



**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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Reston, where a December Silver Anniversary ceremony will recreate the switching on of the first home owner's lights on Lake Anne in December 1964, today has exceeded every one of its Simon-inspired seven Master Plan Goals (a point especially acknowledged in the Jury's language).

Cleveland, who invited former Carnegie Hall owner and Reston Founder, Robert Simon, to join him in receiving the Award of Excellence, said that ULI's recognition sends a strong message to planners everywhere that Reston has become the successful model for community development in America's suburbs and edge cities.

He said that Simon had the courage and vision to launch a high risk experiment in the early 1960s for an imaginary alternative to suburban sprawl running out of control since World War II.

Simon refused to go for the early 1960s zoning requirements that called for the separation of industry, business, recreation and residential areas, and, an overall population density of ten people per acre.

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 45 percent of the land for open space and public use.

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Mobil Corporation bought 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 (by office square footage) business center in the Commonwealth of Virginia (12 million square feet - exceeded only by Tysons Corner), Cleveland said.

Reston today is a \$39 billion community whose nearly 2,000 businesses and 53,000 residents will contribute \$48.5 million this year to the county's tax base.

Cleveland said it is important to note that these ULI-recognized Reston Excellence planning principles and commitment are being carried forward into the final decade of Reston's completion, including the buildout of Reston's long-awaited Town Center, 2,000 homes of North Hills, and, the fifth and final Village Center of North Point.

He said Reston's successful example today guides and influences parent company (Mobil Land Development Corporation which just moved its corporate headquarters from New York to Reston) 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.