It is not happenstance, that greens of the Reston North Golf Course are only a little more than a two wood shot from one side of the first rural industrial building opened this fall in this unique new Virginia community only 18 miles from downtown Washington. These were planned to adjoin each other. This golf course, and four others that will be created later, are expected to contribute in their own indirect manner to greater productivity in Reston's various industrial buildings. The explanation is simple. Reston's 10½ square miles of pleasant Virginia countryside have been planned as a "total community" with all of its own coordinated areas for living, for working, for recreation, for education and for community activities. These areas will all complement each other and will constitute a self-contained city-in-the-country—the most desirable kind of a community in which people can live and work and play, where they can escape from the crowding and the noise, the commuting and the parking problems, and all the other aggravations typical of so many older central cities. Residents of Reston will need no more than 2 to 5 minutes to walk or drive to their jobs in its attractive, uncongested research and planned industrial areas, which will cover 970 acres, or more than one-eighth of the community. They will be able to step out of doors almost right into some part of its 1,600 acres of park and recreation areas of every conceivable type—covering more than one-fifth of its total area. When people can live and work in a community that affords them a maximum of comfort, convenience, leisure, and fine recreation and educational facilities, it is axiomatic that this will be reflected in greater productivity by such people. Executives and workers living and working in a community that abounds with amenities and advantages for every member of the family will have little or no inclination to leave such a pleasing and stimulating environment; personnel pirating will be minimal; personnel replacement costs will be lower, and the recruiting of qualified help, when that is necessary, will be much easier. As one vice-president aptly stated when his organization decided to establish a laboratory on a 5 acre tract in this community: "We have chosen a site in Reston because we believe that an environment is being created there that will be conducive to more effective individual performance. I feel that Reston's research community will be controlled so as to develop into a fine park with good neighbors for us." Reston also offers all the practical, tangible advantages and services that may be required by the research organizations and the firms that can meet the criteria for acquiring sites in its industrial park areas. Its matchless location in the Washington area, now established as one of the nation's leading "research" cities; its proximity to two of the nation's finest domestic and international service airports; its utilities and access roads; favorable tax and local government factors; the stable labor market and the large pool of scientific, engineering and professional personnel available in the Washington area, are all reasons why you will want to give serious consideration to locating your firm in Reston.

Robert Simon
President, Simon Enterprises
"the New Town generally considered to be the outstanding example in quality of planning and design."

NEW YORK TIMES
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 3½ miles from Reston. The proposed Outer Circumferential Highway is to run along Reston's western boundary.
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. Site: Fairfax County, Va.; 18 miles west of Washington, D.C.; 5 miles east of the new Dulles International Airport. Setting: Rural—gently rolling terrain with exceptionally well drained soil.

Total Acreage: 6,810 acres—10½ square miles. Industrial Acreage: over 970 acres.


Transportation: Air—Dulles International Airport, less than 10 minutes away. Washington's National Airport, 35 minutes from Reston. Road—some 65 motor carriers link the Washington metropolitan area with direct intercity service. New York, Philadelphia and Charlotte are an overnight truck haul. Rail—The Washington and Old Dominion, a branch of the C. & O., stretches from Purcellville, Va. to Alexandria, Va. and the Potomac railroad yards. The W. & O.D. operates one regular daily train in each direction, but for industries along its route the railroad provides virtual taxi service.

General Plan: 7 Villages, each with a Village Center; A Town Center; 15 elementary, 6 intermediate, 3 high schools; 35 Houses of Worship; 2-18 hole golf courses and 3-9 hole courses; 2 lakes, swimming pools, tennis courts, riding stables and trails; parks and playgrounds for all ages.

LEGEND

L  Industrial Sites—Large
B  Industrial Sites—Small
GF  Group Facilities Complex
ISC  Industrial Servicing Compound
BMC  Building Materials Complex

- Dining Facilities
- Bus Depot, Branch Bank, Auto Service Center,
  First Aid, Professional Office

INDUSTRIAL

AIR SURVEY CORPORATION

HUMAN SCIENCES RESEARCH, INC.

HRB-SINGER, INC.

MOTOROLA COMMUNICATIONS & ELECTRONICS, INC.
SITES AND FACILITIES

Employment Goals: The Center for Industry and Government, central to Reston's residential community, is conceived as an integral part of Reston. Scientific research groups, electronic, light manufacturing, office engineering and other research and development agencies are intrinsic elements in the concept of this city. Reston's industrial area is planned 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: Diversity and flexibility are key to the planning of Reston's industrial areas. Management can select the size and type of structure 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 \( \frac{1}{2} \) acre to 100 acres. The industrial area will be protected by a Declaration of Protective Covenants and Restrictions from such potential nuisances as smoke, smog, obnoxious odors and noise.

Community Life and Educational Opportunities: Housing and community services 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 minimum driving time. 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. Such courses will be designed to meet the special needs of scientific and research industries. Reston will have an affiliation with the University of Virginia and American University, offering extension courses.

Large and Small Sites: From 3 to 30 acres, for 20,000 to 400,000 square foot facilities, will be in the eastern area. The eastern area will also contain the 370,000 square foot Group Facilities Complex. In addition Reston will have its own maintenance center with headquarters for groundskeeping crews, building maintenance, supplies and equipment. Both of Reston's two industrial areas are planned to contain major servicing centers.
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 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 of 5,000 square feet, with a varied relation of office to laboratory or research and development space. The units have been planned to provide for quick occupancy. 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—both indoor and outdoor—meeting and conference rooms, 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.
Air Survey Corp., a 17 year old Washington area photogrammetric engineering organization, became the first occupant of the Group Facilities Complex, occupying 13,320 square feet of space.

Motorola Communications and Electronics, Inc. purchased a 4-acre site overlooking the Dulles Hwy. The new building, like the prototype below, will be constructed by Reston and is scheduled for completion early in 1965.

FIRST INDUSTRIES AT
HRB-Singer, Inc., electronic research and development subsidiary of the Singer Company, moved into its 11,600 sq. ft. research facility on a 5 acre tract in the Southeastern Section of the Industrial Park in December, 1964. The building is shown in its wooded setting at far left.

Human Sciences Research, Inc., a Washington firm engaged in basic and applied research in the behavioral sciences, and in operations and systems research, will occupy a building of about 15,000 to 18,000 square feet, including laboratory facilities.

50% of the research and development firms locating in Fairfax County during 1964, and over 60% of the work force in these industries, have located in or become committed to Reston.
ECONOMIC DATA

Economic Stability and Regional Growth: The Washington Metropolitan Area, particularly Fairfax County, Virginia, is rated one of the healthiest and fastest growing urban centers 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 $2.3 billion in 1963, the Washington area ranked 9th among the 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 872,040 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 over 95,000. Estimates indicate a growth of 5,000 per year. Resulting employment estimates are:

- 1963 — 95,000
- 1965 — 105,000
- 1970 — 130,000
- 1980 — 180,000

Phenomenal Growth in Population: 2,244,000 people lived in the Washington Metropolitan Area in 1963. Population forecasts estimate 3.4 million by 1980. Fairfax County, with a population of nearly 335,000 in 1963 is expected to have 600,000 people by 1980 — making it one of the 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 owners 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 AND 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 Va. 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 Centers:
- Unparalleled research facilities and technical information available through Government agencies, including specialized bodies such as the Smithsonian Institution, 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.
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, the Reston Plan 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. Construction is underway in many sections of the 6,810 acre tract on which the community is located. Reston will have 7 village centers, linked by lower density residential, parkland, walks, bicycle and bridle paths with a network of automobile roads carefully separated from pedestrian traffic. The first with its surrounding village is now under construction. Focal point of the Village Plaza is a 15-story luxury apartment tower. Traditional townhouses designed by architect Chloethiel Smith nestle alongside Lake Anne, while the strikingly contemporary townhouses by Charles Goodman, are set on the hillside above the lake. The hill and lake townhouses are being completed for sale in the winter of 1964 and spring of 1965 and the Village Plaza townhouses, apartments and stores designed by Whittlesey & Conklin will be completed in the summer of 1965. Recreation areas are developed around each village: riding trails, outdoor ring, riding stables, indoor ring . . . tennis courts, swimming pools, ballfields, camping grounds, fishing, boating, golf for sports enthusiasts. In the Village Center, you may enjoy an open air concert or art show along the plaza, a little theatre production in the auditorium. Playgrounds and play spots are unobtrusively scattered throughout Reston, much to the delight of children and adults.
30 acre Lake Anne, stocked with blue gill, bass and other native fish, is the beautiful setting for First Village townhouses and apartments. The Village Plaza, a broad, paved semi-circular plaza at the head of Lake Anne includes shops, offices, and a Community Center with an 180 person-capacity auditorium. Telephone and electrical wiring, as well as other utilities, are underground. Roads and pedestrian walks are planned so that residents can walk to any part of the community, to shops or schools, without crossing a street.
Reston's 18 hole North Golf Course has been in play since May, 1964. The Charles Goodman designed golf clubhouse with its snackbar has also been in operation since May, 1964. There will be another 18 hole golf course and three 9 hole courses. A number of luxurious homes have been built overlooking the North Golf Course and Lake Anne. In fact, all individual golf and lakeside lots have been sold to builders and prospective home owners.
THE PRESS LOOKS AT RESTON

The Washington Post: “Developer Robert E. Simon, Jr. is working to create a truly modern, truly complete community, somewhat like the European ‘New Towns’ where people can and will want to stay put and won’t have to commute. What impresses most about his effort and that of his designers is the care with which every detail, from the over-all plan down to the last road sign is thought through to combine function with beauty.”

The Evening Star: “Privacy is one of the assets of the two 90-house clusters. One can take a sunbath without being seen from the outside or even from another townhouse . . . only a beginning has been made so far. Big things will be happening during the next two decades as Reston continues to grow — until it finally becomes a city. But Reston is no longer just a dream. And already there are plenty of things to see!”

The Washington Daily News: “Reston, as a unique step forward in community development, should be seen by all!”

House & Home: “Reston, more than almost any other new town, comes closest to being a self-contained city! It provides a wide variety of housing types, recreation and community facilities, and a large area for industry and government use.”

The New York Times: “What the New Town is supposed to provide is what the standard suburb leaves out: good transportation, good timing of community facilities, good public utilities, good open space, and good over-all design. Above all, it is concerned with the better use of land. Although the coast leads in quantity, the New Town generally considered to be the outstanding example in quality of planning and design is Reston, in the East. From basic layout and architectural style to identifying graphics. Reston is acclaimed as progressive and trend setting, and has been compared to one of the best European towns, Tapiola, in Finland.”

The New Republic: “The new community, as we are beginning to visualize it, offers a solution to many of the most pressing problems in our environment in happy, interacting combination. In answer to urban sprawl and the shortage of land — not in the country at large but in accessible and desirable places — it offers concentration. It brings us spontaneously together, for we were wrong, some years ago, when we ridiculed ‘togetherness.’ We need it. The potential for rubbing elbows, for chance encounters, for human intercourse on the agora at work and at leisure, has always been the essence of cities and civilization. The new community gives people the sense of identity, of sharing, that is lacking in the anonymous vastness of our cities and suburbs.”

Newsweek: “Picture a town where children walking to school need never cross a street, where homes and apartment houses overlook a park or lake, where unsightly telephone lines and television antennas lie deep underground. No law bans automobiles, but who needs a car when the golf course, sailing lagoon, shopping center, and perhaps even the office, are only ten minutes away down a quiet path.”

Fortune: “It is a town that will not be just a bedroom community for a nearby city, but will provide jobs.”
RESTON INDUSTRIAL CENTER

James B. Selonick, Vice President

POST OFFICE ADDRESS: RESTON, VIRGINIA
TELEPHONE: Area Code 703-471-4357

Master Planners for Reston:
Whittlesey and Conklin

Industrial Planners and Architects:
Rouse, Dublin & Ventura

Developer: Simon Enterprises