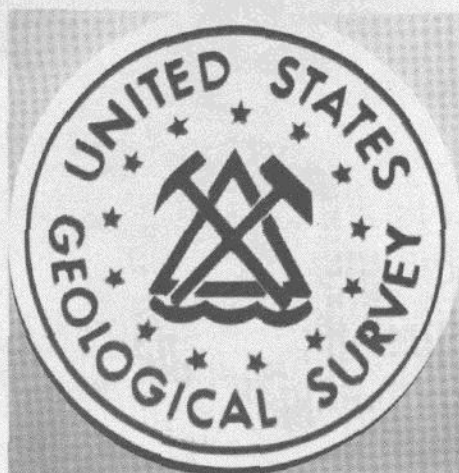




THE RESTON LETTER



A SEASON OF SUCCESS

IN

INDUSTRIAL DEVELOPMENT

RESIDENTIAL SALES

NEW BUSINESSES

**CULTURAL, RECREATIONAL AND
EDUCATIONAL ACTIVITIES**

WINNING AWARDS

**ACHIEVING NATIONAL
RECOGNITION**

Reston Federal Choice

Secretary of the Interior, Stewart Udall, has announced the federal government's decision to build the new \$30,000,000 headquarters of the U.S. Geological Survey on an 85-acre site in Reston's industrial center.

Secretary Udall revealed this news at the Dedication of Reston. He went on to say that he hoped that most of the 2,400 USGS employees would choose to live in Reston.

Later expansion of survey facilities could include 20 more acres and would bring another 1,600 federal employees to Reston.

In response to Udall's statement, Reston's developer Robert E. Simon, Jr., declared that housing would be provided for all who want to live and work in Reston.

The agency's move to Reston is the result of two years of cooperative work between Federal and Reston, Va., Inc. planners. The USGS move marks the first federal government entry into the rapidly-filling Reston Center for Industry.

Skidmore, Owings & Merrill, architects of New York City's Lever House, will be responsible for designing the USGS headquarter's first cluster of buildings. The campus-like complex of buildings will occupy about 1,000,000 square feet of space.

General Technologies Corporation comes to Reston

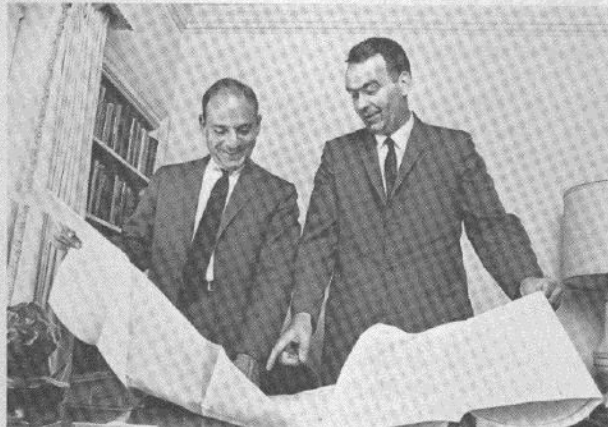
General Technologies Corporation will occupy a 30,000 square foot plant in the industrial center at Reston.

The firm, now based in Alexandria, Virginia, will consolidate its chemistry, physics and administrative departments in its new building at Reston. The new structure, designed by Cohen, Haft & Associates, is to be built by Reston, Virginia, Inc. GTC employees hope to be in the new quarters by the first of June, 1967.

At lease-signing ceremonies in Reston, GTC President, J. D. Graves, said, "We are delighted to be a part of the growing Reston family. This decision (to move) has the enthusiastic support of our Board of Directors and our employees. The unique and wide offering of housing, cultural, recreational and religious facilities, and opportunities available here is especially attractive to our organization."

GTC, is a defense contractor active in fiber composite research, employing 65 engineers, physicists, chemists, and other scientists.

Reston Executive Vice President James B. Selonick and GTC President J. D. Graves look over site plans

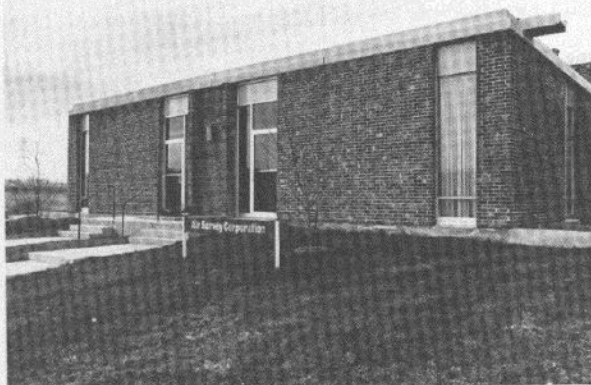


Secretary Udall announces U. S. Geological Survey move



Industry

growing ...



Air Survey Corporation, first firm to move into Reston



Motorola Communications and Electronics building, adjacent to Dulles International Airport highway



Hazleton Laboratories, Inc.: four divisions will occupy more than 50,000 square feet



HRB-Singer's new building at Reston

Firms which have joined the Reston community are:

Air Survey Corporation, a 20-year old Washington area aerial photographic and photogrammetric engineering firm, occupies 13,320 square feet of the multiple tenant lease facilities on Newton Square.

HRB-Singer, Inc., an electronic research and development subsidiary of the Singer Company, leases an 11,600 square foot research facility. The building, on a five-acre tract, was built especially for HRB-Singer by Reston, Inc.

Motorola Communications and Electronics, Inc., purchased and built on a four-acre site overlooking Dulles Airport access highway. The 15,000 square foot building houses the company's Eastern Regional Sales and Engineering Office.

Hazleton Laboratories, Inc., a leading life-science research organization has chosen Reston as headquarters for four of its divisions. Hazleton has leased over 50,000 square feet in Isaac Newton Square to house its life systems, inhalation research laboratory, animal programs divisions, and its wholly owned subsidiary, Instrument Development Company.

General Technologies Corporation will combine its offices, chemistry and physics research departments at Reston (see story in this issue).

Fairfax Education Association has purchased land for its headquarters at Reston (see story in this issue).

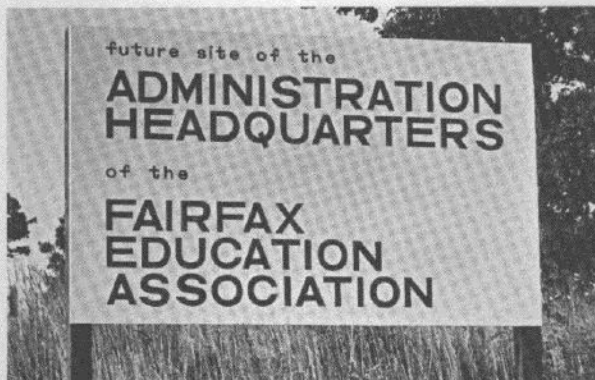
Human Sciences Research, Inc., plans to build a 15,000 square foot building on its 4-acre tract on Sunset Hills Road. The firm is engaged in both basic and applied research in the behavioral sciences, and in operations and systems investigation.

Hunter Associates Laboratory, Inc., has purchased three and a half acres in the Industrial Center. Precision instrumentation to measure color, color difference, and whiteness or gloss are Hunter specialties.

Transportation Consultants, Inc., world-wide engineering consultants, transportation analysts, and planners, will move from present Washington headquarters to a five-acre site purchased in Reston.

The United States Geological Survey is going to build its new headquarters on an 85-acre site in the Center. (See story in this issue.)

... growing ... growing



County's Education Association to Locate in Reston

"An excellent home for us," said Fairfax Educational Association Executive Secretary Paul Peter, at ceremonies following the purchase for the FEA of two acres of land in the Reston Industrial Center.

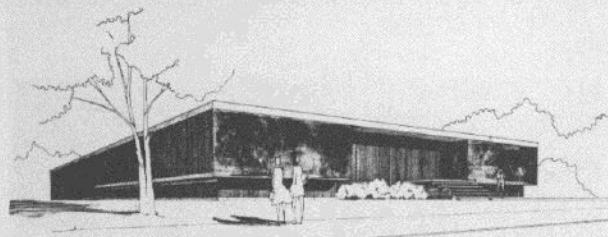
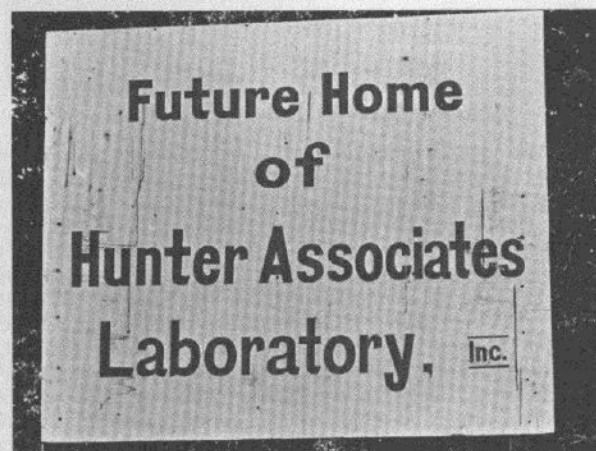
Mr. Peter, whose organization plans to occupy the new headquarters building by mid-1967, went on to say that the move to Reston, "will provide an excellent working environment and lend dignity to the Association."

Designed by Virginia architects Pickett, Siess and Hook, the Association administration building will be built after a five-year search for a suitable site, in the eastern sector of the Industrial Center.

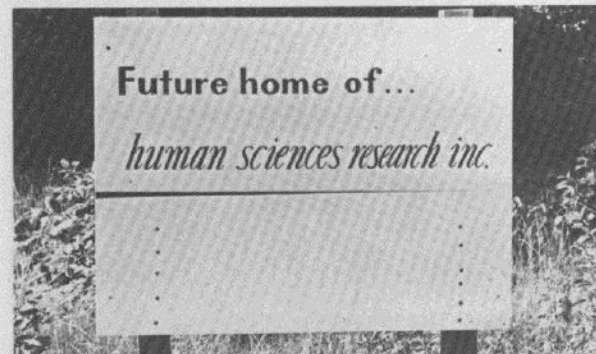
FEA, an affiliate of both Virginia state and national Educational Association, has some 4,300 members and represents 95 per cent of the teachers in Fairfax county. The organization's broad purpose involves the areas of teacher responsibilities and teacher rights. It concerns itself with fair personnel practices, professional ethics, salary negotiations, medical and retirement benefits, and professional enrichment through such facilities as the association's library.

Eleventh firm signs

Scope, Inc., an expanding leader in the research and development field in the Washington area will locate in the Reston Industrial Center. The Scope decision was announced just before publication date and brings to eleven the number of firms committed to the Industrial Center. Scope, active in defense electronics and research and development in the physical sciences, will move into an 80,000 square foot building in the industrial area's eastern section. The new building to be built by the Reston, Va., Inc. construction division is scheduled to be in use by Scope's 350 employees by June of 1967.



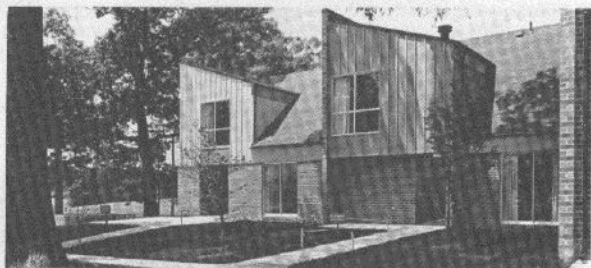
Headquarters, Fairfax County Educational Association



Population grows as Reston residential sales continue

Reston population has doubled since dedication ceremonies in late spring. Record townhouse sales in three new clusters, and 100% apartment occupancy sparked the population increase.

The townhouses designed by Louis Sauer, well-known Philadelphia architect, were sales leaders throughout the summer and have carried the warm weather sales tempo into the fall. The \$28,250 to \$42,800 homes are in the Golf Course Island section of Lake Anne Village. Two other new townhouse clusters, Wainwright with homes from \$23,200 to \$30,800 and Coleson with homes from \$27,900 to \$39,900 have also had brisk sales records. Combined townhouse sales in August alone amounted to \$1.7 million.



Golf Course Island Cluster, by Louis Sauer, at Reston

Wolf Von Eckardt, the distinguished architecture critic of *The Washington Post*, cited the unique spirit of the Golf Course Island homes in his published critique. "It has been a long time since the architecture of our day has accomplished as much for human livability. You'll find here, not just exciting and dramatic shapes to serve the noble art of architecture, but shapes that serve the joys of being at home." He continued, "Huge windows bring in views and heighten a sense of spaciousness. Both indoors and out, there are well-defined spaces for family 'togetherness,' what with sun decks, balconies, and a well-secluded patio. The arrangement of these spaces is so commodious and clever that family members will hardly get into each other's way." Von Eckardt went on to say, "I am tempted to call the Sauer townhouses a new breakthrough in townhouse design."



Heron House and adjoining Quayside Apartments, both designed by Whittlesey, Conklin & Rossant



Waterview Cluster, by Chloethiel W. Smith, at Reston

Sales continue . . .

Fresh approach Another fresh approach to housing design, as shown by the PARD Team, produced another of Reston's successful groups of new townhouses: the Wainwright Cluster. The PARD Team is an unusual combination of talented architects, planners, and designers. PARD, an acronym for Planning, Architecture, Research, and Design, was created to meet the architectural and planning challenges created by the uncontrolled urbanization of our environment, the new discoveries in the fields of social and scientific research, and the rapid changes in building technology. The homes in the Wainwright Cluster manifest the Team's sophisticated, practical, and professional approach to housing needs. Less expensive than other homes presently available in Reston, the townhouses are grouped in small neighborhood clusters. Each home is entered from a common private landscaped green, and has large windows that face the nearby woodland. The homes, with muted stained-wood and brick exteriors, compliment the greenery around them. Inside the Wainwright homes, the merits of careful planning are easily seen. Spacious bedrooms with large closets, ample interior storage space, central air conditioning, and ground floor powder rooms all testify to the soundness of the PARD approach.



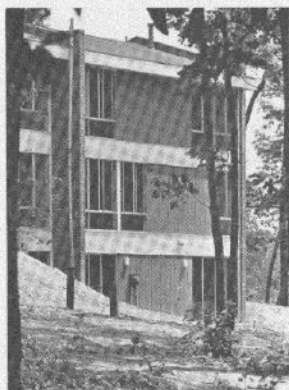
The Coleson Cluster at Reston

Second Smith group With earth-hued exteriors in harmony with surrounding woodland, Architect Chloethiel Woodard Smith's second group of Townhouses at Reston is an attractive addition to Reston. The fourth of the six townhouse clusters in Reston, these homes in Coleson Cluster radiate the same charm of her earlier townhouses in Waterview Cluster. The "new Smith" homes have interesting rooflines of varied heights which create a pleasing exterior appearance that is developed and enhanced by combining houses of different widths, colors, and textures into attractive separate blocks. Balconies are important at Coleson Cluster. Mrs. Smith has used them deftly as elements of design and as interesting useful spaces for townhouse residents.

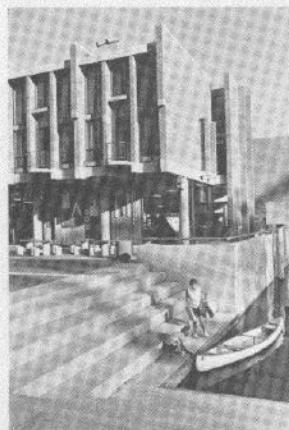
Located across from the North Shore Golf Course and near the proposed Town Center, the Coleson Cluster homes are conveniently located in a woodland retreat. Interiors of the two to three-story homes are planned for family living. Ground floor recreation rooms with huge glass panel doors, separate dens, ample storage space, and multiple baths all point to the architect's intent that homes be suited to the needs of residents.

Optional features such as fireplaces, central vacuum cleaners, and intercoms with built-in FM radio make it possible for the prospective buyer to tailor a Smith home to his individual desires. Exterior design, setting, and well-planned interiors have all contributed to the success of Coleson Cluster.

... population grows



Wainwright Cluster, by PARD Team, at Reston



Apartments by Whittlesey, Conklin & Rossant, above the shops overlooking Washington Plaza



Hickory Cluster, by Charles M. Goodman, at Reston

Coming. One hundred and fifty-two apartments designed by architect Ben Carr are now being built in the Vantage Hill area of Lake Anne Village by Stephen A. Mittleman, Inc.

Each of the garden-type apartments will have a balcony or terrace. Rentals on the one-bedroom through three-bedroom units run from \$140 through \$200 and include multiple baths in the larger apartments.

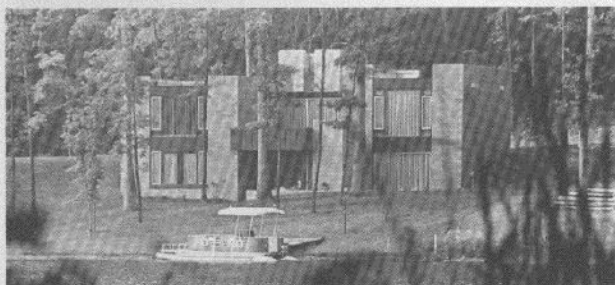
Following closely behind the Mittleman apartments will be construction of the Cohen and Haft garden apartments. To be built near Lake Anne Center, completion of the one, two, and three bedroom apartments is scheduled for late spring. Rentals will range from \$140 to \$200.

Completion of the two new apartment projects will bring the total number of rental units available at Reston to just short of 400.

Private builders offer homes. Over twenty private builders are exhibiting almost two hundred single-family homes occupied, built, or under construction in Reston. Subject to design approval by Reston's board of architectural review, these detached homes are located near and around Lake Anne, the 18-hole North Golf Course, and in Reston's second village area, Hunters Woods.

In low density areas near the South Riding Stable in Hunters Woods, 18 builders are offering a wide variety of detached homes. Houses in Hunters Woods, like the single-family dwellings in other Reston areas, are located on secluded cul-de-sacs. Tall trees, untouched by bulldozers, fringe and interlace the quarter- to almost three-acre lots.

At Lake Anne Village a number of builders are exhibiting a selection of detached homes in the choice lake and golf course sections of the village. Lakeview Mall Associates is building townhouses near Lake Anne and the village center, which is the first group of townhouses to be built in Reston by a private concern. The firm expects their initial offering of 26 houses on North Shore Drive to be ready for occupancy soon.



Lake Anne Village home, designed by Kent Cooper & Associates, built by Fred Dorka for the George Todds



Hunters Woods home by Stephen A. Mittleman, designed by Ben Carr

Living at Reston

Education. The University of Virginia offered a non-credit course series at Reston this fall. The study discussion series, the first of its kind to be held in Reston, was conducted under the auspices of the University's Northern Virginia Center School of General Studies, and was entitled, "The Community and the Individual." County, state, metropolitan area, and international planners, specialists, and officials made up the roster of speakers for this interesting and timely eight-week course.

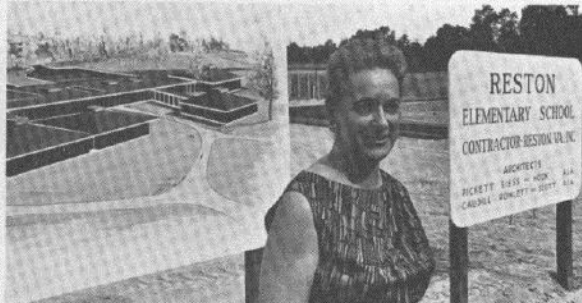
The first of Reston's sixteen elementary schools has as its principal Mrs. Beatrice Ward whose wide experience in education has ranged from teaching in one-room schools to directing Fairfax County's Headstart Project.

When the new school opens for the second semester in January, Mrs. Ward and her 300 students will move from temporary quarters in nearby Herndon to the campus-style buildings in Reston.

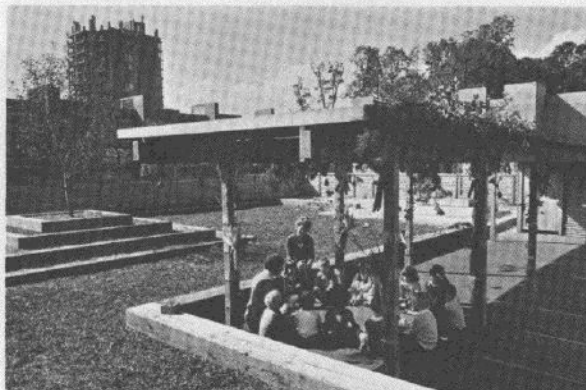
The school was designed by the architectural firms of Caudill, Rowlett and Scott of Houston, known for their educational buildings, and Virginia architects Pickett, Siess and Hook. The new school is being built for the Fairfax County School Board by Reston Va., Inc.

The Lake Anne Nursery-Kindergarten school began its second year of successful operation in September. Enrollment this session, 68 children, is almost double that of last year. The school which now has specially designed permanent quarters above Washington Plaza, will continue to be directed by Mrs. Dorothy Bearman. She is assisted by a staff of five teachers and three assistant teachers.

Children attending the school have the benefit of a unique rooftop playground, a carpentry shop, a program of music and rhythms, cooking classes, and field trips to local farms, an aquarium, and the Smithsonian Institution.



Mrs. Beatrice Ward, principal of the first elementary school



Roof-top playground class at the Nursery-Kindergarten

When tested last May, children from the first year's class going on to the first grade indicated a high-normal to superior readiness.

The Reston-Herndon Montessori School, formed as a non-profit cooperative this year, opened in mid-September. The school serves both Reston and the neighboring community of Herndon where its present building is located. Directing the Montessori classes, which emphasize the "sensitive periods" of young children, is a Reston resident, Mrs. H. Van Olphen. There are 15 children in the school.



Summer and early fall at the Lake Anne Village Restaurant



"Best-looking service station" in the United States

Business. Reston merchants and professional men have formed an association. Aptly named the "Reston Business and Professional Association, Inc." the group elected Lake Anne Center dentist George Zacko as its president at the initial meeting. One of the organization's first acts was to invite Reston school-age children to paint and decorate the windows of the Lake Anne stores for the Halloween weekend. The association provided the paint, judges, and prizes.

Two new commercial firms joined the organizations now doing business near Lake Anne. Offering complete travel service, one-of-a-kind imports, collector's prints, and antiques, Tradewinds Travel, Inc. made its formal debut in mid-November. It was preceded on November 1st by Boutique Danella specializing in women's wear and featuring original suits imported from Sweden.

Music. Three organizations formed at Reston are bringing music to its residents in a variety of ways.

Serendipity, Inc., a non-profit corporation, was organized by Restonians to encourage appearances by representatives of the performing arts at Reston. Their efforts so far have been successful. The latest event which occurred under the group's sponsorship was a visit by Germany's famed Obernkirchen Children's Choir. In addition to arranging for the choir's concert in the Lake Anne Community Hall, Serendipity organized invitations for the German children to dine with Reston youths in homes throughout the new town.

Serendipity's earlier offerings have ranged from a sellout jazz concert in the North Shore Golf Club Pavilion to a piano and flute recital in the community hall.

Serendipity, Inc., brings the Obernkirchen Children's Choir



The Reston Foundation sponsored a series of Sunday evening twilight concerts on Washington Plaza during the summer. The series featured performances by the Potomac English Handbell Ringers, the Maryland University Woodwind Quintet, and a number of other musical groups. The well-attended events included productions by five dance companies and a special show headlining the renowned Backus Puppets.

A fall band concert series was inaugurated in September following the summer program. Taking advantage of Northern Virginia's Indian summer warmth, local high school and municipal bands entertained visitor and resident alike on Sunday afternoons until late October.

James Christian Pfohl, founder and past director for 28 years of the Brevard Music Center in North Carolina, has formed a Chorale at Reston.

Sixty Reston residents answered Pfohl's initial call for volunteers.

The extensive adult interest in choral activities led Dr. Pfohl to organize a children's choir. In addition to performing as a musical group, the children's choir will train young singers as future voices for the Reston Chorale.

In 1964, Dr. Pfohl, now a Reston resident, was chosen by the National Association for American Composers and

Conductors to conduct its 30th Anniversary Concert in Carnegie Hall.

Art. Mrs. Margaret Farmer has been appointed director of the Heron House Gallery, operated by Dyer Brothers, at Lake Anne. A graduate of the Maryland Institute of Fine Arts, Mrs. Farmer brings to her new post talents in crafts, portrait painting, water colors and oils, collages, pastels, and woodcuts.

Since its formal opening last February, Heron House Gallery has featured new exhibits by outstanding local artists each month. Shown in the gallery during November were the abstract paintings and collages of Virginian Polly Rogers, and welded steel sculpture by Maryland artisan Jerry Parsons.

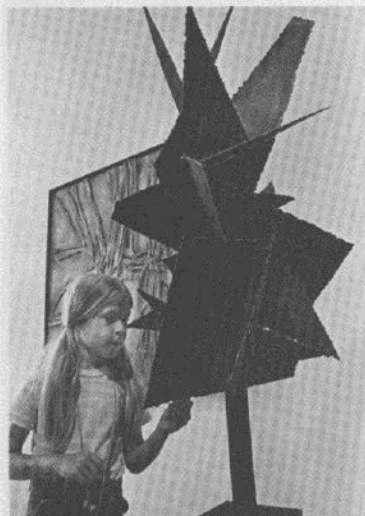
In September, Mrs. Farmer began a series of art demonstrations and lectures on Wednesday mornings for Reston residents. Adding to Reston art knowledge and also sponsored by Dyer Brothers are Monday art classes, conducted by well-known Washington artist Samuel Bookatz. Students pay a modest fee for instruction by Bookatz who is teaching for the first time after more than 20 years in Washington art circles.

Reston residents have formed a local chapter of the Virginia Museum of Fine Arts. The Richmond-headquartered museum pioneered developing art exhibits in this country to be shown outside the central galleries. Its Artmobile program has brought art treasures to tens of thousands of residents in towns and cities throughout Virginia. Activities of the museum are not limited to art. Musical, dance, and theatrical productions, film showings, and lectures give the museum an almost universal appeal. Reston Chapter members are invited to enjoy the facilities of the central museum and are encouraged to develop local programs.

The first major event for the Reston Chapter took place when Artmobile III, featuring works from the Guggenheim Museum, rolled into Reston for a one-week stay. Chapter members held a black-tie, champagne reception to greet the wheeled gallery.

Theater. The newly-formed Reston Players, with two successes behind them, have become a permanent feature of the growing Reston community.

The Players' first offering last July was an original musical, "The Greatest Game in Town." With professional help in the lead role and backstage in direction and production, Reston residents became actors, actresses, singers, dancers, and stage hands during the show's successful run. The



A young Restonian looks at sculpture in Heron House Gallery

musical, a burlesque of Wall Street operations and operators, was praised for its sets and songs with special raves going to individual performances by the talented Reston amateurs.

Capitalizing on the Halloween spirit the Reston Players' second production was Bram Stokers imaginative, macabre "Dracula." Production of the thriller took place on four weekends in October and early November, with a special performance for Reston goblins on the afternoon of October 30th.

As the curtain closed on "Dracula's" last performance, members of the Reston Players began planning for their third major production scheduled to be staged in the early spring.

Religion. Methodist Pastor J. Robert Reagan, in residence in Reston since March of 1965, will move into his new church early this year.

Located near Lake Village Center and sharing parking lots with the new elementary school, Redeemer Methodist Church is the first of Reston's 35 religious buildings.

Ground-breaking for the Vosbeck, Vosbeck & Associates designed church took place last spring with the Reverend Mr. Reagan and Executive Secretary of the Northern Virginia Methodist Board of Missions, the Reverend Raymond W. Wrenn presiding at noon-time ceremonies.

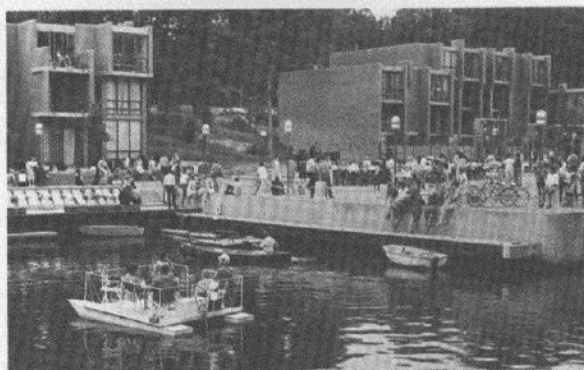
Thomas Fitzpatrick, Dean of the University of Virginia's Architectural School was design consultant on the building.



The Reston Players' production of an original musical



Sunday morning in Washington Plaza at Reston



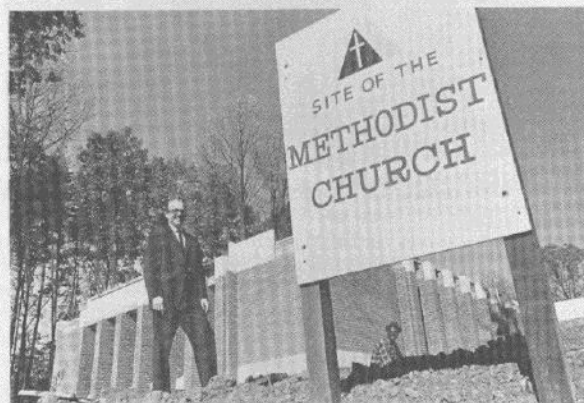
Washington Square concerts brightened Sunday evenings

Reston residents formed a Hebrew Congregation in early summer. The congregation meets Friday evenings in the community hall on Washington Plaza. The group was organized with the help of Dr. Ben Ami of the National Institute of Mental Health.

Books. Monthly literary lectures and accompanying question and answer periods are sponsored by the Carter Glass branch of the Fairfax Library located on Washington Plaza in Reston.

The first author to speak about his work was Restonian Benjamin Muse. In the opening session, held October 19 in the Heron House Gallery, Mr. Muse gave listeners background on his last two published civil rights books and on his current manuscript.

Former White House aide Stephen Hess led discussion of his newly published *American Political Dynasties* at one of



Methodist Pastor J. Robert Reagan

the recent series meetings. Mr. Hess has taught political science at Johns Hopkins University in Baltimore, and was co-author of the best-selling *Hats in the Ring*.

Films. Now in its second year, the Reston Film Festival began in late fall with a weekly series of showings in Lake Anne Community Hall.

Movies scheduled for the twenty-two week Thursday-night diversions have a wide appeal and include Gene Kelly's musical "An American in Paris," the late Kay Kendall's brilliant comedy "Genevieve," and Sir Lawrence Olivier's award-winning and memorable "Hamlet."

The Carter Glass branch of the Fairfax Public Library is sponsoring a free series of specially selected films each Saturday. Shown in Lake Anne Community Hall auditorium the films have family appeal and include biographical, travel, and educational subjects.

AWARDS

Report of the 1966 Honor Awards Jury, AIA:

"We felt that special tribute should be paid to the courage and vision of Robert Simon, the developer of Reston. In a venture which has few precedents and involves great risks, he has made an effort to achieve a high standard in community planning and building design."

From the 1966 Homes for Better Living Awards:

"These townhouses bring single-family living right into the center of town. They form the nucleus of the first village of Reston, Va., a 7,000-acre new town 17 miles outside of Washington, D.C. (This competition was sponsored by the American Institute of Architects, with *House* and *Home* and *American Home* magazines. Awards of Merit went to Whittlesey, Conklin and Rossant, architects and planners."

A telegram from the President of the United States:

"In this age of ever-mounting urban growth, with its inexorable pressures of overpopulation, the birth of a new town such as Reston is a living influence which invigorates our concepts of urban planning. As I stated to the Congress in March of last year, 'The city is not an assembly of shops and buildings. It is not a collection of goods and services. It is a community for the enrichment of the life of man. It is an instrument for the advancement of civilization.' . . . I extend greetings to all of you as you dedicate the City of Reston."—Lyndon B. Johnson.

"Top Performer of 1966"

The editors of *House* and *Home* have recognized Robert E. Simon, Jr. as a "Top Performer of 1966" for his "constructive and outstanding efforts in helping Americans attain better homes and a better way of living . . . and for his creative and valuable contributions to the welfare and growth of the housing industry."

Mrs. Johnson presents Certificate of Merit

On November 15th in Washington, Mrs. Lyndon B. Johnson awarded the 1966 Industrial Landscaping Award to the new town of Reston. The Certificate of Merit was given to Reston by the American Association of Nurserymen, Inc. for contributing to the beautification of America.



While Secretary of the Interior Udall watches, Robert Weaver, Secretary of Housing and Urban Development, invests Reston developer Robert E. Simon, Jr., with HUD's first Urban Pioneer Award



Engineering News Record singled out Reston developer Robert E. Simon, Jr., from "among the men who serve the best interests of the construction industry," for a special award at this year's Construction Man of the Year Dinner



Flanked by the Virginia State Flag and Heron House, Virginia Governor Mills E. Godwin compares the future importance of Reston with the historical worth of Williamsburg

McCall's

Elizabeth Taylor and Richard Burton bring the scenes of a shocking movie
They couldn't have a baby—and their antics!
Childhood poems by Jacqueline Kennedy, Joan Kerr, Princess Grace, Van Cliburn
70 great new barbecue recipes



Journalists Report on Reston

"Combining the pleasures of city and suburbs."—**NEWSWEEK**

"Reston, Va., is unique. As the first New Town in America, it may also be one of the most important and influential."—**LOOK**

"Reston—harbinger of the future..."—**LIFE**

"The only one [new town] with true lineal connections to the movement."—**BUSINESS WEEK**

"Reston is a new town, grown up from scratch out of a country field."—**HOLIDAY**

"Reston is the most advanced planning in housing today."—**TIME**

"Reston: a fine concept and a handsome start."—**HOUSE and HOME**

