



Fig. 4.9. Roanoke comprehensive plan, 1907. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.



Fig. 4.10. Roanoke River Greenway and Mill Mountain. Photograph by the author, 2012.

and assessment of local conditions impressed Marston. In August Nolen signed a contract with the San Diego Chamber of Commerce for a standard \$1,000 fee and expenses.⁴⁰

Nolen expected to head west in October, but financial problems threatened to scuttle the trip. Though his annual income of \$2,500 was sufficient, he was struggling to pay his bills. Payment for the Daffin Park project had been delayed, and with the cost of running an office, association dues, and project marketing, Nolen found it difficult to break even. He asked several acquaintances for a \$1,000 loan, which he promised to repay with interest over a two-year period.⁴¹ Edward Griggs advanced Nolen the money. Since leaving ASEUT, Nolen had continued to promote Griggs's lectures, and Griggs was happy to help his friend.⁴²

arrangement allowed Stephens to hire Nolen to make Myers Park a model of “unified suburban design.”¹¹

Nolen stayed with the Stephens family (whose children he came to love) and spent a week evaluating the project site.¹² Three miles long and up to a mile wide, the property was mostly cotton fields, but two creeks flowed



Fig. 6.3. Myers Park plan, 1911. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.



Fig. 6.4. Myers Park, mature native tree canopy on public and private land. Photograph by the author, 2006.



Fig. 6.5 Edgehill Park. Photograph by the author, 2006.

through meadows and stands of oak and pine forest. Nolen joined these natural features into a plan patterned after Riverside, Illinois, Olmsted Sr.’s model Chicago suburb.¹³ (Fig. 6.3) Construction commenced in 1912, and building continued at a steady pace for a decade. Following Riverside’s protocol, deeds required housing setbacks, and fences and hedges were relegated to side yards. Native trees, oak, elm, and tulip poplar were planted on private properties and bordered the curvilinear streets. (Fig. 6.4) A hierarchy of street types was laid out along topographical lines. Residential streets were narrow and little more than country lanes, whereas Queens Boulevard, the principal throughway, had a 110-foot right-of-way to accommodate a streetcar line and hardwood trees planted in perpendicular rows. Access to transit was at most a two-block walk for residents, and parks were equally close at hand.

Edgehill Park, the most significant section of the park system’s connective tissue, ran along both sides of the Sugar Creek floodplain, which flowed in an east–west direction through the center of the community. (Fig. 6.5) The linear park extended to a small green on the eastern edge of the community that served as a streetcar stop and the community’s gateway. Granite entranceways bordered it, with openings for both pedestrians and streetcars to pass through. Inside Myers Park, the winding roadways slowed traffic, and the circuitous paths enhanced the pedestrian experience. (Fig. 6.6)

Stephens wanted a prominent civic institution to be the centerpiece of

to two existing churches. Two formal greens were positioned to enhance the perspective of the buildings that would front Church Circle. The circle was also set on axis with Union Station via Broad Street, a tree-lined boulevard, to form a terminating vista for the downtown. (Fig. 7.2) With the central core of Kingsport established, the master plan had its underpinning.



Fig. 7.2. Axial boulevard terminating at Kingsport Union Station, c. 1922. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.

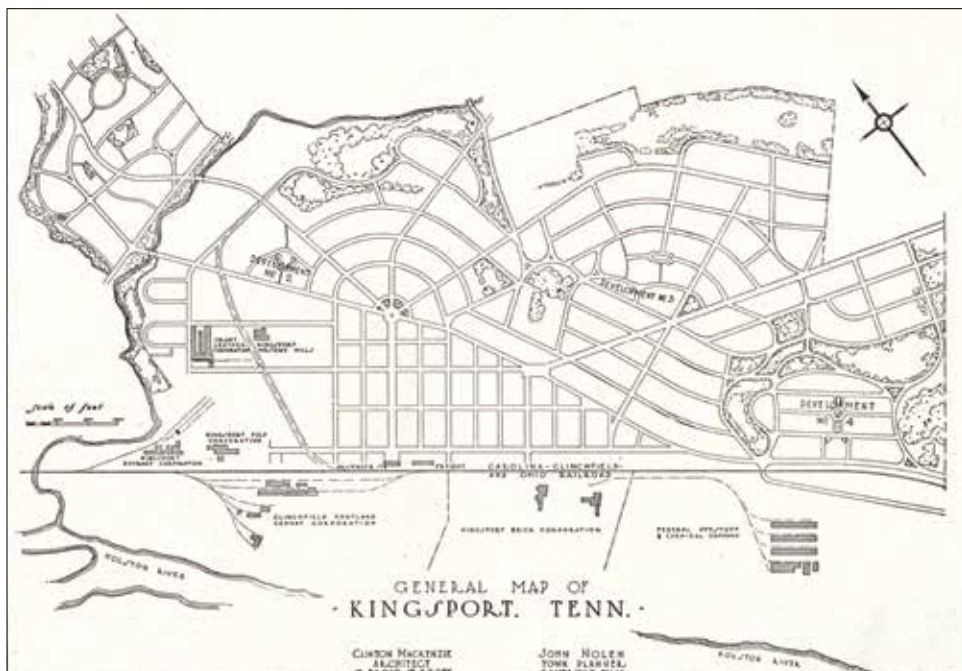


Fig. 7.3. Kingsport master plan, 1919. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.



Fig. 7.4. Kingsport, larger lot homes, c. 1922. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.

The plan incorporated 1,100 acres between the Holston River and the rolling hills north of town. (Fig. 7.3) To make the transition from the level, low-lying downtown to the new neighborhoods sited on higher ground, the consultants replicated Church Circle's half-crescent form. In addition to its classical elegance, the elliptical layout made it possible to align streets according to the topography and account for the rise in elevation. (Fig. 7.4) Neighborhood parks and school sites were evenly spaced, and nature preserves along the edge of town formed a greenbelt of hills and riverfront parkland.

Kingsport included neighborhoods for both labor and management. The downtown Shelby Street group houses resembled those of Union Park Gardens in Delaware. (Fig. 7.5) Clinton McKenzie, a veteran of the World War I federal housing initiative, designed the four- and five-unit, two-story structures for working families. The homes were very popular and either rented or sold based on a formula to recover the cost of construction and the price of the lots.¹³ The other working-class districts were mostly bungalows located within walking distance of the factory complex. (Fig. 7.6) Atterbury was the architect for Orchard Park, an exclusive residential area with Colonial Revival homes sited on lots with panoramic views of the Holston Valley.¹⁴ (Fig. 7.7)

The Kingsport Improvement Corporation was quick to approve and imple-



Fig. 8.14. Venice city plan, 1926. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.

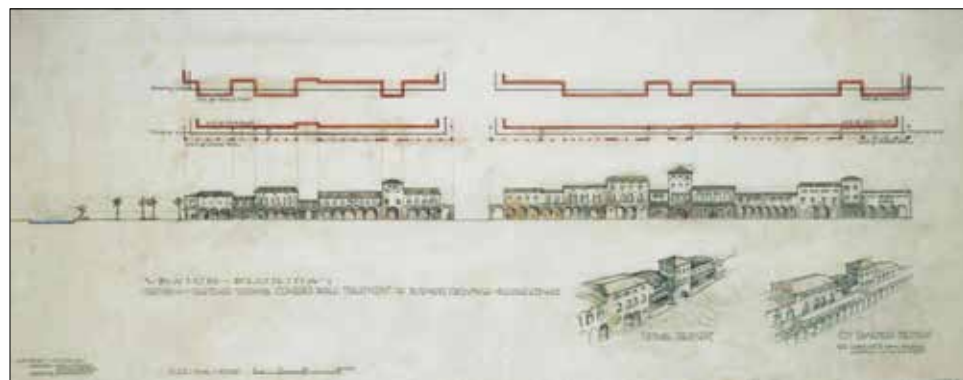


Fig. 8.15. Venice, sketches of business district frontage, 1926. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.

tion and the bank. The effort was inspired by two Venetian landmarks—the campanile in the Piazza San Marco and the Palazzo Ducale. A town architect assigned to the project established a Mediterranean Revival template to review building plans, a process foreign to most property owners. (Fig. 8.19) Most residential units in Venice were single-family homes, but apartments were located in the downtown and adjacent to a three-and-a-half-acre park.⁹³ The largest homes fronted parkways with easy access to the beach, and parks and

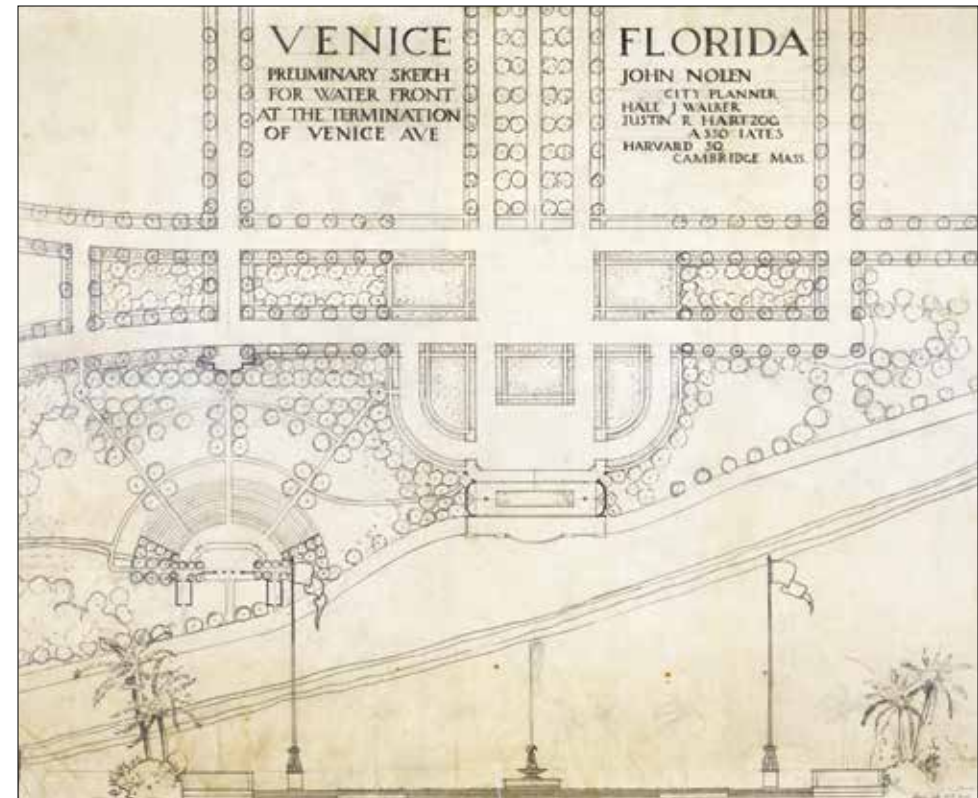


Fig. 8.16. Beach front park designed for Venice, 1926. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.



Fig. 8.17. Venice Hotel, c. 1927. Courtesy Venice Historical Society.



Fig. 9.2. San Diego County Administration Building, 1937. Courtesy San Diego Historical Society.

the National Resources Board, exemplified the bedeviling inconsistencies that plagued New Deal planning. The agency was created to help poor tenant farmers raise their standard of living by combining subsistence agriculture with part-time industrial work. In 1934 Nolen earned one of the agency's first commissions, the "farm city" of Penderlea in southeastern North Carolina.⁴¹ The plan for Penderlea placed 150 ten-acre truck farms in a horseshoe design around a civic core, which had sites for a school, civic and commercial buildings, and a central marketing plant. (Fig. 9.3) In 1935 the Resettlement Administration acquired the Penderlea property. It then purchased additional acreage, and Nolen's plan was redrawn to accommodate twenty-acre farm plots. By January 1937, 112 of the 147 homesteads were occupied. The opening of a hosiery factory, underwritten by the Farm Security Administration (which now oversaw the project), generated jobs. As the economy improved, Penderlea prospered but never became the model agro-industrial community

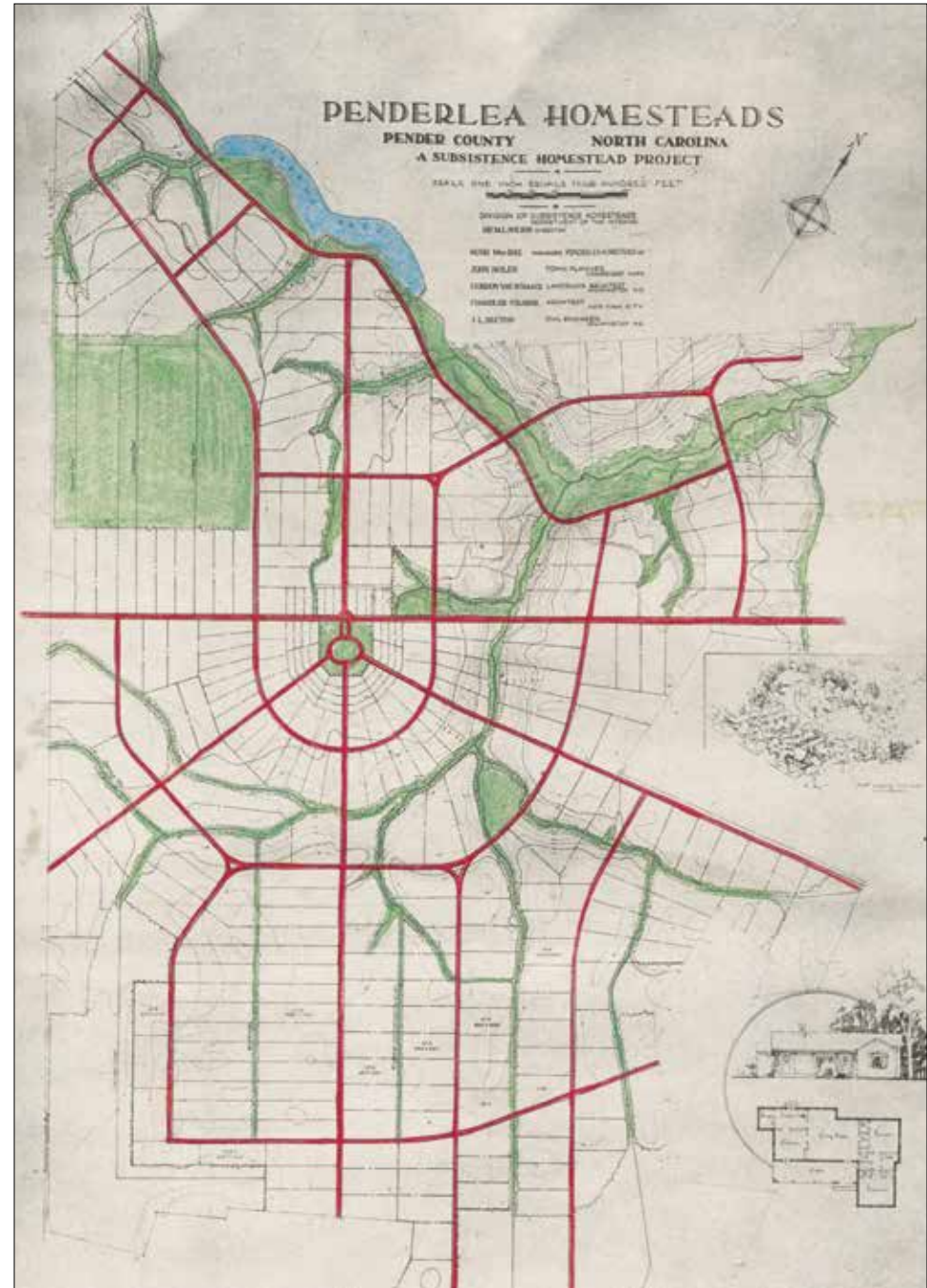


Fig. 9.3. Penderlea city plan. Courtesy Division of Rare and Manuscript Collections, Cornell University Library.