

THE PLAN EVOLVES



the corporate era

“ In 1967 Gulf Oil Corporation, one of the early major investors, bought out the controlling interests of Reston real estate...This marked the end of an era of one individual’s vision and idealism and a transition to a more deliberate and corporate bottom line approach, first by Gulf Reston and later by Mobil Land.”

—Alan Ward

Sasaki Associates

“ Bob and I have been on different sides of the fence...but we see eye to eye on a lot of things. His Master Plan was visionary—there’s no question it stands the test of time. He has an important role to play...But sometimes you can listen too much to the planners and not enough to the market.”

—Jim Cleveland

Reston resident,
President, Reston Land Corporation

Reston dinnerware 10x14W "

Tableware used in the Bowman House for entertaining and meetings throughout the '60's and '70's

Norris and Rudeen cooked and served guests as they learned about Reston and planned for its future.

Tableware from the collection of Fran Steinbauer and the Reston Museum

RestonDevelopment Game 12x18"

In a campaign to stimulate business development, the Reston Board of Commerce created this board game in 1980.



Lake Anne gas station in front of Cameron Crescent apartments



Building the infrastructure underneath Lake Anne



The fountain at Lake Anne Plaza, shown under construction, was designed by James Rossant as an abstract representation of a family and intended to be enjoyed by touching and splashing children.

“ Consultants hired by Gulf were convinced that the Master Plan was sound, we used what I am sure was the first computer modeling to determine the best and most lucrative path to development.

We spent six weeks going over every parcel of land and assigning different housing types and profit and timing scenarios. None of us working on it were surprised that we proved the case for development over time as opposed to selling large chunks to others. As a result, the Gulf Board decided to stay the course and fund what was needed to accomplish the ultimate build out.”

—Chuck Veatch

Reston activist and business owner since 1964

“ What I remember most vividly was the day that Bob left Reston when the whole community turned out to render praise and cheer. The newspaper said it was the first time in history that a developer had been honored by the people who lived in the project the developer had created. I am still cheering!”

—James Selonick

Executive Vice President
Reston VA, Inc. 1963-1968