

Telfair Wins Three HBJ Landmark Awards

(April 12, 2010)—Telfair, a 2,018-acre master-planned community in Sugar Land, has won three Landmark awards from the Houston Business Journal, including the award for best residential community and two awards for transforming a historic state prison building into a popular science museum.



Newland Communities shared two additional Landmark awards with the City of Sugar Land and the Houston Museum of Natural Science for the project that transformed the historic Central State Farm building in Telfair into the museum's first satellite branch.

Telfair took top honors in the Residential Development category, with the HBJ-produced video that announced the award stating that the four-year-old community had a 10 percent sales increase in 2009 a year when overall new-home sales in the Houston region were down by double digits.

Accepting the award, Newland Communities marketing director Heather Gould thanked the HBJ and noted that Telfair ranked fourth in the nation for new-home sales, according to a report from RCLCO.

Cinco Ranch, another Newland Communities development in Houston, was also a finalist in the Residential Development category.

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that transformed the historic Central State Farm building in Telfair into the museum's first satellite branch.

Opened last fall, the Houston Museum of Natural Science at Sugar Land won in the Public/Private Partnership and Renovation/Rehabilitation categories.

To make the project a reality, Newland Communities donated the 43,000-square-foot building, built in 1939, along with the 5.5-acre site to the City of Sugar Land. The City in turn entered into a long-term agreement to lease the building to the museum for \$1 per year. The project preserved the Greek Revival-style exterior of the building while creating a modern interior with capacity for 2,000 visitors.

Today, the museum is the focal point of Telfair Central, a 25-acre community center complex that is part of an overall 300 acres of amenities planned for Telfair.

Recognizing a wide range of real estate projects and transactions, the Landmark Awards are now in their ninth year. Landmark projects are those that improve the look, feel and image of our city, stated John Beddow, publisher of the Houston Business Journal. The Landmark Awards give well-deserved acknowledgement to the developers, builders, architects, engineers and real estate professionals who help improve the quality of our city for us all.

To date, Telfair has won a total of five Landmark awards. In 2008, Telfair won in the Residential Development category, and in 2007 it won in the Best Land Deal category for the sale of a 112-acre site to WDJ Realty for The Crossing at Telfair mixed-use development.

Located at U.S. 59 South and University Blvd., Telfair offers new homes priced from the \$240,000s to over \$1 million. More information is available at www.telfair.com.

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