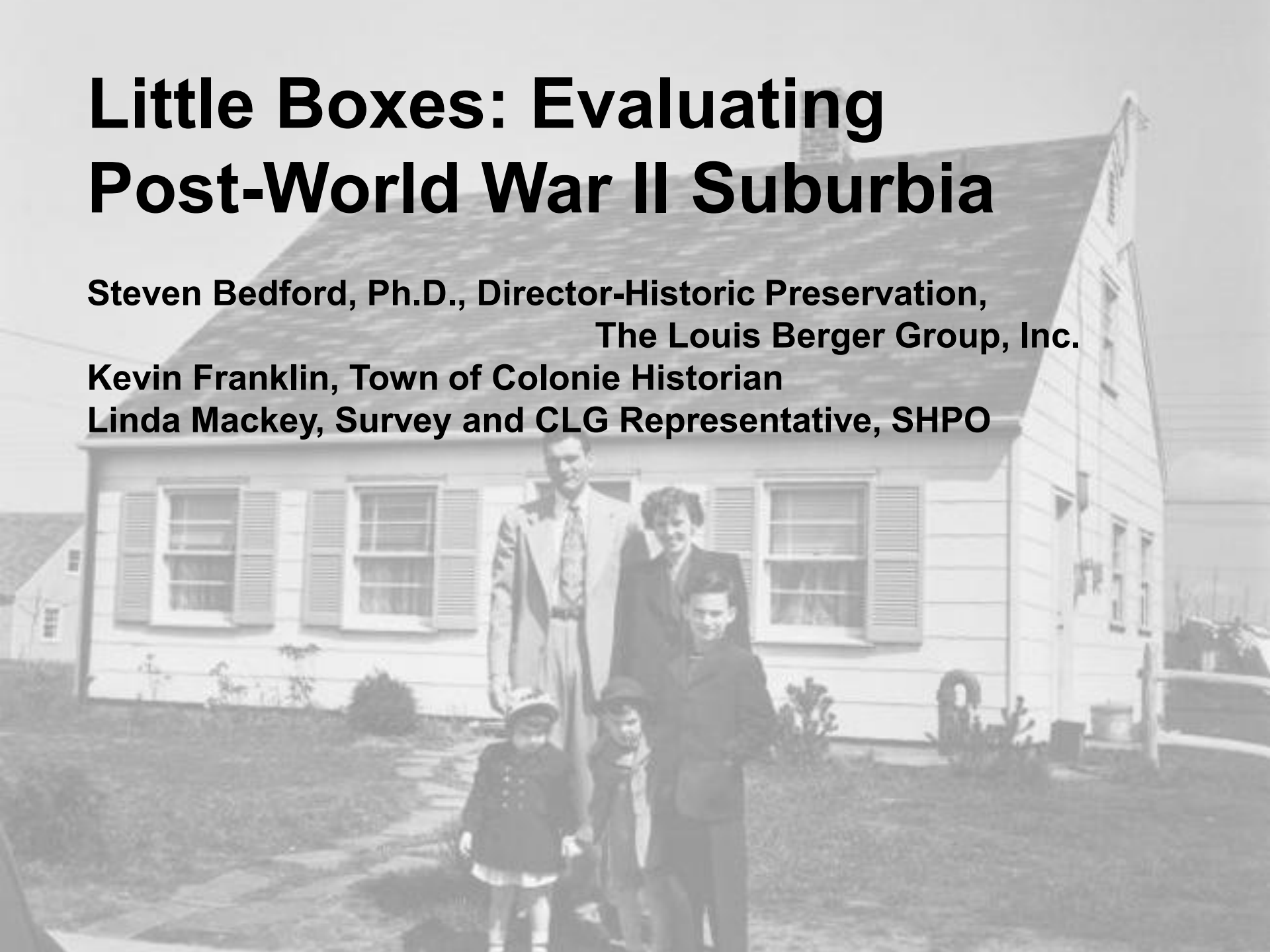


Little Boxes: Evaluating Post-World War II Suburbia

**Steven Bedford, Ph.D., Director-Historic Preservation,
The Louis Berger Group, Inc.**

Kevin Franklin, Town of Colonie Historian

Linda Mackey, Survey and CLG Representative, SHPO



A Model for Identifying and Evaluating the Historic Significance of Post-World War II Housing



Introduction

3



JOHN L. FER

I'm SCARED
of postwar houses



Presentation Overview

- Project Approach
- National historic context
- Model context outline
- Survey methodology
- Evaluation methodology
- Questions and Answers



Project Team

5

- Emily Pettis, Mead & Hunt
- Amy Squitieri, Mead & Hunt
- Patti Kuhn, Louis Berger Group
- Debra McClane, Louis Berger Group



Project Panel

6



NCHRP Staff and Project Panel

Project Goals

- Develop a model for identification (survey) and evaluation of post-World War II residences
- Streamline the identification of postwar residences
- Provide greater consistency among state agencies in National Register eligibility evaluations under Section 106



Project Approach

- Three demonstration areas
- Selected using established criteria
- Approved by project panel



Arlington, Virginia
Madison, Wisconsin
Arlington, Texas



Gunnison houses in Omaha, Nebraska

National Historic Context

Literature review and bibliography

10

VIKING
The Auburn County News

THE FIRST LIFETIME ALUMINUM HOME Opens New Year's Day!

National Honor Amazing New Viking Fairbairn
3-Bedroom Home—Masterpiece—True
Bake-Finished Aluminum Sidelights and Roofs



No Down Payment
\$78 per month

OPEN HOUSE
At Finished Model in Brookdale Subdivision
Master—Corner US-127 and South Street
2 - 8 P.M.
New Year's Day Through Sunday

More House—More Value—More Living

Kessler Construction Inc.
"Builders of National Homes"

Office at 2245 N. Cedar, Hill

03 9-2131



EASTRIDGE...

a great place to live...



The Strauss Bros. Trend

National Historic Context

11

- Transportation trends
- Government programs and policies
- Social, economic, and cultural trends



WHS Image ID: 1873



WHS Image ID: 8406

National Historic Context

12

- Planning and development
- Postwar building materials and construction techniques



1955 Parade of Homes Madison, Wisconsin
(WHS Image ID: 4717)



Westport, Wisconsin (WHS Image ID: 66696)

National Historic Context

13

- Architecture, site, and landscape, including the popular architectural forms and styles



Example of Postwar Themes

14



**North Fellows Historic District
Ottumwa, Iowa**



Photographs courtesy of Molly Myers Naumann

Model Context Outline

15

- Model Context Outline provides guidance for developing project-specific regional or local contexts
- Mirrors themes identified in the national context
- Tested in Arlington, Virginia, demonstration area





Arlington, Texas

Survey and Evaluation Methodology

Survey Methodology

17

- Intended to guide state and federal agencies needing to identify individual properties, neighborhoods, and subdivisions
- Provides streamlined and efficient process
- Allows for consistent results across geographic areas



Survey Methodology

18

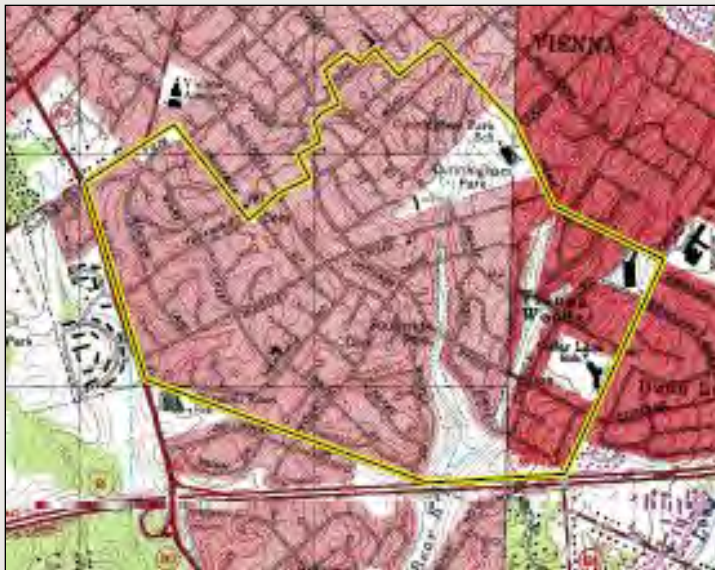
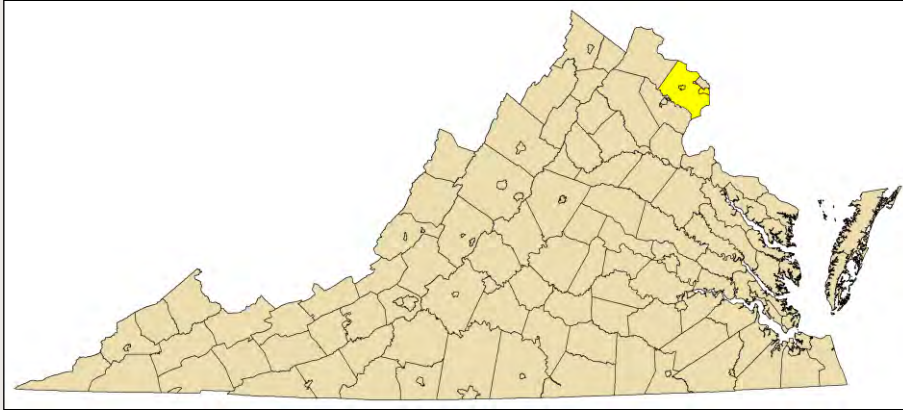
- Survey of planned subdivisions and unplanned neighborhoods
 - Survey and documentation of similar properties as a group
 - Classifying resources within the grouping
 - Guidelines for data collection



Survey Methodology

Fairfax, Virginia

19

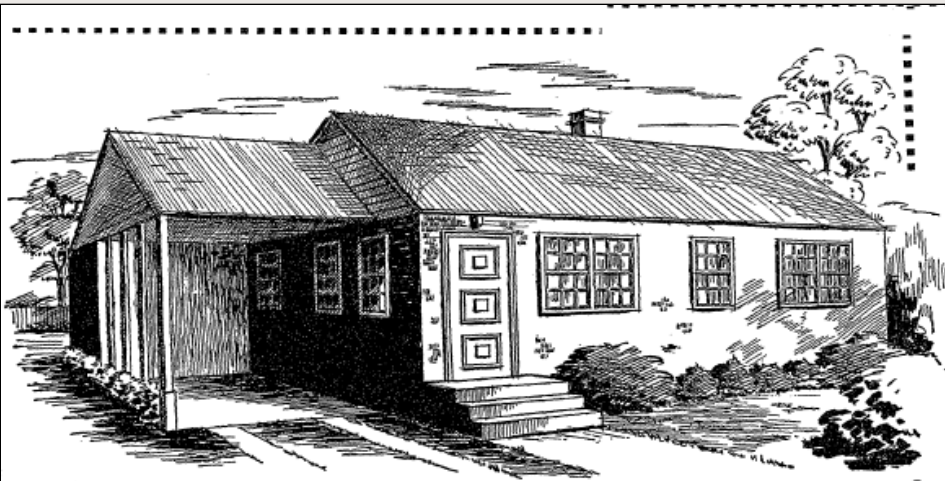


Vienna Woods Subdivision

- 1951-1961
- Old Dominion Developers
- Yeonas Realty Company

Survey Methodology

Fairfax, Virginia



A LIFETIME OF *Happy Living* IN...



Vienna Woods

FEATURING THREE BEDROOM RAMBLER-TYPE HOMES

*Each Rambler set like a jewel
on a quarter acre lot*

At last a
rambler built
especially for
THE HOUSEWIFE

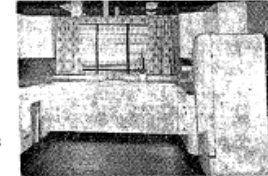
These charming Vienna Woods rambles have been designed primarily with the housewife in mind. In one of these lovely homes, the lady of the house discovers to her delight that the monotonous drudgery of housework is a thing of the past. Every room, every appliance, every inch of construction has been situated with such care and forethought that efficiency is the keynote. Consequently, the housewife breezes through her daily schedule and has many wonderful, extra hours for relaxation."

VIENNA WOODS HOMES ARE PRICED FROM 14,750—\$15,500

Many years of building experience has gone into maintaining this low price range on these fine Vienna Woods homes. Subdivision—FHA approved.

THE HOUSEWIFE'S DELIGHT— FULLY-EQUIPPED WESTINGHOUSE KITCHEN

- Automatic Electric Dishwasher
- Laundromat Automatic Washer
- "Colder Cold" Refrigerator
- Speed Electric Range
- Lots of Shelf, Cabinet, Pantry and Work Space
- Breakfast Space in Kitchen



Supplied by the Edgar Morris Sales Company

REMARKABLE EXTRA-VALUE FEATURES

- Choice of five distinctive exterior designs.
- Automatic oil hot water heat. Baseboard radiation. (This type of heating plant installed in homes costing \$25,000 or more.)
- Vienna Woods rambles have three bedrooms. The third bedroom is relatively large in size.
- Each Vienna Woods rambler is situated on a quarter acre lot.
- Vienna Woods has city utilities.
- Each home has a fully-equipped WESTINGHOUSE kitchen with the following appliances:
 - ELECTRICITY
 - WATER
 - CURB AND GUTTERS
 - SEWER
 - PAVED STREETS

LOCATION: Vienna Woods is conveniently located in historic Fairfax County, Virginia. Only thirty minutes from downtown Washington and the Pentagon. Situated at a higher elevation for cooler comfort during the Summer and more relaxed, spacious living all year 'round. This is one of the few nearby areas where it is possible for the purchaser to enjoy the benefits of a quarter acre lot with city conveniences.

READILY ACCESSIBLE: The happy resident of Vienna Woods breezes to work in minutes over super express highways completely oblivious of congested streets or heavy traffic areas.

EXHIBIT HOME
DAILY . . . 2:00 pm to 8:00 pm
SUNDAY . . . 10:00 am to 8:00 pm

Furnished By:
FRANK MICHELBACH, INC.
"Home of Fine Furniture"
814 King Street, Alexandria, Virginia

TO REACH VIENNA WOODS . . . Drive out Lee Boulevard (U. S. Route 50) five miles past Seven Corners, beyond Gallows Road to Cedar Lane. Turn right on Cedar Lane. Continue on Cedar Lane across Lee Highway to Park Street. Follow directional arrows to exhibit home.

Builders: *Vienna Woods Corporation* • Designers: **LESTER V. JOHNSON ASSOCIATES**

SALES REPRESENTATIVES

REALTORS **YEONAS Realty** INSURORS

2313 WILSON BOULEVARD ARLINGTON 1, VIRGINIA
PHONES: GLEBE 2100. OXFORD 1243

Washington Post Advertisement, 1951



Survey Methodology

Fairfax, Virginia

21



Survey Methodology

St. Louis Park, Minnesota

22



Survey Methodology

St. Louis Park, Minnesota

23



Survey Methodology

24

- Selective survey of individual properties
 - Based on integrity, character-defining features, and architectural elements
 - Criteria for popular postwar architectural forms and styles



Survey Methodology

25

- Degree of integrity
- Minimum of three architectural elements



Survey Methodology

26

- Popular postwar architectural forms and styles
 - Minimal Traditional
 - Cape Cod
 - Transitional Ranch
 - Ranch and Raised Ranch
 - Split-level and Split-foyer
 - Colonial and Georgian Revival
 - Storybook
 - Spanish Colonial Revival
 - Asiatic
 - Contemporary
 - Prefabricated



Survey Methodology

27

- Survey criteria for Minimal Traditional Homes
 - Retain massing
 - Retain original siding materials
 - Retain original windows and doors
 - Retain original roofline



Survey Methodology

28



Survey Methodology

29



Survey Methodology

30

- Survey criteria for Ranch Homes
 - Retain original exterior materials, or replacement-in-kind
 - Retain massing, roofline, and eave overhang
 - Retain a minimum of three architectural elements, which include prominent chimneys, accent siding materials, expanses of windows, planters, wrought-iron details, patios, and applied stylistic features



Survey Methodology

31



Survey Methodology

32



Survey Methodology

33

Survey as a Grouping	Selective Individual Survey
Neighborhood that developed as a single planned subdivision	Infill development in neighborhood
Neighborhood with strong architectural cohesion	Neighborhood with little architectural cohesion



Evaluation Methodology

34

- Guidance for applying National Register Criteria to individual properties and historic districts
- Illustrated with listed and eligible examples
- Discussion of integrity and alterations



Evaluation Methodology

35



Evaluation Methodology

36



Evaluation Methodology

37



Evaluation Methodology

38



Evaluation Methodology

39

- Examples of questions to ask:
 - Is the subdivision important in the development of the community as an innovative or trendsetting response?
 - Did an important local/metropolitan trend in subdivision development originate in the subdivision?
 - Does the subdivision convey important design principles of community development?
 - Did the neighborhood introduce patterns of subdivision design that became influential in the local community?



Evaluation Methodology

40



Evaluation Methodology

41





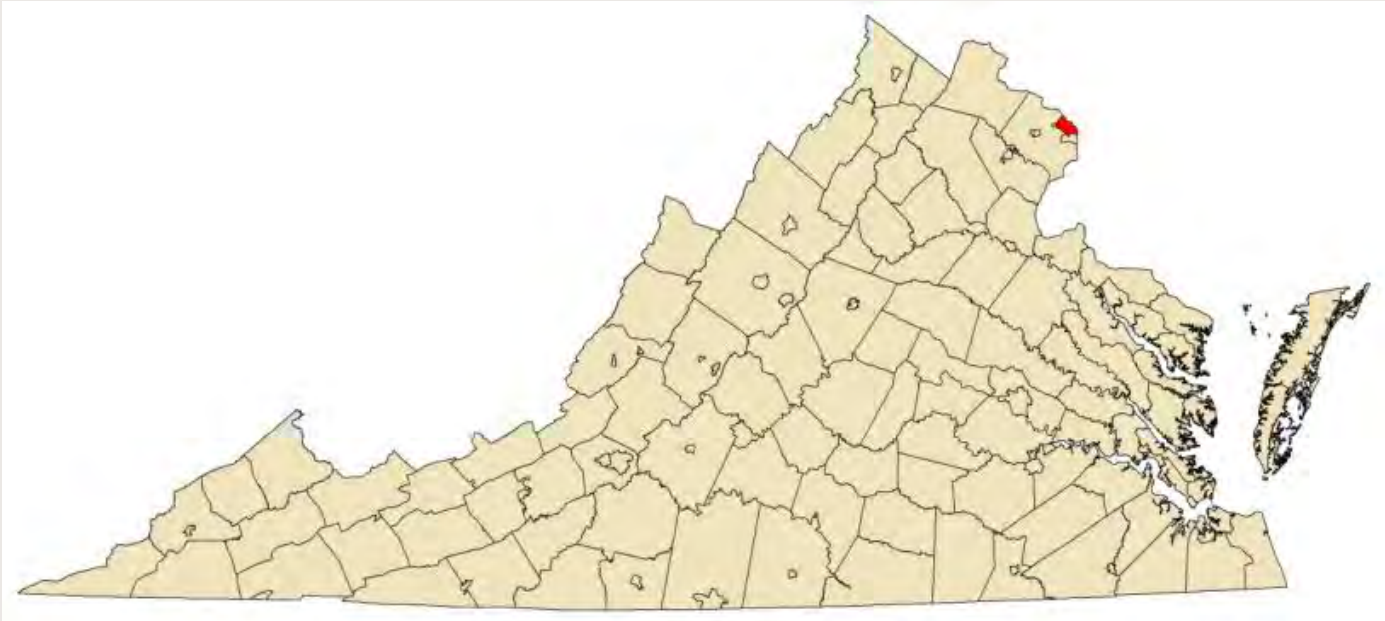
Case Study 1 – Virginia Heights, Virginia

Primary Demonstration Area

43

Arlington, Virginia

- Proximity to major urban center/transportation routes
- Existing survey data
- Known concentration of postwar development



Historic Context

Arlington, Virginia



North Arlington

ABOVE THE NEW GEORGE WASHINGTON PARKWAY

8 Ideally Planned Homes
On Beautiful Terraced Lots

8 Distinctly Different Types

10 MINUTES FROM DOWNTOWN WASHINGTON
FROM THE PENTAGON

All Brick—or-Brick and Stone

IDEAL FOR CHILDREN

These fine homes are located atop the bluffs on the Virginia side of the Potomac River, and are in an exceptionally fine neighborhood. No through traffic—quiet—cool—relaxed. See for Yourself!

2513-27 N. 23rd Road, Arlington

FEATURING

- EQUIPPED KITCHEN
- RECREATION ROOM IN BASEMENT
- DINING ROOM
- FIREPLACE IN RECREATION ROOM
- LIVING ROOM & FIREPLACE
- SOME WITH BUILT-IN GARAGES
- 1/2 BATH ON 1st FLOOR
- SOME WITH SCREENED PORCHES
- 3 BEDROOMS & BATH UPSTAIRS
- BEAUTIFULLY LANDSCAPED LOTS
- HARDWOOD FLOORS
- LARGE, COOL, AIRY BEDROOMS
- GENERAL ELECTRIC APPLIANCES

CONSERVATIVELY PRICED AT \$17,500 TO \$19,950

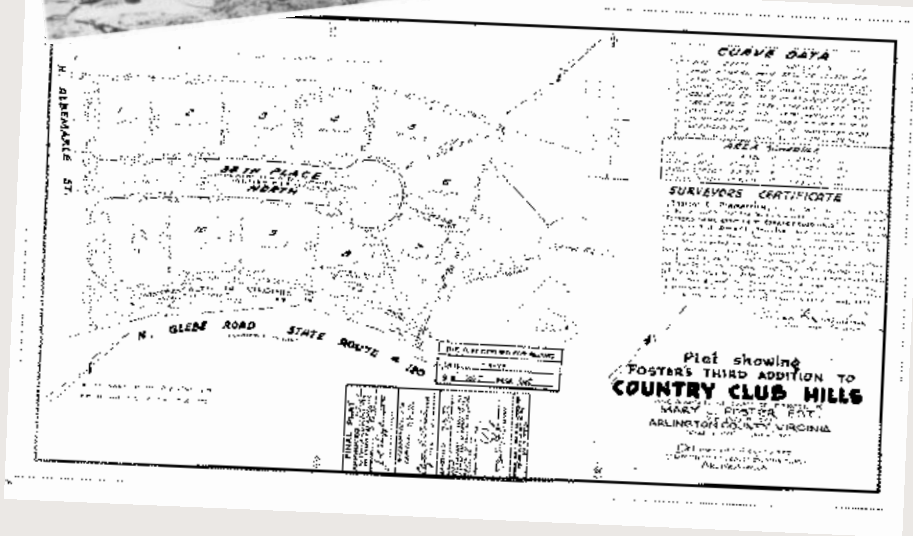
OPEN DAILY UNTIL DARK

DIRECTIONS: Lee Highway to Kirkland Rd. (Hot Shopp), Right on Kirkland Rd. and across R.R. tracks onto Edgewood St. to 24th St. N., right on 24th to 23rd Rd. N., right to houses.

M.T. Broyhill & Sons, Realtors
INCORPORATED

Builders • Developers

4624 Lee Highway . . . CH. 5300

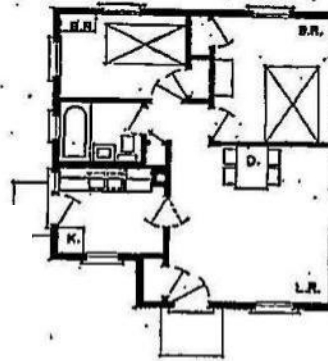


Survey and Evaluation Methodology

Arlington, Virginia

45

Virginia Heights, 1946-1953



VIRGINIA HEIGHTS
OPEN TODAY, I 'TIL DARK

These brand new California Ranch Style feature the very latest in modern time saving equipment and represent the finest in new home construction.

★★ CHECK THESE FEATURES ★★

- Living Room with Fireplace
- Dining Room "L"
- 3 Bedrooms
- Partially Panelled Kitchen
- Garbage Disposer
- Screened side Porch
- Full Partitioned Basement with Outside Entrance
- Ceramic Tile Bath
- Soudis Washer
- Dishwasher

We Invite Your Personal Inspection

To Reach: Out Columbia Pike to South Frederick Street, left to South 12th Street, right to Forest Drive and our open sign.

YEONAS Realty
REALTOR

OX. 1243 2313 Wilson Blvd. GL. 2100

Survey and Evaluation Methodology

Arlington, Virginia

46

- Evaluated the Survey Area as a Group and Potential Historic District
- Applied Survey Methodology to Determine Resources that Qualified for Individual Survey
- Documented Individual Resources and Evaluated for Individual Eligibility



Selective Survey Results

Arlington, Virginia

47

VIRGINIA HEIGHTS

Total resources: 79

Number within Study Period: 78 (99%)

Number qualified for Survey: 17 (22%)



Selection of Resources

Virginia Heights, Arlington, Virginia

48



Surveyed

Selection of Resources

Virginia Heights, Arlington, Virginia

49



Not Surveyed

Selection of Resources

Virginia Heights, Arlington, Virginia

50



Surveyed



Not Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

51



Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

52



Not Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

53



Surveyed



Not Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

54



Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

55



Not Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

56



Surveyed



Not Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

57



Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

58



Not Surveyed

Selected Survey Results

Virginia Heights, Arlington, Virginia

59



Surveyed



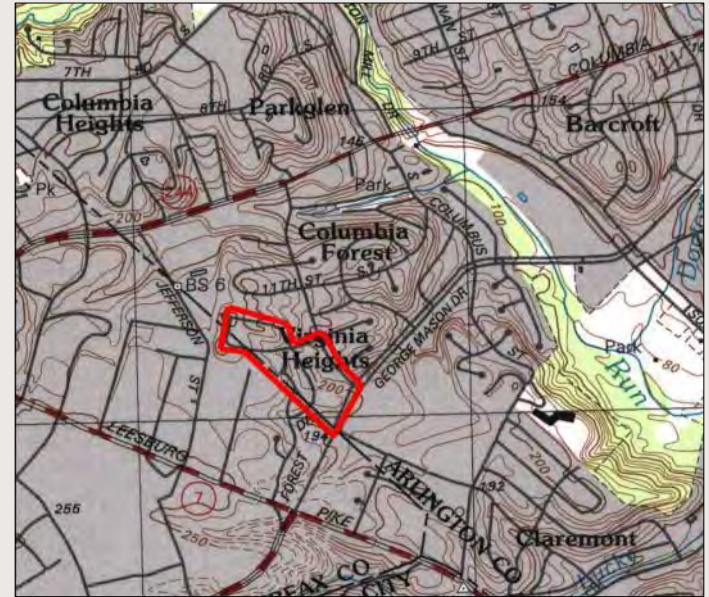
Not Surveyed

Survey Findings and Recommendations

Virginia Heights, Arlington, Virginia

60

- Virginia Heights
 - One individually eligible resource (Lustron)
 - Area eligible as historic district (*Criteria A and C*)





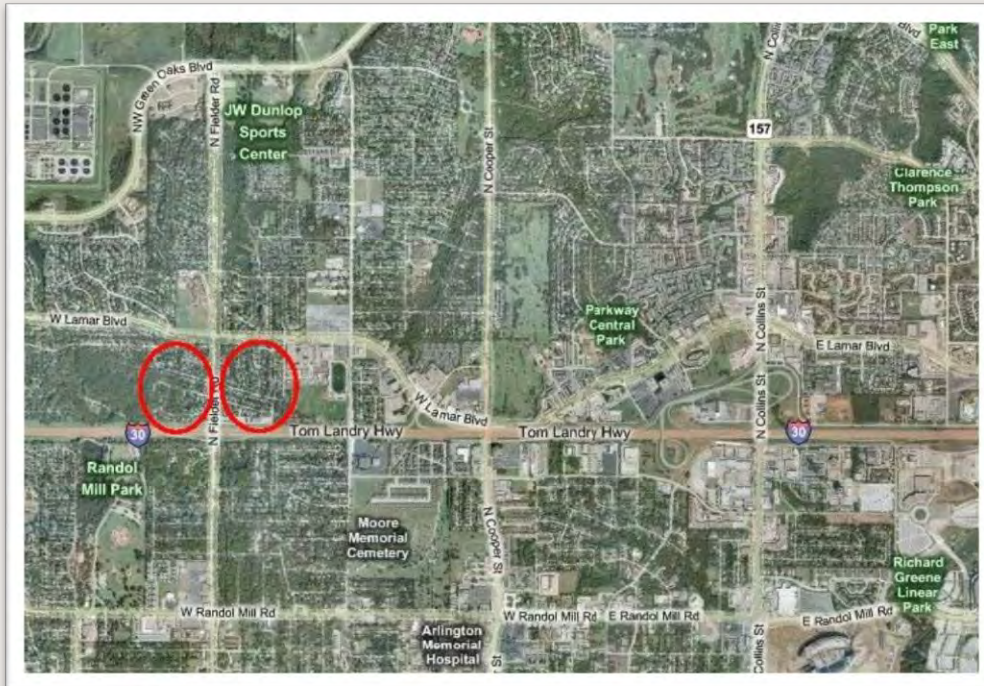
Case Study 2 – Arlington, Texas

Additional Demonstration Area

Arlington, Texas

62

- Known concentration of postwar development
- Existing context
- Proximity to major urban center/transportation routes



Historic Context

Arlington, Texas



MEDALLION HOME
Built by Burlyn Nelson, Inc.

1705 Ridgeview—Three bedrooms, two baths, brick, 1825 square feet. Den with fireplace. Formal living and dining room. Breakfast area. Electrical features: range, dishwasher, waste disposer, exhaust fan, electric dryer outlet in separate laundry area, bath heaters, central air conditioning, full Housepower wiring and modern lighting. Open Sunday, 2:00 P.M. until 6:00 P.M. Telephone JE 4-4102.

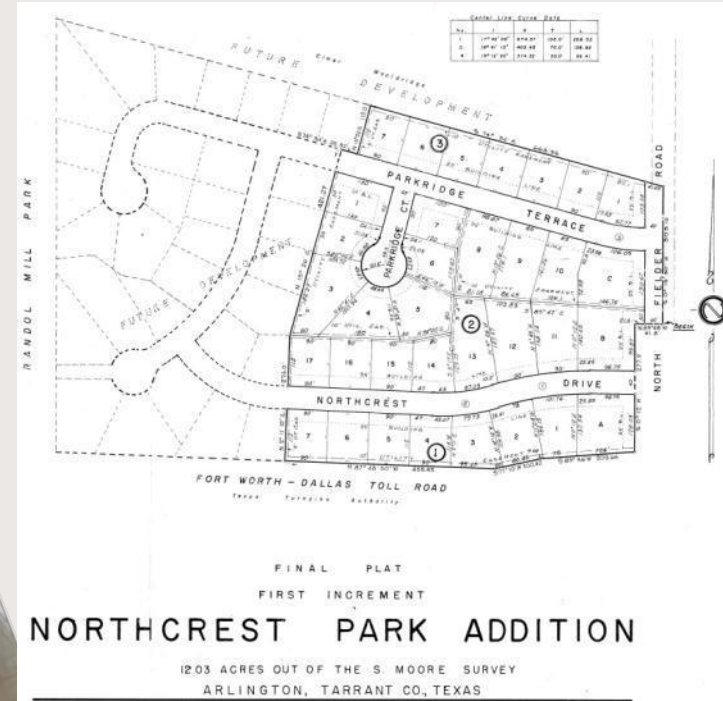


**Final
Arlington Historic Resources
Survey Update**

September 2007

Prepared for
City of Arlington, Texas
City Community Services Office

Prepared by
Adams Architecture, Prime Contractor
HHM Inc, Subcontractant
Susan Kline, Subcontractant
Brent & McClurkin, Subcontractant



Survey and Evaluation Methodology

Arlington, Texas

64

- Two residential subdivisions
- Surveyed each as a grouping
- Also surveyed individual resources that met the survey criteria



Selective Survey Results

Arlington, Texas

65

Northcrest Park Subdivision

- Surveyed 29 of 64 resources (45%)
- No district present

Fielder Place Subdivision

- Surveyed 20 of 56 resources (36%)
- No district present



Selective Survey Results

Arlington, Virginia

66



Surveyed



Not Surveyed

Selective Survey Results

Arlington, Virginia

67



Selective Survey Results

Arlington, Virginia

68



Selective Survey Results

Arlington, Texas

69

- Northcrest Park and Fielder Place
 - Areas not eligible as historic districts
 - No individually eligible resources





Benefits and Dissemination



Benefits – National context

71

- Allows for understanding of postwar development
- Provides appropriate framework
- Serves as a guide for development of local contexts



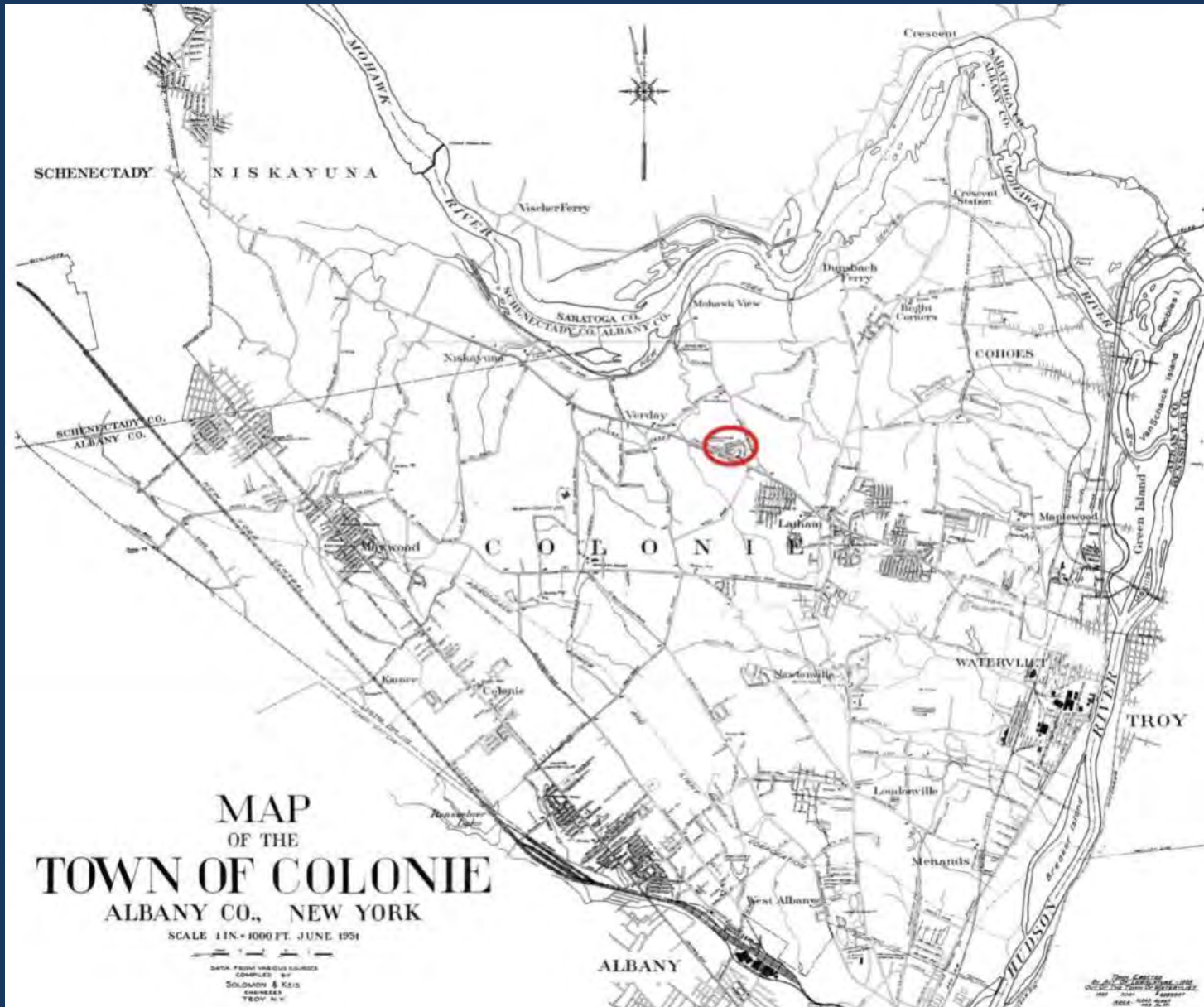
Benefits – Methodology

72

- Nationally applicable
- Opportunity for greater consistency
- Streamline the survey and evaluation process



Case Study: Burns-Whitney Estates, Town of Colonie, Albany Co.



Burns-Whitney Estates, Colonie



\$30 Million in Projects Planned

Colonie Building Boom to Double by 1957

One of the biggest rural building booms in the state and possibly this part of the nation is taking place at Albany's elbow.

Right now the Town of Colonie in general and the Latham community in particular are surging from a two-year expansion which has seen about \$15 million in building projects completed with a prospect of about \$30 million more by 1957.

The growth in 1953 was \$6,820,211 of which \$1.7 mil-

lion was in commercial-industrial lines and the remainder in residential developments where homes sold from \$8,000 to \$28,000, generally. It is reported by Town Supervisor William K. Sanford and Earl J. Ferguson, building superintendent.

In 1954, they say, building totaled \$7,148,117 with over \$4 million diverted to commercial-industrial lines. For the first six months of 1955 permits show a marked upswing over the figures for last year.

Two shopping centers along

Route 9, one almost adjacent to the Latham Traffic Circle, and the other about a mile to the north, call for construction of stores and office buildings totaling about \$25 million.

The circle project expected to cost upwards of \$10 million, will be on the west side of Route 9 on the property formerly owned by John and Herbert Swatling. One of the largest commercial structures will be a Grand Union super-market.

To the north, on a 23-acre tract formerly owned by Leslie C. Gaffers, will be the scene of

a \$12 million development which will include 22 stores and an 8-story office building. It will be known as Capital Tri-City Shopping Plaza and will be constructed by Copans Realty Company.

Top tenant-to-be is J. C. Penney Company, nationally known chain store operators, who will be making their first move into the Albany area. According to George Copans, son of Jack Copans who heads the realty firm, the Penney concern already has signed a lease for a large portion of the new plaza.





Burns-Whitney
Estates

✓ **7,990** COMPLETE
APPROX. **58.00** A MONTH

✓
VA APPROVED • FHA INSURED
MORTGAGE • 25 YEARS TO PAY

No Down Payment for Veterans!
Non-Veterans Pay Only \$990 Down

NO CLOSING FEES, NO ADJUSTMENT CHARGES





Former Burns-Whitney Farmhouse (demolished)



Elsie, Ira, and David Freedman on concrete pad for their house at 46 Bailey Ave



Constructing the Freedman house



Freedman House



Worth Seeing Worth Owning

- Scientific construction, completely weather-tight for a lifetime of comfortable living.
- All homes situated on plots 60' x 125' or larger.
- Beautifully landscaped — trees, shrubs, seeded lawns, flagstone walks.
- Colorful Asbestos shingles over wood sheathing.
- Coordinated wallpaper interiors in decorator colors.
- All walls, inside and outside, completely weather-insulated.
- Steel casement windows throughout.
- Screens and storm sashes throughout.
- Copper gutters and leaders.
- Oil-powered radiant heating.

Custom Built Kitchen!

- Tracy stainless steel sinks — beneath window so you can watch the children playing in your own backyard.
- Tracy all steel cabinets.
- Automatic DeLuxe 4-burner Electric Range.
- Electric Refrigerator with 7 cu. ft. capacity and 20 lb. frozen food compartment.
- Automatic Washing machine.
- Built-in Dinette — Formica topped table and washable Leatherette seats.
- Exhaust fan to whisk food odors outdoors.

Extra Comfort With These Extra Features!

- 4 family size rooms plus dinette.
- Spacious expansion attic, completely floored.
- Ample closet space.
- Venetian blinds in every room, including attic.
- Outside brick chimney — takes up no living space.
- Mahogany flush panel doors.
- 5 attractive exterior styles to choose from.
- Near transportation to all points in the Tri-City area.



**Burns-Whitney
Estates**

COLONIE CORPORATION
OF AMERICA...

*The Home Close to Your Heart...
Close to the Heart of Everything*

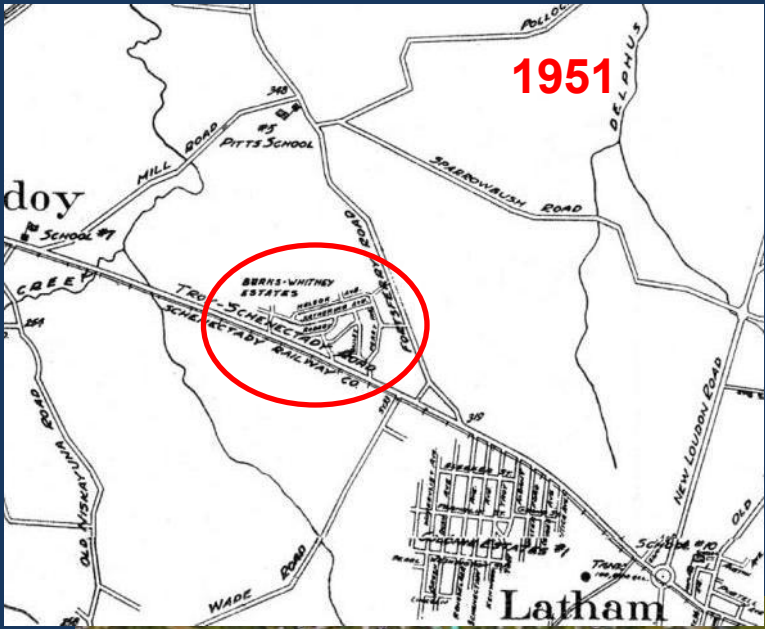




Neighborhood picnic at Burns-Whitney Estates



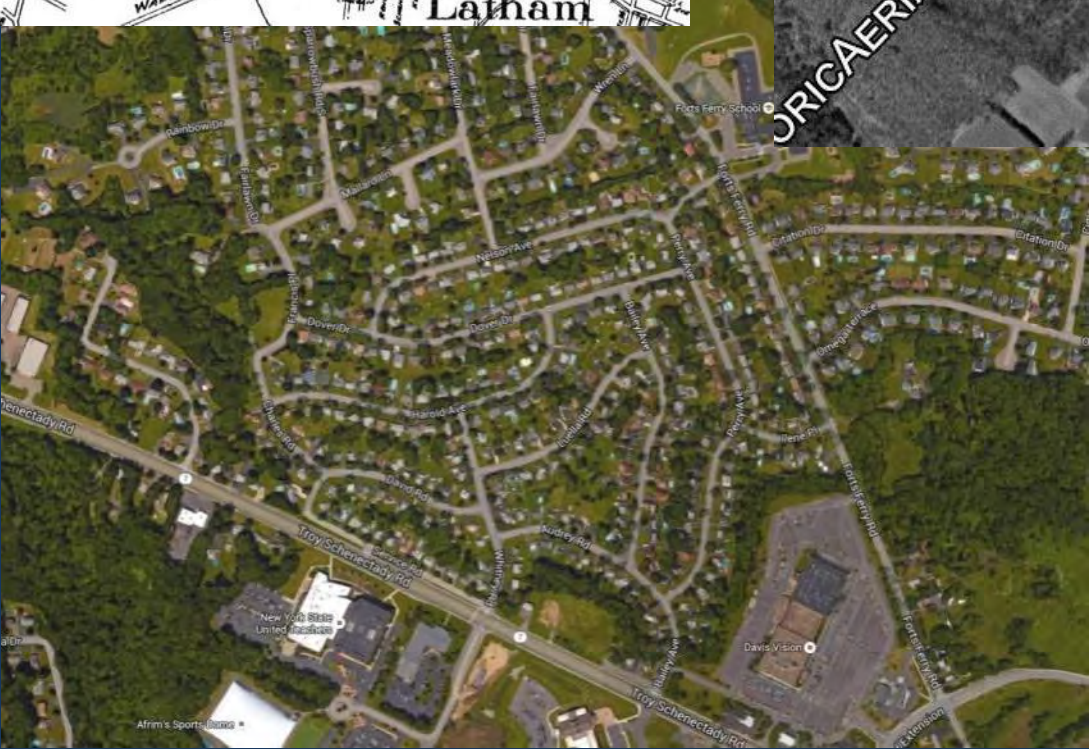
Burns-Whitney friends



1951



1952



Burns-Whitney Estates: Yesterday and Today

The Beginning: Minimal Traditional & Cape Cods



Shortly Thereafter – Ranchettes or Minimal Ranches





...also Contemporary!



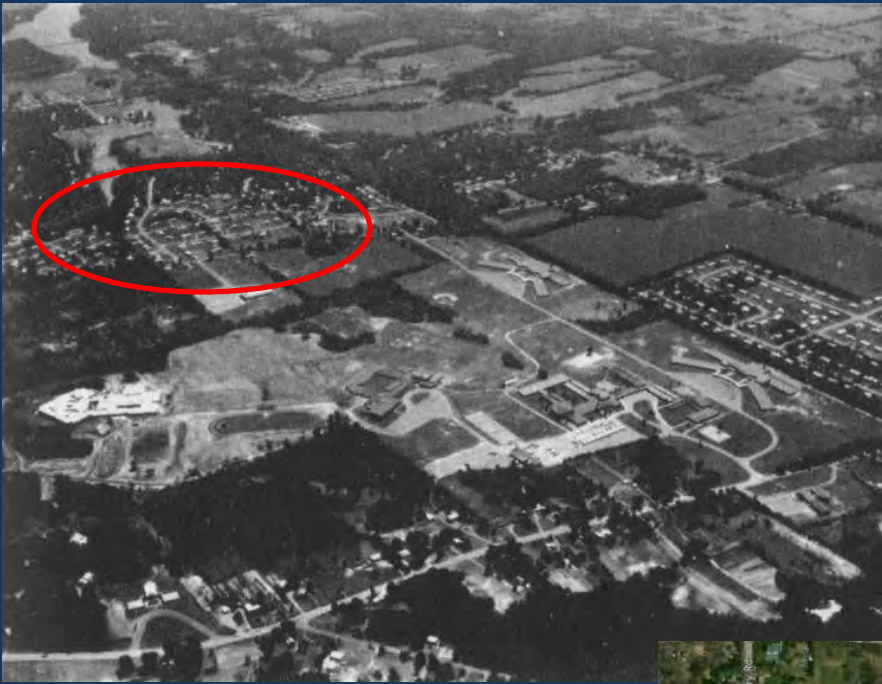
**...and Split-Level or
Raised Ranch**

Cumulative Alterations...

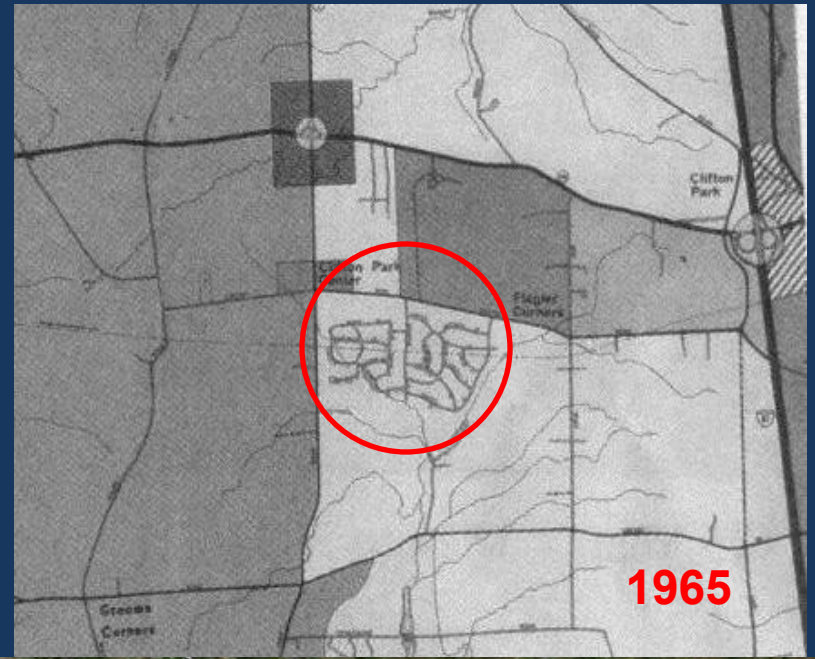


Case Study: Burns-Whitney Estates ...Conclusions



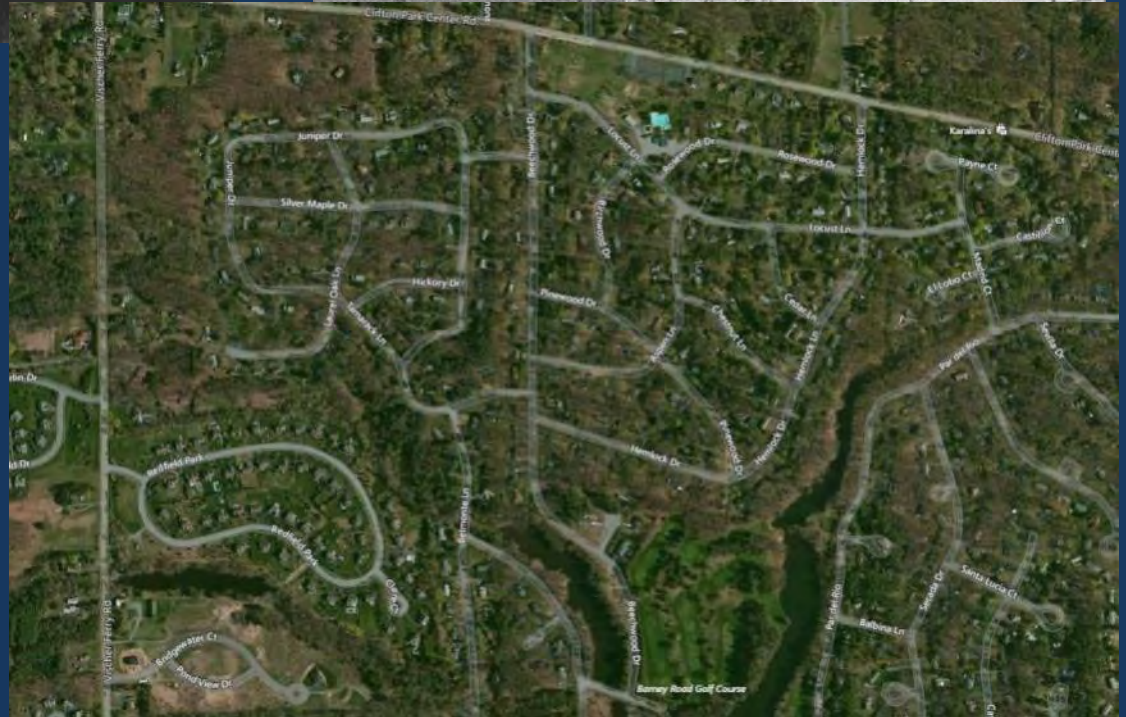


1970



1965

Case Study: Clifton Knolls, Town of Clifton Park, Saratoga Co., NY



CLIFTON & COUNTRY KNOLLS

QUALITY HOMES FOR GRACIOUS LIVING

ALL HOMES COME COMPLETE WITH:

1. Large living and formal dining rooms.
2. Paneled family room with fireplace.
3. Total electric kitchens; including dishwasher, disposal, self-cleaning range and exhaust hood vented outside.
4. Two and one half ceramic tiled baths.
5. Two car garage.
6. All aluminum siding with backer board. Your choice of brick or split rock fronts.
7. Oak hardwood floors, finished natural.
8. Baseboard gas hot water heat in three zones for economy.
9. Full insulation, six inches in the ceiling and three inches in the side walls, which is blown in under 5 psi pressure.
10. Storm and screen windows and doors.
11. Pecanwood Cabinets.
12. Vinyl foyers.
13. Blacktop driveways, 1200 square feet.

AVAILABLE FOR YOU AND YOUR FAMILY ARE:

1. Swimming pools-two olympic size 50 meter pools, one 25 meter pool, three children's wading pools and one diving pool with 3 meter boards. Life guards are on duty from June to September.
2. Golf courses-one 12 hole golf course and one 27 hole golf course (presently being built, should open about 1 June 1970). Pro golf shop under the direction of Mr. Armond Farina, Club Pro.
3. Country Club-complete with outstanding restaurant, cocktail lounge, banquet halls and meeting rooms.
4. Recreation areas-four playgrounds for children, tennis courts, three baseball diamonds, and two basketball courts. In addition there are Boy Scouts, Girl Scouts, Cub Scouts and Brownie organisations in the area.
5. Summer Day Camp-planned and supervised by a professional staff.

WITHIN MINUTES FROM CLIFTON AND COUNTRY KNOLLS ARE:

1. Shopping centers- three large chain markets less than 3 miles away and less than 20 minutes to the Sears and Macy's shopping center.
2. Places of Worship-Catholic and Protestant Churches are less than five minutes away and only four miles to the Jewish Community Center.
3. Excellent Central School System-Shenendehowa school system completed its new building for grades 1-8 in 1968 and will open its new larger high school in September 1970. All students are bused to school.
4. Winter Sports- Glens Falls ski area is only 30 minutes away, famous Gore Mountain 1 hour and 20 minutes, many ski-mobile trails in the vicinity and ice skating on specially flooded ponds.



	Total Area (sq.ft.)	Living Area* (sq.ft.)
Hanover	3300	2600
Standish	3100	2300
Executive Ranch	2600	2100
Raised Ranch	3300	2300

*Living area excludes garage and basement

EXCLUSIVE AGENCY **CLIFTON & COUNTRY KNOLLS**, CLIFTON PARK, N.Y.



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THE HANOVER



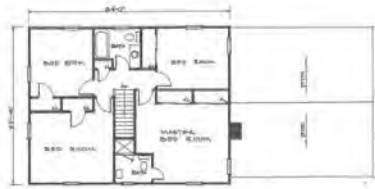
CLIFTON ENTERPRISES - NORTHWAY EXIT 10
CLIFTON & COUNTRY KNOLLS, CLIFTON PARK, N.Y.



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THE HANOVER

EXCLUSIVE AGENCY CLIFTON & COUNTRY HOMES, CLIFTON PARK, N.Y.



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THE STANDISH





CLIFTON ENTERPRISES - NORTHWAY EXIT 10
CLIFTON & COUNTRY KNOLLS, CLIFTON PARK, N.Y.



Setting



Topography

Mature Trees



**Clifton Knolls retains the
landscape features and street plan**



Few Residences Displayed Alterations...

- Vinyl siding
- Replacement windows



...Probably the only significantly altered residence in the original subdivision

Case Study: Clifton Knolls ...Conclusions



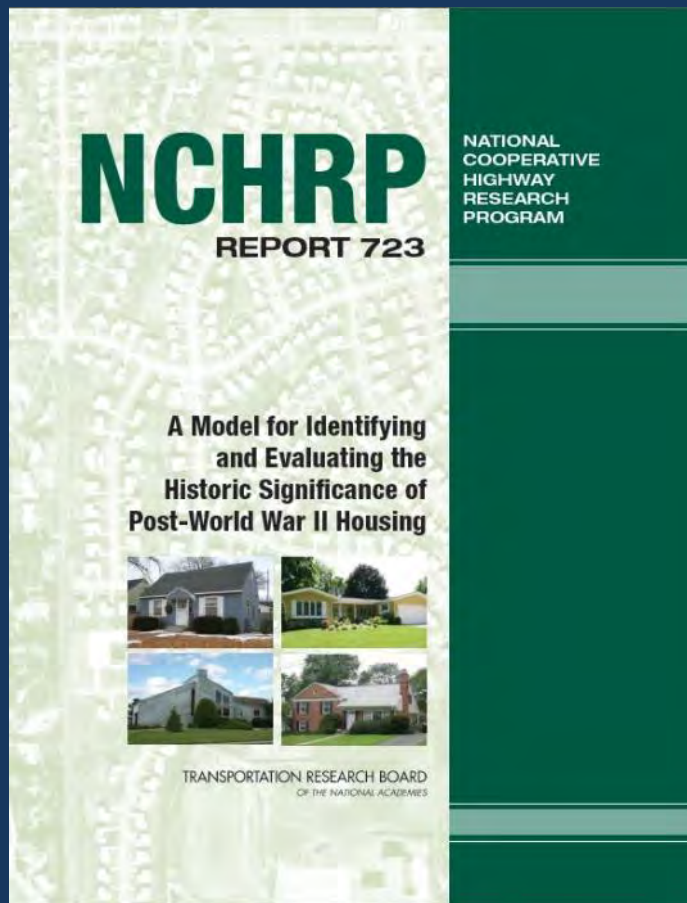
Questions?



Sources

http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_723.pdf

<https://www.nps.gov/Nr/publications/bulletins/suburbs/index.htm>



The screenshot shows a web page for the National Register Bulletin. At the top, there is a navigation bar with links for 'NR HOME', 'RESEARCH', 'TRAVEL', and 'EDUCATION'. The main heading reads 'NATIONAL REGISTER BULLETIN HISTORIC RESIDENTIAL SUBURBS GUIDELINES FOR EVALUATION AND DOCUMENTATION FOR THE NATIONAL REGISTER OF HISTORIC PLACES'. Below this, it states 'U.S. Department of the Interior, National Park Service'. A link is provided for the 'PDF of: Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places (147MB)'. A black and white photograph of a suburban street with a central tree island is shown. Below the photo, the authors are listed: 'by David L. Ames, University of Delaware; Linda Flint McClelland, National Park Service, 2002'. A detailed photo caption is at the bottom, describing the ideal of suburban life in a parklike setting.



Thank you!

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