URBAN: of, relating to, characteristic of, or constituting a city

SUBURBAN: a : an outlying part of a city or town
b : a smaller community adjacent to or within commuting distance of a city
c : the residential area on the outskirts of a city or large town
LONDON, 1720, 1746, 1799
URBAN CORE, LONDON
The Ideal of the Villa. Alexander Pope’s villa (1720s) on the Thames at Twickenham, ten miles southwest of London.

Photo copyright and reproduced by permission of Guildhall Library, London.
HAUSSMANN’S PARIS
LLEWELYN PARK, NEW JERSEY, 1857
RIVERSIDE, ILLINOIS, FREDERICK LAW OLMSTED, 1868
The Art of Beautifying Suburban Home Grounds of Small Extent, Scott, 1870
Undivided Pleasure Grounds,
from Beautifying Country Homes:
A Handbook of Landscape Gardening
Weidenmann, 1870
**Top Left and Right:**
 Trade card of a house with and without a fence. Dubois Fence and Garden Company, c. 1910.

**Bottom:** “Feischmanns, in the Catskills, N.Y.” typical suburban resort development from the 1920s.
POST-WAR DEVELOPMENT

Aerial view of Los Angeles (1930s). Landscape of decentralization. Looking north from Manchester Avenue on Figueroa Street, showing growth along the grid plan of major streets built in the 1920s. The closeup of the corner of Manchester Avenue and Central Avenue shows the results of haphazard subdivision and development. Photos reproduced by permission of the Department of Geography, UCLA.
Los Angeles Traffic Survey (1937). Planned decentralization, phase II. Original freeway plan from 1937 advanced by the Automobile Club of Southern California whose proposals have been the basis of all subsequent Los Angeles freeways. Photo reproduced by permission of the UCLA Library. Notes: Trust development; Westchester section of Los Angeles, 1940. Simplified ranch house design, mass-production construction techniques, federally-guaranteed mortgages, and a decentralized system of automobile transportation combined to create mass suburbia. Photo reproduced by permission of the Henry E. Huntington Library and Art Gallery, San Marino, California.
Plate 6 Levittown, New York, 1947. While suburbs have a long and varied history, it was during the period after World War II that many of the suburbs surrounding US cities arose. Levittown, New York (and its counterpart Levittown, Pennsylvania), provided entirely new communities of affordable, cute, single-family houses on individual lots to returning GIs and other first-time (white) homebuyers. (© Levittown, New York Public Library.)

Plate 7 The auto-centered metropolis. Developers show off the location of a proposed new "50 Foot Boulevard" in the Westwood Village area of Santa Monica in 1922. Capitalizing on the mass production of Henry Ford's Model-T, they and thousands of their counterparts built in Southern California communities that required a car. Security Pacific Collection, Los Angeles Public Library. (© Los Angeles Public Library.)
'THE CONTEMPORARY CITY'
LE CORBUSIER
‘BROADACRE CITY’
FRANK LLOYD WRIGHT
COCOA ISLES, FLORIDA
Action is typical of the American style, thought and planning are not

Daniel Bell
The Gap Inc., controller of the most ubiquitous clothing franchises in America, currently spends more than $1m per month on internet advertising alone. They have over 3400 stores in America, and open new locations at a rate of 600 stores (or 20%) per year.

Home Depot—the number three retailer in America—adds a new store on average every 52 hours.
<table>
<thead>
<tr>
<th>Number of store locations for retail chains in Houston, TX</th>
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<tbody>
<tr>
<td>The Gap, Inc.</td>
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<tr>
<td>Blockbuster Video</td>
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<tr>
<td>Starbuck's</td>
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<tr>
<td>Radio Shack</td>
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<tr>
<td>Home Depot</td>
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<tr>
<td>Payless Shoes</td>
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<td>Pier 1</td>
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<td>Kinko's</td>
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<td>Pet Co</td>
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<td>Pet Smart</td>
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<tr>
<td>Office Depot</td>
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<tr>
<td>Hollywood Video</td>
</tr>
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<td>Footlocker</td>
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</tbody>
</table>
The percentage of total office space in the suburbs has shifted from 25% in 1970 to 75% today.
Every hour of every day 50 acres of prime farmland are lost to development. . .
Between 1970 and 1990 the population of the Chicago metro area grew by 4%, while
developed land increased by 46%
In an isolated expanse of Arizona desert the foundational circuitry of a new town is printed into the ground.