



Spring/Summer 1983

RESTON

Bloomingdale's Opens Six New Locations In Reston.

All the excitement, color and innovation discovered in a Bloomingdale's store can now be found at six model home locations in Reston.

Harnessing the success of Bloomingdale's current Americana theme, and the excitement of their spring "In Living Color" campaign, participating Reston builders are combining their design and construction savvy with Bloomingdale's interior design skills.

The unprecedented Bloomingdale's Model Home Tour was launched February 1. Special events, designer workshops, fashion shows, cooking demonstrations and state-of-the-art design seminars produced by Bloomingdale's resource experts are part of the colorful Reston pageant. (continued on page 2)

Bloomingdale's dining room interior at Waterford Square.



THE BIGGEST YEAR IN RESTON'S HISTORY.

Running contrary to national news, 1982 became a record-breaking year for Reston.

Over \$13 million in total land sales provided Reston Land Corporation, the community's developer, with its best year in history. And Reston led all other planned communities in Northern Virginia for total 1982 new home and condominium sales.

Continuing the strong momentum started in 1981 (a record year for industrial-commercial land sales), 1982 gross new home and condominium sales surged 80% over the '81 figures. In addition, 1,500 new jobs were created. Fortune 500 firms, like GTE's Business Communications Systems, began construction here. Crucial transportation links were opened. And several of Reston's high tech firms, such as Eurotherm and Sperry, expanded into newly designed headquarters.

In this newsletter, you'll learn more about these and other stories taking place in Reston. Including details on a new Village Center being built and a story about the community's excellent schools.

Far from a year of discontent, 1982 boosted the confidence of both corporate executives and homeowners throughout Reston.



Paul Mosconi with Pat MacLeish, sales manager, Waterford Square.

"A showpiece for all buyers in the Washington market to come in and see our homes."



Bathroom interior, Waterford Square.

"All we've attempted with our models is to demonstrate one exciting way to finish a house."

Of the houses featured in Reston's new Model Home Village, Ryan Homes' Pepperwood Series, Deck House's new Conservatory Series, Koury/Tipton's James River collection of country homes and Collaborative Phase One's latest contemporary custom model are included in the Bloomingdale's tour.

The high fashion tour moves on to Reston's first mid-rise condominium, Waterford Square, developed by Waterford Square Associates in Lake Anne Village. From there, the tour wraps up with two brand new Audubon Terrace models being built by Environmental Concepts on the shores of Lake Audubon in South Lakes Village.

"We think this is a marvelous showcase," says Bloomingdale's design chief and director of the interior design staff at the Tysons Corner store, Paul Mosconi.

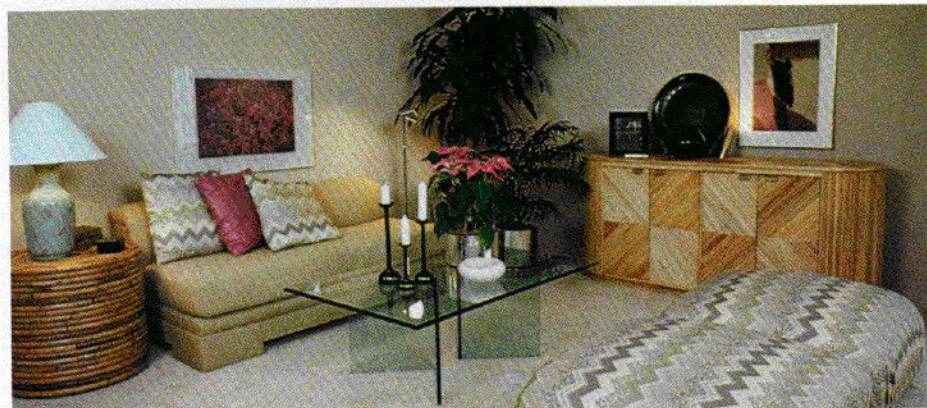
Reston builders are enthused with the new decorative style. "People want help in visualizing a design concept. That's why you do models in the first place. All we've attempted with our models is to demonstrate one exciting way to finish a house," says Chuck Veatch, president of Environmental Concepts.

Veatch's two models on the shores of Lake Audubon feature all the luxuries you would expect in a three-bedroom townhouse priced from the upper \$170's to \$200,000. Features include solid brick construction, expansive rooms, jacuzzis, skylights, windows overlooking the lake, a mix of hardwood and tile floors, ceramic fireplaces and a garage. But there are some features you wouldn't expect in a townhouse. Like a dining room ending with a greenhouse overlooking the lake, ceramic countertops in the bathroom and a hot tub separated by ceramic planters on a wooden deck.

In Waterford Square, builder Steve Mittleman is showing a new dimension of luxury condominium living, geared to anyone hoping to maintain the same quality lifestyle as in a luxury, single-family home, but without the acreage and upkeep. One of Waterford Square's designs, featuring two separate master bedroom suites, will comfortably accommodate two residents.

The model decorated by Bloomingdale's is a 2,058 square foot condominium

Bedroom interior, Waterford Square.



Deck House's Conservatory Series.

priced in the mid \$160's. Other units, ranging from 1,255 square feet to 2,320 square feet, feature entrance galleries, fireplaces, formal dining rooms, sunrooms, balconies and an enclosed garage.

Posh living for those on a tighter budget is available at Koury/Tipton's James River collection of country homes in the North Point Model Home Village. These 1,400 square foot traditional homes priced in the low \$100's are designed for "young-thinking people," says Kathy McEachran, Koury/Tipton's marketing vice president.

Unique features of the James River models include exciting and open interiors, planters of ceramic tile in the bathrooms, wood banisters and railings, oak cabinets in the kitchen, half moon windows, window boxes and porches, all designed to heighten the country feeling. Practicality is also highlighted with heavily-insulated sidewalls, energy-efficient windows and 2 x 6 exterior stud walls.

Architectural features, contemporary lines, skylights and large, light open spaces create a setting for the Bloomingdale's furnishings at Collaborative Phase One.

"We are building contemporary homes that also appeal to people who like traditional designs," architect and builder P.D. Gravett says. Their North Point model sells in the mid \$220's and is likely to appeal to young professionals as well as "empty nesters."

The unique living and dining rooms in the Bloomingdale's CP1 model are color-coordinated in gray and white with a charcoal-colored quilted fabric, accented by glass cocktail tables. A lacquered polyurethane, multi-textured dining room table is paired with gray flannel tulip chairs and a black lacquered console.

Next door to the CP1 model is Deck House's 3,500 square foot offering—a new design never seen before in this part of the country. Based in Acton, Massachusetts, Deck House has gained national acclaim for its custom passive solar design homes with its exclusive use of lush hardwoods.

The Reston model, the new Conservatory series with a two-story living greenhouse, is no exception. The key feature is the conservatory, a 300 square foot space facing south with a two-story stone wall. All rooms in the house open into this lush solar-collector, which not only saves on heating costs, but is also visually exciting.

Michael Harris, Deck House vice president of sales, describes the model (which will sell for around \$200,000) as "a showpiece for all buyers in the Washington market to come in and see our homes." He said the model features solid mahogany staircases and trim, and is decorated in pale peach, soft lavender and cranberry as well as gray, taupe and white to accent the mahogany. "This is the fifth model home we have created with Bloomingdale's. Every room is done down to the soap in the soap dishes."

Finally on the Model Home Tour is Ryan Homes' Pepperwood model at Bennington Square. Adding balance to the Tour, the Pepperwood is priced from the low \$60's and is geared to the first-home buyer. Talking about his 900 square-foot townhouse, Ryan Sales Vice President John O'Neill says, "We have designed this home for today's two-income family which has no time to maintain a lawn and is interested in maximum interior space for the price they can afford. There is a real need in this area for our kind of product."

The model has spacious living and dining areas, a full-sized kitchen with custom cabinets, fireplace, an abundance of closet space, two bedrooms and a basement that can accommodate a family room and half bath.

The Bloomingdale's magic has come again to Reston. Bloomingdale's first joined Reston's developer with a single model home interior in 1977. The new tour of six homes is a spectacular encore.

South Lakes Area Schools Recognized For Outstanding Education.



While headlines around the country report declining scores and education standards, Reston's schools and the Fairfax County school system are being praised for excellence.

For example, U.S. Secretary of Education Terrel Bell recently singled out Fairfax County's system, 10th largest in the U.S., as one of the best in the country. As evidence, he cited that County SAT (Scholastic Aptitude Test) scores are 70 points above the national norm.



In recognition of outstanding achievement, the County Supervisors last June awarded official recognition to strides made by South Lakes High School in Reston. An unprecedented proclamation commended both "academic and extra-curricular endeavors" on the part of the students. It praised "leadership, guidance and support of the faculty." Reston's schools again proved they were in the forefront of solid education in a county whose achievements are already widely recognized.

The last school year saw many honors bestowed upon South Lakes. Two Angier Biddle Duke Scholarship winners plus a third alternate (selected from over 10,000 applicants around the U.S.) and one Presidential Scholar attest to Reston's academic excellence. A host of other national and regional awards were given to the school. Honors came in athletics as well as academics, with both the girls and boys gymnastics teams named Virginia State Champs for the 1982 school year.

"We had 17 National Merit semi-finalists," says George Felton, the high school's principal. "We were ranked highest in the whole state of Virginia." Felton and other Reston principals have introduced a startling array of innovations without compromising educational basics. "In Reston schools," says Mr. Felton, "computer literacy is as important as conventional literacy. Students today need both."

Scholastic Aptitude Test (SAT) scores 70 points above national norm.

Terraset Elementary School, the nation's first underground, solar-assisted school.

Mr. George Felton, principal of South Lakes High.





"When I first came here, it was a different experience for me with so many parents actively involved with their children's education."

Sunrise Valley Elementary School serves as both a standard elementary school and a center for the gifted and talented, open to children of all Reston residents. It has the highest proportion of minority students of any similar G&T program in Fairfax County. One of the enrichment programs is SCORE (Sunrise Club of Reading Enthusiasts). Children use bingo cards to rate different categories of books they read and, in effect, compete with themselves. This highly-acclaimed school stresses direction and guidance while allowing enrollees the freedom to satisfy their intellectual curiosity.

At internationally recognized Terraset Elementary, the nation's first underground, solar-assisted school, students are provided with an interesting introduction to science by studying the structure's unusual architectural design. "Our unique facility prompts students to ask questions, thereby helping to train their minds to think in an inquisitive way," says John C. Randall, completing his first year here as principal. Realizing that extracurricular programs are a proven way of enriching the minds of students,

Terraset offers a wide range of special activities for all pupils. Included are computer literacy, drama and audio-visual programs. Randall is impressed with the Reston learning environment. "When I first came here, it was a different experience for me with so many parents actively involved with their children's education."

Langston Hughes is an intermediate school with 1,350 students in seventh and eighth grades. The school's coach, Bob Grumann, earned the "Coach of the Year" award from the U.S. Gymnastics Association. Additionally, its faculty in industrial arts includes the president and vice president of the Fairfax County Industrial Arts Association.

Langston Hughes rates first in the entire Mid-Atlantic region in math and fourth in the All-Pac (math) contest where all intermediate schools in the U.S. and Canada compete. Principal Elizabeth Lodal believes the variety of ongoing programs makes Reston's schools unique. "We have Russian as one foreign language, a 'go out to work' day internship project and advanced mass media courses to name only a few."

South Lakes Village Center Construction Begins.

Another milestone in Reston's development occurred last October when construction began at South Lakes Village Center, the fourth planned village center. Situated on the shores of Lake Thoreau on South Lakes Drive, the new complex will open in mid-1983.

Western Development Corporation, whose commercial centers include the acclaimed Georgetown Park, is developing the \$7.5 million South Lakes project. Designed by Wah Yee Associates of Detroit, the Village Center (Reston's second largest with over 108,000 square feet) will have an earth-tone brick and rustic wood exterior that captures and augments the lakefront setting. "It is designed to fit into the Reston image," declares Herbert S. Miller, president of Western. "Every aspect of its appearance is a perfect complement to what already exists at the other villages and at the other existing structures in Reston."

The specialty shop concept used by Western Development in other projects, was

expanded in Reston so that a service station, a savings and loan, and a church could be integrated architecturally with the center. To satisfy consumers' needs, 19 stores and two restaurants will be part of South Lakes Village. One restaurant will offer dramatic views of the lake itself.

Several stores including Safeway, Peoples Drug, Hair Cuttery, Hallmark Cards and Fantastic Family Restaurant have already contracted for space.

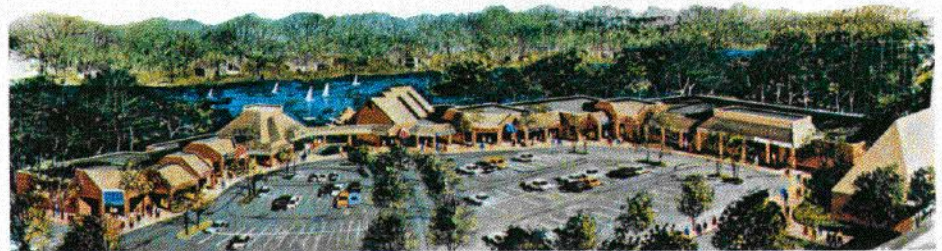
An unusual and attractive feature of the Center is the boardwalk and dock that permits residents to "park" their boats while shopping. For those taking a more conventional route, 500 landscaped automobile parking spaces are allotted. In keeping with the Reston plan, bicycle paths and walkways connect South Lakes Village Center with adjacent homes and businesses, making it possible to walk or jog to the center. Mothers with small children will be able to take advantage of a specially designed playground built in the village center.

South Lakes Village Center increases Reston's total retail space to over 600,000 square feet. Other village centers include Lake Anne, Hunters Woods and Tall Oaks. A fifth village center is planned in the late 1980's for Reston's 1,500-acre North Point Village that started development in 1982.



"Every aspect of its appearance is a perfect complement to what already exists at the other villages and at the other existing structures in Reston."

South Lakes Village Center, the fourth major shopping center for Reston.



Reston Business: Boom And Diversification.

Reston continued to see jobs created within its boundaries at a phenomenal rate in 1982. With 1,500 new jobs created in the community last year, it was difficult to grasp that a recession was taking place elsewhere. In fact, Fairfax County maintained a 3.9 percent unemployment rate, which is one of the lowest in the country. More than 13,000 are employed in Reston today and by 1985 another 3,500 will work here.

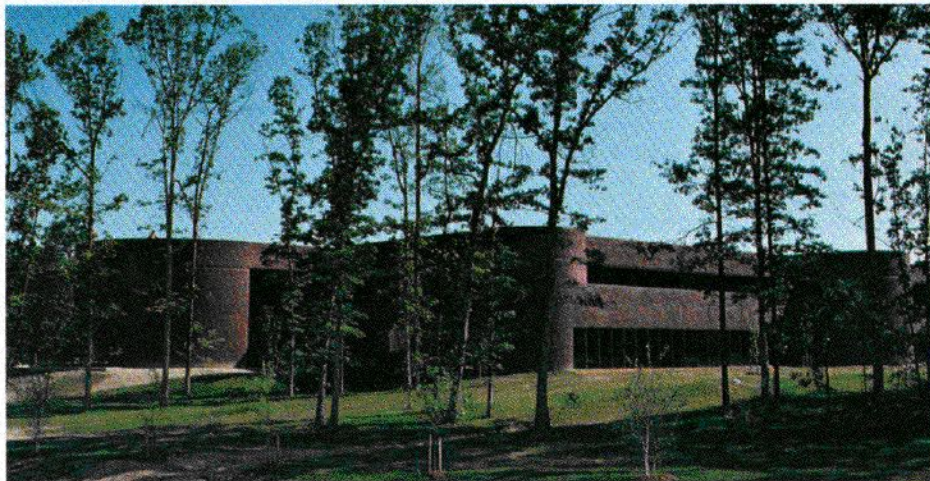
The town proved there is room for many types of occupations with over 500 businesses, large and small, thriving alongside each other. "Diversification is an important element in the community," says Charles Carter, manager for industrial and commercial land sales at Reston Land Corporation. "The attractive features of Reston are bringing trade associations and professional groups as well as light manufacturers."

and its headquarters and move to a 33,000 square-foot facility. The Academy of Model Aeronautics started their headquarters, and the American Newspaper Publishers Association started a 56,000 square-foot expansion to their 33,000 square-foot headquarters building. Datatronix expanded its existing headquarters, and the Linpro Company completed its 75,000 square-foot office building. Construction started on the headquarters of the American Federation of Information Processing Societies. These are but a handful of businesses and associations that chose to take advantage of Reston's locale.

Given the large number of possible locations in Metropolitan Washington, why are so many businesses and associations choosing Reston? The current transformation in employment and in lifestyles mandates not only changed working conditions,



The "people" factor is a cornerstone of Reston's economic boom.



Tandem Computer Eastern Regional headquarters.



The unique landscape and campus-styled architecture are among the most attractive features of a work environment nationally recognized as a morale and productivity builder. Small wonder that several top U.S. corporations decided to set up office here. GTE, Advanced Technology, ComSearch and Piedmont Airlines joined the ever-expanding list of major firms that chose Reston in 1982.

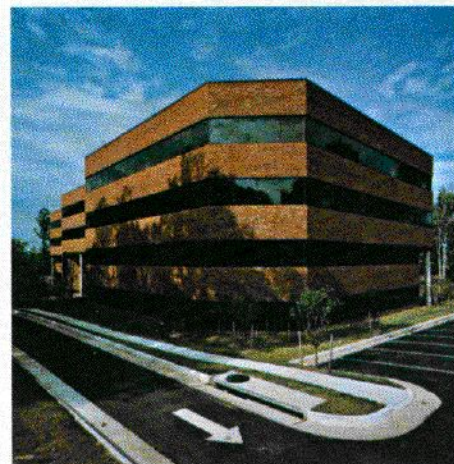
Advanced Technology, Inc. is representative of the companies drawn to the Reston business environment. Ron Hobbs, Executive Vice President of Advanced Technology, speaks for many newcomers. "Men and women who work at our other facilities look for excuses to come to Reston. It's obvious that the appearance of the entire town makes employees feel good about coming to work." His Reston headquarters is "home" for 280 workers out of 1,080 on Advanced Technology's payroll, and by 1985, the company will have its entire staff working in Reston.

Last year, Reston saw the Future Homemakers of America move into a 27,000 square-foot building in the Center for Education Associations. It saw Eurotherm ex-

but also demands attractive workplaces.

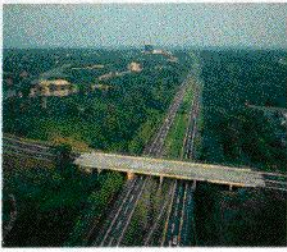
Reston offers some features of the California lifestyle here on the East Coast. Tandem Computers, based in Silicon Valley's Cupertino (CA), knew this fact. Last year, this fast-rising computer firm set up its Eastern Regional headquarters in Reston.

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"Men and women who work at our other facilities look for excuses to come to Reston."

Advanced Technology Headquarters.



The additional transportation options will relieve congestion, while increasing economic development in this area. Reston will benefit on all counts.

Crucial Transportation Opened: Others Underway.

Completion of Interstate 66 inside the Capital Beltway in the last days of 1982 is only one of the several recent transportation improvements that are destined to make life easier for Reston residents and businesses.

Opening the final link means that for the first time, high-speed auto, truck and bus transportation from Front Royal (west of Reston in the Shenandoah Mountains) to downtown Washington is possible along Interstate 66.

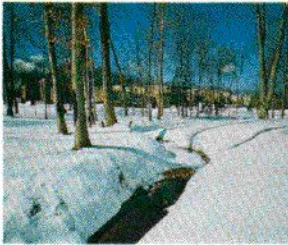
In addition, The Dulles Parallel Lanes are now under construction, and when opened in two years, will be another important improvement that will decrease commuting/travel time, reduce congestion and increase property values for Reston's homeowners and businesses — all in all, making Reston a more desirable place to live and work.

This thoroughfare will run parallel to the high-speed Dulles Access Road and will offer a direct connection to downtown Washington, D.C. as well as Tysons Corner, 7 miles east of Reston. Stretching for 13 miles from Dulles Airport to the Capital Beltway, there are four Reston interchanges on the drawing board, including an exit at the

future Fairfax Parkway, a circumferential route through the County.



To further increase accessibility, the Dulles Access Connector Road, scheduled to open later this year, will link the present McLean terminus of the Dulles Access Road (and the new parallel lanes) with I-66 leading into Washington, D.C. When the entire system is complete in 1985, a commute from Reston to Washington, D.C. will become a modest 20 minute drive.



Commute from Reston to D.C. to become a 20 minute drive.



Quality Office Parks Highlight Business Success.

The phenomenal growth over the past two years in high tech services and light manufacturing makes Reston a nationally-recognized center for state-of-the-art office parks. Built in campus-like settings, they have been designed to meet the needs of all users, large and small. The following representative sample of projects for 1982-1983 reveals the desirable aspects of local office parks.

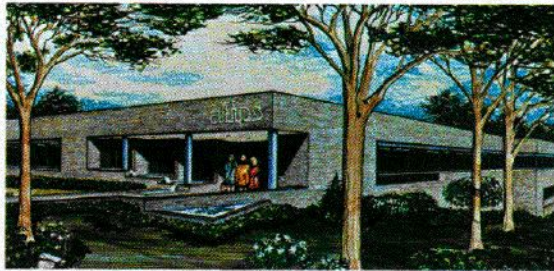
Tech Park Reston is a 189,000 square-foot complex that will consolidate the headquarters, research and development, and assembly processes of GTE Business Communications Systems. Presently under development by Mulligan/Griffin & Associates, the facility was 50 percent complete at year end, with GTE scheduled to begin moving in this April. Phase II of Tech Park Reston, also aimed at high tech space users, began construction December, 1982, with delivery planned for the fourth quarter of 1983. This entire \$50 million high tech complex is Mulligan/Griffin's first entry into the Virginia market. The two year old firm has been mostly active in Montgomery County, Maryland, where it developed four office parks with a total of 1.5 million square feet.

Dupree District Associates' project, the 30,000 square-foot **John Stanley Walker Building** is scheduled to begin construction this year. Featuring an executive health club, the building is designed for professional users, such as doctors, lawyers and others seeking 5,000 to 10,000 square feet. Expected to be ready for occupancy in late 1983 or early 1984, the facility is located at the south end of Dupree's **Cascades Executive Center**, headquarters for Advanced Technology, Inc.

Dupree District Associates also is constructing a 46-acre development called **Parkridge Business Center**. Located in

Reston's most eastern tract at the Dulles Highway Interchange on Hunter Mill Road, the project will contain 11 buildings with a total of 700,000 square feet. Construction for the first phase began earlier this year with the entire project to be completed within 6 years. Designed for moderate-sized, fast growing high tech companies, tenants will be able to lease 5,000 square feet and up.

Lee Sammis Reston Associates, an affiliate of a national real estate development firm headquartered in Irvine, California, brings its award-winning office parks east with the development of **The Branches**, the firm's first real estate venture outside California. The new, quality office park, located on a heavily-wooded 40-acre tract in Reston's 1,000-acre Business Center, is being built especially for national trade association headquarters, small entrepreneurs and others requiring space from 12,000 square feet to 60,000 square feet. All 15 buildings are for sale or lease with first occupancy scheduled for 1983. Ground was recently broken for The Branches' first facility, which will house the national headquarters for the American Federation of Information Processing Societies (AFIPS). The 25,000 square-foot building, located on 3.2 acres, will contain a 1,000 square-foot glass-enclosed atrium with extensive skylights providing natural light.

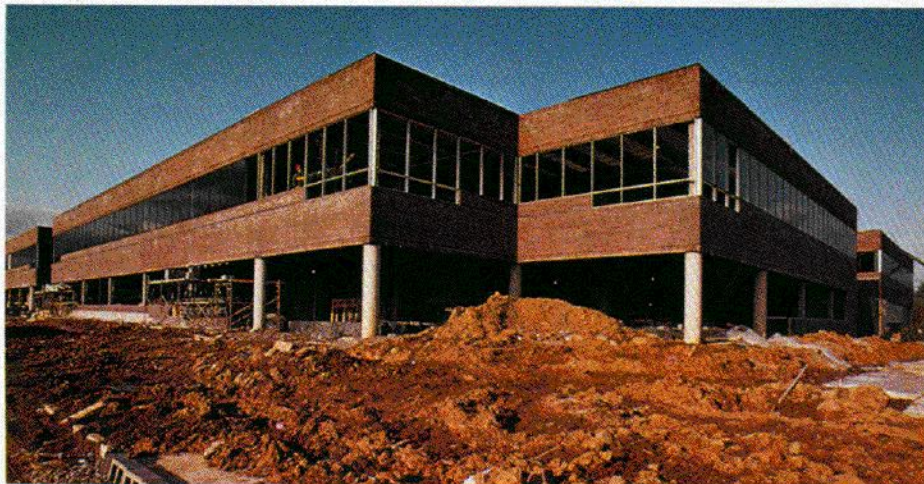


Campus Commons, another Lee Sammis undertaking, will consist of a cluster of buildings totaling 540,000 square feet. The first two buildings, named Commons West and Commons East, will be uniquely designed, six-story buildings of 121,255 square feet each. Located on 32 prime acres



Reston,
a nationally-recognized
center for state-of-the-art
office parks.

*AFIPS headquarters in The
Branches Office Center.*



*GTE facility under construction
at Tech Park Reston.*



"From visual and functional standpoints, a Reston office has to be in a special class."

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between Sunrise Valley Drive and the Dulles Highway at the Wiehle Avenue Interchange, the site also will contain space for a freestanding bank, restaurant and four other office buildings. With this construction activity, Lee Sammis officials estimate their total Reston activity should surpass one million square feet in five years.

Centennial Development Corp., developers of the Tandem Computers facility on Sunrise Valley Drive and several Reston office parks, has completed the 125,000 square-foot first phase of its \$8 million **Sunrise Tech Park**. A 400,000 square-foot development on 30 acres, the one-story buildings are aimed at office/R&D users. The new blend of office space combines elements of the traditional office with larger areas designed for product assembly and storage. Pete Scamardo, President of Centennial, believes he has found his niche with high tech business park development in Reston's rapidly growing high technology

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The "people" factor is a cornerstone of Reston's economic boom. Technical and professional firms realize that skilled labor, consisting of engineers, scientists (Metro D.C. has more per capita than Silicon Valley, Boston's Route 128, Los Angeles and New York), lawyers and consultants are available.

Reston has emerged as the hub of Northern Virginia's high tech boom. All phases of computer operations from manufacturing to services, are in high gear. Allied fields such as electronics design, telecommunications, and futuristic research and development are a major factor in new jobs. About one-fifth of all Reston employment lies in electronic product design, assembly or manufacturing.

In a sense, Reston's attractiveness to growth-oriented companies is similar to that of Silicon Valley, but with a twist. Reston is located near the headquarters of the largest customer in the free world, the federal government. Many of Reston's high tech

center. "From visual and functional standpoints, a Reston office has to be in a special class," he observed. "We expect to construct 150,000 to 200,000 square feet each year in Reston for the next three years." Small space users have located in Reston as the **Sunset Centre** reports 100 percent leasing of its 21,600 square-foot facility. Doug Hurt of Realty Diversified Services (RDS), developer of Sunset Centre, said, "Our small users can access the same benefits in Reston that large corporations find advantageous." The firm's first Reston project, located on Sunset Hills Road, was fully occupied this past year by The National Association of Letter Carriers; NUSAC, a nuclear high tech firm; Academic Software Systems; and RDS headquarters offices.

Such brisk leasing activity has led developers to believe that their success and Reston's steady growth are assured with all looking toward 1983 as another record-breaking year.



Future Homemakers of America in the Center for Education Associations.

"Heads of these businesses realize that there is a multitude of advantages... growth should be brisk in 1983."

companies are well aware the federal government spends nearly \$30 billion annually on electronic systems and equipment. By locating here, they are only 18 miles from where contracts for such goods and services are awarded.

As Reston gains as a high tech center, proximity to the research and development and think-tank network that spans Metropolitan Washington will be increasingly important. Following the move by Tandem Computers and the addition of Sperry's 150,000 square foot Phase II facility — slated to house 550 employees, increasing Sperry's employment to over 1,000 — other leaders in computers, telecommunications and electronics are expected to locate headquarters in the community. Ron Hobbs is among those who understand why. "Heads of these businesses realize that there is a multitude of advantages. New businesses and jobs tend to build on what already exists, so growth should be brisk in 1983."

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