

NEWS FROM RESTON

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RELEASED:

Excerpts from the March-April, 1968 edition of the "Orange Disc".

The "Orange Disc" is the Gulf Oil Corporation publication for Shareholders.

"Reston is an idea in urban development that is being given expression in a new kind of rural-urban community by Gulf Reston, Inc., a Gulf subsidiary, headed by Robert H. Ryan, an industrial planner and veteran real estate developer who believes that well-planned, well-designed communities can be established and can make economic sense. "This development is an ambitious, pioneer project, and we shall make every effort to see that it is well built," Mr. Ryan said after he was picked by Gulf to accelerate and expand the development of the country's most celebrated New Town."

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"As the work on Reston progresses, city planners, architects, and designers watch with understandable interest as they count on the "experiment in living" to demonstrate to investors, government housing agencies, and the public that there is a practical alternative to the usual suburban sprawl that is creeping out from the large cities like an uncompromising blight devouring more than a million acres of land each year."

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"To achieve the individuality, the spaciousness, the beauty and convenience called for in the (Reston) master plan, the developer was faced with numerous problems, some of them unique to this type and size of project. By far the largest and most difficult of the problems was that of securing sufficient long-term financing, the millions of dollars of what is referred to as "patient money" required for such an undertaking that looks to 1980 or 1985 as a completion date. Finding lenders, either public or private, required an inordinate amount of time and effort as most sources "lacked the sophisticated recognition of the value of a whole community as a real estate investment."

"There were exceptions to those who wanted the builders to abandon the town's most progressive features, or to break down the master plan into more manageable units for financing. Among those who were "thinking future" was Gulf."

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"Why, it has been asked, would Gulf, which is predominantly an energy company, want to invest long-term money in building a community when it could very likely find other employment for its capital? The answer can be found, perhaps, in the changing philosophy of corporations in general, and, specifically, in the fact that during the past decade or two, Gulf has, as a matter of policy, diversified, has invested in everything from petrochemicals and rubber to coal, real estate--even U. S. Education. (Since 1957 the Company has given scholarships to 298 students and in addition has made institutional grants to 902 public and private colleges and universities for a total of 13.5 million dollars.)"

"As an international company operating around the world, Gulf observed the post-war growth and the sociological impact of of "green belt" or the so-called New Towns that were being built in the Scandanavian countries, France, and England, towns largely built by government or with government backing."

"In Reston, here at home, Gulf saw the promise, the potential in the professionally planned community as an investment as well as a means of demonstrating the Company's interest in the orderly development of New Towns in the U. S. with private funds. As a result of the decision, Gulf in 1964 made a substantial investment to assist in carrying out the first phase of the building program. (In addition to the money supplied by Gulf and others, John Hancock Mutual Life Insurance Company injected a huge sum into the project for which it took a mortgage on most of the unimproved land.)"

"In the fall of 1967, the developers of Reston adhering to their plan to build a community complete from the ground up, with all the social institutions, the "amenities," found themselves in need of additional financing. Income from new housing and land sales was lagging behind construction and development costs. What the new town needed was more people to fill jobs: more industry to provide jobs; and more moderate priced housing to attract people--one seemed to wait on another, to the end that very little progress was being made overall."

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"To accelerate and expand the development of Reston consistent with the long-term aspects of the project, Gulf formed a subsidiary to take over the financing and construction of the new community within the framework of the master plan drawn by the original developers and the New York architectural firm of Conklin & Rossant, formerly Whittlesey, Conklin & Rossant."

"The man Gulf chose to carry out the master plan is Harvard-educated Robert H. Ryan, a Bostonian with a notable career in the realm of real estate management, construction, and industrial and urban development. In addition to serving as Executive Vice President, Perini Corporation, one of the world's largest construction companies, Mr. Ryan, among several other positions in the past decade, has served as Chairman of the New England Council, Industrial Commission; as a member, Industrial Development Advisory Committee, Pennsylvania Department of Commerce; Consultant to the Secretary of Housing and Urban Development; and member, National Commission to Technology, Automation, and Economic Progress. He is President of Ryan Development Associates of Pittsburgh and an official of the Committee for Economic Development."

"Mr. Ryan as Chairman of the Board and Chief Operating Officer has brought considerable skill and experience as well as new energy to the operation at Reston that is expanding and moving ahead--without for a moment losing sight of the goal."

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"As the woods and fields of Fairfax County echo to the sounds of construction, the feeling is that Gulf and Reston are here to stay. And with the country looking on to learn the eventual fate of New Towns in America, the Company is aware of its responsibility to build in such a manner as to illustrate the point--well designed, well-planned communities can be built and be economically sound."

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"The goal for Reston, according to Mr. Ryan, is to provide facilities for a wide variety of choices in the fields of housing, education, recreation, and culture for a wide variety of people--in safe, pleasant surroundings. Although a good beginning has been made, the attainment of this goal is still somewhere off in the future. But a town that celebrated its opening with a review of the performing arts--songs, dances, and the poetry of Stephen Spender, and an ambitious display of sculpture and painting--cannot but leave its quite considerable mark on the country. Add to this salute to things esthetic, the pragmatism of millions of dollars in financing, and people all over America may, from this day forward, be unwilling to settle for less."

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