

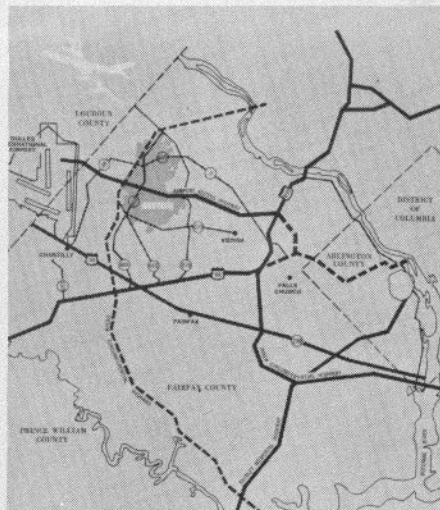
October, 1964
25 Cents

WASHINGTON WORLD



Reston Industry: Progress Report

A MUST VISIT for Site-Seeing Executives^{*}



Washington's widely-acclaimed new suburban city

On both sides of the parkway between Washington and Dulles Airport—in beautiful Fairfax County hunt country, yet just 18 miles from The White House—there is already taking shape today the nation's most ambitious and imaginative undertaking in large-scale community planning and development.

You can see being built—or *already completed*—private homes, town house clusters, apartments . . . golf courses, bridle paths, and lakes . . . stores and shops of all kinds . . . schools, churches, playgrounds . . . as well as office facilities, research laboratories, and light manufacturing plants . . . the beginning of an entire suburban city of 6,800 acres and 75,000 people.

What makes Reston important to executives looking for the *ultimate* in laboratory, plant, or office sites is that Reston is being built according to a plan whereby every resident can live, work, and enjoy the finest recreation, cultural, and intellectual benefits *in his own community* (And, as the individual benefits, so does the employer in terms of personnel productivity,

creativity, and stability!). *Included in the Reston plan are 922 acres for industrial and research park development, available under any of several arrangements:*

1 You can buy a site—as much as 100 acres—and order a facility custom-designed, as has been already done by MOTOROLA COMMUNICATIONS & ELECTRONICS, INC.

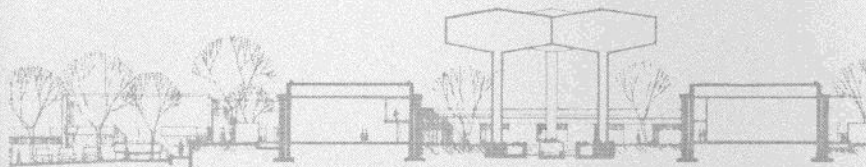
2 You can buy or lease a site now for construction of your own buildings, following the example of HUMAN SCIENCES RESEARCH.

3 You can lease both site and building designed to your specification as HRB-SINGER, INC., has done.

4 You can lease space—3,000 square feet and up—in Reston's new 370,000 square foot Group Facilities Complex as AIR SURVEY CORPORATION has already done.

^{*} Whatever your site location needs, do make it a point to visit Reston. Take time to get the lay of the land, example overall plans, and see how these plans are becoming reality. Or call Mr. James B. Selonick on 471-4307 for more detailed information.

Washington's New Neighbor



Reston, Va., Is Workplay Eden Near Capital

"INDUSTRY'S SECRET AGENT"
I may have crossed paths at Bailey's Cross Roads, cornered one another at Tyson's Corners and been trapped on a road to Wolf Trap Farm in Fairfax County, Virginia, last year. But at least a large percentage of them found the things they were seeking in the Center for Industry and Government set aside on 914 acres of land in the midst of Reston, the first important satellite city planned in the Washington, D. C. area.

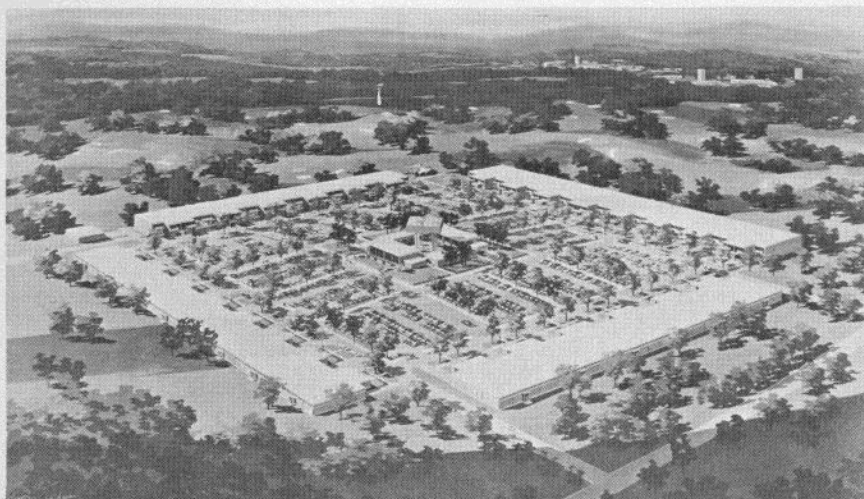
Why will a majority of the workers in new "smokeless industries" committed to Fairfax County during 1964 find themselves working at Reston?

While it is possible to sit in an office and look out upon a golf course or watch the breezes ripple on a lake as one works at the Reston Center, even the "doubledome" electronics business does not necessarily choose its sites for day-dreaming.

HRB-Singer, the electronics subsidiary of the Singer Company; Air Survey Corporation, specialists in photogrammetry engineering; Motorola Communications and Electronics, Inc.; Transportation Consultants of Washington and Human Research, Inc., each gave out some hints of individual motivation when sites selection was announced. (Human Sciences Research made no mention of the fact, but it will bring to the Reston area a battery of psychologists who could have a sort of sociological field day in figuring out the reactions of Reston residents, some of the first U. S. citizens to have a community, planned from scratch, to provide "an opportunity for people to do what they like, near where they live").

Said Dr. M. Dean Havron, president of Human Sciences Research, "We think Reston provides a scientific organization an exceptionally good environment both for living and working. We like the notion of a planned community . . . the guarantees it provides to our building location and for a place of residence for our employees."

Richard Delmas, vice president of the 17-year old Air Survey Corp. said "we feel that Reston's community concept is going to provide an environment that will please our employees. Furthermore, we think it offers excellent possibilities of future industrial development in areas that will be compatible with our line of endeavour."



Robert L. Riddle, technical vice president of HRB-Singer, commented that "we believe an environment is being created there which will be conducive to more effective individual performance. Moreover, I feel that Reston's Research Community will be controlled to develop into a fine park with good neighbors for us."

Each rationale for choosing Reston seems to rest upon the same basis: Productivity should increase, individuals should be happy, relationships within the scientific and government community should be fruitful.

(The officers of Motorola and Transportation Consultants isolated the same factors as important in their decision to move from present locations to Reston.)

There are two ways of appraising this unanimity. Either employers of scientific personnel have suddenly discovered that "eggheads" have muscles and emotions as well as cerebrations, or Robert E. Simon, the moving force behind Reston, discovered it for them and then convinced a high percentage of prospects that his theory is correct.

Side-stepping any speculation of relationship between way of life and way of "Thinking Big" (or "Thinking Small"—with microscopes), Simon and his vice president for development, James Selonick, had some concrete notions about group services required for an industrial park. In addition to a special building where small industries may rent space rather than build their own headquarters during the first years at Reston, they have planned a servicing center with a technical library, banks,

professional office tower, business machines center, cafeteria and restaurant. Also within the Eastern service area will be a heliport and bus terminal and an auto service center and a medical facility.

Not yet in operation is the building materials complex, which will provide a lumber yard, hardware, plumbing and electrical supply yard, masonry yard near the railroad siding owned by the Southern Railway. Typically, the nuts and bolts of this area are counterbalanced by a nursery unit and plant farm—a characteristic expression of Simon's determination to keep the aesthetic and the practical in balance in his new city.

Since Reston is within 10 minutes of Dulles Airport and 35 minutes of National Airport, the matter of flying personnel or cargo into range is solved. While the Washington and Old Dominion Railway (subsidiary of the C. and O.) operates only one train daily between Purcellville, Va. and Washington, "for industries along its route, the railroad provides virtual taxi service" says Selonick.

The Fairfax area is now so spread with super highways that motor transport is no problem for individuals or trucks (65 motor carriers with New York, Pittsburgh, Charlotte, etc. an overnight haul, second morning deliveries in Chicago, Boston, Cleveland, Atlanta.)

Perhaps only one question remains unanswered about Reston's future as center for "think factories." How fast can a man think his way through his problems and out of the door onto a golf course, a lake or a horse?

RESTON, VIRGINIA

The planners of Reston, Virginia, were asked to answer 3 new questions. How many families are needed to create a live community? What is the difference between a live community and a mere housing project? How can people find a wide variety of interesting things to see and do, close to where they live and work?

The planners' answers are to be seen 18 miles west of Washington, D. C., where the entire first phase of the First Village of Reston is under construction. Detailed scale models show six of the 227 Town Houses **now being offered for sale from \$23,000 to \$46,400.** The scope of what is happening at Reston can be seen from the list below.

	Estimated Completion		Estimated Completion
Townhouses		Individual Lots for Sale	
90 Houses designed by Goodman	Fall 1964	Lakeshore Lots	Sold
90 Houses Designed by Smith	Fall 1964	Golf Course Lots	Sold
47 Houses Designed by Whittlesey & Conklin	Winter 1964	Southern Section Lots	Some Remaining
		100 Northern Section Lots	1964-1965
		400 Southern Section Lots	1964-1965
Apartments		Educational	
61 Apartments in 15-Story Building	Spring 1965	1 Nursery-Kinderergarten	Spring 1965
34 Village Center Apartments	Spring 1965	1 Elementary School	Fall 1965
18 Garden Apartments	Spring 1965		
Recreational		Cultural	
1 Golf Course	Completed	1 Community Center, including auditorium, exhibition area and teenage lounge	Winter 1964
1 Golf Clubhouse	Summer 1964	1 Library	Winter 1964
30 acre Lake Anne	Fall Sept. 1964	1 Art Gallery	Spring 1965
1 Outdoor riding ring	Summer 1964		
1 Riding Stable with indoor ring	Fall 1964		
4 Tennis Courts	Fall 1964	Religious	
2 Swimming Pools	Summer 1964	1 Methodist Church (first unit)	Winter 1965
1 Ball field	Spring 1965	1 Baptist Church (first unit)	Fall 1965
3 Playgrounds	Fall 1964	1 Lutheran Church (first unit)	Late 1965
10 Play Spots	Fall 1964		
3 Campsites	Fall 1964		
Commercial		Industrial	
7 Stores	Winter 1964	1 Group Facilities Building	Fall 1964
1 Restaurant	Winter 1964	1 Electronic Research Headquarters	Fall 1964
1 Office Building	Spring 1965	1 Group Facilities Building	Spring 1965
1 Medical Office Building	Fall 1965		

Washington's
New Neighbor



Directions: Drive out Leesburg Pike (Rte. 7) to Route 606, left to Reston. Exhibit Center open every day.