Reston Market Profile

DEMOGRAPHICS AND GROWTH

The Reston PRC District being developed by Reston Land Corporation currently has an estimated 51,500 people residing in the 17,800 residential units completed.

Approximately 21,600 people live north of the Dulles Airport Access Road. Of these, 14,700 reside in the nearly complete Lake Anne and Tall Oaks Villages of the Central Sector. Since the summer of 1982 over 6,900 moved into the 1,500 acre area north of Baron Cameron Avenue, known as North Point Village.

Residential development in the South Lakes and Hunters Woods Villages is in the final phase. Approximately 29,900 people now reside south of the Dulles Airport Access Road.

The projected completion of Reston's residential development is for the late 1990's with approximately 22,000 residential units and 62,000 population.

At the time of this writing 11 builders are actively merchandising homes in 17 different projects. There is very little unsold inventory of new homes because, with the exception of multi-plex buildings, construction is begun after the purchase of the home is complete.

Reston's variety of new housing includes 3 condominium projects ranging in price from the low \$100s to the high \$100s; 4 townhouse projects priced from the high \$100s to the high \$300s; 1 patio home project from the low \$300s; 9 single family detached home choices from the high \$200s to over \$500,000 and a selection of custom homes. Additionally, there are 3,700 rental apartments renting from \$370/month to \$930.

In addition to residential growth, Reston has grown from a bedroom community of the mid 1960's into a dynamic business center for the 1980's and 90's. In the past two years, Reston has recorded an impressive growth period with over 2.5 million square feet of space developed for an increase of 37 percent over the 1985 number. The total 9.3 million square feet of office and industrial space is occupied by over 1,300 companies. Reston is home to such companies as IBM, US Sprint, Unisys, Apple Computers, Allstate, First American Services, NASA, Grumman Aerospace, Advanced Technology, Inc., Arthur Young (Education Division), AT&T Marketing Division, GE Data & Information Systems Division, GTE Business Communications Systems, Inc., Software AG of North America, Tandem Computers, Inc., XMCO as well as 75 national trade and professional associations.

Field Survey of Reston Development

The Real Photos and the Market State of the State of	Complete Land
Single Family/Patio	4,008
Townhouse	6,671
Condo/Apartment	7,151
TOTAL	17,830

Units by Housing Type As A Percentage of Total

Single Family/Patio Townhouse	23% 37%
Condo/Apartment	40%
TOTAL	100%

Population Estimate

Single Family/Patio	4,008	×3.5*	= 14,028	
Townhouse	6,671	×3.0	= 20,013	
Condo/Apartment	6,380	×2.5	= 15,950	
Elevator Apartment	771	×2.0	= 1,542	
			51,533	

^{*}Recommended household size from Fairfax County Statistics. Source: Reston Land Corporation.

Total employment in Reston is over 27,000 with approximately 38% of those employees also living here. According to the 1987 forecasts in the Fairfax County Profile, the Fairfax County median family income is \$54,700. It is estimated that in 65% of Reston families both husband and wife contribute to the household income.

There are six existing major commercial areas including four village centers, the Sheraton International Conference Center, and a discount department store. A fifth village center is planned north of Baron Cameron Avenue for completion in the early 1990's.

Construction of the first phase of Town Center, the 85 acre Urban Core, has begun. Located in the center of a 460 acre parcel identified as Reston's downtown, the Core will include a mixed-use activity center for retail, office, hotel, community, residential, cultural and entertainment uses.

For more information contact:



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