

Premier Office Building To Open This Fall

When it is ready for occupancy in September, One Fountain Square, the 11-story, 250,000-square-foot office building that is the first structure to be built in Reston Town Center's urban core, will anticipate many of the development's most distinctive features.

Tenants will be able to enter One Fountain Square on the north side directly from ample parking at Reston and New Dominion parkways. To the south, they will be able to enter from Market Street, the main thoroughfare of Reston Town Center, where the building will overlook an active streetscape of shops and restaurants, and a fountained plaza—Fountain Square—that will bustle with life and activity.

As a microcosm of Reston Town Center, One Fountain Square will contain diversity within its setting.

At street level, 35,000 square feet of retail space will enliven the scene, while 21,000 square feet of small office suites with terraces on the lower levels will overlook Fountain Square. Rounding out the concept of diversity will be mid-rise professional offices extending to the east, toward Reston Parkway.

In its details and finishes, One Fountain Square has been designed to combine the imposing Federal style of the nearby nation's capital and the warm, comfortable ambience that will characterize all of Reston Town Center.

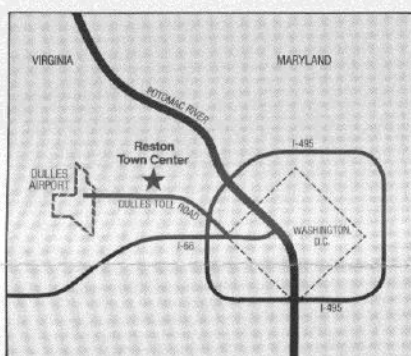
The exterior of the building will be a rich mixture of brick, cast stone and granite. Inside, tenants will find cherry wood doors and wainscoting, barrel-vaulted ceilings and an intricately patterned marble and granite lobby floor. The use of these materials has been carried through to the brushed bronze doors and cherry wood interiors of the elevator cabs.

A typical floor will contain six corner offices and approximately

22,500 square feet of virtually column-free space.

One Fountain Square will offer more than office space, however.

Ease of access and convenience will be typified by the 3,100 covered and surface parking spaces that will be available in close proximity to the building. And when the 20-acre first phase of Reston Town Center is completed in the fall of 1990, office tenants in One Fountain Square as well as in its twin, Two Fountain Square, will be able to enjoy amenities such as the health club and limousine service at the Hyatt Regency Reston hotel, day-care facilities, and the shops, restaurants and other attractions of Reston's brand-new downtown.



Reston in Context

Reston is less than 30 minutes from downtown Washington, served by the eight-lane Dulles Toll Road, the major east-west artery that bisects Reston. This highway, in turn, connects to the Capital Beltway (I-495), linking Reston to all parts of the Washington metropolitan area. (Other major east-west routes, such as Route 7, Route 50 and I-66, make Reston convenient to the rapidly growing population centers farther west, in Loudoun County, Virginia.) Washington Dulles International Airport is only six minutes from Reston Town Center.

Mobil Companies Take Space At One Fountain Square

New York City-based Mobil Land Development Corporation will join Mobil Land Development (Virginia) Corporation and Reston Land Corporation to occupy a total of 45,383 square feet—equivalent to two full floors—in the 250,000-square-foot One Fountain Square. Mobil's corporate aviation division will also relocate to the building.

Mobil Land Development Corporation will have its new national headquarters in the building. The Virginia Region headquarters of the company, as well as Reston Land Corporation, will relocate from the Reston International Center.

A subsidiary of Mobil Land Development Corporation is a partner in the development of Reston Town Center.

Leggat McCall is Agent for One Fountain Square

Leggat McCall/Grubb & Ellis, regarded as a preeminent force in the metropolitan Washington, D.C., commercial real-estate market, has been chosen as the exclusive leasing agent for the first office building—One Fountain Square—at Reston Town Center.

Grubb & Ellis, the largest diversified, publicly held real-estate services company in the United States, specializes in office leasing; land, office and industrial sales; and investment property.



One Fountain Square with its terraced offices and street-level retail.

New Town Center Brings Urban Vitality To Reston

With construction and leasing well under way, Reston Town Center, the new downtown for Reston, Virginia, is starting to become a reality—a quarter-century after it was planned.

Twenty-five years ago, New York City real-estate developer Robert E. Simon, Jr., who had once owned famed Carnegie Hall on Manhattan's 57th Street, dreamed of creating a new town—"people should be able to live and work in the same community," he wrote at the time—in the Virginia countryside outside Washington, D.C.

From the beginning, Simon's master plan for the bold experiment he called Reston included an urban core that would capture in microcosm the vitality and diversity of his beloved 57th Street.

In the intervening years Reston has grown to become one of the nation's most successful planned communities, with upwards of 53,000 residents and more than 1,300 businesses occupying some 10.5 million square feet of space. And as Reston has grown so has its need for the urban core Simon envisioned—a place that would provide a lively counterpart to the tranquil suburban setting of tree-lined residential streets and lakes and parks that has come to characterize the community.

Scheduled to open in the fall of 1990, the \$250-million first phase of Reston Town Center will comprise 20 acres of masterfully orchestrated space, including twin 11-story office towers—The Offices at Fountain Square, a 515-room Hyatt Regency hotel, 75 stores and shops, eight res-

taurants, an 11-screen Cineplex Odeon cinema, three acres of parks and open space, and parking for 3,100 cars.

The remainder of Reston Town Center's urban core will be completed over a 10-year time frame. Ultimately, the 85-acre development will contain 400,000 square feet of retail space, up to 2.1 million square feet of offices, two hotels with 1,200 guest rooms, an 8,000-square-foot cultural exhibition center and more than 600 residences.

Speaking at the groundbreaking ceremony last year for One Fountain Square, the first office building in the initial phase of Reston Town Center, Virginia Governor Gerald L. Baliles referred to town center as "the jewel in Reston's crown."

Addressing the planners and builders of Reston Town Center, Governor Baliles added:

"You have proven that urban growth need not mean the demise of

Continued on page 4.



Virginia Governor Gerald L. Baliles speaks at groundbreaking.

An Urban Center Designed For America's Most Successful Planned Community

In a December 1986 story announcing plans for Reston's new town center, *The New York Times* stated: "This celebrated 'new town' in the Northern Virginia suburbs of Washington is preparing to shed its carefully nurtured urban-village cocoon and go assertively 'downtown.'"

And so it is.

Widely hailed as the nation's most successful planned community, Reston enjoys a unique geographic advantage: It is at the center of burgeoning Fairfax County, Virginia, which boasts the best-educated, most affluent population in the Washington metropolitan area, and Washington, in turn, has the highest educational and financial demographics of any metro area in the U.S.

Thus Reston Town Center has been designed to serve not only the needs of Reston itself, but the larger marketplace that surrounds it.

"Reston Town Center will bring to the suburbs the best of what attracts people to urban America, the best of the amenities to be found in the nation's downtowns," said Kenneth A. Himmel, partner of Himmel/Miller-Klutznick-Davis-Gray Co., one of the joint-venture developers of the project.

Indeed, plans for the initial 20-acre phase of Reston's new downtown, scheduled to be completed in the fall of 1990 at a cost of \$250 million, call for a full range of urban amenities—offices, stores, restaurants, cinemas, a luxury hotel—neatly tied together in a four-block

grid that was designed with the pedestrian uppermost in mind.

Here is what it will be like:

Only a quarter-mile from the eight-lane Dulles Toll Road, buffered by a thick stand of oak and hickory trees, Reston Town Center will be easily accessible. Driving time from downtown Washington will be approximately 30 minutes; from Dulles Airport, 6 minutes. With plentiful parking (3,100 spaces in the first phase alone) integrated throughout the development, arrival will be effortless.

Architecturally, Reston Town Center will be a place of imposing dimensions, with domed towers and curved facades echoing Washington's stately Federal style, yet nicely balanced by such modern embellishments as vined trellises and specially designed lanterns, and a rich palette of warm-hued colors and textures.

The neoclassical proportions of the buildings will give way at street level to a distinctly human scale. Distances have been carefully controlled, as has the spatial relation between structures, streets and sidewalks—all to encourage a sense of anticipation and exploration, and to engender a feeling of comfort and ease.

So painstaking has been the attention to detail that, for example, sidewalks with a southern exposure will be six feet wider to take maximum advantage of the sunlight.

Parks, landscaped courtyards, fountains and sculpture will add to

the mixture of bustling activity and tranquil green spaces.

The centerpiece of Reston Town Center will be Fountain Square, where the cascading water, low seat-walls and broad steps will attract visitors and shoppers as well as office workers during their lunch hours or on breaks. At night the fountain will be illuminated, reinforcing the square's magnetism after dark. The high-energy lighting of the storefronts will provide an appealing counterpoint, as will lanterns in the domed towers of the twin office buildings and specially designed streetlights.

Through creative design that responds, first, to the aspirations of the community where it is situated and, second, to the much broader market nearby, Reston Town Center will provide a unique environment: a truly urban experience in a truly suburban setting. In other words, the best of both worlds.

"Such air-tight planning, rather than helter-skelter urbanization, is what separates this town from others," noted *Metropolitan Home* magazine. "Which leads many to believe that (Reston founder Robert E.) Simon's utopian dream, 25 years later, may spearhead the next great American escape—from tired suburbanization to invigorated urbanization."

The Seven Pillars of Simon's Dream

In the early 1960's, Robert E. Simon, Jr. came to the rolling farmland of Fairfax County, Virginia, inspired by the rich diversity of Manhattan's 57th Street, where shops and apartments stood close by thriving businesses, and in proximity to Carnegie Hall, which Simon's family owned. With a deep appreciation for the vitality of that most urban—and urbane—of neighborhoods, Simon drafted the following seven goals for his new town of Reston:

1. Widest choice of leisure activities.
2. Full range of housing styles and prices.
3. The individual is the focal point of all planning.
4. People should be able to live and work in the same community.
5. Commercial, cultural and recreational facilities should be available now.
6. Beauty—structural and natural—is a necessity.
7. Reston must be a financial success.

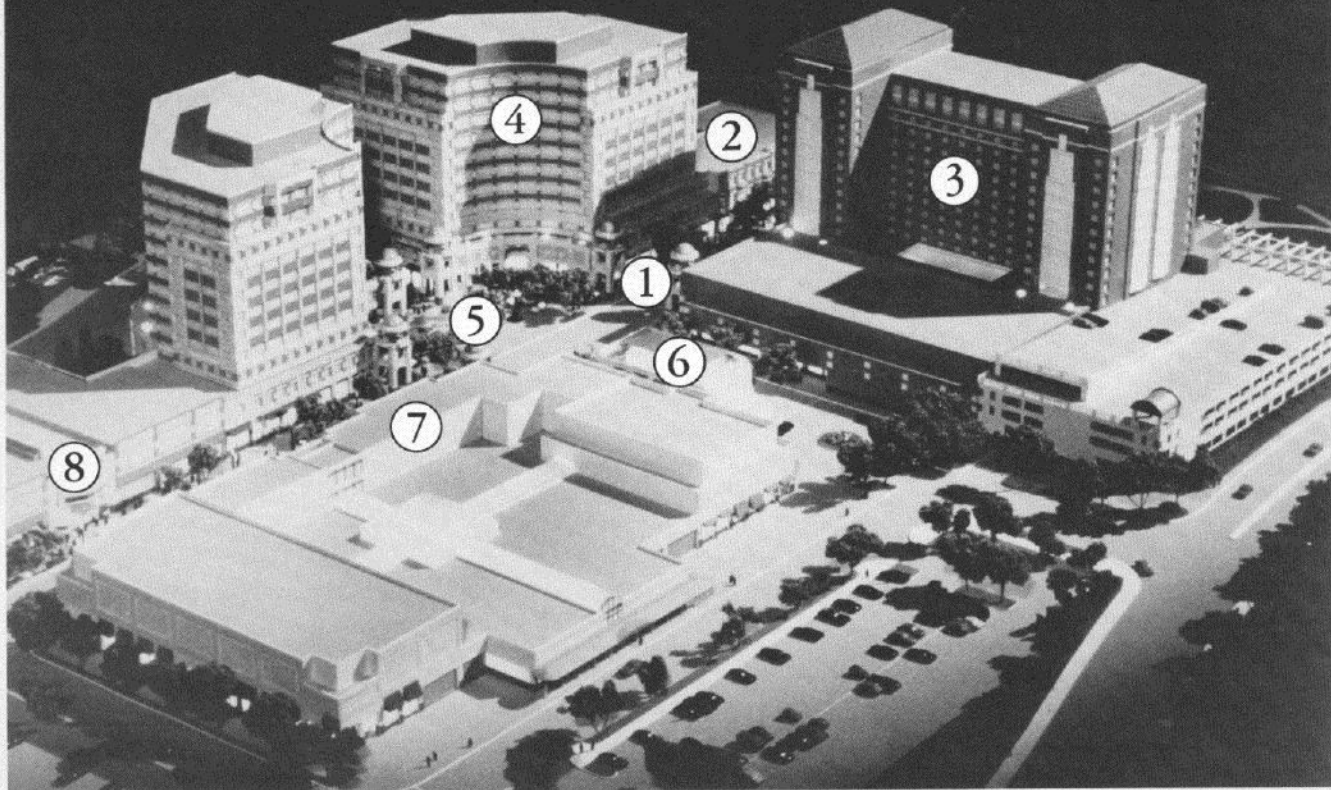
With understandable pride, Simon incorporated his own initials (R.E.S.) into the name of his new community.

All of Simon's goals have been met in Reston—and now will be reaffirmed in Reston Town Center.

Imposing dimensions and a human scale: deftly fused in Reston Town Center.



A Walk Through Reston Town Center



Imagine that it is a Sunday afternoon in the early fall of 1990, slightly more than a year from now, and you are out for a drive and find yourself in the vicinity of Reston, Virginia. You have heard and read about the \$250-million, 20-acre initial phase of the new downtown for Reston—Reston Town Center—and you are curious to see it. Here is what you will see:

From Reston Parkway, which borders on the east, you stroll into Reston Town Center along Market Street [1], the main shopping thoroughfare, and are immediately struck by the rich ambience and handsome

storefronts with professional offices above [2], situated to your immediate right. To the left is the elegant Hyatt Regency Reston hotel [3], with 515 rooms, 25,000 square feet of meeting space, a skylit conservatory, a health club and restaurants.

A few more steps and you are at The Offices at Fountain Square [4] on the right, twin 11-story office buildings with retail stores at street level.

Now you are in Fountain Square [5]. Embraced by the curving facades of The Offices at Fountain Square, the square's cascading fountain is the

focal point for Reston Town Center.

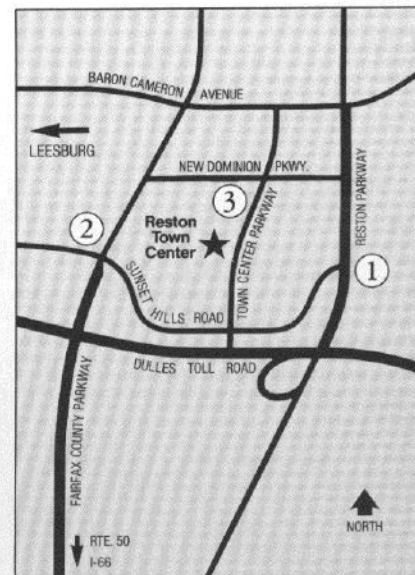
Opposite is the site for a cultural exhibition center [6] that will feature a wide variety of national cultural exhibits.

Immediately past Fountain Square on the left is the retail superblock [7], with more than 20 stores, shops and boutiques. On the right is the Cineplex Odeon cinema [8], with 11 theaters and a cafe for lingering moviegoers.

In the near future, as Reston Town Center evolves beyond this first phase, your stroll down Market Street will continue through additional retail areas, past residential developments to a park with leafy footpaths, seating benches and shade trees.

Access: The Primary Amenity

While communities across the country struggle to meet current transportation needs, Reston continues a 25-year tradition of planning effectively for the future. Forty million dollars in road and transportation improvements paid for by Reston Land Corporation will help Reston meet its future needs, assuring excellent access to Reston Town Center.



By 1991, Reston Parkway [1] will have been expanded to a six-lane divided highway to Baron Cameron Avenue, and the north-south Fairfax County Parkway [2] will be completed, linking Route 50 and Interstate 66 to Sunset Hills Road and Reston Town Center. Also by 1991, New Dominion and Town Center parkways [3] will be extended as four-lane divided highways.

Extension of the Dulles Toll Road west beyond the airport to Leesburg will further enhance access to Reston Town Center from Loudoun County.

Hyatt And Cineplex Odeon Make Major Commitment To Reston Town Center

A 515-room Hyatt Regency hotel and an 11-screen Cineplex Odeon cinema complex will "anchor" the concept of Reston's new downtown as it was always intended to be: a sophisticated, stimulating urban center providing a wide range of experiences for residents and visitors alike.

"Both Hyatt and Cineplex Odeon will make a significant contribution to the special environment that will characterize Reston Town Center," noted Kenneth P. Wong, senior development manager for Reston Town Center Phase I Associates, the joint-venture developer of Reston Town Center.

Cineplex Odeon Corporation, based in Toronto, operates 1,820 screens in 500 U.S. locations in 20 states and the District of Columbia, as well as theaters in Great Britain and six Canadian provinces. The company has gained a reputation for providing the finest moviegoing experience of any theater operator in America through its selection of first-run films and the quality of its theaters.

The new Hyatt Regency Reston will complete a "Hyatt triangle" of properties—the others are the new



The elegant, 515-room Hyatt Regency Reston hotel.

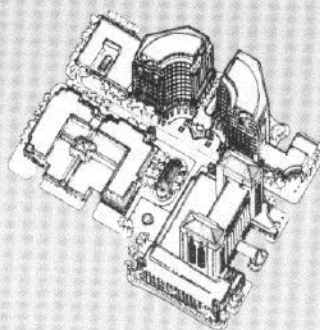
Hyatt Dulles and Hyatt Fair Lakes hotels—in Fairfax County, Virginia, strategically positioned to accommodate business travelers, their meetings and events. In addition, the Hyatt Regency Reston's classic European-style, almost-residential character, will make it an ideal setting for social gatherings.

With the completion of the Hyatt Regency Reston, Hyatt will be the dominant hotel presence in the Washington, D.C., market, with 4,490 rooms in nine hotels—more than any other hotel company.

"Regency" is Hyatt's designation for its larger, more elegant properties—a perfect fit for the style and ambience of Reston Town Center.

Reston Town Center Facts

Project Name:	■ Reston Town Center Phase I.
Location:	■ Reston, Virginia. ■ 18 miles west of Washington, D.C. ■ 7 miles east of Washington Dulles International Airport.
Major Access Highways:	■ Adjacent to Dulles Toll Road (Rte. 267) at Reston Parkway.
Size of Project:	■ 20-acre first phase; 85-acre total urban core; 460-acre total.
Components:	■ The Offices at Fountain Square. Two 11-story, 250,000-sq.-ft. office buildings with mid-rise professional offices. Completion: One Fountain Square, September 1989; Two Fountain Square, fall 1990. ■ Market Street. 75 stores and restaurants at street level of all 4 blocks. Completion, fall 1990. ■ 11-screen Cineplex Odeon cinema complex. ■ Hyatt Regency Reston. 515-room hotel with health club, two restaurants, 24,000 sq. ft. of meeting space. Completion, fall 1990. ■ A cultural exhibition center. ■ 3,100 parking spaces.



The Reston Town Center Team

Reston Town Center is becoming a reality through the cooperation of two highly experienced development teams and some inspired collaborators.

Himmel/Miller-Klutznick-Davis-Gray Co., the managing partner of the joint venture developing town center, is a firm of seasoned real-estate professionals whose working relationship began at Urban Investment and Development Co., a subsidiary of Aetna Life & Casualty.

Thomas J. Klutznick, Myron M. (Micky) Miller and Kenneth A. Himmel were responsible for a series of premier mixed-use developments, including:

- Water Tower Place on Chicago's North Michigan Avenue, a 72-story complex with an eight-level shopping center, restaurants, cinemas, a Ritz-Carlton hotel and 40 floors of luxury condominium residences;

- City Center in Denver, which includes 3,300,000 square feet of first-class office space, a banking

center and a hotel in four buildings on four blocks in the heart of downtown Denver;

- Copley Place, a \$500-million development in Boston's Back Bay comprising four office buildings, a two-level shopping gallery, two hotels and apartments.

Reston Land Corporation, the parent of Reston Town Center, Inc. and a subsidiary of Mobil Land Development Corporation, is made up of experienced architects, planners, marketers and developers. Since 1978, Reston has become the most successful planned community in the country under the stewardship of Reston Land Corporation.

Mobil Land Development Corporation, itself a subsidiary of Mobil Corporation, is one of the nation's largest and most successful developers of planned communities, including:

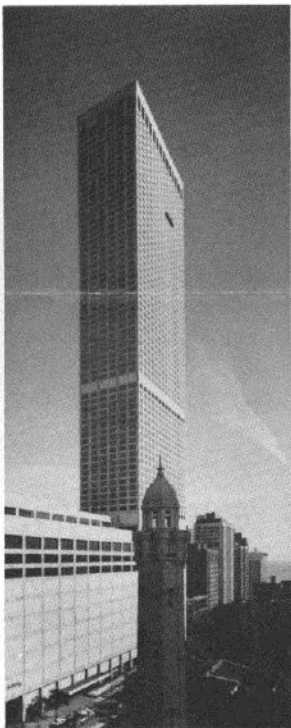
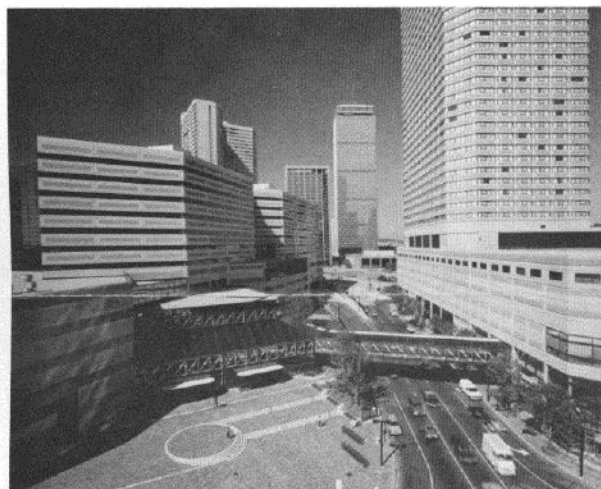
- Sailfish Point, a 560-acre luxury oceanfront community in South Florida; and

- Windward, 3,400-acre mixed-use community surrounding a 195-acre lake just north of Atlanta.

RTKL Associates, Inc., of Baltimore is a distinguished architectural firm whose strong credentials in planning and urban design in addition to architecture make it the ideal architect for Reston Town Center. Chosen in competition from among the finest firms in the nation, RTKL is responsible for major mixed-use projects such as Owings Mills in Maryland, Stratford Square in Bloomington, Illinois, and the Boca Raton Town Center in Florida.

Sasaki Associates, Inc. of Watertown, Massachusetts, is responsible for landscape architecture and design of the outdoor spaces in Reston Town Center. Sasaki is renowned for design that combines study of both the physical and cultural environments. Founded in 1953, Sasaki is responsible for such projects as Boston Waterfront Park; Boulder Mall, Boulder, Colorado; and the Dallas Arts District Master Plan.

Projects from the Reston Town Center Team: Clockwise from lower left, Windward, the 3,400-acre mixed-use community just north of Atlanta; the \$500-million Copley Place in Boston; Water Tower Place in Chicago with its eight-level shopping center; and Sailfish Point, the 560-acre luxury community in South Florida.



Reston: All It Needed Was A Town Center

It has been, by turns, a wilderness once surveyed by a young George Washington, the scene of an earlier attempt to found a utopian town (in 1892), and the largest farm—6,750 acres—in Northern Virginia.

Today, Reston is a burgeoning community of 53,000 residents and 32,000 jobs, renowned as a community that offers a complete environment for living, working and playing.

Transportation has been a priority in Reston's planning from the beginning, including the excellent public transit service both within Reston and as it is linked to the rest of the Washington metropolitan area.

Reston also cares for its young. Its seven elementary schools, two intermediate schools and two high schools are part of a county-wide system that consistently outscores every other county in Virginia. Twenty-one different child-care centers provide options for every need.

Health care in Reston is excellent and includes a free-standing emergency care center, an air emergency medivac system, a 120-bed elderly-care complex, and the 127-bed Reston Hospital Center.

Leisure and recreation have always been priorities in Reston. Planned around 1,000 acres of open space, the facilities include 50 miles of pathways, 16 swimming pools, 44 playing fields, a nature center and two golf courses.



Urban Vitality

Continued from page 1. communities. You have demonstrated that with vision and planning and commitment, we can create spaces for living and working. You have shown that preservation of the quality of life is a partner of growth, not an afterthought in its wake."

Robert W. Simon, Jr., who was present at the ceremony, applauded as enthusiastically as anyone.

When realtors advertised the opening of a new luxury home development in Reston last spring, they hoped for an enthusiastic response, but never imagined that potential buyers would actually camp out overnight to be first in line.

But that is exactly what happened when homes in The Estates of North Ridge—all priced over \$400,000—went on sale. Six homes were sold during the first weekend.

The pattern was repeated soon after at Old Chatham, where visitors waited in line for the sales office to open. Six of 36 residences were sold in 48 hours.

When it happened a third time with Van Meter at North Hills, Reston's newest community, Reston Land Corporation president James C. Cleveland commented: "This success proves once more that the lifestyle that originally drew pioneering residents to Reston 25 years ago still exercises a powerful appeal."

The Residential Success Story

Reston Land Corporation's strategy for perfectly planned, harmonious growth has been admirably realized under the watchful eyes of its team of land planners, engineers, marketers and constructors. As the demand has expanded, so have the neighborhoods of Reston. With the

arrival of the North Hills area, Reston's residential development begins its final phase; Reston Town Center is the logical conclusion of the master plan—designed to meet the needs of a mature residential community with a clear demographic profile.

Reston continues to be a magnet for affluent professionals who either work in its immediate trade area or commute to other locales in the Washington, D.C., metropolitan area.

From the Waterview Cluster townhomes of the original Lake Anne Village development to the single-family residences of North Hills, Reston's neighborhoods have drawn their distinctive character from features such as the lakes or parks they adjoin. Completion of the residential areas in Reston Town Center will add an important new dimension to Reston's array of residential options: suburban living at its most gracious, urbane and enjoyable.