

THE RESTON LETTER

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GULF OIL CORPORATION PARTICIPATES IN RESTON FINANCING

An agreement has been signed between the Gulf Oil Corporation and the developers of Reston to provide for participation by Gulf in the financing of Reston. The announcement of this arrangement was made on March 31, 1964.

This participation by the Gulf Company marks its first major commitment in financing a community development project. It will have a multi-million dollar role in the undertaking, which will at completion constitute an investment of at least \$700 million.

Gulf has received an option to acquire stock in the project in addition to acquiring the rights to service stations and to the supplying of fuel oil in the large community.

This collaboration between Gulf and Reston marks an important and exciting venture in the field of private enterprise. Reston's sound economic base and its unique social significance point the way to the solution of many problems of living in an urban setting.

SITE: Fairfax County, Virginia; 18 miles west of Washington, D. C., and four miles east of the new Dulles International Airport.

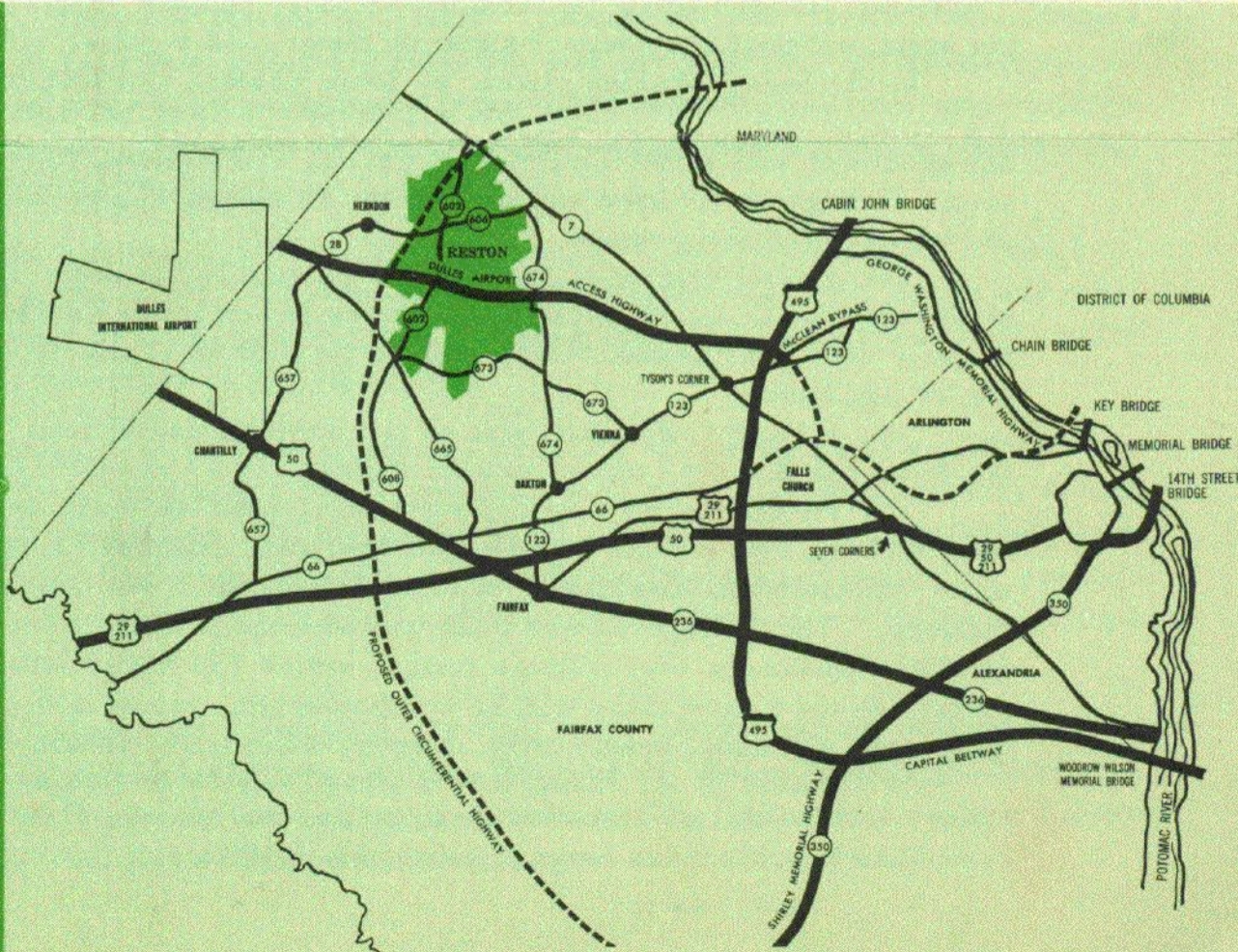
ACREAGE: 6810 acres — about 10½ square miles.

BY 1980: 75,000 residents.

SETTING: Rural—gently rolling terrain with exceptionally well drained soil. (Complete soil survey is available from the Northern Virginia Soil Conservation District.)

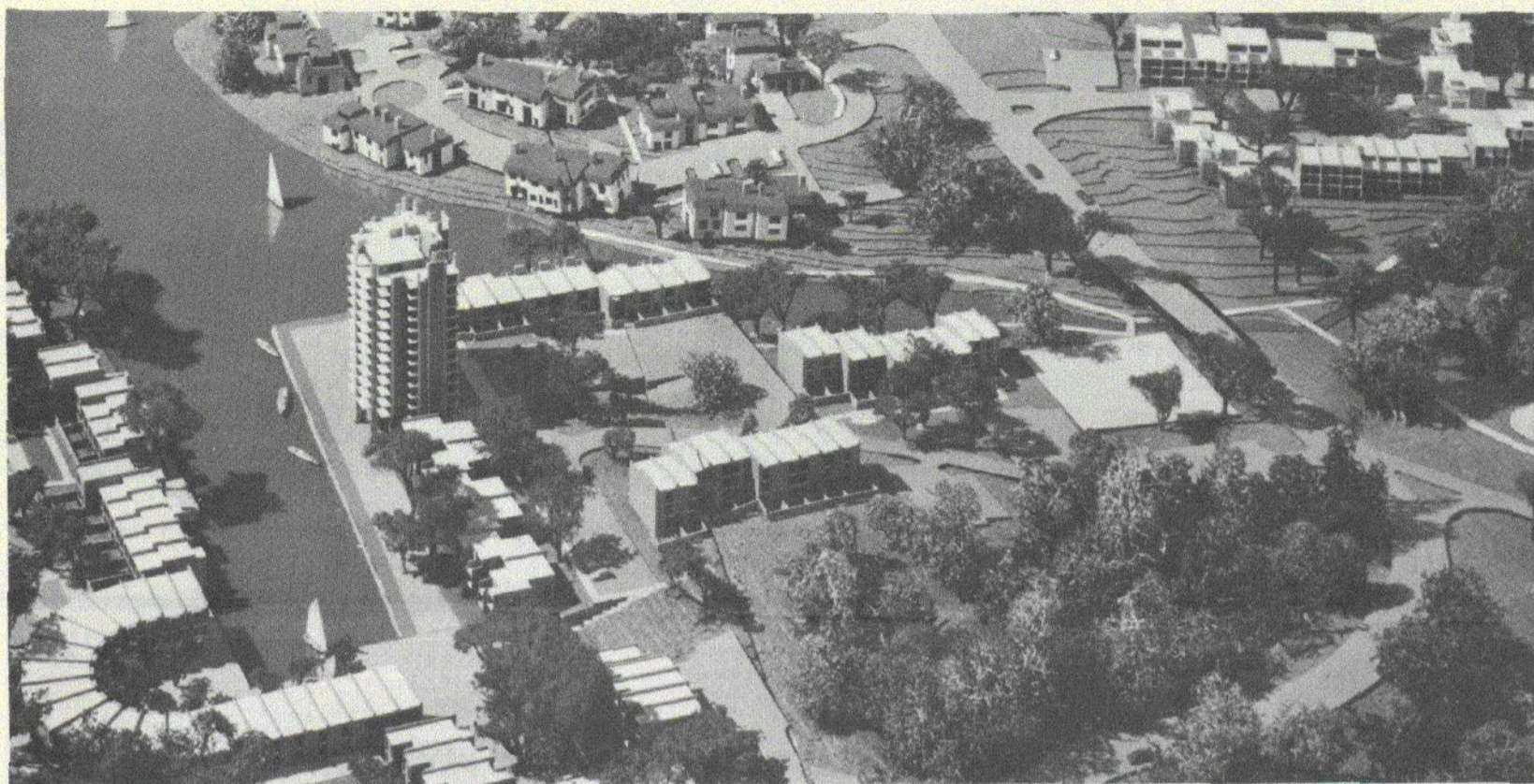
INDUSTRIAL ACREAGE: Over 900 acres for research, light industry, and government offices.

SIGNIFICANCE: A new concept of land use and zoning permits residential, commercial and industrial areas in Reston to be combined in a single community, with open spaces preserved for recreational and park use. Reston is the first new city being built in one of the proposed major development corridors in the Washington Metropolitan Area.



Reston, Washington's New Neighbor

RESTON BEGINS CONSTRUCTION



Construction has begun on apartments and town houses in first village. Scale model shown above.

The first houses are under construction in the first village of Reston. Residents will be moving throughout the fall into the cluster houses overlooking Lake Anne, and into homes built by lot purchasers.

Robert E. Simon, Jr., owner and developer of Reston, says: "Our goal is to complete the cluster houses, the high rise apartments, and the stores and offices of the first village by early 1965. We expect that there will be over 1000 Reston residents by that time. The first industrial building is also scheduled for completion in 1964."

The first village is located around Lake Anne in the northern section of Reston's 6,800 acre tract. Reston is planned to have 7 villages and a Town Center, as well as industrial and commercial enterprises and government agencies. A population of 75,000 is projected for 1980.

The first "town houses" are being built in the Smith Cluster designed by the distinguished architect, Chloethiel Woodard Smith. Ninety units for sale are included in the Smith Cluster. There will be 17 groups of houses with 2 to 7 individual residences in each group. In addition to living room, dining room and kitchen, each house will have from 2 to 5 bedrooms and from 2 to 3½ baths. Variations distinguishing the designs include: garden loggia, roof terrace, one to three balconies per home, optional fireplaces, recreation rooms, and a choice of library and/or garage workshop.

In the Smith lakeside cluster of Town Houses, overlooking the 30-acre Lake Anne, the houses are designed and sited in order that residents may enjoy the lake area fully. Grounds, access streets, and pathways will be maintained by a Cluster Association, with each resident paying his share of the cost. Throughout the area and serving the 90 homes will be multiple car ports, three inside garages, and uncovered parking areas.

The second cluster of 90 units in the first village has been designed by Charles M. Goodman of Washington, D. C. Construction of these homes in the Goodman Cluster, scheduled for completion in early 1965, has begun. They will be located on a hillside behind the Smith cluster, overlooking the Village Center.

The Village Center will rise at the northern end of Lake Anne, where a wall forms a basin for the water fed into the Lake by natural springs and a stream-fed 600-foot concrete flume.

The Village Center housing, overlooking Lake Anne, has been designed by Whittlesey & Conklin. The housing will include a high rise apartment building, a 15-story structure containing 61 rental units, scheduled for completion in early 1965. There will be an art gallery underneath the apartment building. The Village Center also will include two and three-story Town Houses (47 to be sold); smaller apartments over Village Center stores (34 rental units); and garden apartments (18 rental units). In the Center there will be a supermarket, nursery school, restaurant, hardware store, library, drug store, gift shop, beauty shop, laundry, offices, and community center.

In addition to the Smith and Goodman Clusters and the Village Center housing, 65 detached houses will be on lots around Lake Anne and the 18-hole, 7000 yard championship North Golf Course to be open May 28. Lots range in price from \$6500 to \$10,000 and in size from 1/4 to 1/3 acres.

FIRST INDUSTRIAL BUILDING UNDER CONSTRUCTION

Construction began in January of Reston's first industrial site which is a Group Facilities Complex. The first section, about 33,000 square feet, to house five or six companies will be in use by 1964. Letter of intent has been obtained from a photogrametric concern for over 13,000 square feet of space in this first building. Leases are in preparation and final plans are being drawn.

The Group Facilities Complex is designed to accommodate organizations seeking industrial space that is flexible in size and in distribution between office and work areas.

The facilities are available on short term lease basis to firms with rapid growth projections, making possible swift and economical expansion.

The new concept of land use and zoning of Reston permits residential, commercial, and industrial areas to be combined in a single community with open spaces reserved for recreational and park use. The advantages to industry are many: attracting skilled and able employees who literally can "walk to work"; increasing efficiency through availability to numerous outdoor recreational facilities—tennis, horseback riding, bicycling paths, golf, swimming, boating, etc.; community atmosphere for working and playing, contributing to high morale; encouragement of healthy family development in a wholesome atmosphere.

Terms of the Reston industrial program enable a company or agency of government to: (1) select the size and type of structure and facilities, limited only by general conformity to the total community plan concept; (2) buy a site and build its own structure; (3) lease a building already built by Reston; or (4) contract with Reston to custom-build a structure for purchase or for rent.

Site sizes for such industrial and government use range from 5000 square feet to 100 acres, in over 900 acres reserved for this purpose.

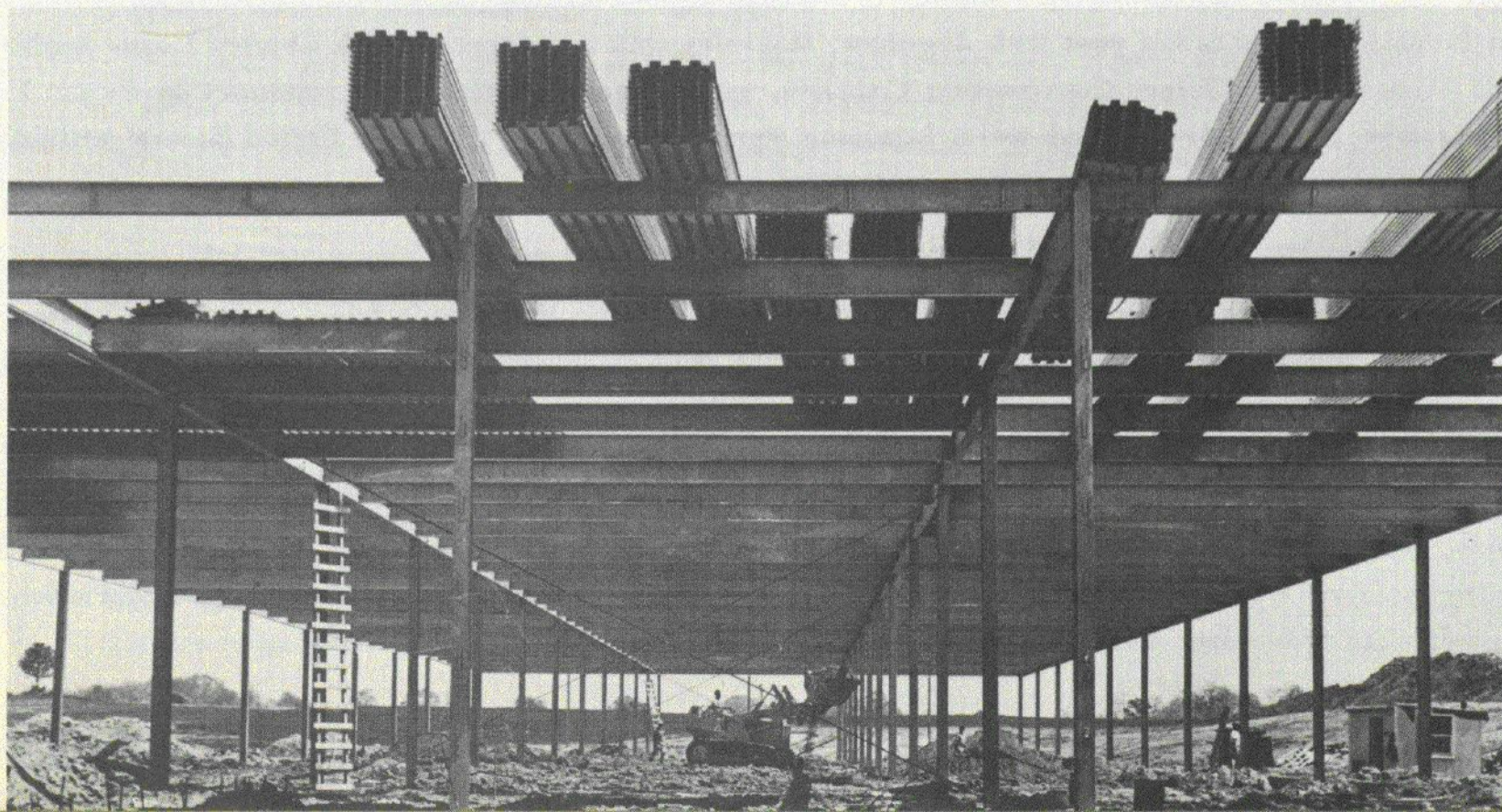
Areas of the community reserved for industrial development include sections fronting the 17,400 feet on the Dulles Airport access route; on a railroad siding; close to Reston's Town Center; or within sight of the first golf course.

The industrial area is planned to contain bus terminals, heliports, automobile service centers, industrial banks, medical service centers, secretarial service centers, meeting rooms, office supply stores, and cafeteria-restaurants.

Reston's standards will require full protection against such potential nuisances as smoke, smog, obnoxious odors, and noise.

Vocational training at high school and post high school levels is planned as part of the curricula of the Reston school system, which will include 15 elementary, 6 intermediate, and 3 high schools. Courses are also being developed for adult education and re-training to be given in appropriate community facilities.

Full details about the Reston center for industry and government are available in a newly published brochure. Write to RESTON CENTER FOR INDUSTRY AND GOVERNMENT, Reston, Virginia, or telephone area code 703-471-4307.



GOLF COURSE TO OPEN ON MAY 28

The Reston North Golf Course will open for public play on May 28. Edmund B. Ault, eminent designer of almost a hundred courses, created the plan of its 7000 yards and 18 holes on 160 acres of rolling Virginia hills and winding streams. "Each hole has its special challenge," Mr. Ault says, "but it may be that the fifth hole will become the most noteworthy. It has a par five, not too difficult to make; but because of the angle of the stream by the green, the golfer will have to make the decision of whether to play it safe in reaching the green or go 'all-out' to reach the green in two shots."

Jack Lowe, formerly of the Goose Creek Country Club, player, club pro, and clubmaker, became the head professional at the Reston course last month. Mr. Lowe says, "This is a 'rangy' course, of unusual natural beauty."

The present excellent condition of the course had its beginning last fall during careful development and maintenance, according to Tony Arch, Golf Course Superintendent.

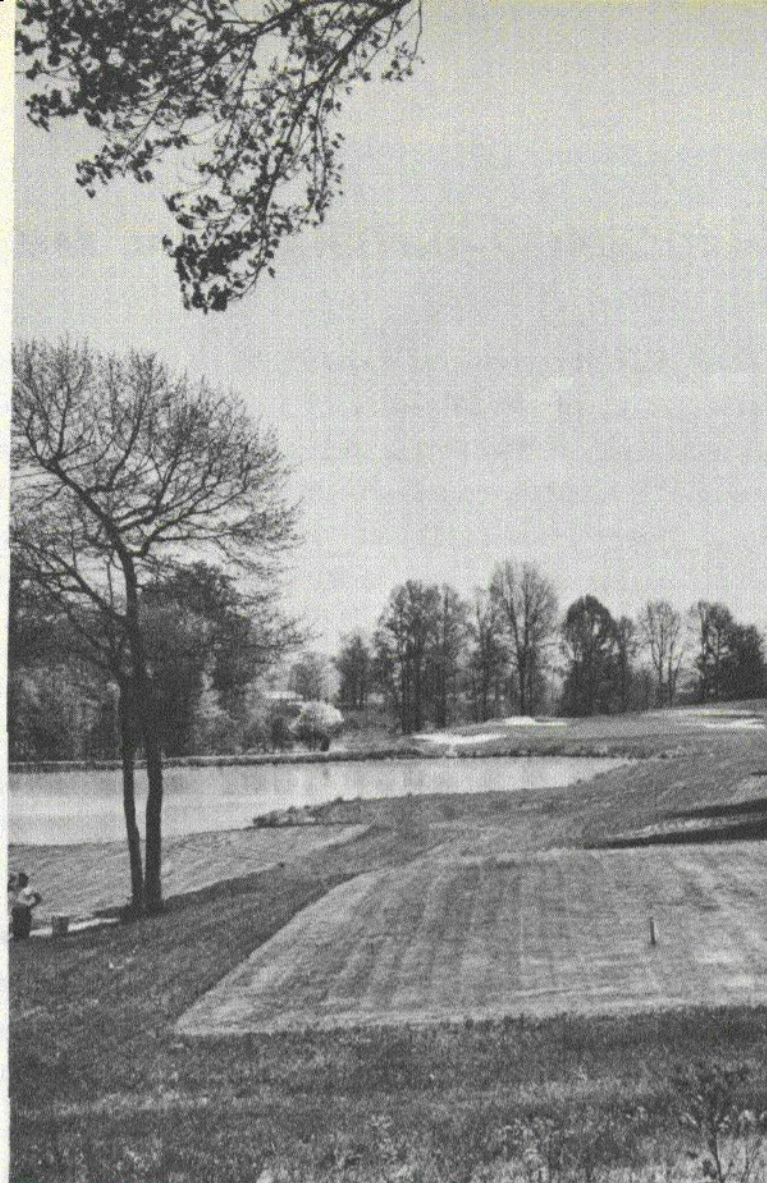
This is the first of five golf courses planned for the community of Reston, the remaining four being another 18-hole course in the southern section, supported by three 9-hole "speed" courses. For the coming season the North Course will be open to the public for fees of \$2.50 on weekdays and \$4.00 on weekends and holidays.

THREE CHURCHES CHOOSE BUILDING SITES

The Methodist, Baptist, and Lutheran denominations have purchased church building sites in the first village of Reston.

The order in which Protestant churches will come into Reston was developed by the various denominations in cooperation with the Greater Washington Council of Churches. The Baptist Church has agreed that construction of its first church will begin not later than such time as 2500 people live in Reston. The Methodist Church construction will be undertaken by the time that 5000 people reside there and the Lutheran Church when the figure reaches 7500. The Episcopal and Presbyterian churches were designated as the fourth and fifth denominations to come into the first village.

The Rev. Raymond F. Wrenn, Executive Secretary of the Northern Virginia Board of Methodist Missions, who negotiated the plans for the Methodist church, has announced that Bishop Paul N. Garber, presiding officer of the Virginia Conference on May 10, named Rev. J. Robert Regan, Jr. as Minister for the Reston church. He will be on call for promotional work until October 15, when he will assume full-time duties. Rev. Wrenn has also announced that the church will



be called Redeemer Methodist. The Community Center and the Art Gallery to be completed by late '64 or early '65, can be used for church services until such time as other appropriate space is available. Conferences on the design and construction of the first Lutheran Church are being undertaken with Pastor William H. Kohn, President of the southeastern district of the Lutheran church, Missouri Synod, and the Reston staff.

Plans for a church and parish school are being developed with the Bishop of the Richmond Diocese of the Roman Catholic Church.

Thirty-five sites have been designated for places of worship in the seven villages of Reston.

FOUR SHOP LEASES SIGNED

Four merchants have signed leases in Reston's First Village. John and Frank Meenehan, in the hardware business for 42 years, will open their fifth store at Reston. Meenehans Hardware Inc., a combination hardware and marine store, will sell or rent both canoes and small boats. The Meenehans also plan a gardener's shed for the sale of lumber and heavy equipment. Jules Bernfeld, who now operates 25 beauty salons, will open Jules Hair Stylist, a modern salon that will conform to the unusual design of the first village center. Brothers Dick and Jack Chocoa, owners of Pimmit Drug Center in Falls Church, will open the Reston Lakeside Pharmacy, with an apothecary atmosphere, soda fountain and outside tables on the lake. The Reston Barber Shop will be operated by Thomas C. Little, who currently runs four shops in Fairfax, Va.

NATIONAL & INTERNATIONAL SPOTLIGHT ON RESTON

The international spotlight in 1964 is focusing on Reston. From Istanbul, Turkey, came Mr. O. T. Okcura, of the Ministry of Redevelopment, to visit Reston in search of ideas in creative city planning. And in Sweden a television film on New Towns includes Reston as the United States pioneer. Among favorable comments in Great Britain is Dr. Robin H. Best's article, "Washington's New Town," in a recent issue of Town and Country Planning. Dr. Best, after a visit to the U.S., compares Reston with British new towns, noting its lower population densities and the fact that it is a private-enterprise venture.

Paul Ritter in his new book, Planning for Man and Motor, published recently in England devotes a section to Reston as "the first balanced new town for the United States, based on the conviction that Americans want the stability of belonging to one community for a lifetime." He stresses also the importance of Reston's separation of automobiles and people. Ritter states, "The stark reality of this need is universal." Reston, with its careful attention to walkways, bicycle paths, streets, and parking areas makes it possible for man to live peacefully with the automobile.

In June a United Nations housing and planning group will visit Reston as the first step in a six-city tour of outstanding developments. About sixty foreign government officials will make up the group, a part of the U.N. Economic Commission for Europe. They will be studying the most advanced methods in housing, planning, and building in the U.S.

A slide exhibit sponsored by the Washington Center for Metropolitan Studies will explain the Washington Year 2000 Plan, describe the new downtown Washington planning, and then feature Reston as the best example of recommended growth for the Washington metropolitan area. The exhibit is being prepared jointly to illustrate the theme "Planning for Social Development" and will be shown at the Inter-American Planning Society Congress at Mexico City this fall.

Visitors to the New York World's Fair will see a television spot of Reston in the United States Government Pavilion.

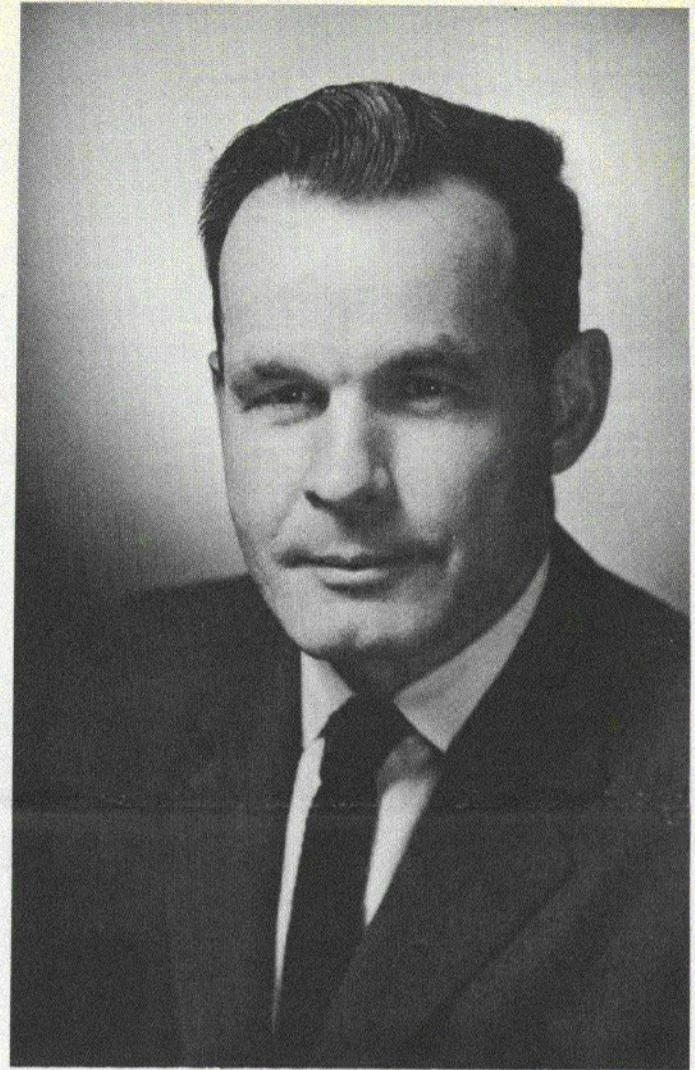
Major articles, featuring Reston, appeared in the February issue of House and Home and in the New York Times Magazine on Sunday, February 9. The Times called Reston "one of the best" new towns with "a superior level of quality and design." House and Home also lauded Reston terming it "one of the more exciting plans," and illustrating its article with full-page photos of the model of the first village and the master plan.

The Times article, titled "'Clusters' instead of 'Slurbs'" pointed out that cluster housing represents much more effective use of land than out-moded suburban grid development. Its advantages accrue to the home buyer not only in terms of an esthetically improved environment and more opportunities for recreation facilities, but also in construction economies. The article was written by Ada Louise Huxtable, noted architecture critic for the Times.

House and Home, detecting a nation-wide trend toward new towns, states that they are "the best answers yet to the problems of urban sprawl." It pointed out that "Reston, more than almost any other new town, comes closest to being a self-contained city." Business Week for February 29 lauded Reston as a sound economic venture which is socially useful.

Not lost in any of these articles is the significance of Reston's allocating one-sixth of its acreage for industrial use. Here industry will also have the opportunity to capitalize on the virtues of this outstanding planned community. Employees will find homes to fit a wide range of budgets, along with nearby recreation facilities, attractive new communities, and a stimulating cultural and social environment. Stability in the job as well as in the community are among the benefits to industry of Reston planning.

Two full pages depicting Reston, one a picture of the first village model and the other a skyview sketch of the village area, appear in Land Planning Bulletin No. 6 of the Federal Housing Administration, entitled, "Planned Unit Development with a Homes Association." This explains how Reston creates neighborhoods of lasting beauty and value without burdensome maintenance problems.



WHO'S WHO IN RESTON

David O. McKinley, Reston's Manager of Construction, joined the project last September, leaving the position of President of the Aberthaw Construction Company of Boston, the construction arm of Cabot, Cabot and Forbes Company. He was attracted to Reston because of the unique opportunity it provides for work in the construction field.

He is accustomed to giant undertakings, but still looks upon the Reston venture with awe. "The scope of the job is breath-taking," the construction executive observes, "when you consider that we are launched upon the building of an entire city."

Among his responsibilities with Aberthaw were the supervision of the construction of an award-winning plant for Polaroid Corporation; a Charterhouse Motor Hotel in Cambridge, Massachusetts; the AVCO Research and Development Park in Wilmington, Massachusetts; the Spencer Laboratory for Raytheon Manufacturing Company in Burlington, Massachusetts; and the Carlton Beach Hotel in Bermuda. Prior to his post with Aberthaw, McKinley was an executive with Charles Logue Building Company, and Turner Construction Company, major organizations in the construction field. In World War II McKinley served as a Japanese speaking engineer with the United States military government in the Orient.

Mr. McKinley, a graduate of Pennsylvania State University, lives with his wife, the former Helen Davis, and their six children in Oakton, Virginia. The McKinley's home is close to Reston, where he will soon be able to enjoy his favorite outdoor activities: golf, horseback riding and boating.

"Reston is the biggest challenge I have ever had," McKinley says. "Here we must pioneer in solving problems arising from combining responsibilities which customarily are borne by several different people. It entails not only the use of new techniques, but the implementation of a whole new concept of building a city."