The Reston Center for Industry and Government

RESTON
Virginia
Today and in 1980

Life in the United States of America today is a far cry from what it was at any time in the past in any country in the world. The emphasis is, as never before, on comfort, convenience and a maximum of leisure time. Reston, Virginia, one of the first planned complete satellite cities in the United States is being constructed with the goal of reflecting all aspects of this change in living.

Reston's Center for Industry and Government has space for enterprises which can provide employment for a total of 35,000 men and women. Reston's residential community is designed for 24,000 households, about 75,000 people. The plan to include both residential and industrial development was made in the belief that working and living in the same community makes for better living. It can both cut down on commuting time and permit wide participation in community activities.

The Reston industrial and governmental center will represent the same outstanding quality of planning, design and construction as the residential and commercial areas of Reston. We believe it can be demonstrated to industry that locating in Reston not only will make living more pleasant for management and employees but will increase corporate profits through greater productivity per man hour and lessened cost of turnover. Reston's aim is to demonstrate that excellence in the end product, satisfaction for the individual resident, and profitability for private enterprise, are good partners.

President, Simon Enterprises
A new concept of land use and zoning permits residential, commercial, and industrial areas in Reston to be combined in a single community, with open spaces preserved for recreational and park use. Reston is the first new city being built in one of the proposed major development corridors in the Washington Metropolitan Area.

**Site:**
Fairfax County, Virginia; 18 miles west of Washington, D.C.; five miles east of the new Dulles International Airport.

**Setting:**
Rural—gently rolling terrain with exceptionally well drained soil (Complete soil survey is available from the Northern Virginia Soil Conservation District.)

**Total Acreage:**
6,810 acres—10½ square miles.

**Industrial Acreage:**
Over 900 acres for research, light industry and government offices.

**Utilities:**
Water—from the Fairfax County Water Authority.
Gas—from the Washington Gas Light Company.
Electricity—from Virginia Electric Power Co. (VEPCO) with power lines in Reston carrying 110,000 volts.
Sanitary Sewers—will feed into Dulles Interceptor Sewer Line.

**General Plan:**
7 Villages, each with a Village Center having a variety of small stores and community facilities, and serving about 10,000 residents.
A Town Center to include hotels, theaters, museum, library, medical, cultural and conference facilities as well as department stores, offices and entertainment facilities.
15 elementary, 6 intermediate, 3 high schools; 35 Houses of Worship.
Two 18-hole golf courses and three 9-hole golf courses.
Two lakes, swimming pools, tennis courts, riding stables and extensive trails.
Parks and playgrounds for all ages.

**Population Projection:**
75,000 by 1980.
ACCESS: Map indicates major roads currently entering Reston and new or improved highways under construction. The Dulles Airport Access Highway traverses Reston and fronts on the industrial area. The Capital Beltway is 83⁄4 miles from Reston. The proposed Outer Circumferential Highway is to run along Reston’s western boundary.
AIR:

Dulles International Airport—less than 10 minutes away—provides exceptional advantages for cargo operations and, in addition to commercial and passenger lines, has separate facilities for private and non-commercial airplanes. Page Airways has established a center for corporate, private and business pilots and passengers.

Washington's National Airport—a 35 minute drive from Reston.

ROAD:

Some 65 motor carriers link the Washington metropolitan area with direct intercity service. New York, Philadelphia, Pittsburgh and Charlotte, for example, are an overnight truck haul. Second morning deliveries are possible in Chicago, Boston, Cleveland, Cincinnati and Atlanta.

RAIL:

The Washington and Old Dominion, a branch of the Chesapeake and Ohio, which goes through the industrial area, offers rail service claimed to be unique in the nation. Stretching from Purcellville, Virginia to Arlington and the Potomac railroad yards, the W. and O. D. operates one regular daily train in each direction, but, for industries along its route the railroad provides virtual taxi service.
The Reston Master Plan incorporates two concepts of residential and industrial development:

**Residential**—People should be able to do the things they enjoy, near where they live.

**Industrial**—Beyond such advantages to industry as convenient location, large, skilled labor pool, and superior planning and architecture, an industrial center should provide the opportunity for employees to find appropriate housing and recreational, educational and cultural facilities near where they work.
Employment Goals

The Center for Industry and Government, bisecting the Residential Planned Community, is conceived as an integral part of Reston. Scientific research groups, electronic, engineering and other research development firms, printing and publishing companies and government agencies are intrinsic elements in the concept of this satellite city.

Reston's industrial area is planned with the same goals as Reston's residential and commercial areas in the belief that many of industry's needs can be foreseen and that fine architecture, well-organized, landscaped buildings as well as carefully selected industrial facilities can be profitable and satisfying to owners, managers, employees and residents.

Industrial Sites in Reston

Diversity and flexibility are key to the planning of Reston's industrial areas. Management can select the size and type of structure it needs and the facilities it seeks from the widely varied sites available. It can buy or rent a site, and build its own industrial campus and facilities; it can lease a building—or part of a campus to be constructed by Reston—or it can order a building to be custom built by Reston, either for purchase or for rent.

The site selected may range from 30 acres to 5,000 square feet. It may be along the 17,400 feet of frontage of Dulles Airport Access Route—on a railroad siding—close to Reston's Town Center—or within sight of the first golf course, completed and ready for play in spring of 1964.

The industrial area will be protected from such potential nuisances as smoke, smog, obnoxious odors, and noise by the requirements of Reston's standards. Architecture and planning must also conform with Reston's high level of quality.

Advantages of Reston Community Life

And Educational Opportunities

Housing and community services (described on Page 17.) will be available for management and personnel alike within a short distance of the industrial area. For those who wish, housing can be found within walking distance; others can find what they want within a 5 to 15 minute drive.

Vocational training at high school and post high school level is being planned as part of the Reston school system. Courses are being developed for adult education and re-training to be given in appropriate community facilities—the community centers, schools or the special group facilities in the industrial area. Such courses will be designed to meet the special needs of scientific and research industries.
Reston's center for industry is divided into two areas:

- The largest sites will be found in the western area near the Town Center.
- **Large and small sites, from three to thirty acres, for 20,000 to 100,000 square foot facilities, will be in the eastern area shown on the opposite page.** These facilities can be for rent, lease-back or built by private owners. The eastern industrial area will also contain the 370,000 square foot group facilities complex, with rental units for small firms which require from 5,000 to 15,000 square feet of space. In addition Reston will have its own maintenance center with headquarters for groundskeeping crews, building maintenance, supplies and equipment.

Both of Restons' two industrial areas are planned to contain major servicing centers. The plans include a bus terminal, heliport, automobile service center, an industrial bank with drive-in arrangements, medical services, secretarial service, meeting rooms, reproduction services (blueprinting, photostating, etc.), stationery store and cafeteria-restaurant.

Special recreational facilities, planned close to the eating places, will be available at lunch hour and after work. Reston's open space, as well as its educational, cultural and recreational facilities, will also be close at hand. The championship Reston North Golf Course abuts the industrial area.
Reston's initial Group Facilities Complex (shown on the opposite page) has been designed in recognition of the need for industrial facilities which are flexible in size and in the layout of offices and other work space. These facilities, to be available on a short term basis, meet the special needs of firms with rapid growth projections.

The spaces available in Reston's Group Facilities Complex are in units ranging from 5,000 to 7,000 square feet, with a varied relation of office to laboratory or research and development space. The smaller units have been planned to provide for occupancy in multiple groupings at once, or in steps, depending upon the particular needs of the firm. This arrangement offers a unique advantage for firms with prospects of sudden expansion and increased space requirements. Ample central parking facilities are being provided as the space is committed.

In the central core, service facilities are designed for use by all tenants. These facilities are planned to include dining facilities, first aid, recreational facilities—both indoor and outdoor—meeting and conference rooms, seminar space, advertising and display space, a branch industrial bank, stationery and office supply store. In other words, occupants of the complex will have access to a range of services and facilities unlikely to be available for a small firm elsewhere.
Two major servicing centers, one of which is pictured above, are planned for the industrial area. The Center's plan includes: • Branch Bank • Technical Library • Stationery supplies and business machine center • Medical facilities • Dining facilities • Professional office space • Bus terminal for inter and intra buses • Heliport • Central auto servicing.
Centrally located in the Eastern Industrial Area is the Reston Building Materials complex which has been planned to provide a readily accessible source of hardware, building and landscaping materials. The Center is designed to meet industrial, commercial and residential needs. Reston's management and maintenance organization will also be located here.
and Fairfax County Economic Data

Economic Stability and Regional Growth

The Washington Metropolitan Area, including Fairfax County, is rated one of the economically healthiest and most dynamic in the United States. The combination of Federal employment, research, professional and service industries provides unusual wealth and growth potential.

With a Federal civilian payroll of some $1.8 billion in 1962-1963, the Washington area ranked 10th among United States Metropolitan Areas in population; 8th in retail sales; 4th in household income and 3rd in per capita effective buying income.

Employment Trends

The average monthly employment in 1963 for the Washington Metropolitan Area was 819,066 persons (excluding military, self-employed and C.I.A.). The 1970 projections indicate 1,148,000 employed.

Presently, the total employment force living in Fairfax County is 94,000. Estimates indicate a growth of 5,000 per year. Resulting employment estimates are:

<table>
<thead>
<tr>
<th>Year</th>
<th>Employment</th>
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<tbody>
<tr>
<td>1963</td>
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<tr>
<td>1965</td>
<td>105,000</td>
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<tr>
<td>1970</td>
<td>130,000</td>
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<tr>
<td>1980</td>
<td>180,000</td>
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Phenomenal Growth in Population

- Fairfax County, with a population of nearly 320,000 in 1963 is expected to have 600,000 people by 1980—making it one of fastest growing counties in the country.

Scientific and Engineering Resources

- Higher percentage of engineers, scientists and professional personnel work in the National Capital Area than in any other major metropolitan area in the nation.
- 85,000 persons were employed in research and development fields in 1963, including 24,800 scientifically trained engineers and researchers.
- 7,700 persons were employed in Fairfax County in research and development and electronics in 1963.
- In 1953, 70 private or non-governmental research and development organizations located in the Washington Metropolitan Area. By 1963 the figure had grown to 220.
- Over 1,000 national organizations headquartered in the area.

Favorable Tax Climate

Fairfax County maintains a tax climate favorable to industry. There are no business privilege license taxes or gross receipts levies applying to manufacturing or research companies. The effective real property tax rate in the County is $1.50 per $100 valuation, the lowest in the Washington Metropolitan Area. Fairfax County's long-range debt management and capital improvement program assures its financial capability to provide for twice its present population by 1973. Business personal property of manufacturing firms is taxed at a rate of $4.50 per $100 valuation, assessed at 60% of cost in the 1st year with straight-line depreciation to 20% in the 5th year. Personal property of non-manufacturing research concerns is taxed at a rate of $0.65 per $100 based on the owner's valuation. Virginia taxes corporate income at a rate of 5% under a favorable and flexible allocation formula. Workmen's compensation rates are moderate and unemployment compensation rates (0.1% to 2.7%) are the lowest in the country.
**EDUCATION, SCIENCE and RESEARCH RESOURCES**

**Higher Education**
- Graduate and undergraduate degrees provided by major academic bodies in the Washington-Baltimore area: American, Catholic, George Washington, Georgetown, Howard, Johns Hopkins and Maryland Universities. University of Virginia (including a Northern Virginia Center for adult education) and Virginia Polytechnic Institute provide both graduate instruction and technical training in the State of Virginia. Higher technical education—not always for credit—provided by a series of institutions within the area with high academic standards.

**Libraries**
- Over 250 technical and general library facilities immediately available in Washington Metropolitan Area, in Federal government agencies, universities and in principal public and private libraries.
- Extensive public library system of Fairfax County renders technical service to local business and research and development concerns.
- Highly specialized technical collections found in varied agencies such as the Association of American Railroads, the International Chamber of Commerce, the Pan American Union, the International Bank for Reconstruction and Development and the International Monetary Fund, as well as specialized governmental agencies such as the Atomic Energy Commission, the Federal Aviation Agency, the National Institutes of Health, and in numerous private foundations.

**Research and Information Services**
- Unparalleled research facilities and technical information available through Government agencies, including specialized bodies such as the Smithsonian Institute, the Coast and Geodetic Survey, the National Aeronautics and Space Administration, the Patent Office, the United States Geological Survey, Public Health Service and others.
- Research and Development industries can draw upon semi-public and private research institutions such as the Brookings Institution, the Carnegie Institution of Washington, the National Academy of Sciences, the National Science Foundation, the National Geographic Society, the National Planning Association, Resources for the Future, and regional bodies such as the Northern Virginia Regional Planning and Economic Development Commission.
- Unusual range of private organizations provide consultant services.

**Computer Service**
- Several of the world's largest computer service organizations are in the area.

**Cultural Opportunities**
- A wide range of entertainment and cultural activities are available in the Washington area, in the Arena and other legitimate theatres, symphony and other concert halls, the National Gallery, varied specialized galleries and in the historic surrounding areas.
- Reston's Town Center is planned to provide a central library, museum, theatre, conference center, auditorium and other cultural facilities.

**Detailed information concerning resources available in the National Capital Area may be obtained through the Washington Metropolitan Board of Trade and in particular, through the staff and publications of its Economic Development Committee and its Metropolitan Washington Science Bureau, composed of 85 organizations. The Fairfax County Economic and Industrial Development Committee, an agency of the local government, offers professional and confidential plant location services including labor information.**

Reston staff which has compiled this brochure from data obtained from the above and other agencies will be glad to provide additional information.
RESTON: Residential, Recreational, and Cultural Facilities

The Reston Plan—developed by city planners, architects, industrial and economic consultants, educational and social planners, in cooperation with Fairfax County government officials and community leaders—provides for the activity and variety of a city in a rural, wooded setting.

The goal is to make optimum use of land so that 75,000 persons can, by 1980, find housing, educational and religious facilities and cultural, recreational and employment opportunities within Reston’s 10 1/2 square miles. The Reston Plan is a departure from the traditional arrangement which provides a high density core in the center, surrounded by medium density areas and a low density periphery. Reston’s high density is in a sinew which winds from the northern to the southern sections of the tract. Consequently all recreational and educational facilities are easily accessible to all residents.

Reston is planned to have 7 villages, linked by walks, bicycle and bridle paths, with a network of automobile roads carefully separated from pedestrian traffic. About 100 acres are planned for the Town Center, designed to serve Reston and Fairfax County’s one-half million residents.

Architecture

High architectural standards and diverse architectural concepts control the mixture of cluster houses, apartments and detached homes, combined with public and commercial buildings. The aesthetic and functional purposes of the structures determine both the choice of sites and the architecture. Advance planning of the total area makes open space an integral part of the city as a whole.

The Reston Concept is that a community should provide for the individual tastes of people at every stage in their lives. In Reston a young couple, a growing family—children, teenagers, young adults—as well as middle-aged or elderly persons can take part in the individual or community activities that interest them.

Leisure Time facilities—ranging from camp sites, playgrounds, swimming pools, riding stables, golf or tennis to museums, theatres, craft shops and lecture halls—are planned for the appropriate areas in Reston. The programs to be undertaken in the facilities will evolve from individual desires and community leadership.

Recreational activities will be maintained and supported on a membership basis open to all residents. No one is obligated to participate in the programs or to contribute to the facilities. But, for those who want them, there will be unlimited opportunity for constructive use of leisure time—and for family life in a dynamic community.
New Concepts of Family Living:
Open space—city housing, city culture, city shopping built in a setting of fields, woods, lakes and streams.

The whole family can make full use of leisure time within easy walking distance of home.

Every person can do the things he enjoys near where he lives.

A second—or third—car becomes a luxury, not a necessity, as most can walk to work, school and play.

Reston’s First Village and Residential Community

Housing: Town houses, apartments, individually built dwellings—scaled for varied family sizes and differing age needs.

Education: Two public elementary schools; one public intermediate school; nursery and kindergarten; adult education provided by University of Virginia and other public and private agencies. (Public high school including vocational and industrial courses as needed, parish schools and other educational facilities will be available in first village or surrounding area when the growth of population warrants.)

Worship: Five Protestant churches are planned for first village—two initially; Catholic church will be close by. (Other sites are available in village or nearby for other faiths.)

Community Center: Auditorium to seat 180 persons, teen-age rathskeller, meeting lounge and office space, library, kitchen.

Shopping: Neighborhood stores, including restaurant and supermarket, in walking distance of all village housing.

Recreation: Lake, golf course, tennis courts, swimming pool, playgrounds, bridle paths and walkways in first village.
The Community Looks at Reston

“The Washington area may soon have an opportunity to see the kind of modern satellite community that the planners have been dreaming about.

“The enormous advantage of this kind of community is that it provides for schools, streets, sewers, water, industrial and commercial areas, and parks and open space with advance knowledge of what the completed community will be like. The plan also includes a lake, golf course, convention center, theater, and other recreational facilities. Many of the inhabitants would be employed in the town, chiefly in industrial parks designed to attract light industry of a modern type.”

(WASHINGTON POST, July 18, 1962)

“Reston is the most notable undertaking of the decade in the United States in the tradition of broadly-planned communities.”

(CHARLES S. ASCHER, International Representative, Institute of Public Administration, June 4, 1963)

In accepting a Ford Foundation grant to study the development of Reston, the President of the Washington Center for Metropolitan Studies said the grant represents “welcome recognition of the social importance of Reston and the contribution it can make to future planning for the growth and expansion of major urban centers throughout the country.”

(FREDERICK GUTHEIM, January 21, 1963)

In awarding a planning grant to the Fairfax County School Board, the President of Educational Facilities Laboratories, Inc. said:

“We are particularly interested in the Reston development since it is the first of the radial cities planned for the perimeter of Washington, D.C. under the new Year 2000 plan. Because it is part of this new Washington plan, and because it is close to Washington, and further since it is an example of what can be done in a planned community, Reston will likely attract an extraordinarily large number of visitors, both domestic and foreign. Consequently, anything which you can do to make the Reston school buildings outstanding is likely to influence the schools built by other school districts as well.”

(HAROLD B. GORES, May 24, 1963)

This brochure describes the basic thinking and planning behind Reston. It is not a precise blueprint. Changing technology and the sheer magnitude of the undertaking will require continuing review and adjustment as the city progresses. In many instances, its realization requires close collaboration with public officials as well as interested civic groups. All plans, of course, are subject to official approval. Sites and buildings are not being offered for sale or rental by this brochure which has been designed to interest industrial planners and management in obtaining detailed information concerning Reston.
RESTON CENTER FOR INDUSTRY AND GOVERNMENT

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