

TOWN CENTER

the urbanization of live, work and play

The first phase of Reston Town Center was opened in 1990. Reston Town Center is a vibrant 24-hour neighborhood. Those who choose this urban lifestyle are redefining suburban living in a pedestrian friendly, mixed-use development.

“Reston Land Corporation wanted to develop the Town Center Urban Core to make sure it was done right, was profitable, and enhanced the value of our surrounding land. Mobil asked us to find a partner experienced in mixed-use who would also share the risk. After a nation-wide search, we chose Himmel/MKDG. But Reston Land always had the final say on major decisions.”

—Jim Cleveland

Reston resident, President
Reston Land Corporation

CASE FOR
GLASS
PRESENTATION
PIECE AT
OPENING

6x8”

This plexiglass paper weight of the Mercury Fountain was given to attendees at the official opening of the Town Center, October 18, 1990.



If you build it...they will come

With the development of Reston's urban core, public transportation is a necessity. Metro's Silver Line coming to and through Reston is a testament to Reston's success.

One of Robert Simon's original goals was that Reston be a financial success. In 2004 the last commercial property in the Town Center Urban Core was sold by the last master developer, Terrabrook, for \$5,556,000 an acre.

“The master plan for Reston was developed in the tradition of British and American “New Town” planners. I envisioned a community built as a place to live, work and play while preserving the natural landscape and wildlife. Today, that vision is a reality. Reston Town Center represents urbanity, fitting into its natural surroundings—a balance that attracts people and leading-edge companies from around the world, a balance that has earned Reston international recognition as it fulfills its master plan.”

—Robert Simon