

Clarendon

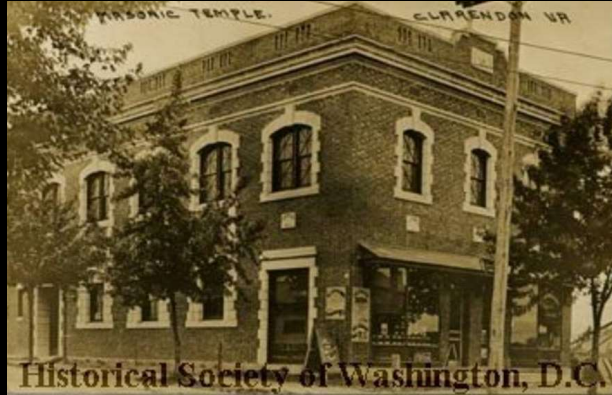
and the

Alliance

A history of Clarendon and the Alliance as documented by the Arlington Bureau of the Washington Post (11 Strickler Ave, Clarendon)



Clarendon



1900

1928

1955

1983

2006

2021



Town of
Clarendon

NOVA's
"Downtown"

Decline Era

Vietnamese Era

Weird Era

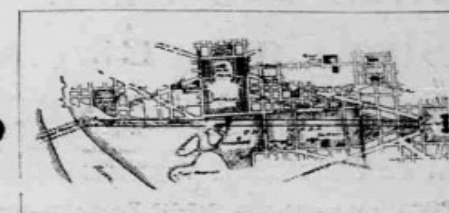
Crossfit Era?





COMBINATION SKETCH OF THE TWO DESIGNS JUST ACCEPTED FOR MEMORIAL BRIDGE.

Clarendon



PERSPECTIVE OF PROPOSED BOULEVARD FROM CAPITOL TO MEMORIAL BRIDGE.

ON THE GEORGETOWN ROAD, JUST BEYOND FORT MYER, ON THE FALLS CHURCH ELECTRICS,

WILL BE FORMALLY OPENED APRIL 23. BUT THE WISE WON'T WAIT FOR THE CHANCES ARE THERE'LL NOT BE A FOOT OF LAND LEFT BY THAT TIME. IT'S 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 ridiculed by the owners when negotiations began, we can and WILL sell at prices which will SIMPLY RIDDLE 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 must be—with the Memorial Bridge an assured fact and only a question of time. That the public is awakening to this is thoroughly apparent even now, by the lively interest already manifested in Clarendon. That we shall not have by half land enough to go round is evident thus early, and it's simply a matter of immediate action if ownership is to be had in this peerless suburb. No man—no sane man, at least—with any idea of what LIFE'S CHANCES are and may mean—to himself and family—can ignore for one day this climax of all Real Estate Offerings. You don't have to buy—you owe it to yourself and family to LOOK! 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 co-operation of our lotholders to this end—thus enhancing the value of each purchaser's interest—we will give to the first twenty-five persons who start dwellings before June 1, 1900, and who complete same in accordance with the restrictions governing every purchase, ready to occupy before November 1, 1900, cash prizes as follows:

For the first dwelling.....	\$50	For the fifth dwelling.....	\$100
" " second.....	25	" " sixth.....	75
" " third.....	20	" " seventh.....	50
" " fourth.....	15	" " eighth.....	25

and for the next seventeen buildings \$100 each.

The Situation at a Glance



BIRD'S-EYE VIEW OF WASHINGTON AND THE BEAUTIFUL SUBURB, CLARENDON, SHOWING PRESENT ROUTE TO CLARENDON, VIA GEORGETOWN, AND FUTURE ROUTE VIA MEMORIAL BRIDGE.

DESCRIPTION. Clarendon is situated on the Georgetown Road, only half a mile beyond Fort Myer and Arlington, and a little over two miles due west of the White House. It is reached in eight minutes from the Annapolis Bridge, by the Falls Church electric cars, the track reaching the property at its center and running nearly parallel with its entire frontage. Besides the local advantages of schools, churches, stores, postoffice, etc., in the immediate vicinity, Georgetown is within a few minutes' ride of Clarendon.

The beauty and general desirability of Washington's western suburbs and the many attractions and advantages of this immediate section are too well known to need any extended comment here. Now it is necessary to enlarge upon the Memorial Bridge and Boulevard project, the great benefit of this proposed improvement to all this section as obvious. As will be seen by the Bird's Eye Map, Clarendon lies directly in-line with the new boulevard and bridge; the latter is just about midway between Clarendon and the White House, and cuts two-thirds the distance to Clarendon from the Capitol.

Clarendon is a perfect plateau, practically level as a floor or gently rolling; there's not a post lot on the place; it is elevated, dry, and healthy, with fine air and a superb outlook over the surrounding country—the elevation being 700 feet above sea level. A trip to Clarendon will tell you all that, and whether intending purchasers or not, a casual visitation is extended to the Washington public to take an hour's enjoyable recreation in the future at the expense. We shall be glad to have all Washingtonians see just what we are doing in the way of further beautifying and improving in a practical manner this charming property.

The national features and the high-class improvements we are pushing rapidly to completion, more on liberal terms which, offering home-sellers as perfect a place of residence, and investors an attractive an opportunity for profit, as could possibly be found anywhere about Washington.

TERMS

\$2 DOWN. \$1 TO \$1.25 WEEKLY.

\$2 Down Secures Any Lot at Clarendon.

Monthly Payments Arranged if Desired.

NO INTEREST. NO TAXES.

NO NOTES. NO MORTGAGES.

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 to expense or pains will be spared, to this end. All streets will be properly graded, gravelled, rolled, and well finished. Gravel sidewalks will be placed on both sides of every street, and shade trees in front of all lots. All improvements are made at our expense and cost purchasers absolutely nothing.

TWO YEARS' FREE CAR FARES.

As a further inducement to build and reside at Clarendon, we will give to the head of every family purchasing, building, and residing at Clarendon as above, two years' transportation free, on the Falls Church Electric Railway. This guarantee covers one fare each way a day. Even should you not care to build, you can readily recognize how this inducement will stimulate building, all of which benefits you. The inducement goes with the lot, so that should you wish to sell it, that much is added to the value.

NON-FORFEITURE.

Every installment business in the country has been properly objected to on the ground that a lapse of payments forfeits a customer's interest, and the claim is usually made—and in many cases substantiated—that large profits come from this source. We have never desired forfeiture money, have used the utmost leniency with our customers, and have put ourselves on record as pioneers in a new idea—Non-Forfeiture from loss of employment.

Every purchaser at Clarendon will receive an agreement stating that, by his paying simple interest on the unpaid payments, or amount in arrears only, we will keep his account in good standing as long as he is out of employment from sickness or any other reasonable cause.

FREE DEED IN CASE OF DEATH.

Should a purchaser die at any time before payments have been completed, we will give to his heirs a deed to the lot without further cost—provided he was in good health at time of purchase, and that payments have never been more than 30 days in arrears.

In other words, we take the risk of a purchaser dying and leaving his lot partly paid for. All we ask is: Keep your part of the agreement and we will keep ours. Then if you should die, having paid only a small part of the purchase price of your lot, your heirs shall have your property free and clear. We will deliver the deed without further payment.

CLARENDON IMPROVEMENT SOCIETY.

This provides, at an expense of only fifty cents a year per lot, for the continued care of lots and streets in perfect park-like condition. While we make all improvements free and maintain them for several years, this insures their continued care for at least ten years thereafter.

Your Interests Safeguarded.

To properly protect our customers' interests and our own, we have established the following restrictions at Clarendon:

- 1—Only persons of good character shall be allowed ownership.
- 2—No building on the property shall be used for the manufacture or sale of intoxicating liquors.
- 3—No residence costing less than \$1,000 shall be built anywhere upon the property, nor shall buildings be set less than 15 feet back from the street.

On Georgetown Road the minimum cost shall be \$1,500.

FURTHER INFORMATION, FREE TICKETS, PLANS, ETC., AT OUR OFFICE, WHICH IS OPEN TILL 8 P. M. SALESMEN ON THE GROUND EVERY DAY, INCLUDING SUNDAY, FROM 9 TO 6.

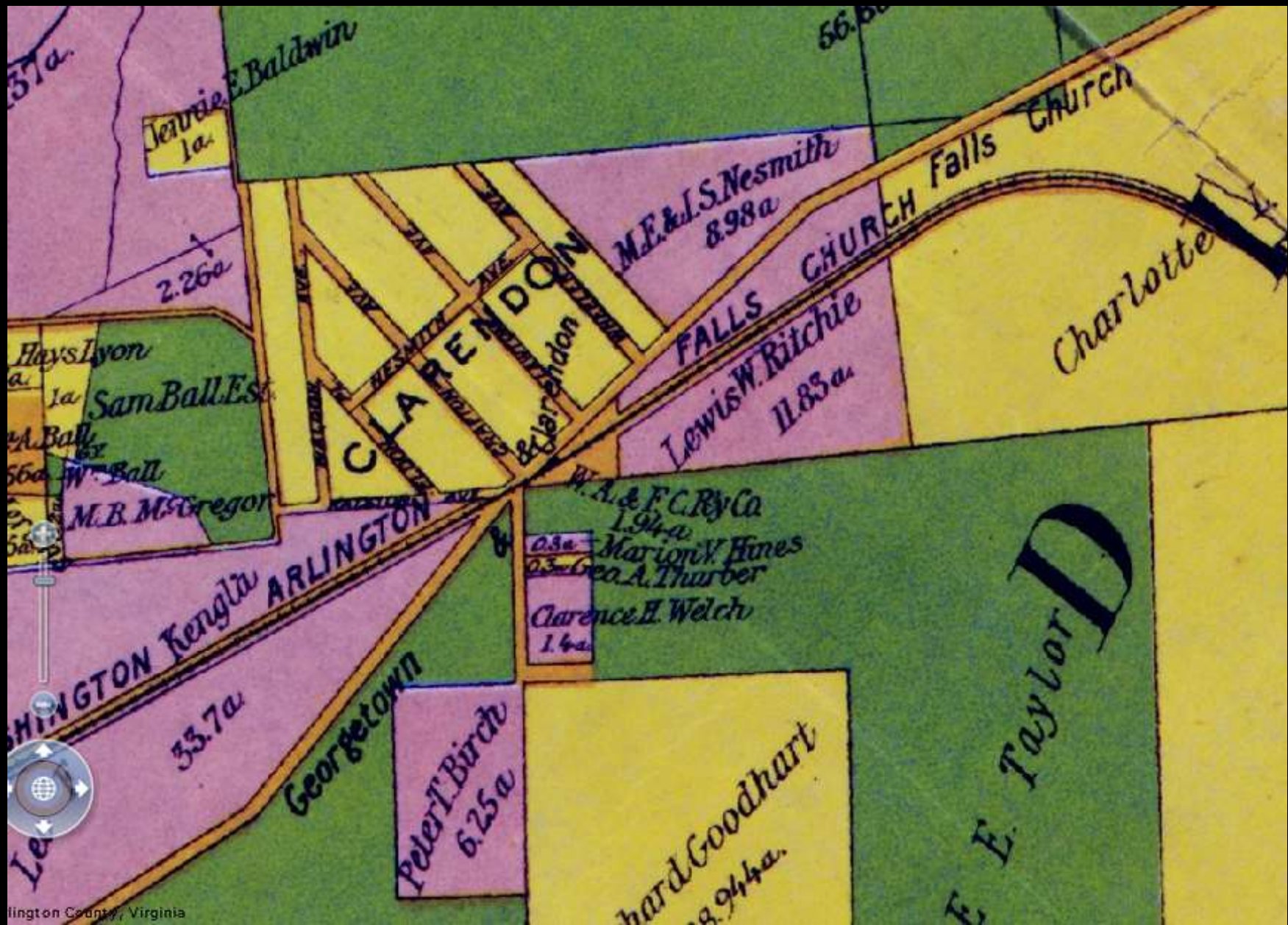
525 13th Street N. W.

TELEPHONE 1081.

WOOD, HARMON & CO., Washington, D. C.

LARGEST SUBURBAN REAL ESTATE OPERATORS IN THE WORLD. DEVELOPERS OF OVER 70 SUBURBS. OFFICES IN 25 CITIES.

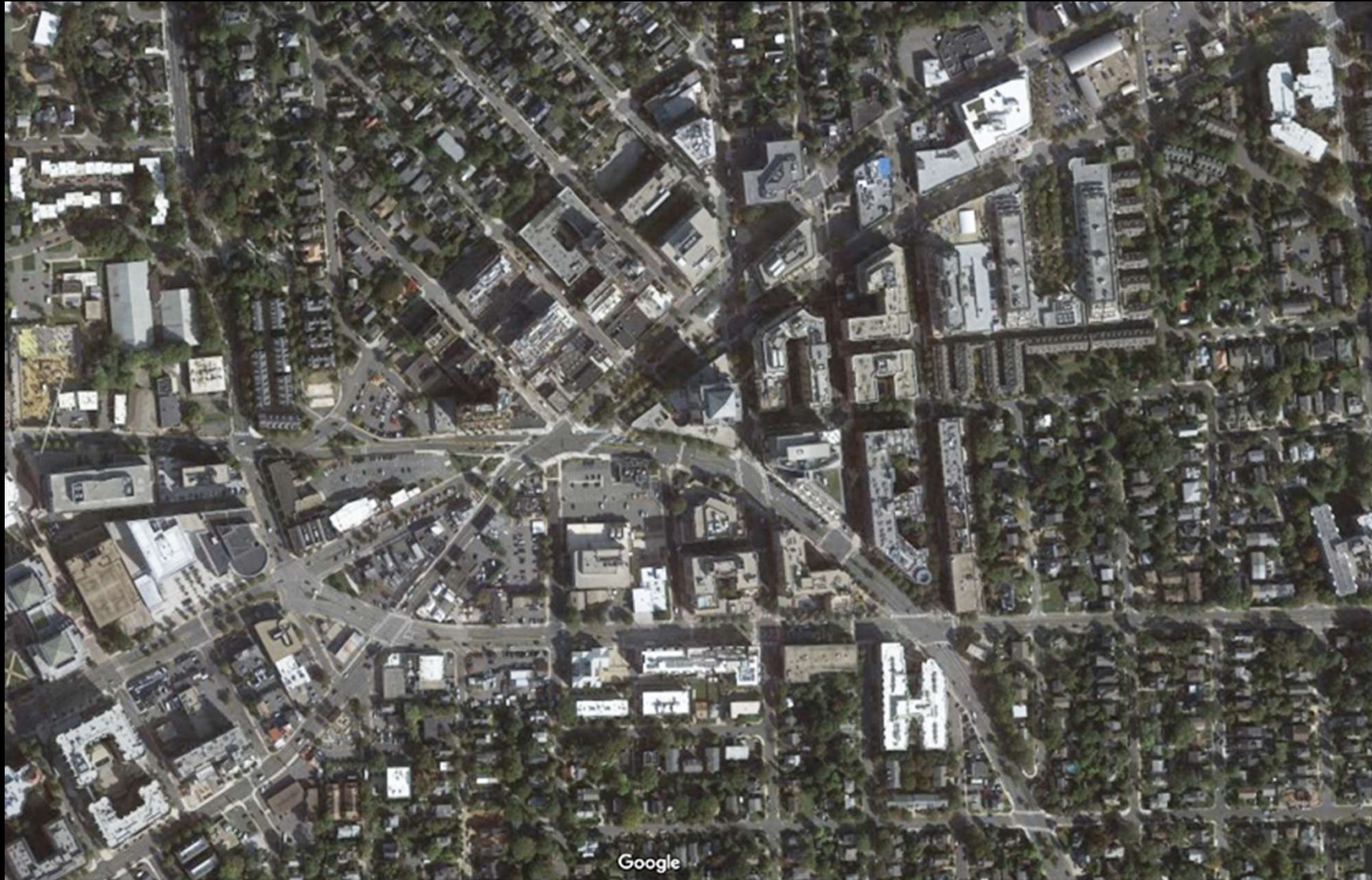
Clarendon 1900



Clarendon Aerial with Station Area Outlined



Clarendon Today



Original Plats from 1900, 1912



Clarendon Citizens Involved Early and Often in Issues of the Day

July 10, 1907

RESOLUTIONS ADOPTED CRITICIS- ING W., A. AND F. C. SERVICE.

Resolutions condemnatory of the administration of the road and calling upon the corporation commission to act were adopted Monday night by the Clarendon Citizens' Association. The Ballston Association, it is expected, will take similar action tonight and tomorrow night the Falls Church Association will enter its formal protest.

The Resolutions.

The Clarendon citizens' resolutions, which were drafted by Attorney R. C. L. Moncure, who conducted the case for the people at the inquiry into the fatal accident on the line, July 3, are as follows:

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 a delay is encountered while

lected.
greatest operating difficulty, said, is the failure of the cars to stick to the wire. This is part of the system of the Washington-Virginia Railway. It affects the Falls Church line, the cars of the Capital Transit Company which cross the line at Rosslyn. According to the company, cars are being made to pay company to better this fails, appeal will be made to the authorities.

CLARENDON CITIZENS ASSOCIATION.

FIRE ENGINE NO. 1.

CLARENDON FIRE DEPT.

1





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.

AN CIVIC AUDITORIUM

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

Special to The Washington Post.

Clarendon, Va., June 12.—Construction of the new home of the Clarendon Trust Company was begun here today by Contractor A. P. Porter. The building will be of cement and brick construction and will cost approximately \$40,000. The old waiting room of the Washington and Virginia Railway, on which site the building will be erected, has been moved to the property of Fred Scheele, and will be remodeled and used as an apartment building.

The new bank building is but the first of several new structures which

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)



LOOK FOR THE SIGN OF THE LOVE NEST

Pay for just what you get. 12 CENTS PER SQUARE FOOT for cash; 14 cents per square foot on deferred payments, without interest. TEN PER CENT DISCOUNT on unpaid notes if cancelled within one year from date of contract.

NO INTEREST

No interest is charged against a purchaser buying on deferred payment plan. Every cent applies on the principal.

NO TAXES

Taxes on the lots are paid by the owner until the payments are completed.

FREE INSURANCE

Every buyer is insured against loss of his property by death. If the purchaser dies at any time before the payments are completed a clear title is given his beneficiary without further payments.

TERMS

Terms to suit the purchaser. A small cash payment and easy monthly payments, without interest.

\$500 Cash Will Finance Your Home

\$20 Will Reserve Your Lot

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
Your
Lot**



LOOK FOR THE SIGN OF THE LOVE NEST

Do You Know That

ASHTON HEIGHTS is 275 feet above sea level, the highest point within a radius of two miles. ASHTON HEIGHTS is on the BEST TROLLEY LINE OUT OF WASHINGTON, 22 minutes from 12th and Pennsylvania Avenue, on a direct car line without a transfer.

ASHTON HEIGHTS is on Cathcart Road, which will be improved by Arlington County without additional cost to you.

The progressive spirit of purchasers of Ashton Heights property has already been shown in the organization of an Ashton Heights Citizens' Association.

Ashton Heights improvements, including streets, concrete sidewalks, gas, sewerage, electricity, magnificent shade trees, splendid car service, all for 12 cents a square foot, only 2 miles from 12th and Pennsylvania Avenue, can not be duplicated.

The Key Bridge and the Lincoln Memorial Bridge will bring ASHTON HEIGHTS to Washington. The Virginia suburbs have sprung into popularity almost overnight.

Land in Ashton HEIGHTS sells for from one-thirtieth to one-sixth the price of land the same distance from the White House on other car lines.

Ashton Heights Citizens Association

President—E. L. Swift, Section Chief, Department of Interior. Present address, Falls Church, Virginia.

Vice-President—J. B. Holland, PH. G., M. B., Consulting bacteriologist and chemist.

Secretary—Mrs. Fred Snell, wife of Mr. Snell, of the Corporation Service Company.

Financial Secretary—J. Olive Timpe, Bureau of Internal Revenue, Income Tax Division.

Treasurer—A. J. Rogers, United States Railroad Administration.

TO REACH ASHTON HEIGHTS

1. Take car on Washington and Virginia Railway, Falls Church branch, at Mount Vernon Station, 12th and Pennsylvania Avenue. Get on at Clarendon, look for KAY-ALGER COMPANY sign.

Salesman at office.

2. Take bus at 35th and M Streets. Get off at Clarendon, look for the sign of the LOVE NEST.

Salesman at office.

3. Phone KAY-ALGER CO., INC., EXCLUSIVE AGENTS, Main 3075 for auto to take you out any time that suits your convenience.

4. By auto, cross Aqueduct Bridge, take second turn to right, out Wilson Boulevard to Clarendon Station.

5. By auto, cross Highway Bridge to Fort Myer, west on Fort Avenue and Cathcart Road to Ashton Heights.

**Only Three Miles From The
NATION'S CAPITAL
Twenty-Two Minutes by Trolley**

Free autos leave 617 Bond Bldg. every hour during the week for an inspection trip to Ashton Heights. Bond Bldg. Office closed Sunday. Salesman on property all day Sunday.

CONTRACT NON-FORFEITABLE
When a purchaser at ASHTON HEIGHTS shall be unable for any reasonable cause to make his payments regularly, his account will be kept in good standing for a period of three months.

IMPROVEMENTS—WITHOUT COST TO PURCHASER

Concrete sidewalks, streets, gas, sewers, electricity. Property sold only to persons of the Caucasian race.

RESTRICTIONS

Every house MUST BE DETACHED, thus adding to the beauty and desirability of the surroundings.

Kay-Alger Company, Inc.

617 Bond Building Washington, D. C.

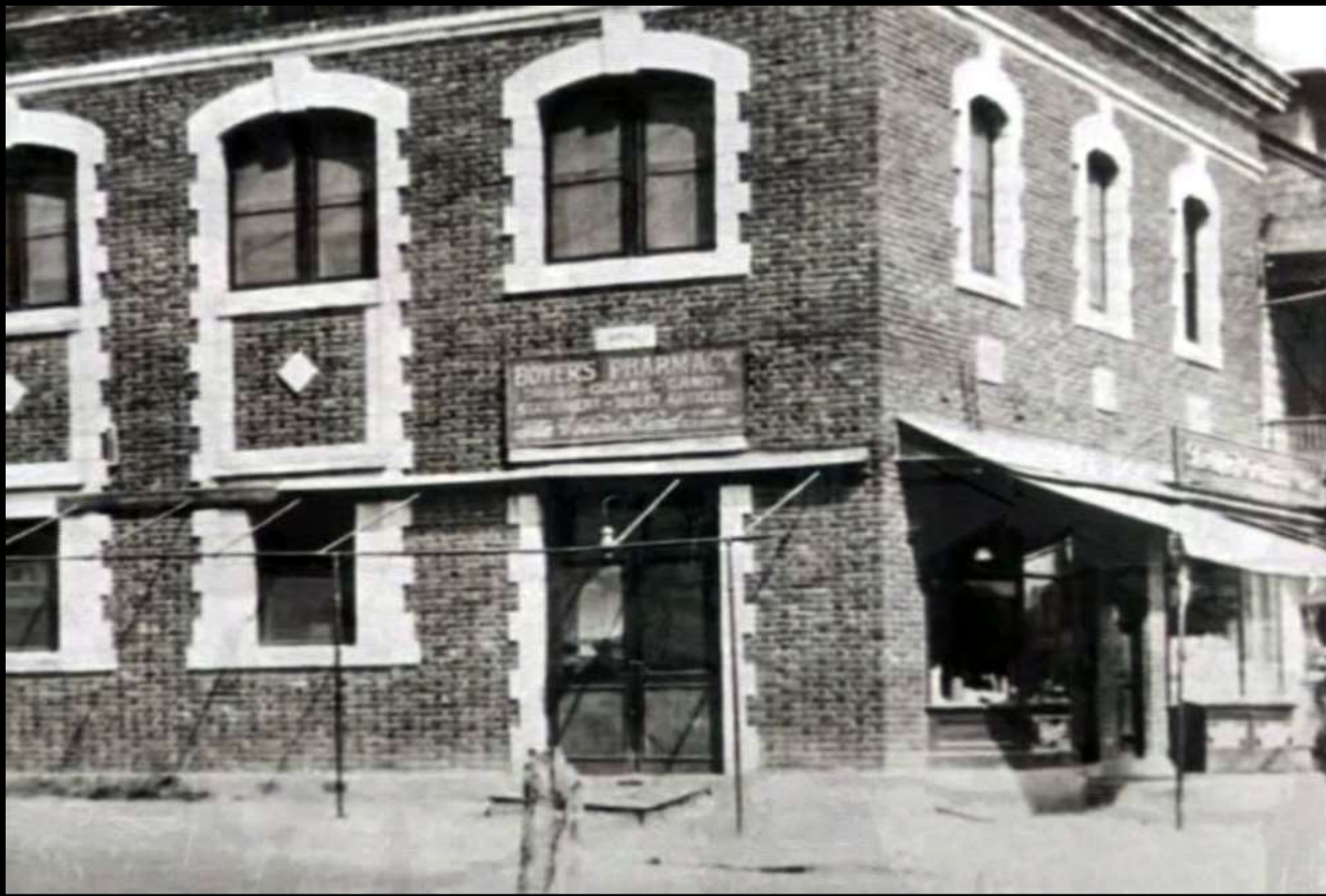
Exclusive Agents

Main 3075

The Telegraph Building (Wash/Irving)



Mason's Bldg (1909)



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 condi-

1922

CLARENDON DENIED TOWNSHIP CHARTER

Citizens Lose Two-Year Fight,
in Which County Officers
Opposed Their Plans.

SEEK REVENGE AT THE POLLS

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 De-
gree Tomorrow—New Pump
Engine a Success.

ARLINGTON CO. BUREAU OF THE POST.
11 Strickler Avenue, Clarendon, Va.
Phone Clarendon 267-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 Con-
tinue Until Sept. 10.

HOPE TO PAY MORTGAGE OF COMMUNITY BUILDING

ARLINGTON COUNTY, BUREAU
OF THE POST.
Falls Church, Va. Tel. Falls Church 104-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 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.

Tel. Clar. 509. Clarendon, Va.

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.
Clarendon, Va. Tel. Clar. 509.

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.
Clarendon, Va. Tel. Clar. 509.

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 center, to be followed soon by the new store of a rival five-and-ten chain, according to local information, centers attention upon the startling increase in Arlington County's population during the last several years, since five-and-ten chain stores are established only in locations in which mass buying power is centered. The population of Arlington County, Va., containing an area of approximately 22 square miles, is now estimated to exceed 50,000, representing an increase of approximately 30 per cent in the last three years.

The new Woolworth store will mark the first appearance of the five-and-ten chains in Arlington County. The site is an L-shaped plot, with a 36-foot frontage on Wilson boulevard and a frontage of 35 feet on North Irving street, adjoining the Masonic Temple on the corner, on two sides. The property was sold by the George H. Rucker Co., owners, to Clifford E. Durrell, jr., through the office of Judson Reamy, Clarendon real estate broker. The transaction involves the construction of a new building, especially designed to house the Woolworth store, on a 20-year lease. The cost of the building, now under construction, will exceed \$75,000, it is reported.

Because of its prominent location and the fact that it involved the razing of the only remaining one of Clarendon's business structures that did not conform to requirements established in recent years for sidewalk width and building line on Wilson boulevard, the new business structure will constitute a definite

improvement to 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.

Clarendon, Va. Tel. Clar. 509.

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.

MAROCKA CASE GOES
BEFORE JURY TODAY

Lyons Park Women Organize.
Soldier Horsemen Cut
Up Walks.

ARLINGTON COUNTY BUREAU
OF THE POST,
Falls Church, Va. Tel. Falls Church 104-W-2.

Because water runs over the sidewalk on Wilson boulevard in rainy weather and is a menace to the health of school children, pressure will be brought to bear on the board of supervisors by the Clarendon Citizens' association and the Women's Civic league for appropriation to raise the walk. The children either must wade through the water and sit in school throughout the day with wet feet, or walk in the roadway at the risk of their lives. In several places the sidewalk serves as a gutter in heavy rains.

Considerable interest is evident in

1929

PARALLEL PARKING ORDER IS REVOKED

Business Men of Clarendon
Protest Ordinance as
Harmful to Them.

SCHOOL PLANS ARE MADE

ARLINGTON COUNTY,
BUREAU OF THE POST.

Tel. Clar. 509. Clarendon, Va.

Merchants and real estate operators in Clarendon appearing before the county board of supervisors at its meeting yesterday supported by Sheriff Howard B. Fields, after considerable discussion, convinced Supervisor B. M. Hedrick from Arlington district that the movement to enforce parallel parking along Wilson boulevard in Clarendon, which went into effect yesterday, was not helpful to the business interests of Clarendon. The order was rescinded in three hours after going into effect.

Fred. Campbell, of the

"The order was rescinded in three hours after going into effect."

Picture from
W&L Yearbook





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.

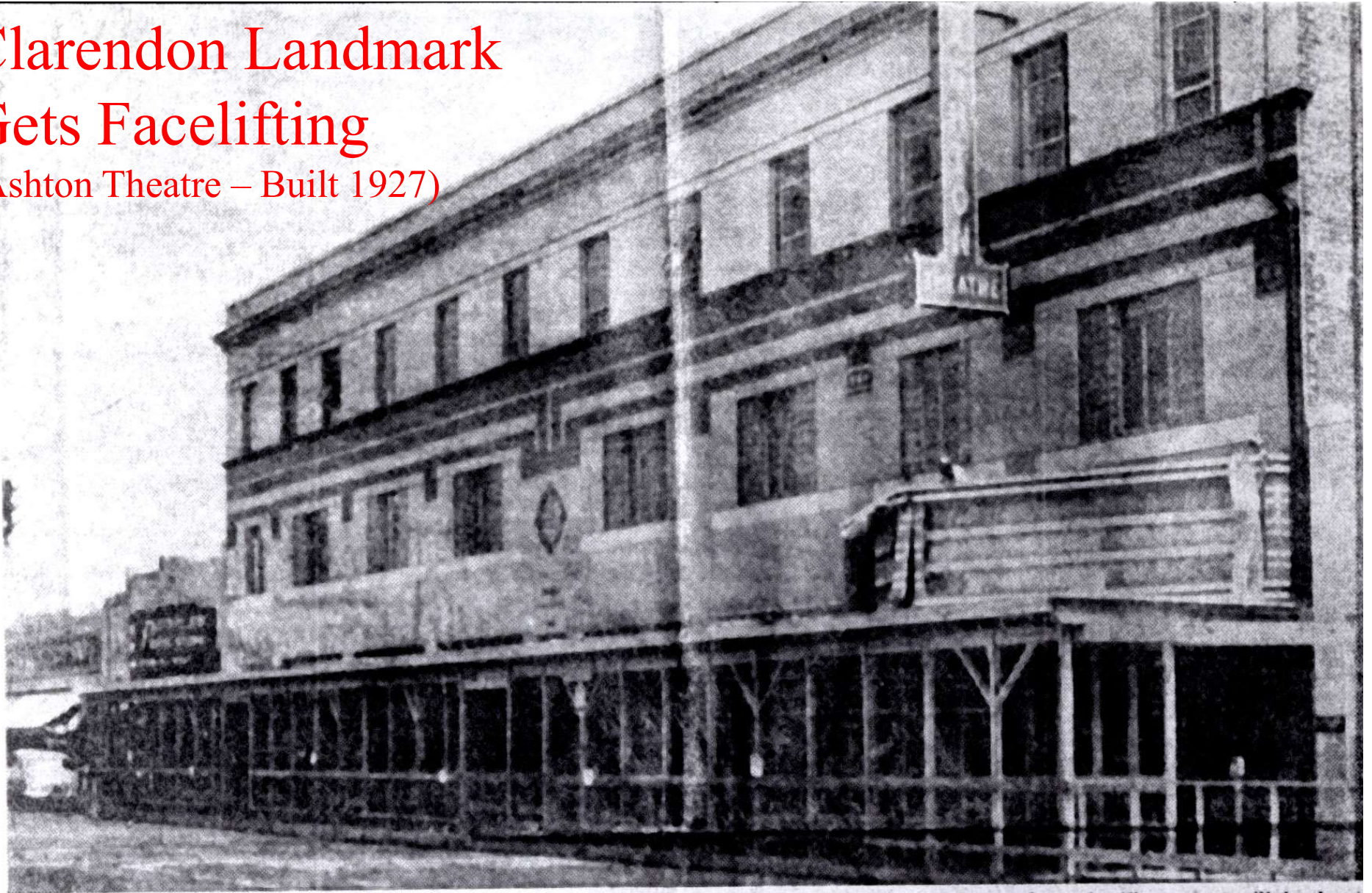
District Manager C. P. Kerley revealed this yesterday coincidental with the formal reopening of the remodeled downtown store. E. C. Hoyt is manager of the F st. unit which yesterday gleamed with new fixtures, glass doors and front, mirrored columns, fluorescent lighting and other innovations.

Kerley said work already has been started on a new store at Minnesota ave. and Benning rd., 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 Fair-

fax 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)

One last Hurrah (for a while)

1951

Clarendon, Half a Century Old, Opens 3-Day Festival Today

(Related Stories on Pages B-3 and B-4)

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



Metro
Location



Wilson Blvd
Looking West
From
Highland



Wilson Blvd
Looking West
From
Garfield

1958 – Decline recognized, sparks plan for Clarendon

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 piece-meal master plan proposals, will be unveiled Monday night at a meeting of the Arlington Planning Commission.

Under the proposal, the mile long, 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 autos which have snarled the district with nerve-snapping congestion.

In place of Wilson blvd., from Clarendon circle to N. Danville 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.

Ten radial roads 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., 10th st., and the circumferential.

One area, southwest of Clarendon circle, would be set aside for office buildings, "open" businesses, an expand-

ed firehouse and a central library.

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

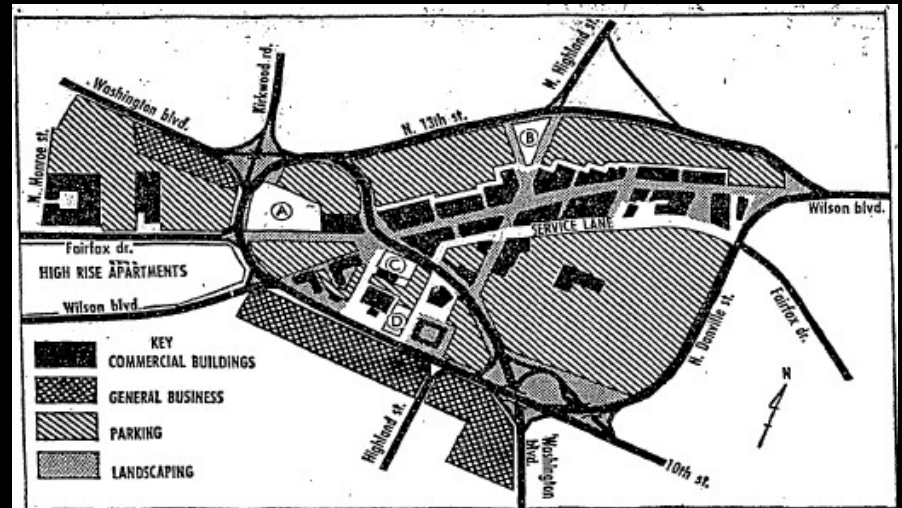
Official views expressed when aspects of the plan were discussed by the Planning Commission have been enthusiastic.

Said Ralph R. Kaul, chairman of the County Board: "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."

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 rezoning.

County planning consultant George C. Smith, creator of the Clarendon plan, projects the program over three 5-year stages, providing for gradual land acquisition, removal of noncompatible 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.



The Washington Po

This is the proposed master plan for the Clarendon business district in Arlington. (A) locates St. Charles Catholic Church

and school; (B), First Clarendon Baptist Church; (C), site of proposed public library; (D), site of expanded firehouse.

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

1972

Clarendon Faces Nadir

By Nancy Seannell
Washington Post Staff Writer

FAR FROM THE maddening Christmas crowds stood Arlington's Clarendon shopping area.

It was 4 p.m., with only four more desperate shopping days to go, but the clerks in many stores were shuffling from one foot to the other in boredom and the Salvation Army's Santa Claus still had a nearly full bag of candy to give away before quitting time.

It might just as well have been mid-July for Clarendon, once The Downtown of the Virginia suburbs, and today a five-block triangular wedge representative of the business blight at many of the country's small retail store centers.

While shoppers poured countless thousands of dollars last week into the super-suburban shopping complexes like Tysons Corner, Seven Corners and Landmark, most of the retail shops that dominate Clarendon were customerless and many merchants say—accustomed to it.

The business decline over the past two decades in Clarendon is further reflected in high school yearbooks that no longer show the annual picture of the area for future reminiscence of just where people went to do anything in Northern Virginia.

Besides being the only place to go for stylish shopping, Clarendon used to serve somewhat as a cultural center for those from outlying and sparsely populated Fairfax County. Falls

Church and, occasionally, Alexandria. Located at the intersection of two trolley lines, Clarendon's shops, posh restaurants and moving picture theaters were easily accessible and convenient for those who now take their car and cash to the enclosed malls, multimillion-dollar shopping centers and arcades of major highways.

Clarendon proper is a three-acre triangle bordered by Washington and Wilson Boulevards and Highland Street—or from Sears to the bank, as any Clarendon shopper will describe the area.

The bank is the Clarendon Trust Co., 50 years old last month and, by far, the best-known landmark in the area, which also includes 80 residential acres of single-family houses and garden-type apartments.

In contrast to the cold, gray edifice of the bank, most of the retail stores along Wilson Boulevard are more flamboyant with their display-jammed windows of cut-rate multicolored carpeting, theatrical costumes, bridal gowns, oriental gifts or "dirt-cheap records," as one shop displays its wares.

The second floors of the buildings are for the most part empty or occupied by small business firms, such as loan companies, that frequently have "Help Wanted" signs in the windows.

A hungry shopper can get hamburgers at the White Tower, with its "Welcome To Clarendon" booster sign

on the window or can hike to the other end of Clarendon to a luncheonette.

In between these restaurants is a French one whose cuisine has received high praise and whose menu's prices match the ratings. But it draws its clientele primarily at night when the rest of Clarendon has locked up and the streets are deserted except for an occasional bus. Soon the buses may not come.

Perhaps the starkest illustration of Clarendon's economic problem is the number of vacant stores with "For Rent" signs on them. In one block of shops, there were three empty storefronts and, merchants say, assurances of more to come.

Virtually every merchant in Clarendon rents; in some cases, they rent from absentee landlords. The 80 pieces of property are largely individually owned and thus present the greatest obstacle to the long-talked-about "revitalization" of the area.

County planners and most of the 80 merchants interviewed in Clarendon agree that a suitably large package of land will have to be assembled from among the many owners before any of the myriads of renovation proposals make any headway.

The other problems involved in renovation mentioned frequently:

- Lack of pedestrian traffic has a crippling effect on sales. The stores that do well have their own parking lots and are isolated from most of the

See CLARENDON, Page G6, Col. 1



By Douglas Chevalier—The Washington Post

Hardly a creature was stirring at 9:45 a.m. Monday on Wilson Boulevard at Clarendon.

Clarendon Sales Declined While Competitors Climbed

From preceding page
center or concentrated office area, the planners are considering a predominantly residential character for Clarendon.

Their hopes for achieving this are tied to construction of the subway system, which could, in the long run, provide the impetus for land owners to sell out: two-thirds of "downtown Clarendon" will be demolished by the cut-and-cover subway construction.

But, although the county is anticipating that the sub-

with the idea of sponsoring a contest for citizens, professional architects and designers or whatever, to submit redevelopment proposals for Clarendon.

Suiters emphasize the idea is only that for the moment and that the County Board, now grappling with the annual "bare-bones budget" warnings to head off the traditional "fiscal crunch," might not be receptive to putting up a \$10,000 reward for the contest winner.

Robert Casella, a member

\$49.5 million in 1957 to a peak of \$64.7 million in 1963. Sales then declined to about \$61.5 million in 1968, the latest year for which figures are available.

At the same time, most of the country's other retail centers showed a marked increase with most doubling and some tripling in sales. Columbia Pike was up from \$28.8 million in 1957 to \$49.8 million in 1968. Sales in Cherrydale rose from \$7.4 million to \$23.5 million in the same period. Both are

Merchants Are Urged To Remodel

From preceding page
lucky if 500 passed by each day."

"When money is tight," Elliott observed, "whiskey, flowers and jewelry are the first things people decide they can't do without."

Promotion Efforts Called Ineffective

From Page G8

theories about what is "wrong" with Clarendon as there are business owners.

Some merchants complain there are too many stores taken up with businesses such as loan and insurance companies that do not attract shoppers.

Others say more specialty shops should locate in the area to stimulate competitive shopping. At the major shopping complexes, they say, a customer can "price" the goods at several different stores before making a purchase.

In Clarendon, there are not that many stores to choose from and the shops that deal in the same commodities, such as clothing, are considered to be too far apart. Thus, they contend, the distance discourages much walk-in trade.

More specialty shops

When the location was finally settled, the merchants discovered they could not locate the booth there because it would violate county building codes.

But the booth was installed with the agreement that the county get a 10 to 15 per cent commission. The telephone was out of order at least three days the week before Christmas.

Joel Friedman owns the Public Shoe Store and is president of the Clarendon Business Association, formerly known as the Clarendon Businessmen's Association ("Women's lib, you know," he says).

About 80 of Clarendon's estimated 100 businesses—the number fluctuates—are association members.

Like some other store owners, Friedman thinks Clarendon is standing pretty well on its own two feet.

Metro Is Seen Aiding Clarendon

From preceding page

chants that the remodeling that could have been done in some stores hasn't been done because the owners may be holding out for higher selling prices during redevelopment of the Rosslyn-Ballston corridor.

Two years ago, Clarendon

put up a pole at N. Hudson Street and Wilson Boulevard so we could put up a sign showing people where to park. The sign cost \$700."

Other self-promotion activities include direct mail newspaper advertising sales at Clarendon, Parkington and Virginia Square.

One year later, the Clarendon

men's clothing store complete with blinking lights and pop posters.

Since the store's clientele is primarily high school and college students, Freeman advertises new stocks and sales in school papers and sponsored part of the Northern Virginia basketball

game on TV.

to Clarendon's "problem" is to "start all over again," with more convenience stores interspersed with apartment and office buildings.

With more apartment buildings, he believes, there would be a viable, ready-made market to draw upon.

The idea is to make the

to Sears, the fewer complaints their managers seem to have. The link between prosperity and proximity in this case is widely attributed to the department store's generation of pedestrian traffic.

Sears has always been considered—together with the Clarendon Trust Co.,





CLARENDON TRUST CO



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 per cent since 1973.

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 Metro 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 bordered 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 ponder whether to follow the 90 to 100 shopkeepers who have closed their stores in Clarendon since the late 1950s. Today, 72 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.

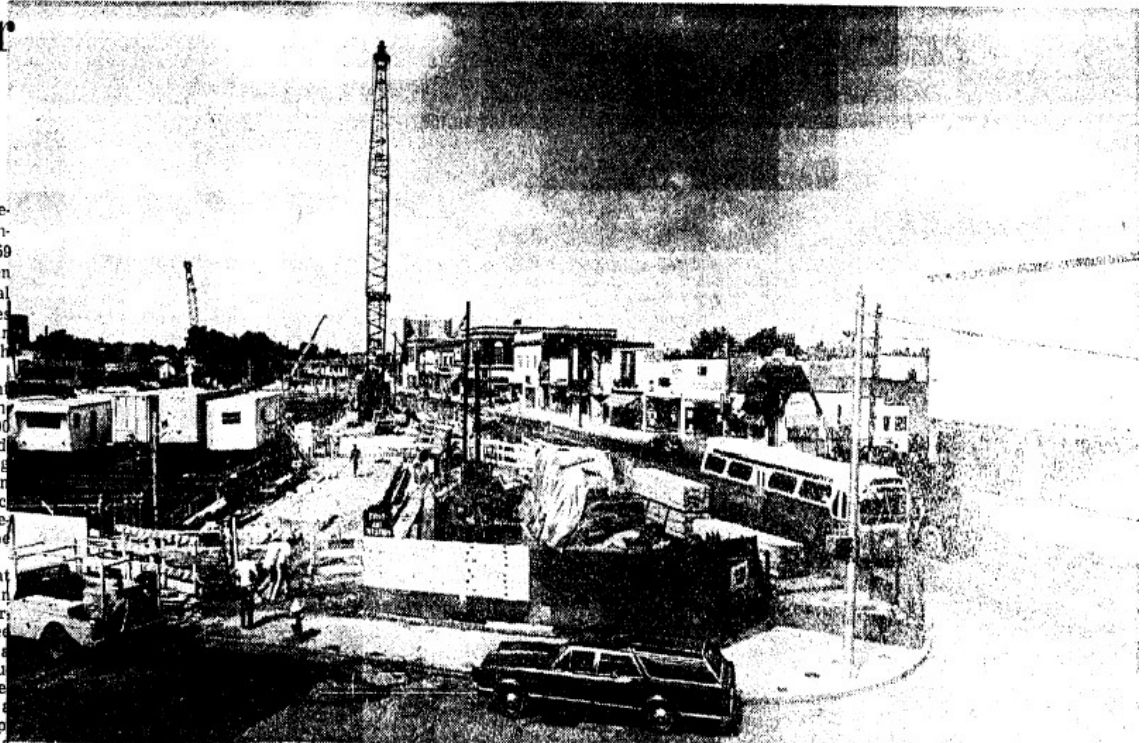
But even before Metro construction drastically disrupted Clarendon, the economic statistics of the shopping district were not promising.

According to a county report, retail sales in Clarendon reached a high of \$59 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 are available.

There are seven vacant stores in Clarendon. Any other six stores in the 3100 block of Wilson Boulevard where Bryce has his sewing machine shop, have been razed because of construction on the Metro line between Rosslyn and Glebe Road.

The 57 retail stores that line Wilson Boulevard in Clarendon include two formal wear shops, three South Asian markets, a paint shop, three restaurants, a hardware store, three furniture stores, a shoe store, a florist shop, two department stores and a bicycle shop.

See CLARENDON, C2, Col. 1



This is the condition that is contributing to the decision of some store owners to leave the once-popular Clarendon Center.

“...merchants agree that the area is rapidly declining...”

“...there’s nothing here to draw customers...”

1977 – Metro completion brings hope

Clarendon comeback predicted at ceremony in Arlington

By Donna Hilts

Special to The Washington Post

Early on a cold, windy morning early this month about 35 people huddled behind the Sears Store on Wilson Boulevard. After the Washington-Lee High School band played the national anthem, seven speakers, including Rep. Joseph L. Fisher (D.Va.) and Metro general manager Theodore C. Lutz, dedicated the plot where they stood—a sparse park with a few trees and benches that used to be part of North Fairfax Drive. The entire ceremony took 21 minutes.

"This is just the first of a series of dedications," Norman W. Worthington, executive vice president of the Arlington

Chamber of Commerce, said as the little group was breaking up. "You know, Clarendon has been a disaster area. We hope this will bring the morale up."

Worthington, and area merchants who attended the meager ceremony behind the Sears Store, said they are banking on the hope that the reports of Clarendon's dying—if not exaggerated—may be premature. The area, once the largest shopping and cultural center in Northern Virginia, has been steadily declining since the late 1950s, with nearly 100 stores moving out of Clarendon in recent years. For those that stayed, there were sagging sales, depressed even further when Metro

moved in with its bulldozers to build the subway.

At one point the streets were in such disrepair that a man charged with improperly changing traffic lanes on the wooden Metro planks at what was once Clarendon Circle was cleared by an Arlington Circuit Court judge. The judge said the intersection was so confusing the man could not be held responsible.

So it was with some enthusiasm that the local merchants attended the dedication ceremony last week, because in addition to the completion of the Sears park, they were also celebrating the reopening of North Fairfax Drive between Danville and Garfield Streets.

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 1101 Highland St. and is expected to open within the next month. And the International School of Law is taking over the abandoned Kann'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 Caruthers, owner of the property.

Caruthers said that the four-story building will lease the first two floors to commercial businesses such as men 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," Caruthers 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. Rucker 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 \$20,000 of their own money to fix up the park areas behind the Sears stores in Clarendon, Ashton Jones said.

“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.”

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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 what I heard them say 20 years ago about the Jews, things like, '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 Miami when the Cuban refugees came in," Parker said. "They moved into a dying commercial area like Clarendon after a lot of established white businessmen had moved out."

In 1975 when the Vietnamese began opening shops, Parker noted, Clarendon already had been eclipsed by regional shopping malls like Tysons Corner and severely disrupted by subway construction. Business was so bad that more than 90 of an estimated 200 stores had closed.

"There was a vacuum there," Parker said. "The Vietnamese just took advantage of cheap rents and the vacant space. People were happy to rent those stores then." The Vietnamese were one alternative to "boarded-up stores."

"When we came here this area was completely dying," agreed the woman who opened Saigon Market, the first Vietnamese business in Clarendon, in 1972. "They couldn't rent this store for nearly two years."

A tiny, youthful-looking 40-year-old Vietnamese who came to Washington in 1968, she asked that her name not be used because she fears reprisals against relatives still in Vietnam. She recalled that Vietnamese shops began springing up shortly after the fall of Saigon in 1975.

"Suddenly we had lots of company," she said, as she chatted in Vietnamese with an Indochinese woman who was buying rice and watercress. The Ta Lun Umbrella Shop replaced Guernsey Office Products, she recalled. A Lerner's Womens Shop became the Pacific Oriental Department Store. Sampson's Dress Shop is now the site of Vietnam Tailor.

Exotic Oriental products such as bolts of brightly colored silk used to make ao dais, long Vietnamese dresses, packages of rice paper and fish sauce—a product the Vietnamese use the way Americans use salt and pepper—line the shelves of what were once shoe shops and hardware and toy stores.



NGUYEN VAN HOAN
... business degree from Vanderbilt

Store signs and business cards are printed in both Vietnamese and English, but American customers—except those married to Vietnamese—are few. Flyers and posters tacked on the walls to announce festivals or community news are printed in Vietnamese.

American cigarettes, soft drinks and sunglasses—once popular on the Saigon black market—are among the only recognizable "foreign" products in small groceries that carry black fungus and fish sauce the Vietnamese can't buy in Giant or Safeway.

"The stores here are just like many in Saigon," she observed. Her regular customers come from Springfield and Silver Spring as well as Arlington. On long holiday weekends, Indochinese families drive to Clarendon from as far away as Kentucky and Pennsylvania. Richmond and Baltimore customers appear often.

"Shopping in Clarendon is almost secondary," said Nguyen Ngoc Bich, a Vietnamese community organizer. "Vietnamese from all over the area go to Clarendon, especially on Saturday. They buy a Vietnamese magazine and stand around inside the stores, meeting and talking to friends, hearing news about Vietnam, gossip about people they know."

Nguyen Van Hoan is the owner of the Pacific Oriental Department Store, one of the largest and most prosperous businesses in Clarendon. In 1978, the first year the store was opened, Hoan said the store sold \$1 million worth of merchandise.

"Like all Orientals the Vietnamese like to stay together, because living in America they feel isolated," said Hoan, who came to the United States in 1969 and has a business degree from Vanderbilt University in Nashville. "Coming to Clarendon makes them feel less lonely."

Many Clarendon merchants, Hoan included, come from affluent, if not wealthy, white-collar backgrounds.

Several of those interviewed said they were able to raise the initial \$5,000 to \$10,000 necessary to start a small business because they managed to smuggle cash or jewelry out of Vietnam. Others, the woman who owns Saigon Market, who came to the United States 11 years ago as a secretary for the South Vietnamese Embassy, for instance, were in America when Saigon fell or like jewelry store owner Do had children who were attending American universities.

The privileged backgrounds of some Vietnamese merchants arouse resentment among some American business people, who see their own businesses floundering as the refugees continue to open shops.

"I see two sides of it," said Peg Codolly, the owner of Clarendon Hair-styles across Wilson Boulevard from a string of Vietnamese shops. "When I saw the boat people on '60 Minutes' the tears rolled down. But now it seems like everytime you turn around there's a new [Vietnamese] store here. They come here with all this money and that's why they can start all these businesses in Clarendon."

"It seems that the Americans don't like us," said the owner of Saigon Market, "but we are very hard workers. My husband and I worked very hard to save the \$10,000 to open our store and we borrowed from friends."

"Vietnamese live the way an Asian country lives," she said. "We live [frugally] and can save money more easily than Americans." Many Vietnamese shopkeepers, including this woman, say they can reduce costs associated with store operations because they employ only family members.

"Business is good enough to make a living on," she said, echoing other merchants who say they earn enough to support their families. "We take in about \$16,000 per month, but after all the expenses we have only about \$1,200 left."

"These are Mom and Pop operations, as are most Vietnamese businesses," said Hoan. "I've never heard of a Vietnamese firm going bankrupt here. The Vietnamese are very cautious."



The Saigon Market, specializing in such Indochinese victuals as fish sauce, is in Clarendon's "Mekong Delta."

One expression of that caution, say American merchants, is part of the gulf that divides the Vietnamese and American business communities in Clarendon. The result, both groups say, is an uneasy truce replete with mutual misunderstandings.

"The Vietnamese don't shop in our stores," said Quality Men's Shop owner Sidle. "Where they buy their clothes — whether it's K-Mart or Britches — I don't know. I even bought suits in their sizes — 35 and 36 short — but they wouldn't buy them, even on sale."

"Once I asked a Vietnamese businessman here to recommend someone I could hire as a salesclerk," Sidle recalled. "He thought about it for a while and then he said no, he couldn't recommend anyone." If he did and the person didn't work out, Sidle said the Vietnamese seemed to say, he would lose face.

Hoan, who is treasurer and the only Vietnamese member of the fledgling Clarendon Business Association, said he is trying to convince reluctant Vietnamese merchants to join the 70-member association to forge a link between the two cultures.

"Many of them say they don't want to join," said Hoan, who believes that some of the mistrust stems from the language barrier. "They say they feel they don't belong here or that the association won't do them much good."

Both groups do agree that business in Clarendon may be greatly affected by another newcomer: Metro.

The Clarendon subway stop is scheduled to open Dec. 1 as part of the expansion of the Orange Line. While American merchants say they hope the subway will boost lagging sales, some Vietnamese say they fear they will be forced out.

"There is a fear among many Vietnamese that with Metro moving out here stores will become more valuable and the Vietnamese will be forced out through rent hikes or tougher enforcement of health codes," Bich, the community organizer, said.

County planners note that rents in Clarendon currently average about \$2 per square foot, compared with prices of \$12 to \$20 per square foot in Rosslyn, the financially successful high-rise office development less than two miles south.

Already there are signs of redevelopment in Clarendon. An empty Kimmel's Furniture Warehouse two blocks from the subway has been refurbished recently, and several businesses, including a brokerage firm, have moved in.

Hoan, who has a 15-year lease on his store, said his landlord told him recently of a \$2 million offer to buy the Pacific Oriental site, which faces the subway station. Two years ago, Hoan said, when his landlord tried to sell the building for \$700,000, no one was interested.

"The impact of Metro is a great unknown," said deputy planning director Parker. "It's only one of five subway stations along that line and it's going to be competing against the regional malls. No one really knows what impact the subway will have."

Parker pointed out that current county policy calls for high-rise development to be concentrated around subway stations.

"Many Vietnamese are wondering what will happen," said Bich. "We feel we moved into an unwanted area in the first place, but now that Metro is coming and we're a bit successful we hear that there are too many Vietnamese businesses here."

"...Clarendon has become one of the largest Indochinese commercial centers on the east coast."

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1980- Still looking for "Rebirth"

The Rebirth of Clarendon

PLANS, From Page 1

There are more than 200 businesses in the district, and only 20 percent are owner-occupied. In addition, planners will have to overcome a crazy-quilt development that began during the post-war boom of the late 1940s.

Until the late 1950s, Clarendon was known as the Downtown of Northern Virginia. The business district, in a triangle bordered by Wilson Boule-

Merchants Search for A Theme

\$92,900 to \$138,000. A house on N. Key Street jumped from \$116,200 to \$152,700.

"Whenever you have single-family housing of that quality that close to mass transit, property values are going to go crazy," said Bill Thomas, coordinator of the county's neighborhood conservation programs.

In the business district, the assessment of the Aleman Jewelry Store went from \$348,200 to \$404,700 while

Clarendon Blueprint for Rebirth Of an 'Old Downtown'

By Nancy Scannell
Washington Post Staff Writer

I all the plans for the rebirth of Clarendon had come true, this business and shopping district along Wilson Boulevard in Arlington would have had more lives than any cat in its back alleys.

Now, seven months after Clarendon became an intermediate stop on Metro's Orange Line, there are new plans for a rebirth. And this time, business owners hope it will be more than just a pipe dream.

Last month, the Arlington County Board approved a \$12,000 grant for the Clarendon Business Association (CBA) to hire an urban design consultant to suggest ways of giving Clarendon a face lift.

The study, to be completed by January, will consider everything from the design of storefronts and landscaping to sidewalks, lighting and parking, according to John Gessman, who is in charge of economic development for the county planning division.

When the plans are complete,

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 what the theme is going to be yet," said John F. Schiller, CBA president.

"We're real proud of our international flavor. We've got Greek, Vietnamese, German, Mexican, Argentinian, Italian businesses here that could provide a base for an international theme."

Finding a way to produce that theme, or any theme, in the hodge-podge of Clarendon could be a major problem.

"The one thing that Clarendon lacks is a common thread," said county planner Suzanne Fauber, who is Arlington's liaison with the CBA. "Most of the buildings are different and they've changed a lot over the years. Each one that comes in has a different identity."

"Some of it is like 90s art deco and there's a little colonial, but mostly it's a bunch of non-styles. It's become more strip-commercial than anything else."

See PLANS, Page 5, Col. 1

years. The building houses three stores and nine offices.

The diverse ownership has stymied leading business figures, whose support observers say could be crucial to any redevelopment plans.

Preston Caruthers, who managed to assemble a package of land at N. Highland Street and Fairfax Drive, has proven it is possible to turn a sow's ear into a silk purse. His firm, the Preston Construction Corp., transformed an old furniture warehouse into a modern office and retail complex that is a tangible sign of faith in Clarendon's potential.

"I would like to do more," said Caruthers, a former Arlington school

the station opened, he said, business has dropped off, although he concedes the general economic downturn is partly to blame.

If the subway has not yet had the anticipated major impact on business volume, there's no denying the double-whammy it has given property values.

Because Metro construction devastated business for a few years, the county lowered assessments in 1979. But the relief was short.

In 1974, Samuel Friedman's shoe store, which he had owned since 1938, was razed for the Metro stop. That same year, he moved across the street

retail shopping center rivaling Tysons Corner or even Parkington where a \$100 million renovation has been proposed. Instead, he expects to see more apartment buildings.

"Clarendon isn't going to wither and die—no question about it," said Jones. But how—and whether—it will be reborn is another question.

Business association president Schiller envisions a combination of high-rises and small shops.



Clockwise from top: Samuel Friedman in Public Shoe Store; Pacific Orient owner H.D. Nguyen; Mohamad Abutts, owner of the Clarendon Restaurant; Lawrence Underwood, of Underwood's Superior Cleaning.



Underwood Cleaners has been in the same building along Wilson for 50 years.

courage large int to see disaster said. "I'd mixed use

ground-level ability to design, such as an ar has suggested their variational comewly opened

Vietnamese businesses in Clarendon. About 20 stores are run by Vietnamese and most are clustered in a two-block area opposite the subway.

For many of those owners, who represent the characterization of Clarendon as heavily Vietnamese, the international theme holds great attraction.

"Rather than be called a Vietnamese area, we want to push for international identity, to have Clarendon have a personality for itself—which it doesn't have now," said Hoan D. Nguyen, owner of the Pacific Oriental Depart-

ment 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's like."

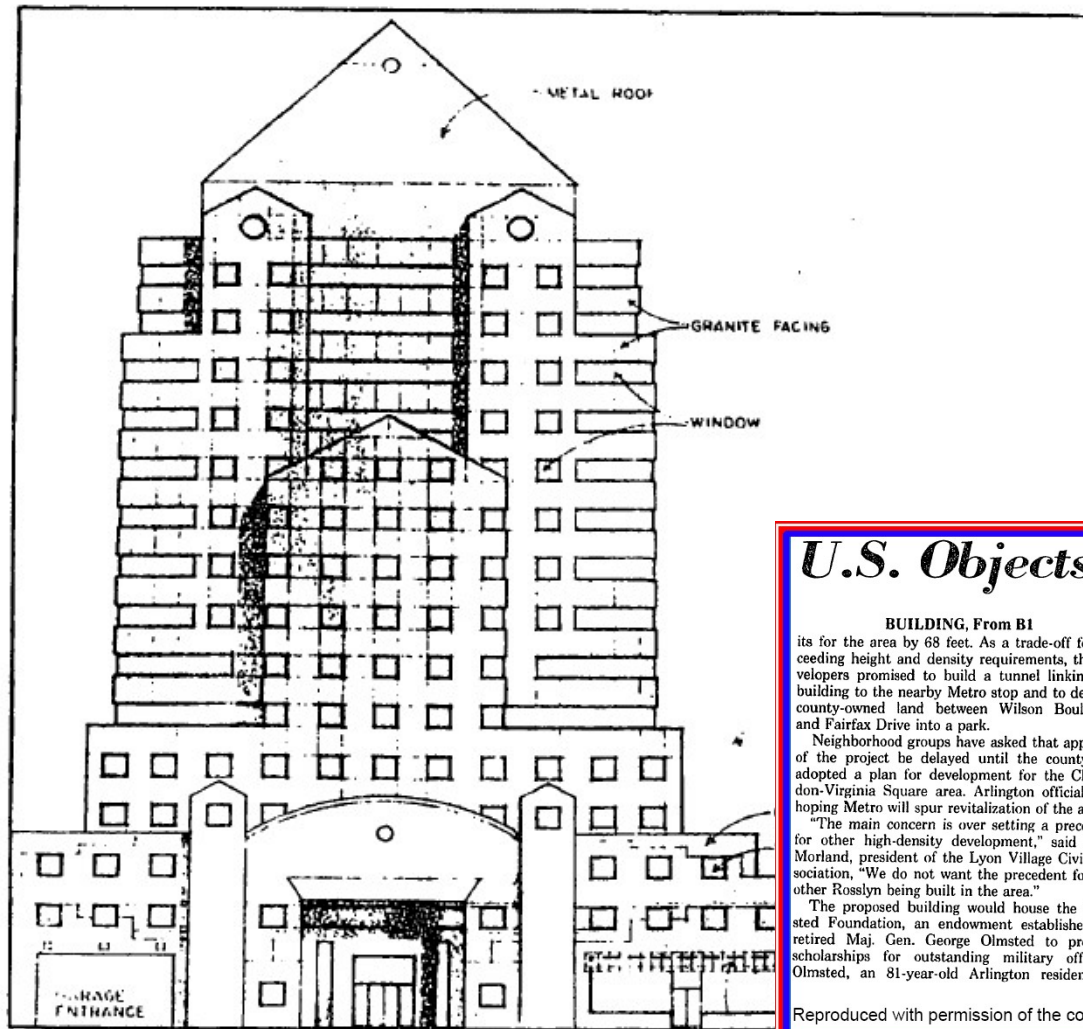
The consultant's recommendations, county planner Fauber says, should lead to a "revitalization of the area that will set the stage for redevelopment. We just don't want to wait 15 years for (the area) to look good."



The changing face of Clarendon is reflected in new stores like the Vietnam 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 com-

U.S. Objects to Planned Arlington Building

BUILDING, From B1
its for the area by 68 feet. As a trade-off for exceeding height and density requirements, the developers promised 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 for the Clarendon-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 development," said John Morland, president of the Lyon Village Civic Association. "We do not want the precedent for another Rosslyn 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 IB Realty Corp.

David Maudlin, an associate at the architectural firm of Martin and Jones, said yesterday the building was designed to conform to other buildings in the area built in the 1920s and 1930s when Clarendon was the premiere shopping district of Northern Virginia.

Mulligan said yesterday the developers are reconsidering some aspects of the building's design, but said it was unlikely that they would change either the height or the roof. The project now calls for two floors of retail space, with the remaining 13 floors reserved for offices. If the site plan approval process proceeds smoothly, Mulligan predicted 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, Mulligan said.

"We felt we had a unique opportunity to make a significant contribution to the revitalization of the Clarendon area," said Mulligan, who noted that all the members of the Clarendon Metro

Partnership are, like Olmsted, longtime Arlington residents.

Rob Baker, Arlington site plan review coordinator, agreed that the building's design is controversial. "Either you like it or you really don't like it," said Baker, adding that the building reminds some people of The Daily Planet newspaper building in Superman comics.

The building, with its distinctive design, would be ideal as the pivot of future development in the Clarendon area, Baker said. "We have always wanted signature, or landmark, buildings on top of Metro stations," he said. "This would be a positive design statement—a high-quality, high-visibility building that would indicate where Metro is."

Baker also defended the pyramid penthouse, which would house elevator and air-conditioning equipment. "Given the character and design of the building, a flat roof would detract," he said. "Peaked roofs don't have the same mass as flat roofs."

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

See BUILDING, B7, Col. 3

1985 – The Alliance is formed

Clarendon Easing Toward Rebirth

Alliance Forms to Guide Growth Of Metro Corridor Neighborhood

By Nancy Scannell
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 Borkin 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."

...Once the vibrant "downtown" of Northern Virginia..."

...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."

"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.

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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)

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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



Farmer's Market @ The Metro (8/18/2010)



Clarendon Day Celebration



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

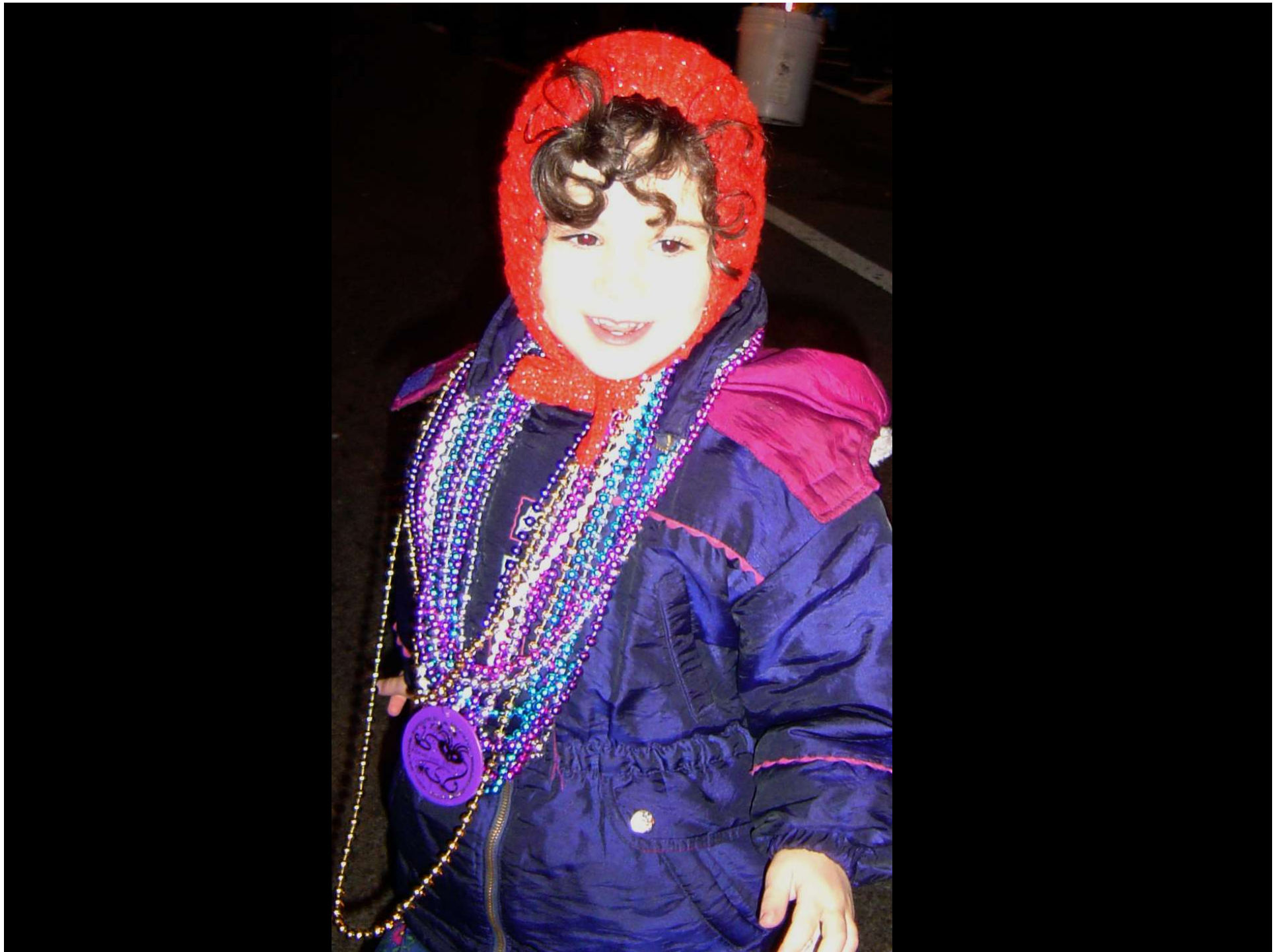




Clarendon Mardi Gras Parade!







Clarendon TBD – The West End





