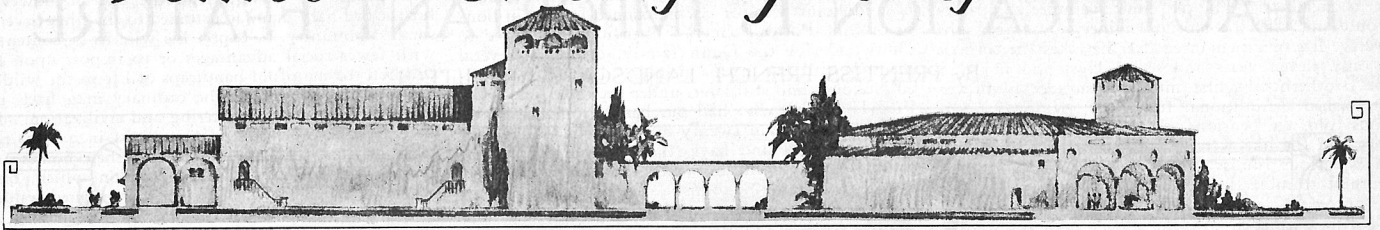


# Venice ~ "A City of Inspiration"



SECTION THROUGH AUDITORIUM ALONG GRANADA AVENUE

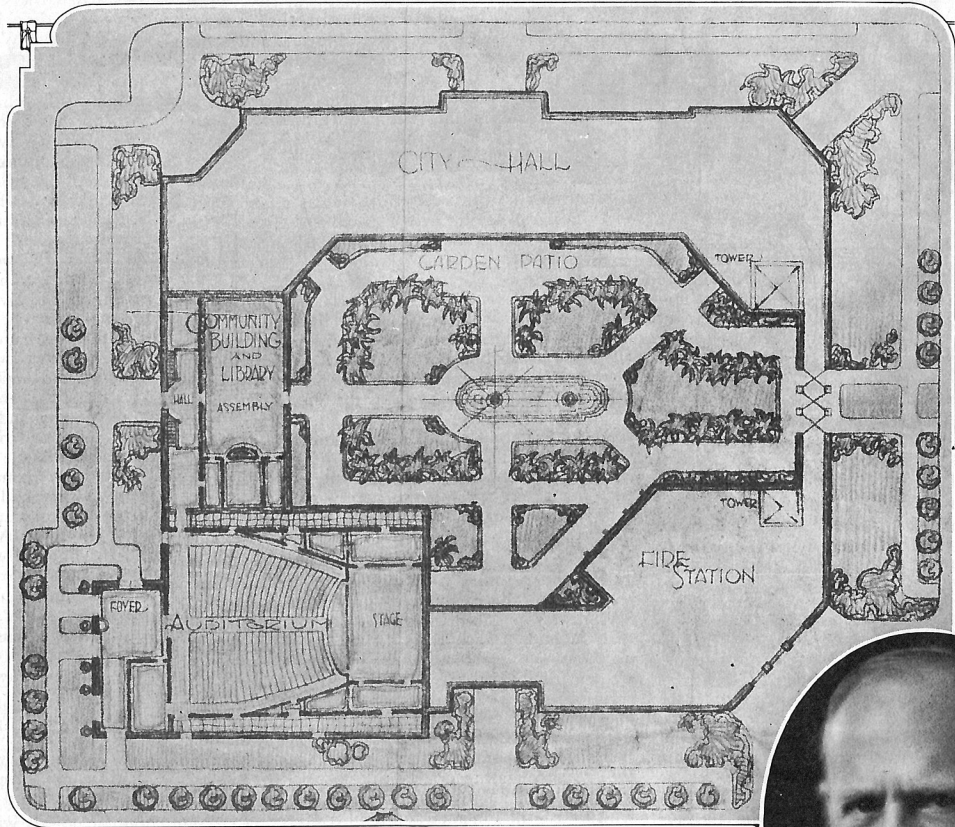
BY JOHN NOLEN

Venice is not only a new city but a city built on new lines. It is thoroughly modern in convenience from the point of view of traffic, practical from the point of view of use and in a fundamental sense beautiful. Why? Because the site was well chosen. Nature led the way. Man was sensitive to nature and wisely followed her way. Then the planning was properly done—streets and buildings and railroads were placed in accordance with modern needs, and provision was made for the future. Liberal reservations for the daily pleasures of life on waterfronts and inland and everything necessary for an ideal city were included. Nothing was omitted. An observer might think that money was no object. That would not be true. But never has the company hesitated to spend in order to save nor to spend in order to do the best thing and thus make still more money. That is one reason why Venice is today a sound investment and a good place to live and do business.

What is true of Venice as a townsite is equally true of Venice Farms. Venice, after all, is more than Venice—it is the heart and center of a great agricultural and industrial region, all brought into unity, all made tributary to one big conception by means of a single ownership, comprehensive planning and harmonious development.

Venice is the first city built to demonstrate what Florida can do to produce a community that is at once a fine resort of great charm and refreshment and a city serving all the every-day needs of a well-conceived, well-designed and soundly constructed municipality. The result is an inspiration to those who would make this world a better place to live in.

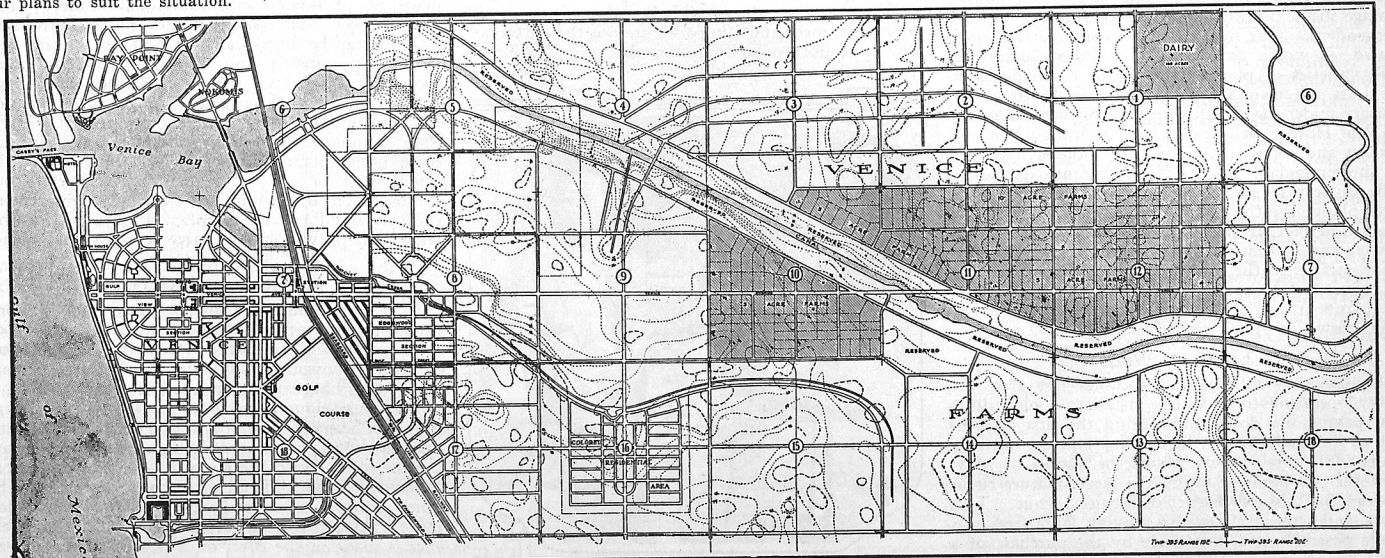
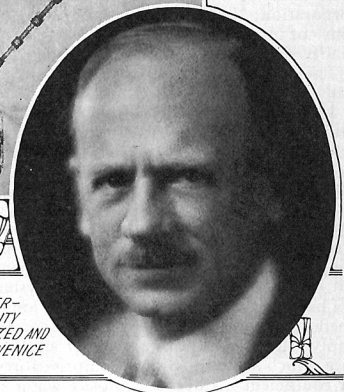
Fortunately, Venice had no past to live down, from the standpoint of a city plan. It did not need to make concessions from its ideals. We started with an absolutely clean slate, and this gave us an opportunity to change and alter our plans to suit the situation.



SKETCH SHOWING PROPOSED TREATMENT OF CIVIC CENTER - AUDITORIUM - CITY HALL - LIBRARY AND FIRE STATIONS AS PLANNED BY MR. NOLEN

Editor's Note: Mr. Nolen has said on many occasions that he considered Venice his big opportunity, simply because he was allowed to put his ideal city on paper without the necessity of figuring costly alterations. As an indication of what other city planners think of the result, the Venice plan, exhibited at the International Conference on City Planning at Vienna, and later shown throughout Europe, caused widespread comment and was the object of intense interest all over the Continent. In his book "New Towns for Old," just published, Mr. Nolen refers to Venice as the one exception to the title. There was no "old" town here to start with. It is new from the ground up!

JOHN NOLEN, OF CAMBRIDGE, MASS., INTERNATIONALLY FAMOUS CITY PLANNER, WHO VISUALIZED AND DESIGNED THE PLAN OF VENICE AND VENICE FARMS.



MAP SHOWING RELATION OF THE VENICE FARM SECTION TO THE COMPLETE PLAN