



RESTON

GTE, AT&T Lead Growing Community Of Telecommunications Headquarters.

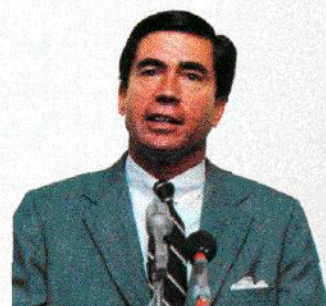


Since the Spring Newsletter was published, major events have occurred that clearly position Reston as the most influential address in the booming Dulles Corridor and signal the beginnings of a major telecommunications community here.

In May, Virginia Governor Charles Robb officially welcomed to Reston the national headquarters of a newly formed subsidiary of GTE (one of the country's foremost telecommunications companies) called Business Communications Systems, Inc. (BCS). Located in the first building of the Tech Park-Reston campus, BCS brings 500 new jobs to Reston. It will design, manu-

facture, market, install and maintain telecommunications systems, networks and equipment that provide a broad range of services for the automated office. BCS products include private switching systems, telephones, key systems, data and other terminals.

In another announcement in June, GTE said that construction of a second Tech Park-Reston building would begin immediately, and when completed next year, will become the new headquarters of GTE Telenet Communications Corporation. Located now at Tysons Corner, Telenet will move an additional 800 new telecommunications jobs into Reston in 1984. *(continued)*



Governor Charles Robb



Opening ceremony of GTE building, May 1983.

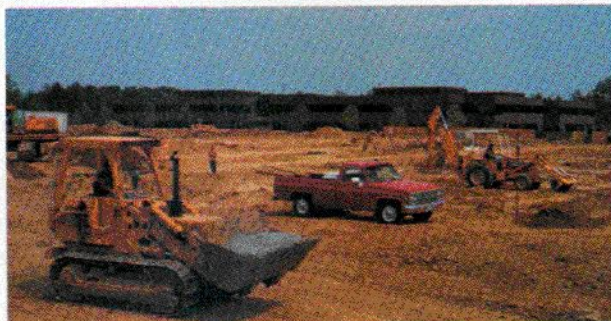
High-tech companies locate where the quality of life is high...you locate where people want to live.

The largest subsidiary of BCS, Telenet was formed in 1972 to design and build the world's first public data network using new communications technology called "packet switching." In ten years, the firm has expanded its services into electronic mail and information systems.

In July, AT&T, America's largest company, announced plans for a Reston regional marketing sales center to be located in Linpro Park. Designed to house three new sales groups, the new Center will turn Reston into the Metropolitan Washington marketing headquarters for AT&T's new subsidiary which will provide long distance and international telecommunications services.

The Residence Sales Center will market Calling Card, the credit card for AT&T's long distance service, sell gift certificates and handle complaints about long distance services in excess of \$200.

The Business Sales and Support Center will market long distance and international telecommunications services, while the Telemarketing Center offers specialized communications services to general business customers.



Construction work begins on second GTE building. First GTE building is in background.

In October, these three new marketing groups will move 525 new telecommunications jobs to Reston. In addition, AT&T has signed an option agreement for Linpro Park 2, a twin building on which construction began in August. This building is only a hundred yards from the future Wiehle Avenue interchange providing access to the Dulles Highway Parallel Lanes, scheduled to begin operation in fall of 1984.

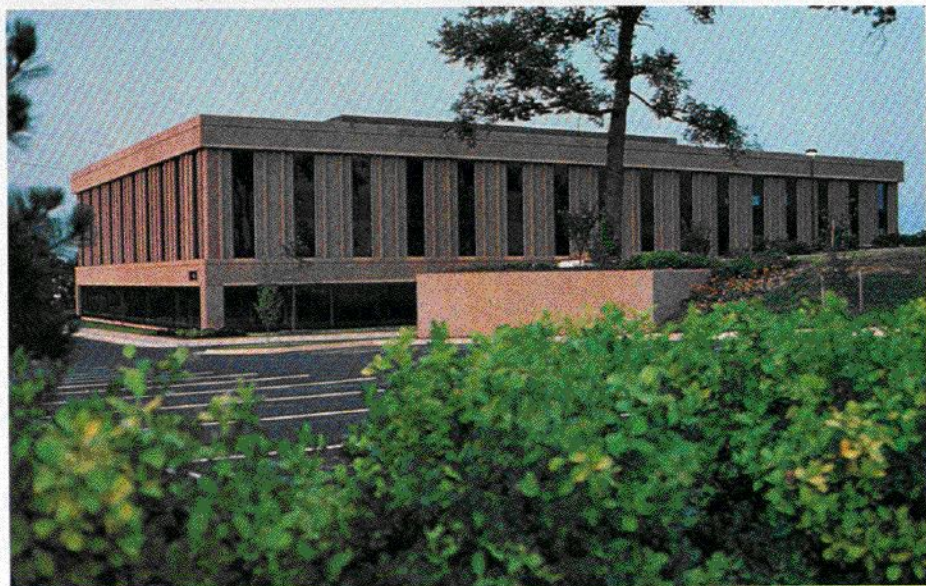
GTE and AT&T officials said they decided on a Northern Virginia headquarters location because it is a recognized center in the U.S. for high technology business. Reston was selected, they said, not only because of its wooded, campus-like setting, lifestyle and quality education, but also the proximity to the 40 other corporate residents in the computer technology, telecommunications and electronic product design and assembly industries.

GTE CORP. President, Thomas A. Vanderslice, in a March, 1983 *Business Week* interview said, "high-tech companies locate where the quality of life is high enough to draw a skilled work force. You don't locate plants for cheap labor or even taxes. You locate where the people want to live." It was because of this that GTE decided on Reston for its new telecommunications division headquarters.



In a recent ceremony Vanderslice said, "In the past two decades, communications technology has advanced so rapidly that it is hard to keep up with the avalanche of progress. Before the burst of development, the goal of communications was universal voice service. Today, it is total communications transmission of all types of information — voice, data and image — worldwide.

"We chose to locate our headquarters here because Washington is truly the communications capital of the world: look at the other communications firms here like COMSAT, MCI, Satellite Business Systems and American Satellite." ●



New AT&T building

Physical Fitness Part Of Living And Working In Reston.

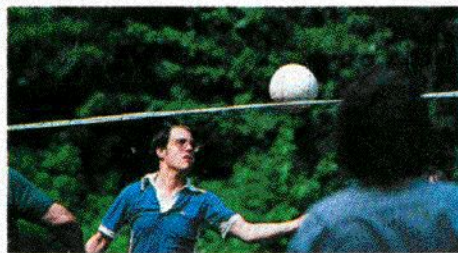
Reston is a town of people on the move. Kids, homemakers and workers alike are all taking part in what appears to have become the nation's number one obsession, physical fitness. Rarely can you drive through Reston without seeing people outside taking advantage of the bike trails, jogging paths, tennis courts and swimming pools.

The Reston Runners club has been an institution in town since the early 1970's. Joe Fleig, the Runners' president, says it started with a group of Reston residents who were actively involved in other running organizations like the D.C. Road Runners. "Reston is a town with a great interest in recreation. So it attracts those who are interested in the same sort of things," he says.

"The trails and everything about Reston are conducive to running," says Richard Jamborsky, one of a handful of Reston residents who ran in the most recent Boston Marathon. In 1981, Jamborsky finished seventh in the Master's category, those runners forty years old or over. When he first moved to Reston in 1970, there was already a small running community. He ran his first competitive race, a two-mile fun run at Lake Anne, in the fall of 1971, and was hooked. Jamborsky is a judge for the 19th Judicial Circuit of Virginia.

Jack Schmid, a runner who lives, works and runs in Reston, says he is into running so much that he even looks at where he will live in terms of how many good running places it has. Reston's rolling terrain is good for training. He uses the path system and bike paths, too.

"The thing I like about Reston Runners," he says, "is that it institutionalizes something many of us do on an *ad hoc* basis. It's a good way to get in mileage socially." Schmid also ran the Boston Marathon this year, and beat his own best time for the 10 kilometer run at the Diet Pepsi race in Washington this summer. When he is training for a marathon, he gets in 70 miles a week. Otherwise, the 48-year-old designer runs just 30 to 35 miles a week.



Physical fitness is not just for Reston residents. RHOA PLUS memberships, giving access to the town's many pools and tennis courts and all the programs they offer, are now available to those who work in Reston as well as those who live here. A limited associate membership can be bought for an individual's use Monday through Friday. Or, an associate membership gives privileges to the entire family seven days a week.

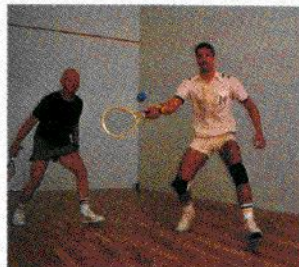
Many Reston companies, too, go out of their way to encourage fitness among their employees.

Many provide fitness rooms and workout classes. Tandem Computers is one such firm. There is a fitness room, with passive resistance exercise equipment, in their building. It is used throughout the day by both men and women.

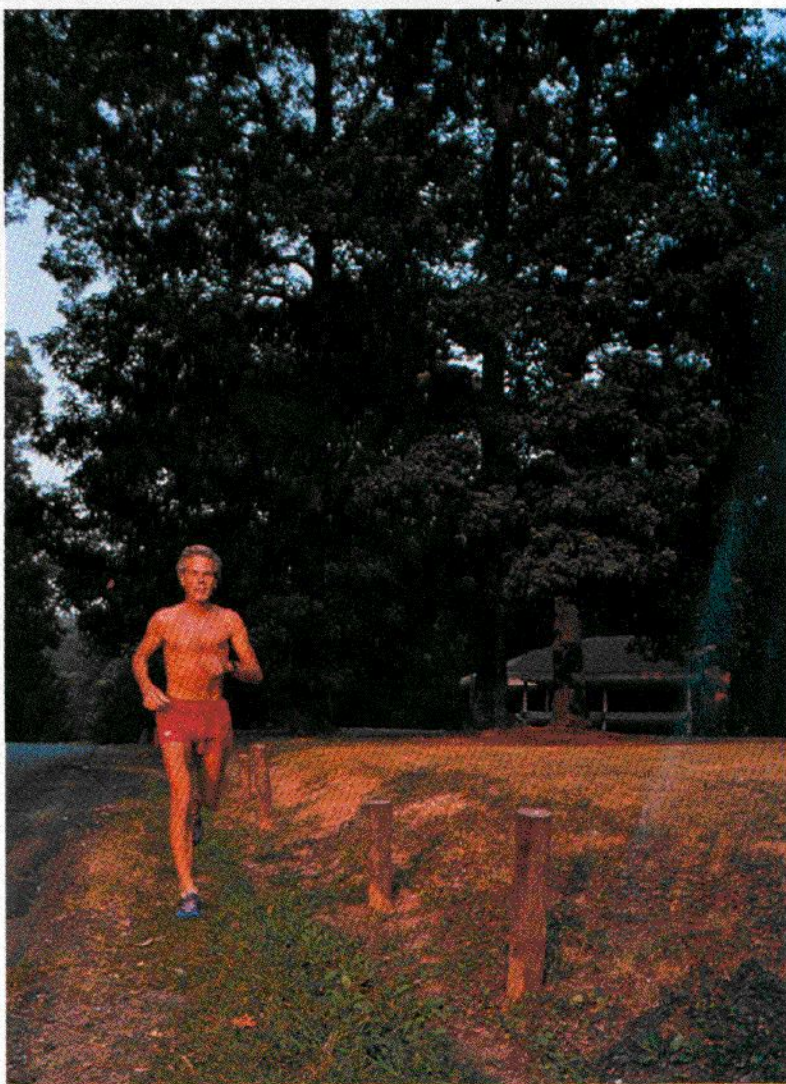
There are also aerobic exercise classes twice a week in one of the conference rooms. Marie Nitzke, secretary to a Tandem vice president, attends most of the one hour classes, which are held after work. "They are also open to spouses and friends of employees," she says, "and there are usually 10 to 20 people attending."

Tandem also has a volleyball court behind the building, and a softball team that plays in the Vienna league. The company provides shower facilities for those who work out and jog during the day.

Physical fitness is a way of life in Reston, for workers and homeowners alike. Made easily available by employers and enhanced by the natural setting, staying fit in Reston is fun and convenient. ●



Jack Schmid



Business Community Comes Of Age.

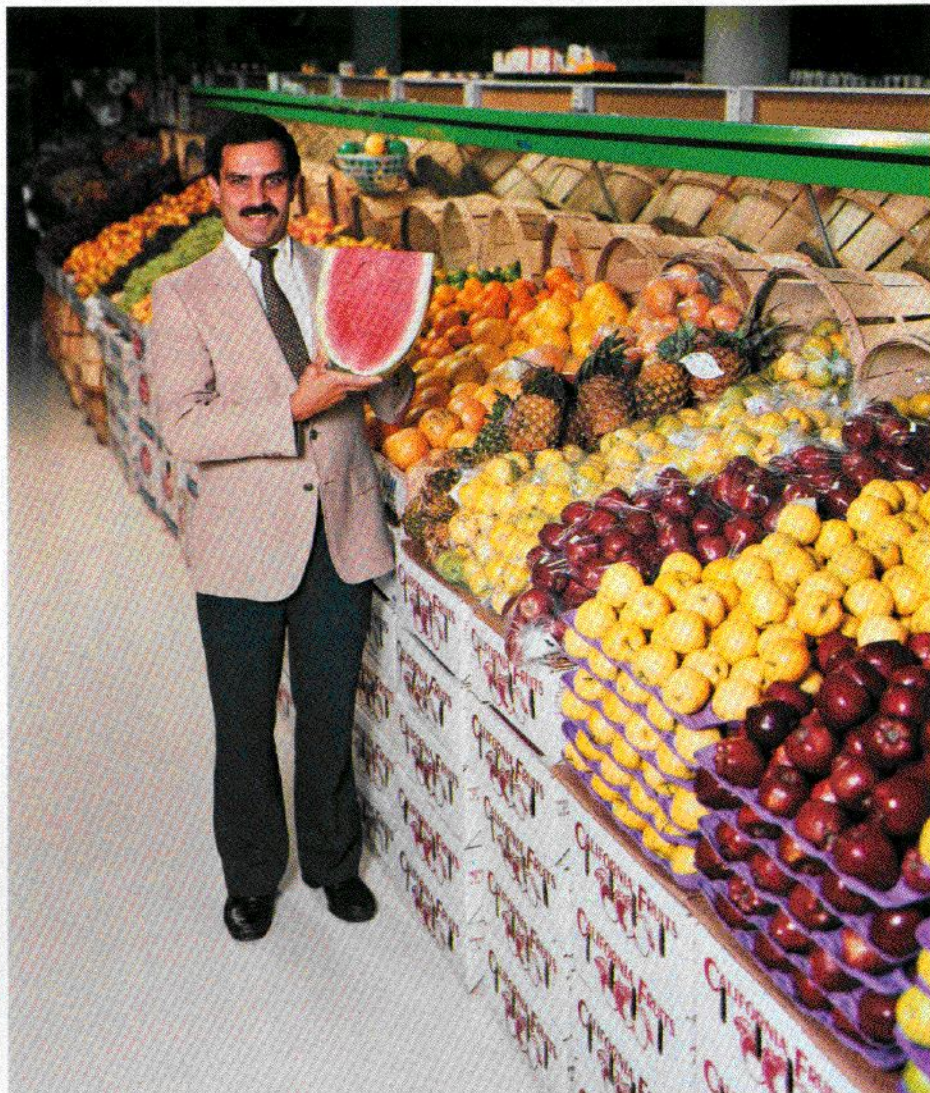


For the first time the number of jobs exceeds the number of households.

"What's been happening in Reston the past two years is pretty exciting," says Paul Clancy, associate editor of *The Connection* newspaper. "The town has really started to take off as a business center," he adds. Clancy has been observing the transformation of Reston for 13

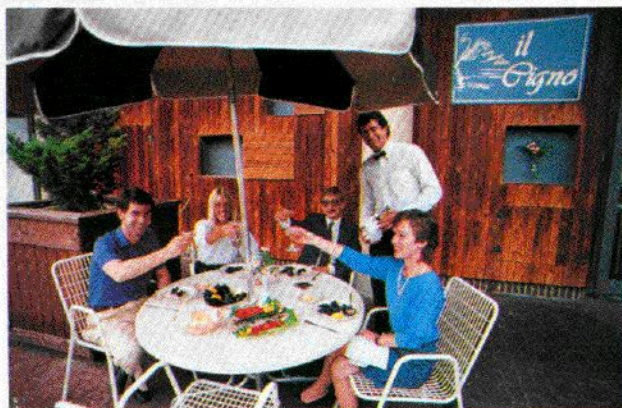
years as a resident and, since 1981, as co-founder and associate editor of the town's newest newspaper.

"For the first time in Reston's 20-year history," he explains, "the number of jobs exceeds the number of households. There are now 15,000



Leo Alonzo, owner/manager of Fresh Value food store.

Outside patio at new Il Cigno restaurant.



jobs in Reston, 2,800 of which were added in 1982. In the early days, there were a lot of downtown commuters and federal bureaucrats," he says. "Now, more and more people who live here also work here," says Clancy.

The one-year-old Reston Board of Commerce (RBC) is evidence of how Reston's business community has come of age. There are now 700 firms in Reston, and the Board is the result of people, representing a wide spectrum of those firms, working together to form a Chamber-of-Commerce-style organization. They met throughout the summer of 1982, and had their first meeting with about 35 member firms in October of that year. Karl Ingebritsen, a director of the Board who is also its membership committee chairman, says there are now 190 member firms

and should be over 200 by the end of 1983. Members range from one-man businesses like Relly's Plastic Etchings to big corporations like Sperry.

"Before the Board of Commerce," Ingebritsen explains, "there was no local group with which to identify, or that could speak out on behalf of the business community. There's no question that it fills a gap." Ingebritsen, who is vice president of commercial sales for Wellborn Real Estate, a Reston company, has lived in the town since 1966. He describes the overall goal of the Board as "to promote the economy of the greater Reston business community."

Through the joint efforts of the Board and other community groups, a new food store, Fresh Value, opened this summer in Lake Anne Village. The store's owner/manager, Leo Alonzo, says he has had excellent response from the community. Some 10,000 customers went through the store the first week of operation.

Also as a direct result of the Board's efforts a new gourmet restaurant, Il Cigno, opened on Washington Plaza in June. And once again the Plaza was returned to a center for cultural events as the location for a special series of Fairfax County Recreation Department summer concerts.

Other Board projects the first year include a Youth Employment Program with a jobs fair at South Lakes High School which will become an annual event, and a directory of local businesses published this year.

Long-time resident, Patrick Kane, RBC president and founder of his own Reston Corporation for Community Development, puts into practice his firm belief that community involvement is good business. Kane says that RBC plays another vital role in providing a forum for Reston businessmen to meet at monthly luncheons and discover the wide variety of business services already located here.

One important trend contributing to the growth of business in Reston is a dramatic switch in employment from the public to the private sector throughout the Washington area. The change is particularly evident in Fairfax County.

With one of the lowest unemployment rates in the nation (under 3%), Fairfax County added 52,000 new jobs, all in the private sector, between 1979 and 1982. Today, 42 percent of Fairfax County residents who work have jobs in the County. Only 14,000 of the 255,000 County jobs today are in the public sector.

In Reston, 40 percent of the work force also resides in the community. The convenience of living, working and enjoying leisure time all in the same town is one reason so many businesses are locating in Reston.

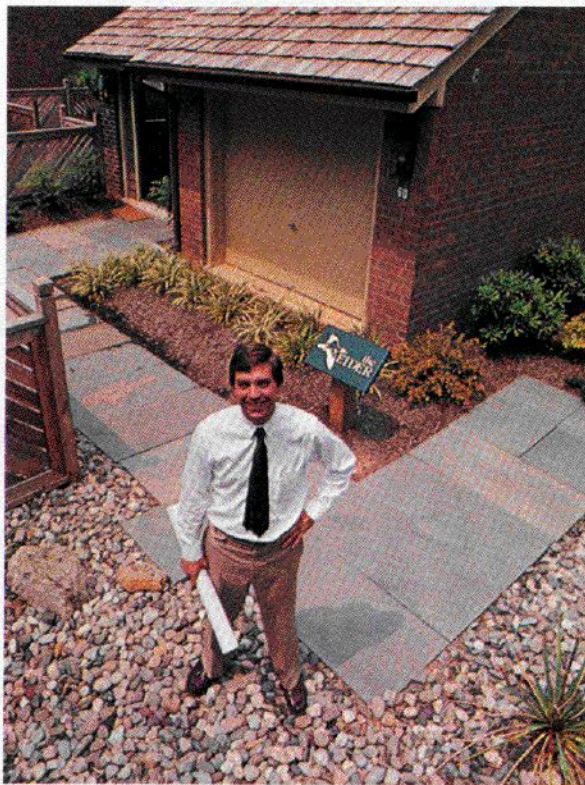
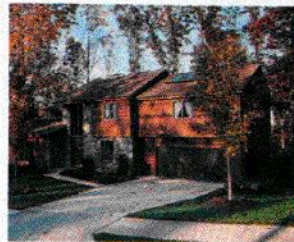
And it's especially true for those high technology firms who face tough competition for attracting employees. When they can offer a wide variety of housing with many social amenities near the workplace, they have an edge on the competition when it comes to hiring and keeping the best personnel.

Locating in Reston does work. According to a survey recently completed by the Reston Land Corporation, 64 percent of the businesses here report turnover of personnel has been low. Also, 82 percent say that the ability to recruit quality personnel has been good to outstanding since moving to Reston. ●

Reston Residents Move Up, Not Out.

When Chuck Veatch first started working for Reston in 1964, one of his jobs was to run the Post Office. Back then everyone in Reston came to the Post Office to pick up the mail. It was truly a small community.

Times have changed. Reston's population is approaching 40,000 and Veatch is president of his own Reston company, Environmental Concepts. But the original concept of Reston, as a community where people could put down roots and call it "their home town", has not changed.



Chuck Veatch, president of Environmental Concepts.

"That concept has worked better than anyone could have projected back in the early 1960's," says Veatch. "Today, 50 percent of our Reston home buyers are people who already live here."

Veatch thinks the reason people become so committed to Reston is the town's youth activities. "Chances are, when you go out in Reston you're going to see someone you know, from the Little League, school activities and such. It's a nice secure feeling to be recognized as a part of the community."

Karen McDevitt agrees. Mrs. McDevitt, her husband Mac and two teenage children live on Owl's Cove Lane near Lake Audubon in their second Reston home. "Reston captures the feeling of a small Mid-Western town," she says. "There is a circle of familiar faces for our children. They can't get away with anything," she laughs. She describes their new home, a contemporary single-family detached house by Collaborative Phase One, as "like being on vacation. It's the best place to live." (continued)



The original concept of Reston, a community where people could put down roots and call it "their home town".

(right) Whisperwood

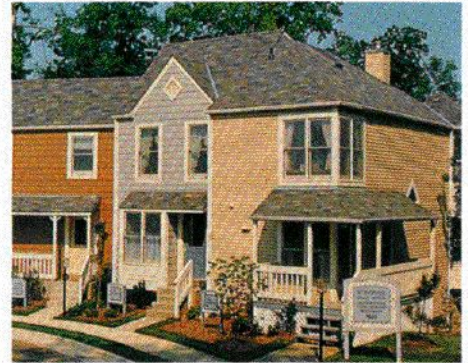
Don and Margaret Ervin also raised their children in Reston in a large single family home on Fairway Drive. But now that their children are in college, they've moved just a block away to a three bedroom condominium at Waterford Square in Lake Anne Village. "We wanted space comparable to our other home, with all the nice amenities," says Mrs. Ervin, "but without the maintenance. We're interested in things other than yard work now," she explains. The Ervins enjoy playing golf at the nearby country club



Don and Margaret Ervin enjoy interior space designed by their son.

and traveling. "One of the reasons we chose to stay in Reston is because it is where our children grew up. We want them to feel at home when they come back. We also knew that Waterford was well built, with quality workmanship," she adds.

James and Lynn Fairbent are just starting their family. They will soon move into a new Solaridge home in South Lakes Village with their four-month-old daughter. "She's why



we're staying in Reston," says Mrs. Fairbent. "If I were a kid, I'd want to live here. There are good schools and lots of recreation." Solaridge, by Felix Construction, is the couple's fourth Reston home. They first rented an apartment, and have lived in two townhouses. "We were intrigued by the passive solar feature here, and also wanted a detached home with the convenience of our own garage," she says. "But we were most impressed by the builder's credentials. He had a real sense of commitment when we met and talked with him."

Singles, too, find Reston a great place to put down roots. The wide selection of home styles, in a broad range of prices, has a lot to do with it. Pam Ward has just moved into her fourth Reston home, Whisperwood in South Lakes Village. "I needed more room, and wanted something new," she explains. "And I can afford it now," she adds. "I wouldn't leave Reston. It's so well planned from a land use standpoint. I like the way it looks."

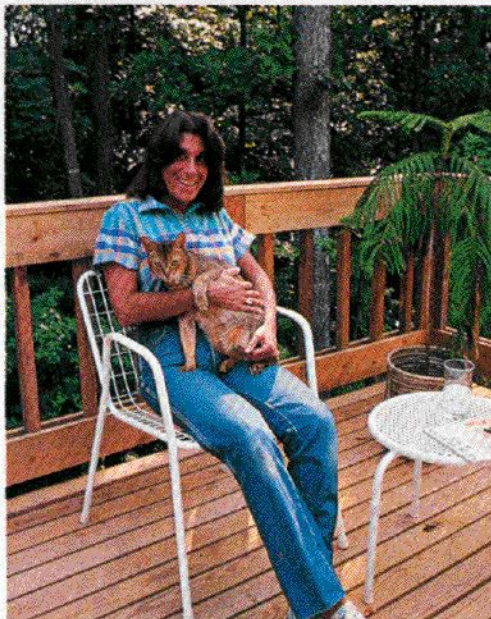
Ward also likes all the recreation Reston offers, though her career doesn't give her much time to participate right now. "Whisperwood is a congenial, friendly and outgoing neighborhood," she says. "And my Victorian townhouse has a floor plan that suits me perfectly."

Paul Atkins is a bachelor who lived in a Reston condominium for more than eight years. He will soon move into a Carriage Gate townhouse near Lake Audubon. "I watched my house go up from the first board," says Atkins. "I like the location and the interior layout. I needed more space for a workshop." Atkins especially likes the openness of Reston.

The statistics back up what the residents are saying. Resales are booming. Robert Howard, general manager of Wellborn Real Estate, says his company's resale business is more than double what it was a year ago. "I think employment growth is fueling housing sales," he says. "Buyers are aware of it, and it builds confidence." The number of resales in the first half of 1983, according to Howard, was 142 percent over the first half of 1982.

First half of 1983 new home sales were nearly as impressive, up 104 percent over 1982. And there was a decided swing to single-family detached homes. Of the 392 new homes sold, 120, or 31 percent, were detached. A year ago, only 37 of 192, or 19 percent, were detached. This year's first half sales also include 206 townhouses, 38 patio homes and 28 condominiums.

Behind all these numbers is a place to call home. "That makes Reston different," says Chuck Veatch. ●



Pam Ward and Oliver

Reston Business Center Explodes With New Office Leasing Opportunities:



RESTON APPROACHES TYSONS CORNER IN SQUARE FOOTAGE UNDER CONSTRUCTION

For the first time in its history, Reston offers a wide range of choices for companies and associations that want to lease office space in new buildings.

From Tech Park-Reston in the west to Parkridge in the east, the four-mile stretch of the Dulles Corridor that comprises the Reston Business Center is alive with construction activity of nearly 900,000 square feet of new office space in eight projects. An additional building slated for a late 1983 start will push this year's total to just under one million square feet. This represents roughly one third of the office space under construction in Fairfax County and places Reston second only to Tysons Corner, which currently has 1.3 million square feet of office space underway.

This near record setting year for Reston growth follows right on the heels of 1982 when 15 projects totaling over one million square feet of office and high tech commercial space were completed. Reston's total office and high tech space now exceeds 4.3 million square feet. While 85% of the 1982 space was preleased to users, just over a third of this year's construction activity is committed to major corporations: Phase II of Tech Park-Reston for GTE (185,000 s.f.), Phase II of Linpro Park under option to AT&T (75,000 s.f.) and Phase II of Cascades Center for Advanced Technology (110,000 s.f.). The balance represents new leasing opportunities for firms interested in a Reston location.

At the eastern edge of this bustling corridor the 46 acre **Parkridge** site will have 11 buildings with over 700,000 square feet when completed late this decade. The first building, with 120,000 square feet of lease space, will be ready this year. Chris Walker, president of Walker and Company, the park's developer, says the first building is designed for fast-growing firms needing 5000+ square feet and who may have needs beyond the traditional office space, such as light assembly and product development.

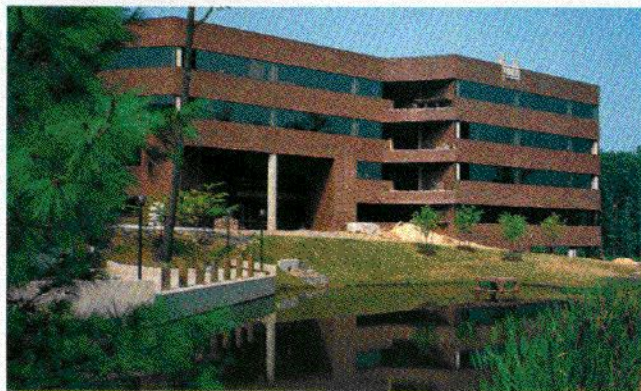
Moving west along Sunrise Valley Drive, Lee Sammis Associates is working on the second building in the heavily-wooded **Branches Office Park**. Joining the American Federation of Information Processing Societies (AFIPS) headquarters building, which opened its doors in August, will be a 30,000 square foot, three story office building for sale or lease featuring Reston's first facade of reflective glass. To highlight its arbor-like setting, the gray reflective glass will mirror the abundant trees framed with charcoal masonry (to match AFIPS) and bright red mullions.

The Sammis group also breaks ground this fall on the first two office buildings for lease in **Campus Commons**, a 32-acre office park at the Wiehle Avenue/Dulles Parallel Lanes interchange. The 120,000 square foot Campus West building is a unique six-story geometric structure modeled after a Sammis project in Sacramento which won *Builder Magazine's* 1982 Grand

Award for Best Commercial or Industrial Development in the United States. The two-story Campus Point building (180,000 square feet) is designed for high tech companies requiring a greater amount of space on one level. The Campus Commons Office Park will eventually include nearly 600,000 square feet of corporate office space, R & D buildings, a bank and free-standing restaurant.



Across Wiehle Avenue, Centennial Development Corporation's latest venture is under roof. The second phase of **Commerce Park 2**, a 75,000 square foot building which complements the first building leased by Piedmont Airlines, will be completed in late 1983. Commerce Park 2 is a 27-acre development which, when finished, will encompass more than a half million square feet of office space in six mid-rise buildings.



Centennial Development also is completing and now leasing the 125,000 square foot first phase of its \$8 million **Sunrise Technology Park** on Sunrise Valley Drive west of the U.S. Geological Survey national headquarters. Designed for companies requiring a combination of office and light manufacturing or warehouse space, Sunrise Technology Park features entire ground-level access in its first building. The two story Phase II building in Sunrise Technology Park will start construction late in 1983.

In addition to the above new projects, space is available for lease in several existing buildings as well. Reston Land Corporation now offers a new brochure to prospective tenants to help select the building best suited to a firm's needs. For your copy, call (703) 620-4730. ●

Advanced Technology Phase II under construction.

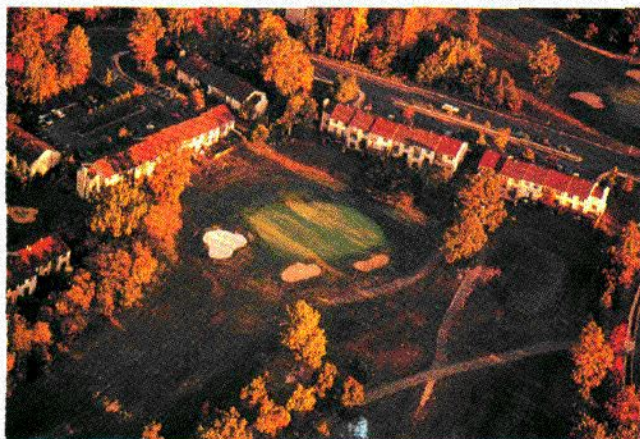


High-tech firms look for an environment that will attract employees in a highly competitive market. Reston has that environment.

Reston At The Leading Edge Of Dulles Corridor Business Boom.

The long-awaited Dulles Parallel Lanes, called by some the "lifeline" for development west of Tysons Corner, are finally underway. And just as visible as the construction of the lanes themselves, is the construction of 11 major office parks with over seven million square feet of space along the 10.3 mile toll road.

When the four-lane road is completed in late 1984, it will greatly improve access to 2,000 acres of commercially and industrially zoned land in western Fairfax County. The lanes, which will run parallel to the Dulles Airport Access Road, will initially have seven interchanges, three of which will be in Reston. Another interchange, which will also be in Reston, is to be added when the proposed Fairfax Parkway is constructed.



And that all adds up to a key advantage of Reston for firms considering a new business location. David Chalmers, vice president of construction for Lee Sammis Associates, calls his Campus Commons site at the Dulles Parallel Lanes interchange with Wiehle Avenue a great location from a transportation point of view.

"Our site will be a five-minute drive from Tysons, and eight minutes from the Beltway," he recently commented. "I defy anyone at Tysons Corner to get out of his office and onto the Beltway during rush hour in eight minutes."



Reston Land Corporation
Reston International Center
11800 Sunrise Valley Drive, Suite 1400
Reston, Virginia 22091

Pete Scamardo, president of Centennial Development Corporation, feels his Commerce Park 2 has one of the premiere sites in an exciting business center. "The new Dulles Road will have a major impact on this area," he says. "For example, the Route 50 and Interstate 66 junction has only one interchange on I-66, but Reston has three onto the Dulles Road."

But transportation isn't the whole story. It is the living and working environment that makes Reston stand out from the rest of the Dulles corridor.

"Reston offers a lifestyle that is appealing to the kinds of businesses we want to attract," says Scamardo.

Ken McVearry, vice president and resident manager of the Washington suburban office of Coldwell Banker's commercial real estate services, also cites the Reston environment. "In the last five years, the area has seen an influx of national high tech and telecommunications firms. These types of firms are used to campus settings and are looking for an environment that will attract employees in a highly competitive market. Reston has that environment, including a great mix of executive housing."

According to McVearry, other positive factors enhancing the Dulles corridor boom include land prices, Fairfax County's aggressive attitude toward attracting new business, and improved accessibility to the area created by the Parallel Lanes and I-66 Connector.

"Prices in the Tysons area," says McVearry, "are five times what they were several years ago. It also has an urban environment, the downtown of Fairfax County. The Dulles corridor offers affordable prices plus the campus-like settings preferred by high tech firms."

By all accounts, the Dulles corridor is booming, thanks in large part to the Parallel Lanes, and Connector Road that will link the Dulles Road and Parallel Lanes to I-66. The Connector is scheduled for completion this fall. And the greatest impact of this important transportation network is now being felt in Reston, where the amount of commercial space is expected to more than double in the next three years. ●

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