



1986

RESTON

Reston Town Center Plan Unveiled.

On February 18, officials of Reston Land Corporation unveiled development plans for the long-awaited Reston Town Center. And announced the formation of a general partnership with a Boston/Chicago-based real estate development and investment firm. The partnership will jointly design and build the first phase of the 85-acre mixed-use urban center for Reston, which will also be the major urban center for western Fairfax and eastern Loudoun counties.

Components of the urban de-

velopment plans were announced at a news conference in the Reston Sheraton ballroom, which was filled with reporters and camera crews. Reston Land also introduced its development partner, Himmel/MKDG Company of Boston and Chicago.

Reston Land selected Himmel/MKDG after an exhaustive search of the nation's most prestigious development firms. Other major urban centers developed by the principals of Himmel/MKDG include: Boston's Copley Place,

Chicago's Water Tower Place, and Denver's City Center.

The rendering seen below captures some of the vitality and sophistication of the Reston Town Center. It's not meant to show the actual architectural style and character of the Urban Core. That will be defined as soon as the concept and zoning have been approved. But it will be a downtown center with office space, hotels and commercial space. Plus cultural and residential facilities. Construction is scheduled to begin in early 1987.



Reston Business Booms In The Center Of America's Second Largest Office Market.

Reston business is booming. In fact, the Reston Business Community has reached a record 1,100 firms, with companies like the IBM Corporation, The Software Productivity Consortium, First American Data Services, Allstate Insurance, Honeywell, General Electric, and Federal Express announcing moves here. And with the support of companies like this, Reston is emerging as an important employment center and primary office market.

According to the Washington/Baltimore Regional Association, "the Baltimore-Washington Common Market is the second largest office market in the nation. With well over 120 million

ments, nearly 40 percent of the County's office space can be found along the Dulles Access Road which bisects Reston. With nearly half of the square footage located right in Reston.

In 1985, Reston had record office and employment growth. Here are some highlights:

Employment passed 23,000. That's 6,000 more jobs than Reston households, or approximately 1.5 jobs per household.

Over 870 new homes were built and sold, a 14% gain over the previous year.

Office and industrial space grew 20 percent, bringing the total to 6.8 million square feet. With 1.2 million square feet due to break



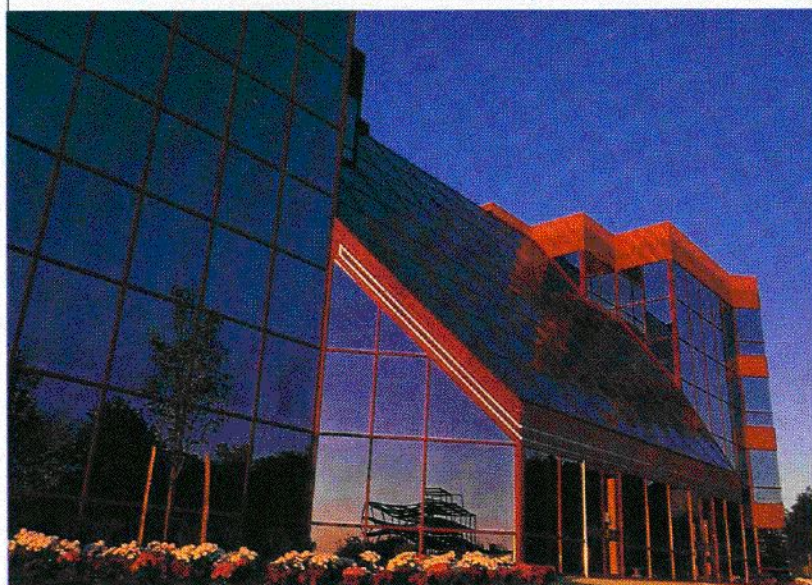
Reston Expressway Brings The White House 20 Minutes Closer To Reston.

The single most dramatic stimulant to Reston's spectacular growth has been the opening of the Dulles Toll Road. This 13-mile expressway runs right through the center of Reston, linking Dulles International Airport with the nation's capital. Now it only takes 25 minutes to get to downtown Washington from Reston. And the road is extremely popular. In fact, during the first year of operation, actual revenues exceeded forecasts by 50 percent.

Not surprisingly, the Expressway has influenced company moves. Dynamic Systems, which provides technical and management services to the Navy, left Tysons Corner for Reston. Corporate director Casey Kenaston said, "Our engineers and couriers go to Washington all the time, and the toll road gives them the access they need. It's also great for our employees who live in Maryland."

Another transportation improvement that will make Reston more accessible is the Fairfax Parkway. The Parkway will start at Route 7 and cut across the County to Interstate 95.

Construction could start as early as 1987. In fact, citizens have already voted "yes" on a \$135 million bond referendum to construct two major segments of the Parkway. One will connect the Dulles/Reston Expressway and Interstate 66.



Sky Courier Building

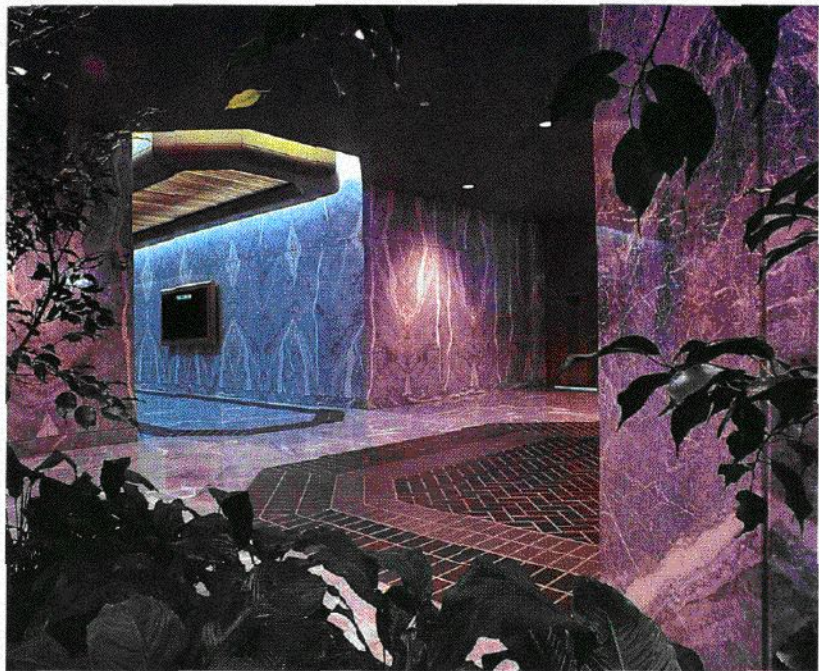
square feet, the Common Market is second only to New York in terms of total office space..."

With seventeen counties in the Common Market, it is astonishing that Reston's Fairfax County alone is responsible for more than 30 percent of the overall square footage. In the past six years, Fairfax County office space has jumped from 10.4 million to 36.5 million square feet. That's more office square footage than Pittsburgh, Phoenix, San Antonio. Even San Diego.

According to the Metropolitan Washington Council of Govern-

ment by spring, Reston will have eight million square feet of office space by the end of 1986. That's more office space than downtown Richmond. With more than a million square feet of space absorbed in 1985, Reston is second only to Tysons Corner as the most successful market in Fairfax County.

And there were milestones in improving the quality of life in Reston. Northern Virginia's second largest regional library opened in Reston. Construction also began on the new 127-bed Reston Hospital Center campus.



Executive III Lobby

U.S. Geological Survey Shows That Companies Want Sophistication In Their Offices.

Skidmore, Owings & Merrill set the trend in Reston with the one million square-foot U.S. Geological Survey headquarters, one of the premier buildings in the region. Now the rest of Reston business is following suit, with some very sophisticated office buildings.

"The corporate facilities designed in Reston are equal to the best that are being provided anywhere in the country," says architect Doug Carter of Davis & Carter. "Corporations once moved to Reston because costs were lower. Now you're seeing more granite, marble and other downtown finishes — expressions of corporate sophistication and quality. Now companies are moving to Reston because of the 'Washington' standard of excellence."

This year, Centennial Development Corporation will complete the first phase of a new and sophisticated office complex, the Summit at Reston. This twin building complex was designed by The Architects Collaborative from Cambridge, Massachusetts, the same designers chosen by the American Institute of Architects to create the AIA national head-

quarters in Washington.

"Reston is growing and attracting the diversified businesses that are the hallmark of a mature commercial market," said David A. Ross, vice president of Centennial Development. "I call it the urbanization of Reston. Reston has arrived as a business center and started attracting those barometer services which look for space after maturation occurs. Several travel agencies and two personnel agencies just signed on at two Reston locations — business services that come only after critical mass is in place."

Allstate Insurance is relocating its regional office to Reston. Ross said, "They looked at 50 to 60 properties in the Tysons, Fair Oaks and Reston triangle, but they finally settled on Centennial's Executive III building because of its upscale office amenities and sophisticated lobby. They were looking for high image and good value."

According to Jerry Allen, Allstate's real estate manager, "Reston was chosen because of the community, the school system's reputation, the proximity to the Dulles Toll Road, and the selection of class A buildings."

How Reston Helps Companies Keep Good People.

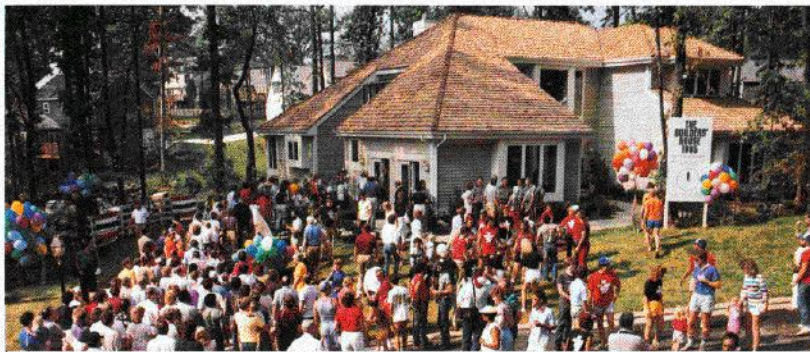
The companies that come to Reston are employee-oriented," says Joel R. Cannon, executive vice president of Leggat McCall/Grubb & Ellis, Incorporated. "They want a comfortable, campus-like setting for their employees. With trees and good housing in all price ranges, and visibility on a major road. They want to be in the middle of the highly educated labor pool." Reston has it all.

With high quality developers, Reston can offer companies the opportunity to tailor a corporate facility to their specific needs. Take GTE Telenet. They relocated their world headquarters in Reston because Mulligan/Griffin, a very sophisticated developer, designed their multi-purpose 47-acre campus so that it can house offices, labs, computer rooms, research and development rooms and manufacturing areas. In fact, they built three buildings. Mulligan/Griffin president, Jack Griffin, said, "We like building in Reston. Reston is a self-assured corporate environment committed to community planning. It makes it easier for us to satisfy our clients here."

With 1,600 Reston employees, GTE Telenet is a leading supplier of data communication services and products around the world. And they're known for being good to their employees. This year, GTE added a complete athletic facility for its employees with a weight room, racquetball courts, locker room and showers. The extras that help companies keep top employees.

V.M. Software, Inc., an \$18 million computer software company, recently chose Reston.

"Today, Reston is the place for corporate headquarters," says Richard Moore, V.M. Software's marketing director. "It's less congested than Tysons Corner, there's easy access to Dulles Airport, and there's a lot of talent in the area. In a high-tech business like ours, we need top-notch people. When we get good employees, we want to keep them. Reston helps us do that."



Even ABC'S "World News Tonight" Came To Reston To See The House Built In 72 Hours.

For three intense days in September, the "Builders' House '85" captured the media attention of the Washington area and the nation. Capped by three minutes on ABC's "World News Tonight," this \$250,000 showcase was the subject of conversations heard around the world.

Hundreds of letters poured in from Saudi Arabia, West Germany, the Virgin Islands, Puerto Rico and half of the United States. More than 75,000 visitors came to see the amazing house over a ten-week period. And thousands purchased \$10 raffle tickets, hoping to win the 5,000 square-foot Reston showcase.

People from all over the world stood in line to see the house built by 2,000 workers of 300 different Northern Virginia Builders Association (NVBA) firms. From foundation to landscaping, the Builders' House was completed in a remarkable 72-hour construction marathon.

Sponsored by the NVBA Outreach Committee, the Builders' House grew from an invigorating spirit of generosity and cooperation among the builder community. The time, material and labor were contributed by NVBA firms. And Reston Land donated a premium North Point Village lot. The promotion raised over \$1,000,000 for three Northern Virginia charities.

On November 22nd, a blind-folded representative drew the winning ticket from over 120,000 tickets. The ticket was placed into a sealed envelope — not to be opened until the December 6th Builders' House Gala. Until that

night, no one actually knew who had won the house.

Surrounded by television cameras, lights, mounting excitement and Redskins' Coach Joe Gibbs' skillful handling, William Oram of the Fairfax engineering firm, Dewberry & Davis, was declared the showhouse winner. Four other finalists won two Oldsmobiles, an IBM personal computer, and a large screen home video system.

A month later, Oram and his family sold their Falls Church home to move into the ultimate dream house.

RHOA's Urban Forestry Plan Even Includes Butterflies.

"We wanted to have more butterflies in Reston, so we planted food for the larvae as well as the butterflies," said Claudia Thompson-Deahl, naturalist and environmental maintenance manager at the Reston Home Owners Association. "It's called a butterfly garden. And they used to be very fashionable. Even Winston Churchill had one."

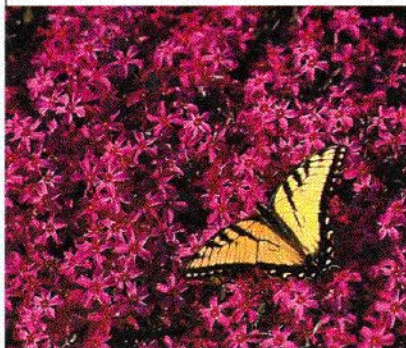
Attracting butterflies is just a small part of what RHOA does. This unique, non-profit organization was set up to protect and care for the public lands of Reston. Funded by yearly dues paid by all homeowners, RHOA maintains over 1,000 acres of open space, four lakes, 50 miles of walkways and bikepaths, and a wide range of community facilities including: 42 tennis courts, 15 swimming pools, 44 ball fields and a 70-acre nature center.

It's all part of Reston's heralded land-use plan, pioneered 22 years ago to set aside permanent open space for saving trees, parks, lakes and recreational spaces in Reston.

"Our goal is for people to use the land rather than abuse it," says Nancy Herwig, also a naturalist at RHOA. "And we think education is the integral tool to maintenance and management of the lands."

So instead of just mowing the meadows and maintaining the facilities, RHOA actually gets the community involved, starting with kids as young as age two.

"We start pre-schoolers with nature awareness games and puppetry. When the children grow older, we build their knowledge of the outdoors. By age ten, we have



the children taking on responsibility, like planting tree seedlings and wildflower bulbs. Later kids go back and check their seedlings to see how they're doing. It's RHOA's way to get the community involved in caring about the earth before making any mistakes," said Herwig, who grew up in Reston. "Every year we plant over 1,000 tree seedlings and wildflower bulbs with the kids."

But RHOA's program doesn't stop with the kids. RHOA offers all kinds of adult and family workshops from planting butterfly gardens to building bluebird boxes. Plus there are plenty of nature walks, family campfire programs, family wildflower walks, bird walks and winter walks.

Organic gardening is real big in Reston. So RHOA provides four gardening plots. Over 200 residents fill the gardens with beautiful, fresh vegetables and wildflowers. Plus RHOA sponsors an annual workshop where everyone gets

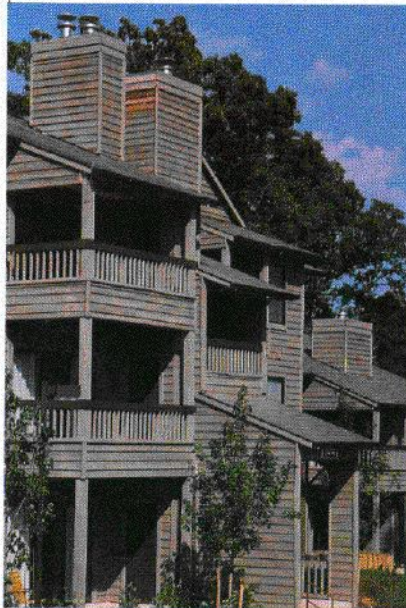
together to buy new seeds and discuss environmentally sound ways to manage the gardens.

"We don't believe in using any toxic chemicals. In fact, we have an Integrated Pest Management program (IPM) which uses several different biological solutions to control pest population problems," says Thompson-Deahl.

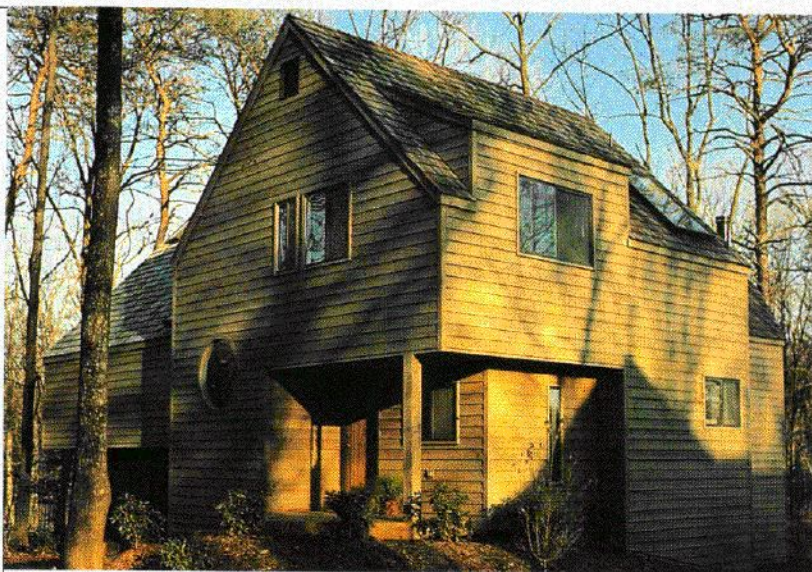
"We're an important part of Reston. We're out there with the people. We want people to know that Reston is unique. The people that set up RHOA's plan cared about the lands, about having plenty of open space. We're just carrying out their philosophy."

Quality Begins At The Drawing Board.

Long before any construction begins on a home, it has been carefully reviewed to make sure that its impact on the community will be positive. This means Reston homeowners don't have to worry that trees will be cut down in neighborly open space or that a 7-Eleven will appear next door. "In other parts of the country, you have an idea and you build it. Here, Reston Land Corporation and the Design Review Board review all phases of your plans. There's an extra step or two, but that's good.



Jonathan's Keep



Turnbridge

It keeps the quality high and means you can't cut corners," said builder Larry Lipnick, head of Lipnick Associates.

Architect-builder-developer Mike Was, partner of Wrenn Associates, Ltd., says, "In some communities, people are satisfied with standard, boxlike houses; in Reston, they're concerned about quality and design."

This year, Reston introduces several new housing options. For those interested in renting, Jonathan's Keep offers one and two-bedroom apartments complete with washers and dryers, carpeting, and a private clubhouse and pool. "It's probably the most attractive rental property in Northern Virginia," said John Slidell, president of Oxford Developers. "A lot of people shop in other communities and end up here. We rent them as fast as we can build them."

Top-of-the-line, luxury, custom single-family detached homes in South Lakes Village are offered by Wrenn Associates. "We're trying to fill the housing needs of senior corporate executives," said Was.

At Newfield Green, two and three-bedroom townhouses are available in North Point Village, built by Ryan Homes. "We changed our product for Reston," said sales manager Marie Dunn. "Our exteriors were brick with aluminum. Reston Land asked us to upgrade our product with more wood and no aluminum siding, and now we

really like our new quality look with stained cedar siding."

High quality condominium housing for the elderly is available at Thoreau Place, across from the South Lakes Village Center. These one-of-a-kind luxury condominiums feature studios and one and two-bedroom apartments which combine independent living with the amenities of a wellness center and easy access to shopping.

Contemporary, all-wood patio homes are now available at Turnbridge in North Point Village. Designed and built by one of Reston's best-known developers, CPI, these luxury houses feature two, three and four bedrooms, dramatic lofts, cathedral ceilings and large glass windows.

Luxurious patio homes with detached garages are being built right on Lake Newport by Lipnick Associates. "Reston Land wanted us to come up with something really different, so we came up with this special design," Lipnick said. These elegant, cedar-sided homes have a New England village look and feature cathedral ceilings, skylights, his-and-her baths and jacuzzis.

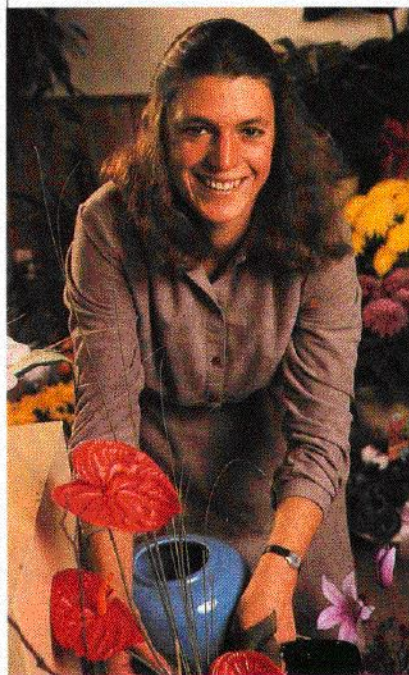
Reston's North Point Village currently features a range of homes built by some of Northern Virginia's highest quality, award-winning homebuilders. Including Fairfield Homes, The Artery Organization, Homes by Van Metre, Ryland Homes, Miller & Smith and the Christopher Companies.

A Fertile Climate For The Growth Of Small Businesses.

If you're organized and have a good product, you can do really well in Reston," says Linda Carruthers who owns Lake Anne Florist. "It's a great place for a small business, particularly a service business."

Since Carruthers started Lake Anne Florist in the back of a van eleven years ago, she has expanded to three locations. She now owns stores at Lake Anne Village and Herndon, and she sells cut flowers at an open air market at Hunters Woods Center. "I'm a neighborhood type business. I'm very close to my customers as well as my business," said Carruthers. It's also a very successful business, still showing over a 20 percent growth rate after eleven years.

But mostly, Carruthers likes Reston because she loves the community. Carruthers moved to Reston in 1969. She chose Reston because it reminded her of the small New England village where

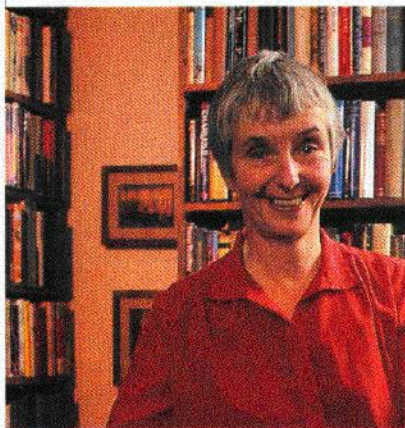


Linda Carruthers

she grew up. She found Reston's strong sense of community a compelling change from Northern

Virginia's sprawling suburbs. "It's real comfortable. I never have to deal with rush hour here."

As busy as she is, Linda Carruthers still finds time to be involved in the community. She is a founding member of the Network of Entrepreneurial Women, and has been active in the Lake Anne Task Force to revitalize the village center. "I'm always involved in one community project or another. I really care about this place."



Sue Schram

The Tale Of A Reston Bookstore.

You can't start a used bookstore just anywhere. And Sue Schram and Sue Weston knew that when they decided to open up in Reston. "We knew Reston. We knew it was a very literate community, a community that uses its libraries a lot. So we thought it would be the perfect place to sell used, inexpensive books," said Sue Weston.

When Weston and Schram opened their used bookstore in 1978, it was about a third the size it is today. It has continued to grow right along with Reston, showing a steady growth ever since.

"We have paperbacks and hardbacks on just about any subject you can think of. We have everything from 25¢ children's books to books dating back to the Civil War that are very valuable," Weston said.

"We love the community here. We both live less than two blocks away and walk to work every day. What's really special is that we've seen the community grow. The

first year we opened, one of our regular customers was pregnant. Now she and her daughter come in and buy books together."

"We want people to come by and look around, relax and buy books. We love books and learning all about books, but mostly, we love people."

The Community Center That Half Of Washington Wishes It Could Join.

Lots of people are moving to Reston. And one of the most popular places in town is the Reston Community Center. It's open to all residents. And it's used for all kinds of purposes. It has an indoor Olympic-sized swimming pool and an elaborate aquatics program. "Our aquatics program offers instruction for people from infants to the elderly, with special classes for the handicapped. We even have water exercise classes for arthritis victims," said Peter Gray, director of the Community Center.

"The Reston Community Center is similar to a private club because it's so nice, but it's open to the Reston public," said Gray.

There's a large community room that's used for all kinds of activities from weekly bridge games to formal wedding receptions. "It has beautiful wood floors and looks out over a patio. It's perfect for informal as well as formal receptions," Gray said.

There are plenty of dance and exercise studios and finally, there's a beautifully designed, 300-seat theatre.

The Community Center is open seven days a week all year round with activities going on all the time, everything from square dancing to martial arts.

"We offer lots of cooking classes, tea dances, aerobics classes, and any class you can think of. We also offer organized bus trips to Atlantic City, Williamsburg, the Virginia Plantations, the horseraces, the museums, or anywhere else people want to go," he said. "There's something here for everyone. And if there's something else people want, we'll do that, too."

Reston Community Players Outgrow Their Stable.

The Community Players are one of the oldest performing groups in Reston. "They started 15 years ago with performances in the Reston Riding Center. Now they perform four major shows a year in the 300-seat Community Theatre. They perform two musicals and two dramatic plays, and they usually sell out every time," said Leila El-Bisi, director of performing arts at the Reston Community Center.

The Community Players is a non-profit organization made up of Reston volunteers of all ages. This year, they opened their 1986 season with a four-week, sell-out performance of "Finian's Rainbow." Includ-

ing the orchestra, more than 75 Reston volunteers, aged 7 to 70, performed in the Broadway musical. The season, which runs from November to May, will include three more hits this year: "We Bombed in New Haven," "Dames at Sea," and "Hot'L Baltimore."

Sometimes the Community Players are able to have a famous actor or actress play the lead in one of their performances. This year, New York actor Charlie Welsh played the lead of Finian. If the name doesn't sound familiar, you'd definitely recognize his face. Welsh stars in television commercials as the "Pepperidge Farm Man."

Reston Chorale Still Singing After All These Years.

The Reston Chorale, made up of 115 Reston volunteers, will celebrate its 20th anniversary this year. Gloria Sussman, who moved to Reston 15 years ago, has been an accompanist, a Chorale singer and manager. She is now assistant to the conductor, Fred Wygal. She says the Chorale meets once a week to practice and they perform four shows a year. The Reston Chorale is a non-profit organization, supported by grants and patrons of the Reston community.

"The Easter performance is always the most popular. We usually sell out every year," Sussman said. The Chorale performs a fall concert every year and a summer fundraiser, "Pops Concert," which features popular favorites by American composers. But the Reston favorite is the Christmas family sing-a-long, where the whole family is invited to join in and sing Christmas carols.

The Chorale started 20 years ago with some friends who just wanted to get together and sing. Now, it's turned into a top-notch chorale with professional performances. "We have a lot of fun. It's a great opportunity for people in the community to sing together and have a great time," Sussman said.



Anne Thomas

Reston Arts Center Receives Two Warehouses As A Birthday Present.

The Greater Reston Arts Center is a place that attracts a lot of creative people. "In fact, it attracts an average of about 1,000 visitors a month, mostly local residents," said Anne Thomas, executive director of the non-profit organization. Now the Arts Center has become so popular, it needs some extra space. So this year, for its tenth birthday, the Arts Center received two warehouses which were from the original town of Wiehle. Built in 1898, the warehouses were a gift from the Sunset

Land Corporation.

The Arts Center primarily exhibits works from artists of the Washington area. But it also offers all kinds of art classes for children and adults. The warehouses will be renovated and used for art classes. "We have classes in ceramics, painting, drawing, and work in clay. And we also sponsor an outreach program in the local schools."

Reston At The Theatre.

At the Community Center, the theatre has a life of its own. "We anticipate that we'll see a lot of exciting things happening in the performing arts here in Reston," said El-Bisi. "My goal is to book the theatre until it can't be booked any more."

At the Reston Theatre, there is something happening every weekend. "It's almost impossible to live here and not get involved in the arts, because there is always so much going on," says Jeanne Rick, who works at the Community Center.

The theatre sponsors a wide range of programs year-round. Some highlights are: The Euterpe Chamber Concert Series, The National Symphony Orchestra, The Capitol Opera Company, The Maryland Dance Theatre, The National Theatre for the Deaf and several Reston performing companies such as The Reston Community Players, The Reston Chorale, The Jazz Dance Theatre and The Conservatory Ballet, which performs "The Nutcracker" every year. There's also a Free Film Series and the Reston Geographic Society Travel Series.

The opening of the 300-seat theatre six years ago was completely community-generated. Today, the theatre is a non-profit organization supported by the citizens of Reston. "The total community life here is a great atmosphere for support of the performing arts," said El-Bisi. "The level of enthusiasm for the performing arts in Reston, along with the resources that the community facilities provide, enable Reston to have a tremendous cultural diversity."

Washingtonian Magazine Graduates Fairfax County's Public Schools With Highest Honors.

At a time when the public education system is being criticized across the nation, Reston's public schools are flourishing. They're part of the Fairfax County school system, the 10th largest in the nation. And, they've been consistently ranked among the best in the country. Just last year, *Washingtonian* magazine singled out Fairfax County's "enlightened

and energetic" school system as the County's "best asset."

And there's no question how Fairfax County schools have earned their reputation. Programs for the gifted and talented are available at all grade levels. Special education programs for the handicapped are described as being "among the best in the country." And progressive teaching programs

have been integrated into each of the County's schools.

Reston schools offer many examples of an enlightened, progressive approach to education. Such as the IBM Writing to Read computer-assisted program that enables students to compose poetry and stories before they reach the second grade. Or programs with major businesses such as the Honeywell Corporation, that enable the business community to take a more active role in the public schools, helping out with expensive equipment as well as valuable curricular activities. And they help students prepare for the business world.

As a result, you have high schools that are recognized for their outstanding academic achievement. Herndon High, for example, has more than 300 students in its gifted and talented program. And in 1984, South Lakes High had 17 National Merit Scholars, the highest number in the State. It just shows how Reston's schools prepare students for the future. In fact, in 1985 over 85% of Reston students went on to attend other post-secondary institutions or universities.



Reston At A Glance: Facts & Figures

Location: 18 miles west of Washington, D.C., and 5 miles east of Washington Dulles International Airport, in Fairfax County, Virginia.

Transportation: Air: Washington Dulles International Airport (5 miles away) Bus: Reston Internal Bus System (RIBS), Reston Commuter Bus System, and Washington Metro Service. Highways serving the area include I-495, I-66, I-95, I-270, Rt. 7, and the Dulles Toll Road (Rt. 267).

Population: Nearly 47,000; projected population 1990's: 62,000.

Size: 7,400 acres; 11.5 square miles.

Housing: Over 12,400 single-family homes, townhomes and condominiums, and 3,700 apartments.

Education: Public schools include seven elementary, one intermediate and one high school. There are nursery schools, day care centers, and summer camps.

Businesses: About three-quarters of the 1,000-acre Reston Business Center has been developed. Over 24,000 employees in over 1,100 firms.

Recreation: 15 public and 6

private swimming pools; 42 public and 11 private tennis courts; two golf courses; 44 ball fields; indoor tennis and racquetball club; a roller skating rink; a 32-lane bowling center; private country club; 970 acres of open space; four lakes; five miles of bridge paths; 50 miles of walkways and bike paths; and a community center with a theatre, and banquet and meeting rooms.

Houses of Worship: 3 Synagogues, 16 Churches of all denominations.

Entertainment: Two cinemas, hotel, night club, three libraries, and 29 restaurants.

*Reston, Virginia. It's all right here. For more information call (703) 620-4730.
Marketing Department, Reston Land Corporation. A Mobil Company.*