

Reston Land Corporation

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RESTON TOWN CENTER: THE CONCEPT

Robert E. Simon first conceived Reston in the early 1960's and brought international recognition to the new community with the creation of an intensely urban first village center -- Lake Anne. Other village centers followed -- Hunters Woods, Tall Oaks and South Lakes. From the beginning, Reston Town Center has been a prominent feature of the Master Plan and was conceived as Reston's ultimate down town.

Development plans for Reston Town Center reflect an evolution since 1982 when Reston Land Corporation began intensive planning for Reston Town Center. Continual refinement of the development plans have ensured that there will be a strong influence of specialty stores, restaurants, cultural amenities and hotels -- all focused toward an exciting 18-hour lifestyle. Adjacent offices are an important part of the urban mix - making the retail and hotel components work.

The basic concepts for Reston Town Center Urban Core include:

- o A regional down town for Reston and western Fairfax County.
- o The interplay of office and retail during the day and the hotel and retail in the evening will provide a true urban mix of street life activity and will create an 18-hour environment.
- o The downtown Urban Core can be traversed easily, with everything located within a five-minute walking radius. In fact, Reston Town Center is geared toward the pedestrian in harmony with the automobile.
- o People will be drawn to Reston Town Center by the entertainment attractions that will include a mix of theatres, restaurants, cultural amenities and events on the plazas.
- o The streetscape will enliven the Urban Core with active open spaces, and urban parks will be created as outdoor living spaces for flexible community use.
- o Sidewalks with a southern exposure will be wider than those with a northern exposure to take advantage of the sunlight.
- o An amenity package will include an exhibition/gallery space and outdoor sculpture. Fountains and urban landscaping will add another urban dimension to Reston Town Center that will attract visitors as well as local residents.

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