

Reston Business Today

Straddling four miles of the Dulles Airport Access Highway and Toll Road, between the fastest growing airport in the U.S.—Washington Dulles International—and the largest retail and office district in Virginia—Tysons Corner—Reston has emerged as a major business center within the Washington, D.C. metropolitan area. With a current base of over 10 million square feet of office and R&D space, Reston represents 20 percent of the total office market in Fairfax County and 5 percent of the total metropolitan market.

Its excellent business location provides convenient access—five minutes to Dulles Airport, 10 minutes to Tysons Corner and the Capital Beltway, and 30 minutes to Washington National Airport. With availability to the Dulles Airport Access Road and Toll Road at Hunter Mill Road, Wiehle Avenue, Reston Parkway, and soon the Fairfax County Parkway, it is no surprise that Reston continues to absorb over one million square feet of office space annually.

Reston's Business Growth

Year	Firms	Employees	Office Square Footage
1980	415	11,767	2,939,000
1984	913	19,235	5,795,000
1988	1,330	27,500	11,000,000
2000*	2,000	50,000	20,000,000

*based on Reston Board of Commerce projections.

The number of firms in Reston nearly quadrupled from 415 in 1980 to 1,330 in 1988. The number of jobs more than doubled over that time from nearly 12,000 to over 27,000. By 1990, it is anticipated that Reston's businesses will stand at 1,700 and employment at 35,000 jobs.

Reston's business expansion has occurred primarily along two major east-west boulevards, Sunrise Valley Drive and Sunset Hills Road, concurrent with the development of Reston's five residential villages. While 1,330 businesses, associations and government agencies were setting up shop in Reston, over 50,000 people moved into houses, townhomes, apartments and condominiums along the golf courses, lakes and pathways.

Quality of Life Environment

From the beginning, Reston was not envisioned to be just another bedroom suburb, but was instead to include the attractive elements of the suburbs—open space, woods and nearby recreational opportunities—with the convenience of the city, especially jobs near housing.

Perhaps the most truly remarkable thing about Reston's business expansion is that it has not required the destruction of the quality of life in Reston. The master plan calls for saving trees, allowing land use plans to follow natural terrain, building lakes, and adding jogging paths and recreational amenities. Additionally, many businesses in Reston are situated along the approximately 60 mile Washington & Old Dominion Railroad Park's jogging, biking and equestrian trails operated by the Northern Virginia Park Authority.





Most business leaders chose Reston for the quality of life which the balance of land use, superb business and the respect for the natural environment ensures: "We were looking for a place where people from many different backgrounds and cultures could feel at home and enjoy life," says Bertrand P. Collomb, chairman of Lafarge Corporation.

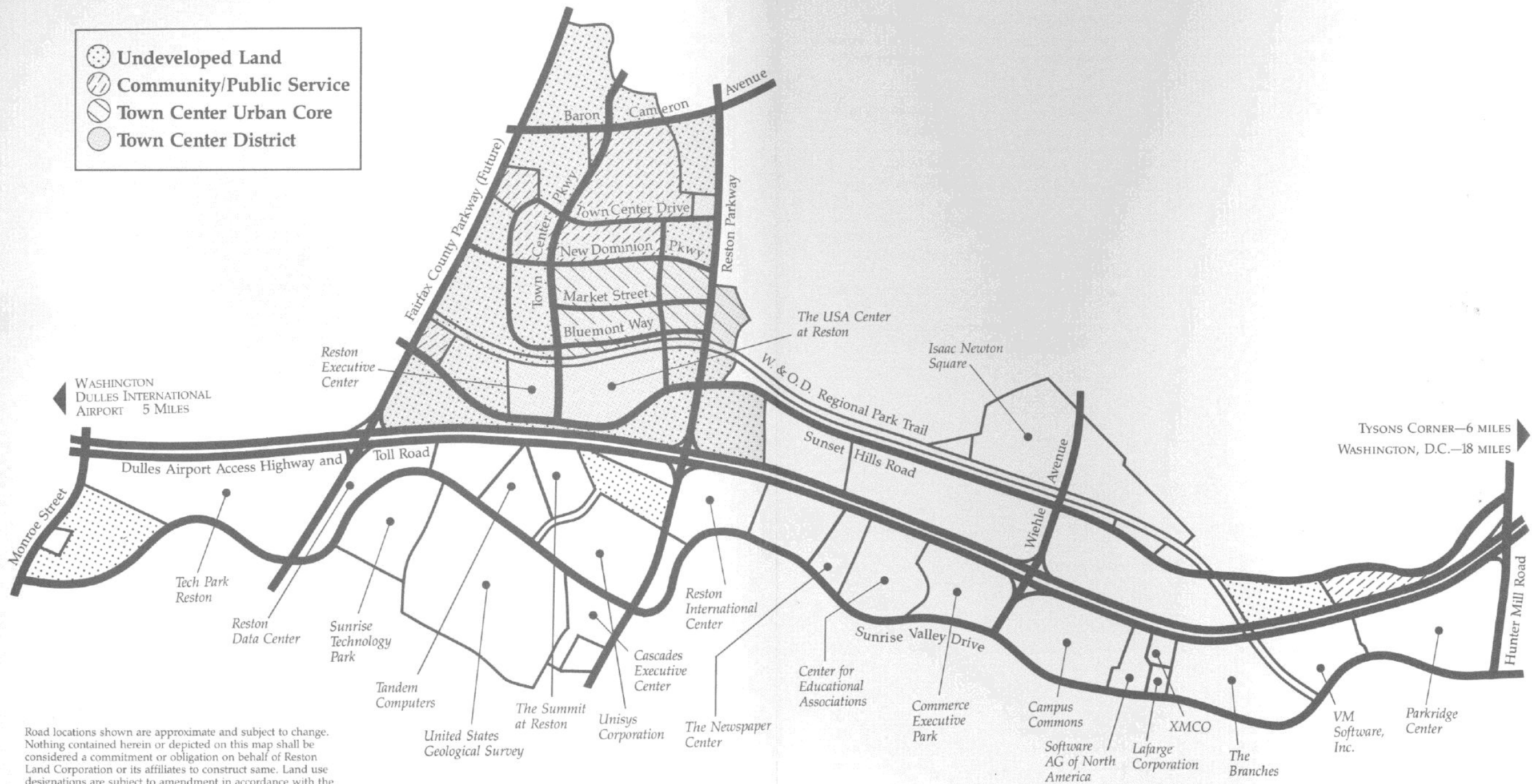
The eleventh largest Washington-area company and Reston's first *Fortune* 500 headquarters, Lafarge is a subsidiary of a multi-national French company, Lafarge Coppee. The corporation is one of North America's leading producers of cement and concrete-related products, and recently relocated its headquarters from Dallas to Reston.

"We were very much taken by Reston's country-like atmosphere," Collomb said. "Excellent urban planning has created a good balance between office and residential accommodation." This residential accommodation includes the 18,000 existing homes in Reston that reflect a wide range of styles and prices. In addition, Reston's residential developers will continue to add over 500 new homes annually over the next several years.

Like Lafarge, the Reston lifestyle, visionary planning, and quality office environment has recently attracted a flurry of high profile corporations including: Grumman, Ford Aerospace, Jet Propulsion

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-  Undeveloped Land
-  Community/Public Service
-  Town Center Urban Core
-  Town Center District



Road locations shown are approximate and subject to change. Nothing contained herein or depicted on this map shall be considered a commitment or obligation on behalf of Reston Land Corporation or its affiliates to construct same. Land use designations are subject to amendment in accordance with the Reston Master Plan and applicable Fairfax County Zoning Ordinances.

A GUIDE TO RESTON'S BUSINESS CENTER

The Branches

The heavily forested 25 acre Branches is perfectly suited for national association headquarters and other corporate users seeking image and identity through single- and multi-user buildings.

The Branches today is home for national associations, such as the National Pharmaceutical Council; the American College of Radiology; the American Medical Students Association; the American Recreation Vehicles Association; Upjohn Health Care Services, Inc.; Spot Image, Inc.; the Corporation for National Research Initiatives; and Apple Computer's eastern regional headquarters.

Campus Commons

A 32 acre master planned (for an eventual 725,000 square feet) office park, Campus Commons is located at the Wiehle Avenue interchange of the Dulles Toll Road. Developed by Lee Sammis Associates, Inc., 500,000 square feet of corporate office/R&D space is complete today in four award-winning buildings.

The Campus East/West Buildings (120,000 square feet each) are home for the eastern regional headquarters of the giant San Antonio-based United Services Automobile Association (USAA), the sixth largest auto insurance company in the U.S. Campus Point is home to First American Data Services, the operations division and data processing center of First American Bank.

Cascades Executive Center

Located at the intersection of Reston's two major business boulevards, Reston Parkway and Sunrise Valley Drive, Cascades Executive Center is a 15 acre master planned office park with four midrise, Class A office buildings totalling 375,000 square feet.

Recipient of many landscaping and environmental awards, the Cascades Executive Center was developed by Walker and Company and is home to Emhart/ATI, the Connection Newspapers, Walker and Company, and The Health Club of Reston.

Center for Educational Associations

A unique concept for national association headquarters—high visibility, identity and equity—this 27 acre campus is home to: Council for Exceptional

Children; National Council of Teachers of Mathematics; National Secondary School Principals Association; Music Educators National Conference; National Business Education Association; National Art Education Association; Future Homemakers of America; American Alliance of Health, Physical Education, Recreation and Dance; Future Business Leaders of America; American Industrial Arts Students Association; International Technology Education Association; Distributive Education Clubs of America; Association of Teacher Educators; National Association of Rehabilitation Facilities; and the Association of Student Educators.

Commerce Executive Park

At the western interchange of Wiehle Avenue and the Dulles Toll Road, Commerce Executive Park is 27 landscaped acres and 668,000 square feet of Class A office space in six midrise office buildings.

Developed by The Centennial Companies beginning in 1981, Commerce Executive Park today is home to many high profile companies (headquarters and branch offices) like Centel Corporation's Information and Federal Systems Division; Piedmont Airlines' Reservation Center; the Brick Institute of America; Allstate Insurance; Computer Consoles, Inc.; Federal Express; Merrill Lynch Realty; and the National Services Division of IBM.

Isaac Newton Square

Isaac Newton Square could be called Reston's first historic district, for it was here, two weeks before Thanksgiving, 1964 (four weeks before the first homeowner move-in), that the Air Survey Corporation from Long Island opened a Washington office—Reston's very first resident!

Air Survey Corporation is alive, well and prospering—still in their same space—and Isaac Newton Square is today providing excellent office and light industrial space in a 33 acre rectangle of eight one and three story buildings (approximately 430,000 square feet) to an interesting mix of tenants: The Reston Association, National Corporation for Housing Partnerships, the U.S. Defense Communications Agency, a division of the U.S. Geological Survey, and the National Park Service, among many others.

Lafarge Corporation

With 6,300 employees in North America and more than 60 at the Reston headquarters in Quadrangle Center on Sunrise Valley Drive, Lafarge Corporation is the 11th largest Washington area company (1987 net sales of one billion two hundred million dollars) and Reston's first *Fortune 500* headquarters.

Owned by multi-national French conglomerate, Lafarge Coppee, the Reston corporation is one of North America's leading producers of cement and concrete-related products.

The Newspaper Center

The Newspaper Center is the home of the 101-year-old American Newspaper Publishers Association (ANPA) and is headquarters for 14 other key newspaper organizations.

ANPA is an international trade association serving nearly 1,400 member newspapers, mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere, Europe and the Pacific. ANPA member newspapers publish 90 percent of the total U.S. daily circulation and more than 80 percent of the daily circulation in Canada.

Parkridge Center

Developed by Walker and Company, Reston's largest office park (45 acres) commands a strategic location on Sunrise Valley Drive at Reston's eastern entrance overlooking the Dulles Toll Road.

Home to America's Space Station Program (NASA), Parkridge's four buildings (a half-million square feet) have an impressive list of space age companies with names like GE Aerospace; European Space Agency; Jet Propulsion Laboratories; the Remote Manipulator Systems Division of Spar Aerospace, Ltd.; and the National Space Development Agency of Japan. With two more build-to-suit buildings left, Parkridge Center will eventually reach 800,000 square feet.

Reston Data Center

Developed for General Electric Company by Mulligan/Griffin and Associates, Inc., on a 20 acre site overlooking the Dulles Toll Road, Reston Data Center, in two five story buildings of 250,000 square feet each, is the most state-of-the-art, secure, high-tech R&D facility in Reston. GE employment here is estimated at 1,000.

Reston Executive Center

Located within the Reston Town Center District, Reston Executive Center, is a 13.8 acre office park with 500,000 square feet of Class A office space. The three six-story office buildings joined by a landscaped urban courtyard were developed by The Centennial Companies.

Reston Executive Center I is totally occupied by The Analytic Sciences Corporation, a strategic planning and analysis company providing consulting services primarily to the federal government.

Reston International Center

Opened and dedicated in 1972, the Reston International Center is composed of a 15 story (180,000 square foot) office tower, a 300 room Sheraton International Inn and Conference Center, Dag Hammarskjold Plaza and fountain court, plus a cinema, restaurants and convenience shops clustered around the plaza.

Software AG of North America, Inc.

Founded in Reston in 1972, Software AG of North America, Inc. was the dream of a Reston resident who discovered the ADABAS Data Base Management System in Darmstadt, West Germany, and wanted to introduce it to North America and the rest of the world.

Starting the company in his Reston home, John Maguire has recently moved 250 employees into a 115,000 square foot North American headquarters in Quadrangle Center off Sunrise Valley Drive. The company has opened 22 sales offices throughout the U.S., has moved from one product in 1972 to over 60 today, and has worldwide sales that are in excess of \$100 million.

The Summit at Reston

Designed by the highly regarded Boston firm, The Architects Collaborative, and developed by The Centennial Companies, The Summit at Reston features two striking, six story, mirror-image buildings overlooking the Dulles Toll Road.

Summit West incorporates approximately 143,000 square feet of office space and is connected to the 148,000 square foot Summit East by an impressive three story glass atrium. Summit West is home to the east coast headquarters of U.S. Sprint, a leading telecommunications company. Summit East houses the international headquarters of DynCorp, one of the nations' top 100 diversified service firms.

Sunrise Technology Park

Sunrise Technology Park, developed by The Centennial Companies, is a 450,000 square foot business park including two one-story tech-flex buildings and Sunrise Plaza I, a six-story office building.

The park is adjacent to the U.S. Geological Survey on Sunrise Valley Drive and provides 25 acres of landscaped parkland. It is home to MCI, Baxter Systems Division, Bank 2000, and Reston's largest (11,000 square feet) child care facility—NysCare Center with an enrollment of 150.

Tandem Computers Incorporated

Tandem Computers Incorporated's Reston facility is responsible for marketing to the federal government and commercial businesses, staff education, customer support and software development.

A *Fortune* 500 company, Tandem markets computer systems and networks for on-line transaction processing. Tandem systems are vital to the operation of banks, manufacturers, telephone companies, stock exchanges, and other businesses where thousands of business transactions must be processed and recorded instantly.

Tech Park Reston

Recently sold to Dean Whitter Realty, Inc., Tech Park Reston is a 540,000 square foot, 100 acre campus of three two-story office/laboratory buildings and a 15,400 square foot health facility. Developed by Mulligan/Griffin and Associates, Inc., Reston's largest private sector employment center is the headquarters of U.S. Sprint's Telenet Division employing approximately 1,500 persons.

Unisys Corporation

Unisys Corporation is a \$10 billion manufacturer of commercial information systems, defense systems and related services. It has more than 90,000 employees and 60,000 customers in more than 100 countries.

Unisys in Reston employs 900 engineers, programmers, and technical and administrative support people. The Reston engineering center is a two building, 260,000 square foot complex sited on a 36.5 acre campus.

The USA Center At Reston

Located at the southern gateway to Reston Town Center's Urban Core, The USA Center At Reston is a 27 acre corporate campus that will eventually build out to over one million square feet of Class A office space in five buildings.

Developed by Mulligan/Griffin and Associates, Inc., the first two buildings, each with three stories and 135,000 square feet, are leased to the United States Government

The U.S. Geological Survey

Reston's first major employer, the U.S.G.S. opened its doors in 1972 bringing together for the first time 30 different U.S.G.S. facilities and operating divisions.

Designed by the Chicago office of Skidmore, Owings & Merrill, this million square foot facility is the home for America's largest earth sciences and water resources information agency, the nation's largest civilian mapping agency, and the largest earth sciences library in the Western Hemisphere. Employing 2,500 scientists at the Reston headquarters, the U.S.G.S. has more than 60,000 different maps in stock (all printed in Reston), and sells and distributes more than 6,000,000 maps annually.

VM Software, Inc.

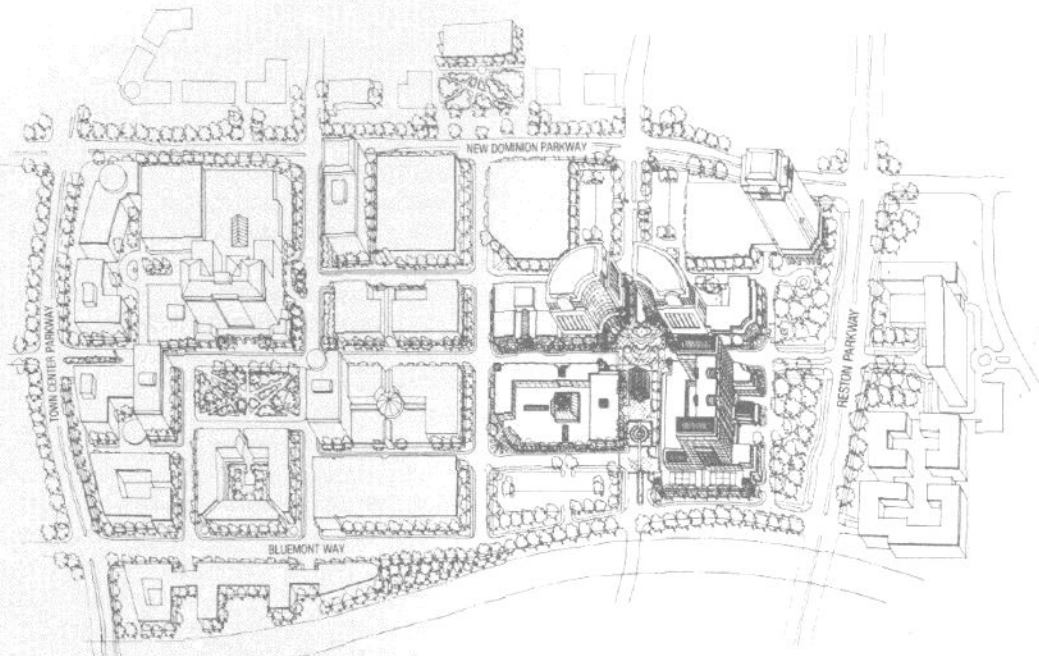
Located at 1800 Alexander Bell Drive, this is the world headquarters of VM Software, Inc., the leading developer and marketer of systems software for IBM's VM (Virtual Machine) Operating System.

Founded in 1981, VM moved 250 employees into their new 140,000 square foot, six story headquarters building developed by The Irving Group in 1987. *Forbes Magazine* recently named VM Software the eighth Best Small Company in America. Customers include 47 of the *Fortune* 50 companies.

XMCO, Inc.

Founded in 1979, XMCO, Inc. is a professional services company devoted to the total spectrum of systems supportability, artificial intelligence, technical documentation, and integration.

XMCO's corporate headquarters is located in a 68,000 square foot facility in the Quadrangle Center off Sunrise Valley Drive.



Reston Town Center Urban Core showing Fountain Square on the right and the Hyatt Regency Hotel, seventy shops and restaurants, eleven-screen Cineplex Odeon, offices and apartments along five blocks of Market Street.

AN OVERVIEW OF RESTON TOWN CENTER

District

The entire Reston Town Center District encompasses 460 strategically located acres in the geographic heart of Reston. An important element of the original 1962 Reston Master Land Use Plan, the District includes the 85 acre Urban Core and its 20 acre Phase I nucleus.

By the year 2000 it is anticipated that the district will include 1,200 luxury hotel rooms, more than 350,000 square feet of retail space, and 7 million square feet of first class office space. It will include at least 1,400 residential units (600 within the Urban Core itself) and ten acres of community use space, including child care centers, parks, and churches. Up to \$30 million in road improvements are planned.

Existing District development includes: ACCESS Emergency Care Center; the Reston Hospital Center and Medical Campus; Cameron Glen Care Center; the North County Governmental Center; Reston Regional Library; Fairfax County Police Substation; Fairfax County Homeless Shelter; U.S.A. Center At Reston; Reston Executive Center; and the Town Center Office Building.

Urban Core

The Town Center Urban Core encompasses 85 acres within the District, and includes the potential of 600 residential units; 2 million square feet of office space; one million square feet of luxury hotel space; and at least 315,000 square feet of retail space.

Phase I

Nucleus of the Urban Core, Phase I is the initial Town Center development (scheduled to be completed in 1990): a 515 room luxury Hyatt Regency Hotel; 530,000 square feet of office space in two signature towers; 240,000 square feet of retail including an 11-screen movie theatre, shopping, and a variety of restaurants, all situated along the Market Street plaza.

Phase I developer is Reston Town Center Phase I Associates—a joint venture between Himmel/Müller-Klutznick-Davis-Gray Co. of Boston, Chicago, and Denver, and Reston Town Center, Inc., a wholly-owned subsidiary of Reston Land Corporation.

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Laboratories, U.S. Sprint, DynCorp, General Electric, and The Analytical Sciences Corporation.

"Reston has evolved into a true urban environment," says Douglas Carter, Reston resident and president of his own architectural firm, Davis & Carter.

"It is the direct result of the wisdom of the ingenious Reston master plan," says Chris Walker of Walker and Company, one of Reston's largest commercial developers. "Employers today know that in order to attract and keep key executives, they need an attractive quality of life environment where their employees can live, work and enjoy needed leisure-time pursuits."

Yet this dramatic growth has not lead to chaos.

Instead, Reston's master plan has established a refined balance between urban and rural, and has provided adequate infrastructure for future transportation improvements and Town Center.

Access and Transportation Improvements

Even with 30,000 jobs today, Reston traffic continues to flow because of early transportation planning and provision for adequate roadways.

Over \$30 million has been committed by Reston's developer to future road network improvements over the next decade, including: construction of the Fairfax County Parkway west of Town Center; widening Reston Parkway from the Dulles Toll Road to Route 7; a new access ramp from Reston Parkway to the eastbound lanes of the Toll Road; and construction of a new internal road system within Town Center including Market Street, Bluemont Way, New Dominion Parkway, and Town Center Drive.

Today, after a quarter century of growth, all the elements of the original Reston Business Center plan are in place, including the rising steel girders of Reston's long-awaited Town Center.

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Reston

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