

AVONLEA TOWN CENTER

PETERSON COMPANIES | SOUTH RIDING . VIRGINIA



The Avonlea Town Center once complete, will be located in one of the nation's wealthiest cities, Loudoun County, Virginia. The first premier shopping, dining and entertainment destination in the area, the conceptual design incorporates local flavors, including a garden walk and landscaped plazas. Retail Design Collaborative's overall goal for Avonlea was to give guests an outdoor space where they can shop, eat and socialize. A key design concept, which was designed to incorporate a strong people presence, was the integration of larger sidewalks. To project walkability throughout the Town Center, the Retail Design Collaborative team created specifically paved pedestrian connections surrounded by native, non-invasive plant species and high efficiency irrigation systems. Avonlea Town Center was designed as a way to bring families, companies and most of all communities together.

