



# Centex plans NW Austin neighborhood

**Austin Business Journal - 2:40 PM CST Thursday, February 8, 2007**

Centex Homes' Central Texas division says it will develop a large, mixed-use community in Northwest Austin on 750 acres it recently acquired.

Pearson Place will go up on the north side of State Highway 45 near the intersection of West Parmer Lane. Plans call for 1,400 homes on 450 acres, with the remaining land earmarked for commercial and civic uses that include retail and office space. Centex's total investment in the residential portion of the project is expected to be near \$275 million.

TBG Partners, the land-planning firm behind Teravista and Goodnight Ranch projects, is working with Centex on Pearson Place.

"This acquisition represents to our local customers a new direction toward move-up homes for Centex Homes in Central Texas," says Bryan Swindell, Centex Homes division president. "With growth trends in Austin edging further toward the northwest, this lifestyle community is sure to be the next big development story for our region. Our commitment to being good custodians of the land, along with the integrity of our business practices, brought about this exciting agreement with the Pearson family."

Courtesy of JB Goodwin