



RESTON

NEWS RELEASE

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RESTON LAND CORPORATION SELECTS THE MARTIN ORGANIZATION

RESTON, VA. - July 7 - Reston Land Corporation (RLC) Commercial Development Vice Pres. Thomas J. D'Alesandro IV today announced the hiring of Philadelphia-based The Martin Organization (Martin) as the architect for Reston's fifth (and final) Village Center - North Point.

Identified in the July issue of BUILDING DESIGN AND CONSTRUCTION Magazine as the nation's 29th largest planning and design firm, Martin's Washington regional office is responsible for the award winning Tackett's Mill and Sully Station village centers, along with other notable residential projects in Northern Virginia.

The Martin Organization's charge from RLC includes the Center's site planning and design. Martin's North Point Village Center Project Supervisor L. Jeffress Love, AIA, will work closely with RLC's commercial marketing and design departments throughout the development of the project, D'Alesandro said.

Located at the northwestern corner of Reston Parkway and Lake Newport Road, North Point Village Center is Reston's fifth and largest village center.

As one of North Hill's most important amenities, this village center will feature Reston's largest supermarket, restaurants, video store, clothing stores, banks, auto service station and other shops oriented to the everyday and specialty needs of Reston residents.

Working toward an early 1992 grand opening date, D'Alesandro said "There are few other design firms in America that so thoroughly understand the essential, exciting mixed use ingredients of the urban village as well as The Martin Organization."

"Their work around the country - from Wharfside at Boca Pointe (Boca Raton) to Cooper Creek Square (Winter Park, Colorado) to Tackett's Mill and Sully Station right here, they have demonstrated the kind of marketing sensitivity and design excellence that we sought in our North Point Village design search."

In conclusion, D'Alesandro said that North Point Village Center (after Town Center) will complete the ambitious commercial development master plan set forth by Reston founder Robert E. Simon a quarter of a century ago.