ED BENNETT:
Nature can help you sell PROBLEM SITES.
Gerald and Eli Luria are sons of an Arlington, Va., builder and have already put up several groups of colonial houses around Washington, D. C. Last year they decided to do something better than the rows of monotonous suburban houses that threatened to glut the market. They wanted a contemporary house planned for efficient, economical construction and something that could be varied throughout a development as simply as possible.

In searching for designers they found Nicholas Satterlee and Francis D. Lethbridge (of the firm of Keyes, Smith, Satterlee & Lethbridge) and the teamwork resulting from this architect-builder combination has been a happy, profitable affair for both sides.

For their 90 acre site in the Holmes Run section of Fairfax County, Va., which is about 11 miles from downtown Washington, the architects have drawn up a pleasant basic design that has many of the qualities of a larger house.

A basic 1-story house is 24’ 4” x 36’ (902 sq. ft.) plus a carport with outside storage space. For $13,750 a buyer gets a fine lot of from 10,000 to 15,000 sq. ft. that is sodded and landscaped, has a concrete driveway and all utilities. The house has insulated sidewalls and roof, full kitchen equipment, a fine floor plan and an unusual amount of well-planned storage space with sliding doors.

Because considerable of the property is on sloping ground the architects drew up two versions of a 2-story house, the upper floor of which is essential the same as the 1-story design. In some, the lower level has 2 rooms plus a garage. Others have 3 rooms below with an outside carport. Two-story houses sell for $16,900 and $17,450 and have enclosed space of 1,804 sq. ft.

Somewhat to their surprise and definitely to their gratification the Luria brothers are discovering that buying a complete architectural service is a better investment than their former habit of purchasing a set of plans. It undoubtedly costs more, but it pays for itself.

The Lurias are finding out that architectural service includes:

- Plans for a fresh, attractive solable house.
- A basic floor plan with variations that avoid monotony and suit different size families.
- A 1-story plan easily adaptable to a 2-story house.
- Site planning that pleased the buyers but so efficient it saved the builders considerable money.
- Color schemes that give an original touch to the whole development.
- Such valuable by-products as smoothing out problems with FHA; help with advertising; skillful on-the-job supervision; a design that won Southwest Research Institute's approval.

A flexible floor plan

The 1-story house is essentially a 2-bedroom house that can be turned into three bedrooms. An 8’ x 11’ alcove at one end of the living room marked "study" on the floor plan on the living against photographs.

By on the spacy third be also the Giving and the again to wants it, time con.

It may buyers to want the private a but open

Part of feeling a ceiling, L-shaped windows. None of on corner.

Another from the finished a
Article on the Holmes Run ter, subdivinor.

Fairfax County, Virginia.

Nicholas S. Horan and Francis S. Lethbridge, architects.

Luria Brothers, contractors.

Source: "Architectural Forum" (August 1920), 166-69.
The architects of Holmes Run managed to get a great deal of variety from their basic house by the way they placed it on the lot and from a range of exterior colors. Deep lots gave more than usual space for gardens or play areas. Other sections had cul-de-sac streets. Below: Some 2-story houses were included to take advantage of sloping ground, for which floor plans are shown on the second page following. In both houses owners had a choice of using either glass or marine plywood in the smaller panels; this added variety to the facades.

Plan on the next spread of pages can be used as part of the living room by turning a storage wall on casters back against an inside partition. This has been done for the photograph on the next page.

By swinging the storage wall out to face the living room, the space behind it can be made usable for a study or a third bedroom. If owners wish, a door can be installed and also the area above the storage wall can be filled in solidly.

Giving an owner this choice lets him use the living room and the study together as one large room for parties, or again for a study or sewing room as long as the owner wants it, yet provides a room for a second child when the time comes.

It may be of some significance that almost none of the buyers want the two rooms thrown together. About half want the study closed in so the room can be completely private and half want the storage wall shutting off the study but open at top and one side.

Part of the attractiveness of the house results from the feeling of extra height given by the sloping plank and beam ceiling. This feeling of extra space is helped out by the open L-shaped living and dining room and further by the large windows, planned so they give a view away from the street. Most of the large windows face the street except for houses on corner lots.

Another feature popular with buyers is that a door opens from the living room to an outside area that can be furnished as a garden or a patio. The model house, used for
M: 29-59  Carderock Springs
M: 35-156  Kenwood Park
M: 35-157  Potomac Overlook
M: 35-158  Flint Hill
M: 26-40  New Mark Commons

Plate 21
Right: Dining room with main entrance door leading out to carport. Pass-through is unusually large.

Left: Upper floor plan of 2-story house which is generally similar to 1-story plan except for stairway and fact that study is closed off from living room.

Left below: ground floor of 2-story house. An alternate plan has outside carport, and garage space shown here becomes an additional room.

A sloping plank-and-beam ceiling seems to make the rooms larger and the stained finish combines well with natural finishes on other surfaces. To the right is the kitchen door and a glimpse of pass-through to dining room. Large fireplace is a sales asset.

View of two bedrooms showing excellent storage facilities; well-built cabinets with sliding doors and considerable space. Most windows in house are sliding aluminum.
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
M: 26-40 New Mark Commons

Plate 2c

Continuation of the article
sales and photographic purposes, has the patio fenced in to serve as an additional outdoor room that can be used for about nine months a year in Washington's mild climate.

A masonry wall big enough for a fireplace (with a flagstone hearth) and a large storage closet is also a selling asset for the house (though the masonry wall is a little heavy looking on the outside).

The kitchen is compact and well planned. It is equipped with sink, garbage disposer, range and refrigerator plus cabinets. With only one door to use up wall space, there is 27' of walls for cabinets or equipment. There is not space for a table in the kitchen but a pass-through counter connects kitchen and dining room to save work for the housewife.

Architects sited individual houses

In locating individual houses on the lots the Lurias feel that Satterlee and Lethbridge have done a particularly fine job. Each house is individually positioned with regard to street, neighbors, terrain, climate factors and so that even excavation labor can be saved where possible. In fact the builders saved considerable money by not having to push the usual amount of dirt from place to place.

So well did the architects do the lot arrangement that in one area four extra houses were included. The profit on these houses will more than pay the architectural fees.

Because houses are on large lots on curving streets and slightly rolling land, the architects had a chance to use considerable judgment and to achieve a feeling that few developments ever get.

Variety throughout the development is attained by shifting the position of houses on the lots, putting carports in different positions, by using 2-story houses where advantageous, and by varying the street patterns. Some areas are cut by streets into approximately rectangular blocks; others are arranged with cul de sac streets and play areas of 1/3 acre in the center of the loop. The fact that lots are of different size and shapes is an important factor in the general attractiveness of Holmer Run.

As seen in the perspective sketch on the preceding page, some of the blocks have large area left open in the center. It can be turned into a valuable community asset if owners do not cut it up with hedges or fences. The Lurias hope to persuade owners to handle this open space for the best interests of everyone.

(Continued on page 239)
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
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DESIGN FOR BETTER LIVING!

A NEW GROUP OF CONTEMPORARY HOUSES ON MASSACHUSETTS AVENUE
DESIGNED BY KEYES, SMITH, SATTERLEE & LETHBRIDGE ARCHITECTS
HIGHPOINT CORPORATION—DEVELOPER
CHARLES LURIA—BUILDER

Located in an attractive suburban neighborhood. Planned, designed and constructed with care. Sound planning has resulted in a house which includes 4 bedrooms (or 3 bedrooms and a study-bedroom or upstairs playroom), 2 1/2 baths (one is divided) and generous living and dining rooms and kitchen in a compact arrangement. Design elements which give increased spaciousness are the sloping ceilings, free-standing fireplace, skylit bedroom hall, folding doors at study-bedroom and the long pass-through snack counter between dining and kitchen. The houses are constructed of the best materials, and finishes have been carefully selected. On the outside, the houses benefit by the preservation of existing trees and by well-considered landscaping.

PRICES RANGE FROM $31,950 TO $33,450

MODEL HOUSE NOW ON DISPLAY

FURNISHED BY W. J. SLOANE
1217 Connecticut Avenue  Washington, D. C.

LURIA BROS., REALTORS
2300 Wilson Blvd. Arlington, Va.  OW. 8500

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M: 25-157 Potomac Overlook
M: 25-158 Flint Hill
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Plate 3 a

Rendering and floor plans:
5801 N. St. Charles Avenue
Observatory Square, Bethesda

Welsh South, Towson Site, Main Entrance and Parking

Ceramic tile floor
M: 29-59  Carderock Springs
M: 35-156  Kenwood Park
M: 35-157  Potomac Overlook
M: 35-158  Flint Hill
M: 26-40  New Mark Commons

Plate 3 b

5801 Massachusetts Avenue
High Point District, Bethesda
Montgomery County 1951
Kelley, Smith, Satterlee and Lethbridge architects
Charles Doria Builder
Source: Isabelle Gournay, 2004
Two-story house gives flexibility for big families

Families with children immediately bought out 29 of these two-story houses near Washington, D.C., and because sales are so brisk, the builders are starting 36 more. Here is clear proof that big families need big space, can often afford it only if the builder provides a compact house with living on two floors. This house, like Koch's, shows the flexibility possible on two floors. The builders can provide up to five bedrooms, with the plan shown here, but more often omit the partition between the two front bedrooms and combine that space into one 14'7" x 11'11" master bedroom. Bedrooms on the lower level can also be used for a study, sewing room, hobby shop or for bulk storage. One bath directly over another keeps the cost of plumbing down.

* Builders: Gaddy & Galbreath, Fairfax County, Va. Architects: Smith, Kersey, Satterlee & Yorkbridge. Prices: $19,250 to $21,500 on 100' lots. Area about 2,100 sq. ft.
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
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Plate 4

Pines Springs Subdivision
Fairfax County, Virginia

Keyes, Smith, Satterlee and Lethbridge Architects,
Gaddy and Gaddy Builders

House models: Elevation, floor plans, views, and section

Drawn by W. A. Bird (completed January 1958)
1 Good design makes this a handsome split from any angle

Even though this is a big house with some very special features, it is full of ideas that would make most of today's split-levels more livable and better looking. For example:
1. **Put your split properly on the proper site.** Splits are best on sloping lots. This one is on the right kind of land and as a result it avoids the split-level's frequent "sore thumb" look.
2. **Make indoor-outdoor areas really work together.** It is easy on the right site. See how living and dining rooms can be located on ground floor with glass walls and big covered terrace right outside (above).
3. **Keep the garage out of the basement and on grade next to the kitchen.** It saves important inside-the-house space for other rooms and makes a handy storage space for outdoor equipment.
4. **Limit the number of exterior materials.** Too many splits still have a "banana split facade" (H&H, Apr. '52) that comes from using too many different materials. This house uses only red brick with white wood trim to get a warm simple exterior familiar in traditional Maryland houses.

*(Plan and interiors on pages 122-123)*

**Location:** Kenwood Park, Md. *Builder: Bennett Construction Co.* Architect: Keyes & Lethbridge.

*Area: 2,810 sq. ft. Price: $47,000 with lot.*
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
M: 26-40 New Mark Commons

Plate 56

5848 Morningside, Kenwood Park District

Bethesda

Montgomery County, MD

Keyes & Edmondson Architects

Resident Community House

September 1950

Source: House and Home, October 1950, p. 22-23
This handsome split also has a fine plan and lots of style.

Living and dining rooms (above) are separated only by a low storage unit and a fireplace open to sides. Floor-to-ceiling glass walls oriented southwest are shaded by terrace roof.

Entrance (right) is the opposite of view shown across page. Here again good design comes from good use of materials and fine handling of details.

View from dining room (below) to sides and balcony shows how rooms gain space by height and openness of the design. Balcony under pitched roof's ridge has secluded study off it.

The plan works well with a minimum amount of corridors because of the central entry and stairs. Bathrooms are well separated from two living and dining rooms. Balcony is on living-dining room side. A fourth bedroom with bath is next to recreation room, may be used as a separate suite for guest.
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M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
M: 26-40 New Mark Commons

Plate 5b

Continuation of the figure, pl. 5c
View from entrance is past the living room to the small terrace shown on preceding page. Stairs lead up to bedrooms at right and to balcony overhead. Fine location at its site helped this house win first place in a recent Pomona Valley Country A.I.A. competition.
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
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continuation of the article, p. 132
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
M: 26-40 New Mark Commons

Photograph of 6210 Wissacott Road,
Glen Echo Heights District, Bethesda
Montgomery County, MD

Keyes & Leininger architects, Bennett Construction
Company builder

Photographer: Robert Lautman
May 1956 (slopes already pic.)
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
M: 26-40 New Mark Commons

P O T O M A C

Potomac Overlook, Glen Echo Heights District,
Bethesda,
Montgomery County, MD

Kayes Lebrugger, London, responsible for
land planning and architecture,

Edmund Bennett, developer and builder

Site plan for Valleyview

Source: NAHB Journal of Homebuilding (February 1968), 53
The Highview has a finished lower level and terrace for outdoor living as do all Potomac Overlook houses.
Plate 9

Potomac Overlook, Glen Echo Heights District,
Bethesda
Montgomery County, MD

Keyes, Leithbridge, Sanders, architects
Edmund Bennett, developer and builder,
in association with Matthews and Potter.

Highview model
Source: NHL & Journal of Planning (February 1951), 5
POTOMAC OVERLOOK
Bethesda, Md.

BUILDER:
BENNERT CONSTRUCTION CO.

MATTHEWS & POTTER,
Associate Builders
Bethesda, Md.

LAND PLANNER AND ARCHITECT:
KEYES & LETHBRIDGE
Washington, D.C.

Although unusually small — nine acres — Potomac Overlook stands out as an effort in the preservation of natural beauty through the careful integration of house and site. This, perhaps, accounts for the fact that the 19-home development won awards in both the Neighborhood and Design Merit contests.

The homes, ranging in price from $25,000 to $35,000, are well designed and have been skillfully sited to afford maximum privacy in the heavily wooded area. Every care has been taken to keep grading to a minimum and retain the natural contour of the land.

Long driveways and large lots and a strong rural setting help to give these homes an estate atmosphere. (This development was presented in the February issue of the JOURNAL.)

JUDGES’ COMMENTS:
“This project deserves high commendation for skillful site planning on very rugged topography which has resulted in the minimum of street and house grading, a minimum of waste land and an admirable preservation of trees and other natural features. Lotting and house siting is excellent, resulting in family privacy and retention of good views.”

JUDGES’ COMMENTS:
“This is a basic builder plan, conducive to family living. It is straightforward with a number of exceptions and utilizes space quite well. However, a little more study of the interior layout might have resulted in a more useful utilization of the space. It represents a sensitive handling of land in the lot layout and house sitings.”

Recreation room on ground level has fireplace, wide windows.

Living room on upper level has fireplace inside and on porch.
Plate 10

Potomac Overlook, Glen Echo Height District, Bethesda

Montgomery County, MD

Keyes, Lethbridge, Condon architects

Edmund Bennett, builder and developer, in association with Matthews and Peters

Riverview Model

Source: NATHG Journal of a Historic District (April 1988), 31-32
$25,000-and-up is the price of Ed Bennett's Flint Hill houses in Bethesda, Md. The houses were designed by Keyes, Lethbridge & Condon.

Builder Bennett, who works closely with his architects, gave them full responsibility for site planning as well as house design. The result is a community outstanding in its house-to-site relationships, with trees, rocks, and natural grades preserved throughout.

The Flint Hill development was reported fully in May, Apr '59. Bennett builds 14 to 20 houses a year; there will be 40 houses on Flint Hill's 25 acres when development is finished. Each house will have at least four bedrooms and three baths. Because of the hilly site, all will be two-story houses.

Land planning, plus street and utility engineering, was done by the architects. Zoning ordinances, setback requirements, and road specifications influenced the design.
Plate II

Flint Hill Subdivision
Bannockburn District, Bethesda
Montgomery County, MD

Keless, Bethpage, Morton & McLean
Bennett Construction Company, Developer

Site plan and view

Date: [ unclear date, May 1940? ]
Plate 12
Flint Hill Subdivision,
Bannockburn District, Bethesda
Montgomery County, MD

Keyser, Letts & Bridge, Condon, Kit, Planner, and Architects
Bennett Construction Company, Developer
Photographer: Roland Lachman
This prize winner is Bennett's best-seller

It is also his largest and least expensive new model—2,274 sq ft of finished living area for $34,900 on a half-acre wooded lot.

Like Bennett's two other award winners, this model is a hillside house with living and sleeping areas on the upper level. Unlike the others, it has a lower-level entry. The upper level offers indoor-outdoor living on two sides—a front balcony (above) off the living room and a rear terrace off the kitchen (left) and dining area.
Platte 13

Flint Hill, Bannockburn District,
Bethesda
Montgomery County, MD

Keyes, Lethbridge Condon Architects
Bennett Construction Company, builder
Overlook Model
Source: House and Home (April 1959), 158.
Plate 14

Flint Hill Subdivision

Bennett Burn District, Bethesda

Montgomery County, MD

Keefer, Settle & Co., builders

Bennett Construction Company, builders

Furnished living room, overview under construction, June 1959

Photographer: unknown

Source: Arthur Keefer
Plate 15

Flint Hill Subdivision
Bannockburn District, Bethesda
Montgomery County, MD

Keyes, Sethridge & Jordan architects
Bennett Construction Company builders

Kitchin, Overlook model home, 1959
Photographer unknown
Source: Arthur Keyes
Plan is a compact, four-bedroom arrangement with minimum waste space.

It looks like a one-story, but a daylight basement doubles its area.

Build this house for $2,400, plus $508.50 for a screen porch and two small rooms.

Plate 10

Flint Hill, Bannockburn District, Bethesda—Montgomery County, MD

Keyes, Lett, Bridge & others, Architects,

Bennett Construction Company, Builder

California model

Source: House and Home (November 1928), 19
This prize winner is a new idea for hillsides

It is a new idea because it has a T-shaped plan. The base of the T, the living room (right), opens on to a balcony and juts out over a lower-level terrace at the rear of the house. The lower-level recreation room, opening to the terrace through sliding-glass doors, also gets natural light from the front of the house. Reason: two door-high panels, next to the front door and at the head of the open stairwell (below), let daylight into the lower level. The house has 1,960 sq ft of living space, sells for $36,910.

OPEN STAIRCASE (left) seen from lower-level recreation room. Door at rear gets light through six panels at upper right.

LIVING ROOM (a) opens onto rear balcony and gets view of woods beyond through all-glass end wall and glass gable end.

T-SHAPED PLAN works around living room and entrance hall has separate dining room and front kitchen opening to court.
Flint Hill Subdivision,
Bannockburn District, Bethesda
Montgomery County, MD

Keyes, Leimgruber & Gordon, architects
Bennett Construction Company, developers
Hillside model

Source: House and Home (April 1959), 134.
Plate 18

Flint Hill Subdivision,
Bennettburn District, Bethesda
Montgomery County, MD

Keeler, Lethbridge London & Acton,
Bennett Conservation Company Limited
This prize winner mixes new and old appeal

And because it mixes contemporary and traditional features it is the kind of house that much of today's home-buyer market wants.

Its old appeals: 1) a relatively high-pitched roof (almost 5-in-12); 2) a front porch; 3) warm materials (cedar shingles, used bricks); 4) a separate dining room; 5) a generous central entry hall.

Its new appeals: 1) deep overhangs; 2) some exterior panelization; 3) window walls across the rear; 4) an open stairwell between the two levels; 5) a front kitchen; 6) indoor/outdoor living (off the lower-level recreation room and off the carport, which doubles as a porch).

The house has 2,189 sq ft of finished living space and is priced at $37,500.

BENNETT'S "WOODSIDE" MODEL like his "Hillside," was planned for downhill sites (lower level opens to grade at rear). Said wasa judge.
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
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Peter, Paul, and Mary
Flint Hill
Bannockburn District, Bethesda
Montgomery County, MD

Keyes, L. B. (Bud) Condon, Architect
Bennett Construction Company, Inc.
Nordsieck Model

Source: Home and Town (April 1959), pp. 116-118
"It takes advantage of topography to provide more space at less expense on lower level." Kitchen, left, and rear dining room open to carport.

L-SHAPED PLAN puts living area in one arm of L bedrooms in other. Hall leading to bedrooms. Gets spacious feeling from open stairwell.

KITCHEN-DINING SPACE (b) is next to window facing into carport. Since carport is deep, car can be parked out of sight (see photo above.)
M: 29-59  Carderock Springs
M: 35-156  Kenwood Park
M: 35-157  Potomac Overlook
M: 35-158  Flint Hill
M: 26-40  New Mark Commons

Continuation of the article
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
M: 26-40 New Mark Commons

Plak 20

Carderock Springs, Bethesda
Montgomery County, MD

Keyes, Lethbridge, Bender, site planning and
architecture, Bennett, Tinkham, & Doheny
Programmable
C: 1971. Many new features
M: 29-59 Carderock Springs
M: 35-156 Kenwood Park
M: 35-157 Potomac Overlook
M: 35-158 Flint Hill
M: 26-40 New Mark Commons

Plate 31

Carderock Springs, Bethesda,
Montgomery County, MD

Keyes, Leach, Bridge & Cardon: site planner
and architect. Bennett Construction Co.
builder

Street sign
Source: Home and Home (May 1967) 88
Bennett's buyers get a professional landscaping plan free

A different plan is provided for each model. The cost to Bennett comes to $10 apiece (amortized over all the houses he will build). To prevent duplication of landscaping schemes by the owners of the same models, he provides three alternate schemes of planting for each model.
AD AND QUAD COURT PLANNING involves one or two pure-triangular lots, which adjoining owners get access to the street. Lot lines are outlined in white.
Plat B-4

Carderock Springs, Bethesda
Montgomery County, MD

Kepes, Lebovics, Garden Site Planners

and architect, Bennett Construction

Design for dual-end clusters, designed 1961

Source: House and Home 23 (July 1961), 159
Plate 25

Carderock Springs, Bethesda, Montgomery County, MD

Keyes, Lethbridge & Co. Ltd., architects

Co. builders

Photographer: J. Alexander

Hill Hill Knob (# 2308, 8312, 8316, and 8320, February) photographed at the end of 1963 or beginning of 1964.
Here are ten design ideas that add distinction to every room in Bennett's newest houses.
Carderock Springs, Bethesda
Montgomery County, MD
Keyes, Lethbridge & Gordon Architects
Edmund J. Bennett Associates, inc.

Interior views of model homes, first series
(foyer, stairs, living and dining rooms, corridor)

Source: House and Home, 22 (July 1962), 152-153