



RESTON
NEWS RELEASE

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THE URBAN LAND INSTITUTE RECOGNIZES
RESTON, VIRGINIA
WITH DISTINGUISHED AWARD FOR EXCELLENCE

Honor Comes on Eve of
the Pioneering New Community's Silver Anniversary

NEW YORK CITY, N.Y. - October 27 - ULI, the Urban Land Institute, in an awards ceremony held today at the Institute's Fall Meeting in New York, presented to Reston Land Corporation President, James C. Cleveland, a ULI Award For Excellence in the category of New Community Development - one of only eight 1989 ULI Awards presented.

In its Reston award statement, the ULI Awards Jury said that Reston has been "the consequence of one man's inspiring vision (Robert E. Simon, Jr.) that was embraced by thousands of residents and scores of businesses. The Reston Land Corporation illustrates how a large corporation can prosper while contributing to the quality of life in a community."

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Cleveland, who invited Reston Founder, Robert Simon, to join him in receiving the Award of Excellence, said that ULI's award is recognition that Reston has become the successful model for community development in America's suburbs and edge cities over the last twenty five years.

He said that Simon had the courage and vision to launch an experiment in the early 1960s for an innovative alternative to the suburban sprawl that began after World War II.

In the 1960's, Simon refused to accept Fairfax County's zoning requirements that called for the separation of business, recreation and residential areas. Without zoning changes, Reston's 7,400 acres could have provided housing for 74,000 people, but nothing else.

Instead, Simon charged his planners to come up with a zoning ordinance - Residential Planned Community - that forever changed the landscape of urban America and set the stage for creative clustering of residential, commercial and office/R&D uses while saving 40 percent of the land for open space and public use.

The Mobil Corporation became the developer of Simon's town in 1978, formed Reston Land Corporation, and helped bring the dream to fruition.

In just 25 years, Reston has built its 1,000 acre central business district into the second largest concentration of business space in the Commonwealth of Virginia (12 million square feet - exceeded only by Tysons Corner), Cleveland said.

Reston today is assessed at \$39 billion, and Reston's nearly 2,000 businesses and 54,000 residents will contribute \$48.5 million this year to Fairfax County's tax base.

Cleveland said it is important to note that the principles and commitment that guided Reston Land Corporation in the past are continuing to influence the development of Reston's long-awaited Town Center and its residential North Hills area.

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He said Reston's successful example today guides and influences parent company community development projects from California to Florida.

Established in 1979, the ULI Awards for Excellence were created to publicly recognize land development projects in the United States and Canada that demonstrate superior design, relevance to contemporary issues and needs, and a resourceful use of land, while improving the quality of the built environment. Since 1979, they have gained the reputation of being the development community's most prestigious honor.