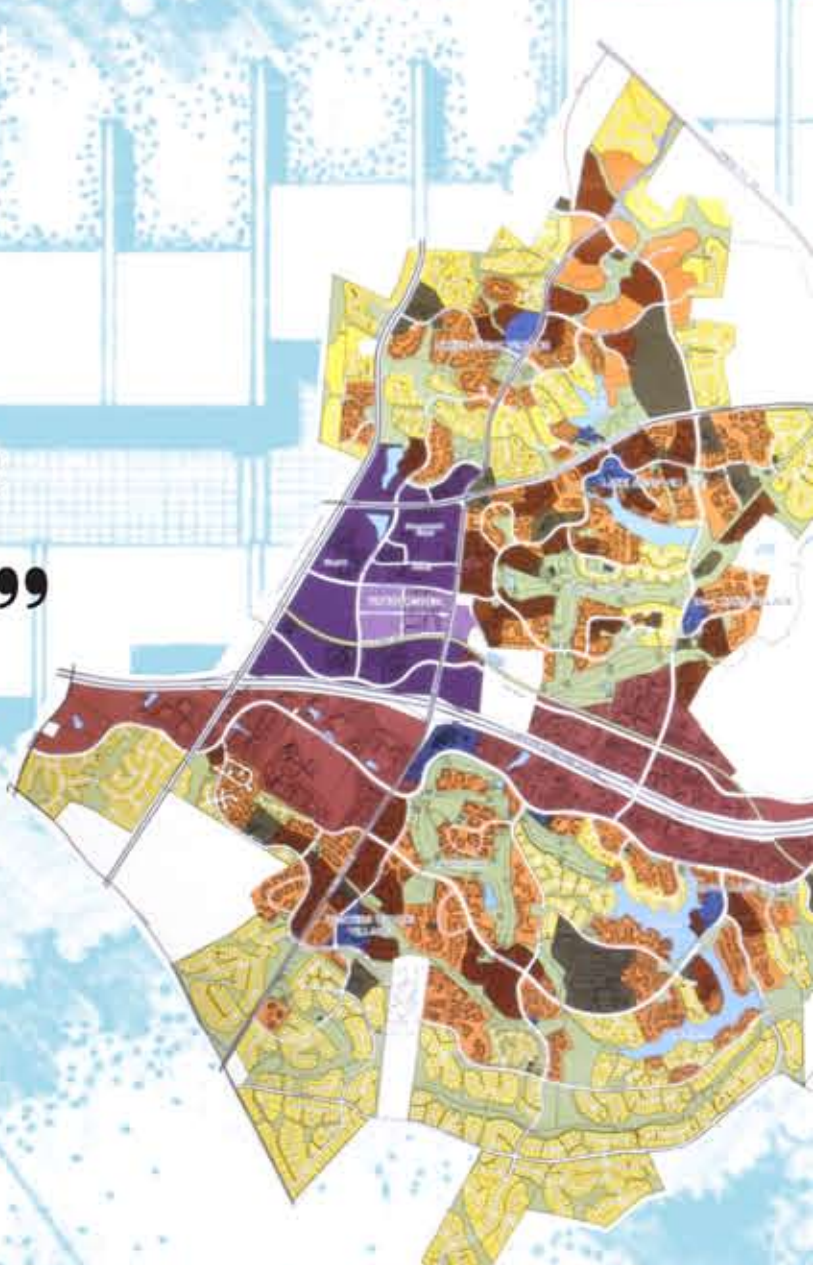
- more than 14% of the total community is green space
- paved pathway system connecting Reston's neighborhoods
- parkland, ballfields, pools, tennis courts, lakes and golf courses



These alternative land use concepts were radical and confronted a serious obstacle in Fairfax County's traditional and entrenched zoning categories. But in just one year, Reston's Master Plan became the unique *Residential Planned Community* zoning category, a landmark that was to govern the growth of Reston.

“If what you sell is privacy and exclusivity then every new house is a degradation of the amenity. However, if what you sell is community then every new house is an enhancement to the asset.”

—Vince Graham  
President, I'on Group



- Single Family
- Townhomes
- Apartments/Condominiums
- Parks/Open Space/Janitorial Parks
- Community Use/Schools/Churches/Day Care
- Lakes
- Town Center District
- Town Center Urban Core
- Office/Industrial/Research
- Business and R & D
- Village Centers/Convenience Retail