Clarendon and the Alliance

A history of Clarendon and the Alliance as documented by the Arlington Bureau of the Washington Post (11 Strickler Ave, Clarendon)
Here's the Whole Story! Here's What It Means!

Clarendon

ON THE GEORGETOWN ROAD, JUST BEYOND FORT MYER, ON THE FALLS CHURCH ELECTRICS, WILL BE FORMALLY OPENED APRIL 21. BUT THE WISE WON'T WAIT FOR THE CHANCE. THEY ARE THERE IF IT'S NOT A FOOT OF LAND LEFT BY THAT TIME. ITS NOT A LARGE PROPERTY, IS ALREADY SELLING, AND IF YOU WANT ONE OF THESE BEAUTIFUL HOME SITES DON'T WAIT FOR THE OPENING DAY—GO BEFORE!

GO OUT NOW! GO TODAY!

Here's a property which, finally, secured at a figure indicated by the owners when negotiations began, we can and will sell at prices which will SIMPLY WRITE existing real estate values in this vicinity—cheaper than any such desirable tract of land can probably ever be sold about Washington, by us or anyone else, in the future. Everybody knows what the future of Washington's western suburbs is, too, with the Memorial Bridge an assured fact and only a question of time. That public is awakening to this is thoroughly apparent even now, by the healthy interest already manifested in Clarendon. That we shall not have by half land enough to go round is evident from early, and it's a matter of immediate action if everybody is to be had in this paradox. So much—no more than at least—with any showings. Clarendon never was and may never be the home of a big LEBEL CHASE. We are not asking too much and family—can not be one for one day this climate, all Real Estate Offerings. You don't have to buy, you own it to yourself and family. That's all. Just run through the following details and ask yourself if it's not true that You've Never Yet Been Offered, for So Little Money, So Much Land, of Such Desirable Character, With Such Magnificent Improvements and Such Remarkable Terms and Inducements.

NOW LISTEN! JUST GRASP THESE FACTS!

PRICES

THREE-FOURTHS OF THE LOTS WILL BE SOLD AT $90 TO $140
OVER 200 LOTS AT $140 OR LESS—A FEW HIGHER.

25 CASH PRIZES TO THOSE WHO BUILD.

In order to stimulate the immediate development of Clarendon and encourage the occupation of our subdivision on the road, and advancing the value of each purchaser's interest, one will be given to the first twenty-five persons who start building. No words can emphasize sufficiently the importance of this—a greater inducement to savings than has been heretofore offered. These prizes will be awarded, as follows:

For the first dwelling... $250
For the fifth dwelling... $150
The second dwelling... $100
The eighth... $50

In addition to the above, for the next seventeen buildings $25 each

TWO YEARS' FREE CAR FARES.

As a further incentive to buy and reside at Clarendon, we will give to the head of every household, building and residing at Clarendon as long as ten years' transportation free, on the Falls Church Rapid Railway. This guarantee means no less than a $400 saving to the owner in ten years, and gives every owner an opportunity to travel at any time and to any place in Washington, and upon the city line, at no expense.

The principal advantage of the railway is the rapidity of the service, which is never interrupted, and the convenience of transportation for the whole population of Washington.

NON-FORFEITURE.

Every installment buyer in the country has been properly advised as to the general conditions and payments. It is the intention of each owner and builder to build on his lot as soon as possible, and not to forfeit the property by non-payment. Every owner in Clarendon will receive a deed upon the payment of the purchase price, and will have the right to deed the property to his heirs, and in case of failure to pay the full purchase price, the property will be repossessed by the owner. The property will be repossessed by the owner.

FREE DEED IN CASE OF DEATH.

Should a purchaser die at any time before payments have been completed, we will give to his heir a deed to the lot without further payment. If the heir is not a resident, he may select any other heir, and we will deliver the deed to him. The property will be repossessed by the owner.

TERMS

$2 DOWN. $1 TO $1.25 WEEKLY.
$2 Down Secures Any Lot at Clarendon. Monthly Payments Arranged if Desired.

10 Per Cent Discount Allowed for Cash in 60 Days.

ALL IMPROVEMENTS FREE.

It is our intention to make Clarendon in every respect a thoroughly high-class residential suburb, and we are sure that no one will be disappointed at the result. All streets will be properly graded, paved, sewered and walled. Each house will be located at the front, the back, and the sides of every street, and will have a front and rear view of all lots. All improvements are made by our own expert and efficient workmen exclusively.

CLARENDON IMPROVEMENT SOCIETY.

This provision of an escrow of only $500 for the entire cost of the lot and improvements, including all improvements. While we will make the improvements free and maintain them for several years, the work will be completed now so that the property can be sold immediately.

Your interests safeguarded.

To properly protect your estate hereafter and in the future, we have incorporated a society for the sole purpose of protecting the owners of Clarendon against loss.

1. No building on the property shall be made, provided no building be erected on a lot or in a tenement house, except by the owner of the property, and such building must be at least 15 feet from the street.


LARGEST SUBURBAN REAL ESTATE OPERATORS IN THE WORLD. DEVELOPERS OF OVER 70 SUBURBS. OFFICES IN 25 CITIES.
Clarendon 1900
Clarendon Aerial with Station Area Outlined
Clarendon Today
RESOLUTIONS ADOPTED CRITICISING W., A. AND F. C. SERVICE.

July 10, 1907

Whereas the town of Clarendon was founded by virtue of the fact of its location upon the Washington, Arlington and Falls Church electric railway; and

Whereas it is absolutely essential to the life and well being of the said town of Clarendon that the residents thereof shall have proper and respectable service upon the line of the said railway; and

Whereas in the opinion of the Clarendon Citizens' Association, the service on the

1924

Want Better Trolley Service.

Arlington county's "Toonerville trolley," the butt of jokes by patrons, both native and foreign, to the county, and which operates between Clarendon and Rosslyn, has aroused the feelings of the patrons to the extent that they want it made into a "real, legitimate car service."

For several months the one car on the line has been in charge of a combination motorman and conductor. The fares are collected before the car is started, and if a passenger boards the trolley between the two principal stations, delay is encountered while collected.

Greatest operating diff-
said, is the failure of the cars to stick to the wire. Part of the system of the Virginia Railway extends the Falls Church he cars of the Capital any which cross the Rosslyn. According to the new company to better this failing, appeal will be made to state authorities.
Looking West
From
Clarendon Circle
Looking West
From
Clarendon Circle
Looking West
From
Clarendon Circle
Looking West
From
Clarendon Circle
1922 - "Clarendon Feels Boom"

Clarendon Feels Boom in Building

Construction of New $40,000 Home for Trust Company Begun by Contractor.

A Civic Auditorium

Arlington Supervisors Require the Muzzling of All Dogs Under Penalty of Fine.

CLARENDON TO HAVE 6 NEW BRICK STORES

Will Be Built by Follansbee at the Corner of Grafton Avenue and Wilson Boulevard.

Will Be in Heart of Town

Births Beat Deaths in Arlington County—Summer Schools Draw Large Attendance.

Special to The Washington Post.

Clarendon, Va., July 15.—Following the sale of the Follansbee property here, the biggest deal in commercial sites in the history of Arlington county, comes the announcement today that Mr. Follansbee will erect six new stores in the heart of Clarendon. The new structure will be erected next to
March 1922 (Alexandria Gazette)

Build Your Love Nest In
ASHTON HEIGHTS, VA.

This magnificent suburb will instantly appeal to those anticipating an opportunity to get away from the crowded city and enjoy the freedom of a most picturesque surrounding. Ashton Heights possesses those improvements which the city folk enjoy, is within easy reach of the very heart of Washington, yet sufficiently removed to bring untold pleasures because of its natural beauty. Read every word of this ad.

It is brimming full of interesting particulars to investor and homeseeker alike.

$500
Cash
Will
Finance
Your
Home

$20
Will
Reserve
Lot

$500 Cash Will Finance Your Home
$20 Will Reserve Your Lot

TO REACH ASHTON HEIGHTS
1. Take any Washington and Virginia railway, Falls Church branch, at Mount Vernon Station, 15th and Pennsylvania Avenue.
2. Get off at Claremont, look for KAY-ALGER COMPANY sign.
3. Proceed south along 15th Street, just east of the Woodley Bridge, to Ashton Heights.

Kay-Alger Company, Inc.
617 Bond Building Washington, D.C. Exclusive Agents

Main 3075
The Telegraph Building (Wash/Irving)
Clarendon petitions for township (and loses)

1919

CLARENDON ASKS FOR INCORPORATION
Seeks Civic Entity in Plan for Sewage and Water System.

Clarendon has added another feather to her cap in civic activities by applying for incorporation as a condition.

1922

CLARENDON DENIED TOWNSHIP CHARTER
Citizens Lose Two-Year Fight, in Which County Officers Opposed Their Plans.

It is probable Clarendon citizens will appear against every county official, who obstructed the move, at the coming election and it may mean an entire house-cleaning for present office holders, as there are more voters in Clarendon than in any other two communities in the county.
Good Times in Clarendon

1922

CLARENDON READY FOR BIG FIELD DAY

Carnival Events Begin Today at 10 A.M. and Will Wind Up With Dancing Tonight.

MANY ACTIVITIES IN COUNTY

Odd Fellows Confer Initiatory Degree Tomorrow—New Pump Engine a Success.

ARLINGTON CO. BUREAU OF THE POST.
11 Strickler Avenue, Clarendon, Va.
Phone Clarendon 201-J-1.

Everything is all set for an elaborate Clarendon carnival field day meet today commencing at 10 o'clock with running races and other athletic events, divided into groups for boys, girls and members of the fair sex, a pie-eating contest being scheduled for noon, after which the events will be resumed, ending with dancing from 9:30 to midnight.

The music for dancing is furnished by local talent and the pavilion can accommodate upwards of 100 couples.

1923

CLARENDON CITIZENS COOPERATE TO PUT OVER BIG CARNIVAL

Open-Air Entertainment Beginning Today to Continue Until Sept. 10.

HOPE TO PAY MORTGAGE OF COMMUNITY BUILDING

ARLINGTON COUNTY, BUREAU OF THE POST.
Falls Church, Va. Tel. Falls Church 349-W-2.

The greatest open air entertainment ever held in Arlington County will open today in the form of the third annual Clarendon carnival, given under the joint auspices of the Clarendon Citizens' association and the Women's Civic League of Clarendon, the Arlington County American Legion and various other bodies. The Citizens' association is directly in charge of the affair, which will continue until September 10.

It is also the hope of the association that the mortgage on the Clarendon community hall can be lifted with the profit from the carnival. Money derived from last year's carnival was used to purchase and remodel the building, which is also used as a headquarters for the fire department. No concessions have been granted outsiders; the entire carnival will be conducted by members of community organizations.

1929

MAY DAY EXERCISES HELD AT CLARENDON

More Than 150 Arlington County Children Take Part in Procession.

VIRGIN'S STATUE CROWNED

ARLINGTON COUNTY, BUREAU OF THE POST.

Headed by the children's choir, more than 150 boys and girls took part in the May Day procession at St. Charles Catholic Church at Clarendon yesterday. Miss Madeline Burkley was chosen queen. The procession, under the direction of Sister Anselma, formed in front of the school and marched to the church in the presence of several hundred persons.

After the procession, the crowning of "Dancing from 5:30 to midnight"
Boom Times Continue

1925

**PAPERS ARE SIGNED FOR BUILDING NEW CLARENDON THEATER**

Bowling Alleys and Billiard Parlors to Be Included in Large Structure.

**PETITIONS PRESENTED FOR ROAD IMPROVEMENT**

Opponents Also Prepare Long List of Signatures to Lay Before Judge Brent.

- **ARLINGTON COUNTY BUREAU OF THE POST**

With the signing of the certificate of incorporation by Judge Samuel G. Brent Friday, Clarendon is assured of a new moving picture theater.

1925

**400 AT CLARENDON SEE ODD FELLOWS LAY CORNER STONE**

New Building Also Will Be the Home of Arlington County Rebekah Lodge.

**ATTORNEY GENERAL IS PRINCIPAL SPEAKER**

Mrs. Blanche Sheets and Mrs. Minnie Martin Also Make Addresses.

- **ARLINGTON COUNTY BUREAU OF THE POST**

More than 400 citizens of Arlington county yesterday attended the laying of the corner stone of the new home of Arlington lodge, No. 193, I. O. O. F., and Clarendon lodge, No. 28, located on Wilson boulevard and Lawton avenue.

The ceremonies opened with the invocation by Capt. G. R. Gaines.

1936

**Woolworth Co. To Open Store In Clarendon**

Rival Chain Also Planning Retail Outlet Due to Population Gain.

Plans of the F. W. Woolworth Co. to establish a retail outlet on Wilson boulevard in Clarendon's business district, which has been steadily advancing in both directions along Wilson boulevard from the Memorial Circle.

Several other new commercial structures are now in process of construction on Clarendon's principal business thoroughfare.
View East From Clarendon Circle
Wilson Blvd
Looking East
From
Irving
Citizens and Merchants Involved in the Community

1925

**BUSINESS MEN URGE BETTER POSTOFFICE SITE IN CLARENDON**

Protest to Be Filed With Department Against the Proposed Location.

**ARLINGTON COUNTY BUREAU OF THE POST.**


The proposal to locate the Clarendon postoffice at Wilson boulevard and Oak streets will be opposed by the business men of Clarendon, C. Eugene Doyle, president of the Arlington County Business Men's club, said last night.

"The site favored by the department," he said, "is nearly half a mile from the business center of Clarendon, and away from the main car line where hundreds of people enter Clarendon daily."

Every effort will be made by the

1924

**CLARENDON CITIZENS WANT WALKS RAISED TO PROTECT PUPILS**

Children Forced to Sit in School With Wet Feet in Rainy Weather.

**MAROCCA CASE GOES BEFORE JURY TODAY**

Lyons Park Women Organize. Soldier Horsemen Cut Up Walks.

1929

**PARALLEL PARKING ORDER IS REVOKED**

Business Men of Clarendon Protest Ordinance as Harmful to Them.

**SCHOOL PLANS ARE MADE**

"The order was rescinded in three hours after going into effect."
Murphy Plans
2 More Stores
In D. C. Area

By S. Oliver Goodman

The G. C. Murphy Co., one of
the Nation's largest retail chains,
plans to open two more large
stores in the Washington area.
District Manager C. P. Kerley
revealed this yesterday coin-
cidental with the formal reopening
of the remodeled downtown store.

Kerley is manager of the F st.
unit which yesterday gleamed with
new fixtures, glass doors and
front, mirrored columns, fluores-
cent lighting and other innova-
tions.

Kerley said work already has
been started on a new store on
Minneapolis ave. and Benning r.d.,
in the Northeast section. The other
will be built on Wilson blvd., in
the Clarendon, Va., shopping area.
Both are expected to open in 1949,
he added.
Clarendon Landmark Gets Facelifting
(Ashton Theatre – Built 1927)

Clarendon Landmark Gets Facelifting—A modernistic new brick front will grace the Jones Building in Clarendon at a cost of around $250,000. Jack Jones of the George H. Rucker Co. said that the entire building, one of the oldest in the county, will also be remodeled inside while the stores will be extended back to Fairfax Drive. About 12,000 square feet of office space will be located on the second and third floors. The entire job will probably be completed in a year, Jones reported. Meanwhile a temporary sidewalk has been constructed to protect shoppers from any falling debris during the work. Principally the same tenants will remain in the Wilson Boulevard building. (Photo by Morton and Rolan...
Clarendon, Half a Century Old, Opens 3-Day Festival Today

Clarendon, a major Arlington County business hub, will take a look at both its history and its progress during the three-day Golden Jubilee celebration beginning today.

The community of Clarendon got off to a modest start in 1901 when one Herbert A. Smoot opened its first store—general merchandise—at what is now 3200 N. Washington blvd.

Today's jubilee commemorates that founding. It also puts the spotlight on contemporary Clarendon, a thriving shopping center of 140 business establishments.

More than 200 Clarendon-area merchants are backing the Golden Jubilee, sponsored by the Clarendon Business Association.

dinner at the Washington Golf and Country Club.

Mayors and county administrators from Northern Virginia communities have been invited to the dinner as guests of honor.

Friday will open with another "breakfast"—this one broadcast from the Hot Shoppe at Lee hwy. and N. Kirkwood rd. Here, the general public, in addition to munching toast, can watch such entertainers as Mark Evans of WTOP; Zeb Turner, Cactus Matt, and Lilly and Curly of WEAM, and Connie B. Gay of WARL.

During the audience-participation broadcast, prizes donated by Clarendon merchants will be awarded. Tickets at $1.25 each are on sale at jubilee offices in the Rucker Building, Clarendon.

Coronation Ball
Wilson Blvd
Looking West
From Highland
Wilson Blvd
Looking West
From
Garfield
Dramatic Renewal Plan Proposed For Clarendon Business District

By John Lawson
Staff Reporter

A dramatic renewal program for the Clarendon business district in Arlington, representing the most modern thinking in urban planning, has been proposed.

The plan, the boldest of a series of piecemeal master plan proposals, will be unveiled Monday night at a meeting of the Arlington Planning Commission.

Under the proposal, the wide, half-mile wide business area would be surrounded by a one-way, high speed, circumferential highway.

Except for service lanes for delivery traffic, the area would be swept free of streets, alleys and avenues which have marred the district with its greasy-groping complexion.

In place of Wilson Blvd. from Clarendon circle to N. Denville st., a tree-lined mall for pedestrians would be constructed.

Vast sections of the business district, 18 acres in all, would be cleared for parking lots to accommodate more than 6000 cars.

Where narrow side streets now contribute to the congestion of the district, modern shops along tree-lined corridors would blossom.

One entire section of low-income houses would be converted into multi-storied apartments.

The radical road would feed into the circumferential, only one road would cross the district—Washington Blvd., which would lead into a complex interchange with Wilson Blvd., Fairfax Dr., 16th st., and the circumferential.

One area, southwest of Clarendon circle, would be set aside for office building, "open" businesses, an expanded firehouse and a central library.

A special committee of Clarendon merchants and local civic leaders will study and make recommendations on the project.

Official views expressed when aspects of the plan were discussed by the Planning Commission have been enthusiastic.

Said Ralph R. Knoll, chairman of the County Board: "I think the survival of Clarendon depends on the sort of thing I think we would be fools if we didn't embark on this as fast as we can."

The project must be approved by the County Board, and that seems likely. But its realization will depend on the creation of a proposed parking authority and a bold plan of financing.

County planning consultant George C. Smith, creator of the Clarendon plan, projects the program over three phases, providing for gradual land acquisition, removal of nonconformable structures, and construction of the mall and the circumferential highway.

Several portions of the county master plan already have been approved by the County Board.

Plan ‘Highlights’:

- Remove car access to central district, surround district with “one-way, high speed, circumferential highway”
- Demolish 18 acres of district for 6000 surface parking lots

“I think the survival of Clarendon depends on this sort of thing... I think we would be fools if we didn’t embark on this as fast as we can.”

- chairman of County Board
Decline throughout the 60’s, into 70’s

Clarendon Faces Nadir

By Nancy Scorsell

1972

Clarendon Sales Declined While Competitors Climbed

From preceding page

Merchants Are Urged To Remodel

From preceding page

Promotion Efforts Called Ineffective

From Page 68

Metro Is Seen Aiding Clarendon
GC Murphy’s Building Before Demolition
1975- Metro construction further pummels Clarendon

Stores Quitting Once-Popular Clarendon Shopping Center

Metro, Recession Blamed for Lulls

By Athelia Knight
Washington Post Staff Writer

Bill Bryce, owner of a Singer Sewing Machine store that has been a fixture in Arlington County's Clarendon shopping district for 28 years, is moving his store at the end of this month. Bryce says he has had it with Clarendon, where he has seen his business decline between 40 and 45 percent since 1972.

Samuel Friedman has operated the Public Shoe Store in Clarendon for 37 years. He says his business is improving and he has no plans to move out of the area. In fact, when the Metrorail subway construction forced Friedman to relocate his store, he moved his business across the street from its old site.

Bryce and Friedman reflect the dilemma of Clarendon, a five-block triangular wedge bounded by Wilson and Washington Boulevards and Highland Street. It was the commercial center of Northern Virginia until the 1950s and 1960s when the Capital Beltway and suburban shopping centers like Tysons Corner, Landmark and Seven Corners lured shoppers away with their easier access and acres of free parking.

At least 20 of Clarendon's merchants agree that the area is rapidly declining, and wonder whether to follow the 90 to 100 shopkeepers who have closed their stores in Clarendon since the late 1960s. Today, 12 stores are there.

Yet, the remaining merchants like Friedman, along with county officials, hope that Clarendon will be rejuvenated, and think it might be, once Metro is completed. But even before Metro construction drastically disrupted Clarendon, the economic statistics of the shopping district were not promising.

According to a county report, retail sales in Clarendon reached a high of $30 million in 1964, but even with the inflationary spiral of the last few years sales dropped to $43.2 million in 1971, the last year for which statistics were available.

There are seven vacant stores in Clarendon. Another six stores in the 800 block of Wilson Boulevard, where Bruce has his sewing machine shop, have been razed because of construction on the Metrorail line between Roselyn and_global Road.

The 87 retail stores that line Wilson Boulevard in Clarendon include two formal wear shops, three shoe repairers, a hardware store, three furniture stores, a shoe store, a florist shop, two department stores and a bicycle shop.

See CLARENDON, C2, Col. 1

"...merchants agree that the area is rapidly declining..."

"...there's nothing here to draw customers..."
The area, once the largest shopping and cultural center in Northern Virginia has been steadily declining since the late 1950's with nearly **100 stores** moving out of Clarendon in recent years.  

The street, one of the main thoroughfares through the area, had been torn up during Metro's construction.

Worthington said: "We all feel this way—As soon as Wilson Boulevard is open and traffic gets going again, we'll see Clarendon come back."

The Metro station at Clarendon Circle is scheduled for completion in July, Worthington said. In addition, several new businesses are moving into the area. The National Graduate University has bought the building at 1801 Highland St. and is expected to open within the next month. And the International School of Law is taking over the abandoned Kauri's building in the Virginia Square Shopping Center.

At Highland Street and North Fairfax Drive, the building that formerly housed Kimball's Furniture Store is being renovated into a "mini-mall," according to Preston Curthers, owner of the property.

Curthers said that the four-story building will lease the first two floors to commercial businesses such as men's or women's boutiques; the top floors will be leased as office space.

"We have been trying to coordinate the development of the property with Metro's departure," Curthers said. "We couldn't very well rent space with Metro blocking the front door. We think we have a desirable property—the whole atmosphere in Clarendon has changed."

Part of the change in Clarendon is the result of efforts by merchants like Ashton C. and Jack R. Jones, owners of the building that houses Sears and several other pieces of land in the area. The Jones brothers, who operate the George H. Ricker Realty Corporation, were raised in a house where the Sears store now stands. The Joneses, in a joint project with the management of Sears and Arlington County, spent $50,000 of their own money to fix up the park area behind the Sears stores in Clarendon, Ashton Jones said.
1979- Clarendon finds life support from Vietnam

Vietnam Refugees Turn to Shopkeeping, Prosper in Arlington’s ‘Mekong Delta’

MEKONG, From A1

my customers say things about the Vietnamese similar to the way in which they talk about the Jews. They say, "They don't belong in Arlington.""

Despite the resentment, what has happened in Arlington mirrors a national trend, according to Thomas C. Parker, deputy county planning director.

"The same thing happened in Kansas when the Cuban refugees came in," Parker said. "They moved into a slum commercial area like Clarendon after a lot of established businesses had moved out."

In 1978 when the Vietnamese began opening shops, Parker noted, Clarendon already had been defined by regional shopping malls like Tysons Corner and severely damaged by subway construction. Business was so bad that more than 40 of an estimated 200 stores had closed.

"There was a vacuum there," Parker said. "The Vietnamese just took advantage of those vacated and the interminable space. People were happy to rent those stores then."

The Vietnamese were not alternative to "boxed up stores."

"When we came here the area was completely slummed," said the woman who owned Siam Market, the first Vietnamese business in Clarendon. In 1979, "They couldn't rent the store."

A youthful-looking skewered-old fishermen lived in Clarendon in 1979. She asked that her name not be used. She refused to answer questions about relatives still in Vietnam. She refused to answer questions about relatives still in Vietnam. She refused to answer questions about relatives still in Vietnam.

"I have never seen our business go up sharply after the fall of Saigon," she said. "We have had a lot of excursionists with an Indochinese woman who was bringing rice and watermelons. But the United States, the largest employer of Indochinese, is not the market for us."

"I've been working for the last three years. I want to go to the U.S. for a better life."

"I have been working for the last three years. I want to go to the U.S. for a better life."

Vietnamese groceries and restaurants are popular on the East Coast. They are among the first restaurant chains to carry Mack's famous fish and even the Vietnamese who ran small coffee shops in Clarendon.

The stores here are just like in Saigon," she observed. Her regular customers come from Springfield and Silver Spring as well as Arlington. On holiday weekends, fatalities flood into Clarendon from as far away as Kentucky and Wisconsin.

"Shopping in Clarendon is almost secondary," said Grace Pho, a Vietnamese American, Volmer, 'from all over the area.' Clarendon, especially for tourists. They know a Vietnamese restaurant and stand inside the stores, looking for Vietnamese people they know.

"Vietnamese Americans are not the only Vietnamese in town. I want to go to the U.S. for a better life."

"I have been working for the last three years. I want to go to the U.S. for a better life."

"I have been working for the last three years. I want to go to the U.S. for a better life."

One expression of that says, "American businessmen are part of the service provide to Vietnamese and American communities in Clarendon. The success, both groups say, is an uneasy truce with mutual misunderstandings."

"The Vietnamese don't shop in our store," said Nhu Nguy Pho, who owns a Vietnamese American, Volmer, 'from all over the area.' Clarendon, especially for tourists. They know a Vietnamese restaurant and stand inside the stores, looking for Vietnamese people they know.

"I have been working for the last three years. I want to go to the U.S. for a better life."

"I have been working for the last three years. I want to go to the U.S. for a better life."

"I have been working for the last three years. I want to go to the U.S. for a better life."

"Once I asked a Vietnamese businessman how to recognize someone I could hire as a driver. "Bao" replied, "He thought about it for a while and then he said no. I couldn't recommend anyone."

"I have been working for the last three years. I want to go to the U.S. for a better life."

"I have been working for the last three years. I want to go to the U.S. for a better life."

"I have been working for the last three years. I want to go to the U.S. for a better life."

"Many of them say they don't want to join," said Pho, who believes that some of the smallest stores from the last days of the Vietnam War feel they don't belong here because of the association with those small stores.

"I have been working for the last three years. I want to go to the U.S. for a better life."

"Many of them say they don't want to join," said Pho, who believes that some of the smallest stores from the last days of the Vietnam War feel they don't belong here because of the association with those small stores.

"I have been working for the last three years. I want to go to the U.S. for a better life."

"Many of them say they don't want to join," said Pho, who believes that some of the smallest stores from the last days of the Vietnam War feel they don't belong here because of the association with those small stores.

"I have been working for the last three years. I want to go to the U.S. for a better life."

"Many of them say they don't want to join," said Pho, who believes that some of the smallest stores from the last days of the Vietnam War feel they don't belong here because of the association with those small stores.

"I have been working for the last three years. I want to go to the U.S. for a better life."

"Many of them say they don't want to join," said Pho, who believes that some of the smallest stores from the last days of the Vietnam War feel they don't belong here because of the association with those small stores.

"I have been working for the last three years. I want to go to the U.S. for a better life."

"Many of them say they don't want to join," said Pho, who believes that some of the smallest stores from the last days of the Vietnam War feel they don't belong here because of the association with those small stores.

"I have been working for the last three years. I want to go to the U.S. for a better life."

"Many of them say they don't want to join," said Pho, who believes that some of the smallest stores from the last days of the Vietnam War feel they don't belong here because of the association with those small stores.
1980 - Still looking for “Rebirth”

The Rebirth of Clarendon

PLANS, FROM PAGE 1

There are more than 200 businesses in the district, and only 25 percent are owner-occupied. In addition, plans have been made to overcome the development that began during the postwar boom of the late 1940s.

Until the late 1960s, Clarendon was known as the Downtown of Northern Virginia. The business district, traditionally bordered by Wilson Boulevard to the north, Richmond Street to the east, and the Mary Gregory Civic Center to the south, was known for its retail and business establishments.

Clarendon hopes to have a blueprint that will bring the area back to life.

"We in Clarendon want to create a theme, but we don’t know if the theme is going to work," said Bill Terry, an architect for the Arlington County Board of Supervisors.

The theme, he said, is charge of the County Planning Board for the downtown redevelopment of Clarendon.

When the plans are complete, Vietnamese businesses in Clarendon, about 30 stores are run by Vietnamese and most are clustered in a two-block area opposite the subway.

For many of those owners, who resist the characterization of Clarendon as a heavily Vietnamese business, the International Themed Area has an importance to them.

"Rather than being called a Vietnamese area, we want to push for international identity, to have Clarendon have a personality for Welt--which is German, not have cows," said Martin Nguyen, owner of the Pacific Oriental Department Store and treasurer of the business association.

"With a little bit of effort and help from the county, we think we Clarendon can make it," put some personality into our area. In a few years, when people talk about Clarendon, they’ll know what it is and what it is like."

The consultant’s recommendations, a county planner, said, should lead to a “continuity of the area that will set the stage for redrawing a map. We just don’t want to wait 50 years for the street to look good.”

Merchants Search for A Theme

Clarendon Blueprint for Rebirth Of an ‘Old Downtown’

In all the plans for the revival of Clarendon’s old downtown, the merchants and city leaders, along with Wilson Boulevard at Ardmore Street, would have had more than just any other in the area.

Now, seven more ideas for Clarendon’s blueprint are under consideration by the Metropolitan Area Planning Commission.

And this time, businesses have a clearer picture of what is to come than was the case three years ago.

Last month, the Arlington County Board approved a $2 million grant for the Clarendon Business Association (CBA) to hire an urban design consultant to suggest ways of giving Clarendon a new look.

The study, to be completed by January, will consider everything from the design of storefronts and facades to sidewalks, lighting and parking, according to John Gennett, who is in charge of Clarendon’s planning.

When the plans are complete, Vietnamese businesses in Clarendon, about 30 stores are run by Vietnamese and most are clustered in a two-block area opposite the subway.

For many of those owners, who resist the characterization of Clarendon as a heavily Vietnamese business area, there is a desire for international identity, to have Clarendon have a personality for Welt—which is German, not have cows," said Martin Nguyen, owner of the Pacific Oriental Department Store and treasurer of the business association.

"With a little bit of effort and help from the county, we think we Clarendon can make it," put some personality into our area. In a few years, when people talk about Clarendon, they’ll know what it is and what it is like."

The consultant’s recommendations, a county planner, said, should lead to a “continuity of the area that will set the stage for redrawing a map. We just don’t want to wait 50 years for the street to look good.”

The changing face of Clarendon is reflected in new stores like the Vietnamese Center.
1982- Major Redevelopment Proposal (not without controversy of course)

A Washington Monument ‘Mimic’ in Arlington?

By Celestine Bohlen
Washington Post Staff Writer

A federal agency has objected to construction of a 15-story office building in the heart of Arlington, arguing that the structure’s penthouse roof “would mimic the Washington Monument.”

The 221-foot tall building, to be located on North Highland Street near the Clarendon Metro station, would be “a significant adverse visual intrusion” on the view from the Capitol’s west terrace, the National Capital Planning Commission said in a letter to the Arlington County Board.

The letter said the planned Olmsted Foundation Building would exceed the federal agency’s proposed height limits for eastern Arlington by 138 feet. The comm-

U.S. Objects to Planned Arlington Building

The Olmsted Foundation Building, as proposed, is not for the area by 68 feet. As a trade-off for exceeding height and density requirements, the developers proposed to build a tunnel linking the building to the nearby Metro stop and to develop county-owned land between Wilson Boulevard and Fairfax Drive into a park.

Neighborhood groups have asked that approval of the project be delayed until the county has adopted a plan for development of the Claren- don-Virginia Square area. Arlington officials are Hoping Metro will spur revitalization of the area.

“The main concern is over setting a precedent for other high-density developments,” said John Mistead, president of the Lyon Village Civic Association. “We do not want the precedent for another high-rise being built in the area.”

The proposed building would house the Olmsted Foundation, an endowment established by retired Maj. Gen. George Olmsted to provide scholarships for outstanding military officers. Olmsted, an 81-year-old Arlington resident, is chairman of the board of the Washington-based International Bank, which owns BB Realty Corp.

David Moulton, an associate at the architectur- al firm of Martin and Mass, said yesterday the building was designed to conform to other build- ings in the area built in the 1950s and 1960s when Clarendon was the premiere shopping distri- buted construction would start by next summer. Several buildings, including a five-story office structure, will have to be torn down to make way for the building, Moulton said.

“We feel we had a unique opportunity to make a significant contribution to the revitalization of the Clarendon area,” said Moulton, who noted that all the members of the Clarendon Metro Partnership are, like Olmsted, longtime Arlington residents.

Rob Baker, Arlington site plan review coordi- nator, agreed that the building’s design is contro- versial. “Either you like it or you really don’t like it,” he said, adding that the building resembles a five-story office building in the Capitol Hill area.

The building, with its distinctive design, would be ideal as the prototype for future development in the Clarendon area, Baker said. “We have always wanted a landmark building,” he said. “This would be a positive design statement—a high-quality, high-density building that would indicate where Metro is.”

Baker also defended the pyramid entrance, which would house elevator and air-conditioning equipment. “The character and design of the building, a flat roof would disrupt,” he said. “Prairie roofs don’t have the same mass as flat roofs.”

Planned Olmsted Foundation Building: Its roof design brings objection from federal agency.

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.

See BUILDING, B7, Col. 3
Clarendon Easing Toward Rebirth

Alliance Forms to Guide Growth Of Metro Corridor Neighborhood

By Nancy Sevane
Washington Post Staff Writer

While other neighborhoods surrounding Metro subway stops in Arlington are being redeveloped at an almost dizzying speed, Clarendon has lagged. Once the vibrant “downtown” of Northern Virginia, Clarendon today is kept barely alive by an eclectic collection of small businesses.

Although the core of Clarendon is often dismissed as an “eyesore” and an “embarrassment,” there are signs that the area’s long-touted rebirth is slowly materializing.

It was that promise that brought out more than 100 persons to a meeting at the George Mason University Law Center last week to form “The Clarendon Alliance.”

James M. Wright, a member of the county’s economic development commission and the organizer of the alliance meeting, said the group was taking a cue from the Ballston Partnership, a public-private coalition founded to promote and coordinate Ballston’s development.

As in that partnership, Wright said, the alliance hopes to form a strong bond among nearby residents, store owners and developers who will take an active role in guiding the area’s redevelopment and, he said, “be a pusher for Clarendon.”

Part of that job will require lobbying for increased funding for public improvements before the Arlington County Board, which has al-

and the Portsmouth Construction Co.’s commercial town house development at North Irving and North 10th streets.

The three represent 460,000 square feet of office space and none of it is leased yet, Parker said. More disturbing, he said, is that none of the 7 million square feet of office space approved but still unbuilt in the county is in Clarendon.

“Your competition is going to be intense. There’s a lot of space in Arlington competing with Clarendon and a lot more space in Fairfax and Alexandria,” Parker said, urging alliance members to adopt an aggressive marketing strategy.

“[Clarendon’s] development is slowly creeping along at a pace that concerns us,” said Harvey Boridon of the Portsmouth Co., who described Clarendon as a “sleeping giant” that is going to need substantial county support.

“Some of the negatives about Clarendon are true,” said Guy Martin, the Olmsted Building’s architect. “People feel nothing else is happening in Clarendon . . . The best way to bring about change is to work in partnership with the county.

“We believe Clarendon still has the potential to be as it once was—a first-rate retail center,” Martin added. “It has the potential to beat the heck out of Rosslyn, Crystal City and Ballston combined.”

…”We believe Clarendon still has the potential to be as it once was - a first-rate retail center”…"
Produce Market (prior to Silver Diner)
International Market (Sears Auto Lot)
The Clarendon Alliance is a public-private partnership chartered by the Arlington County Board in 1986 to promote the health, vitality, sustainability and cultivate the culture of Clarendon, Arlington's original downtown commercial district.

---

Local Economy (Networking, B2B Relationships, County Initiatives)

Community Building/ Branding/ Media Liaison

*Development/Built Form (Sector Plan, Art Projects)

Forum for Dialog (Residents, Businesses, Land Owners and County)

---

Events (e.g. Clarendon Day, Tax Blues, Mardi Gras)

Services (e.g. Farmers Market, Urban Village Market)

Operations Facilitation (e.g. Parking, Permits)

Information (e.g. Urban Design Forums)
Farmer’s Market @ The Metro (8/18/2010)
Music and Community Groups at Clarendon Day
Local Shop, A.K.A. Spot at Clarendon Day
Local Artist, John Aaron at Clarendon Day
Clarendon Tax Blues Night at the Post Office
Local Food at Clarendon’s Tax Blues Night
Dancing Kids at Clarendon’s Tax Blues Night
Clarendon Mardi Gras Parade!
Clarendon TBD – The West End