

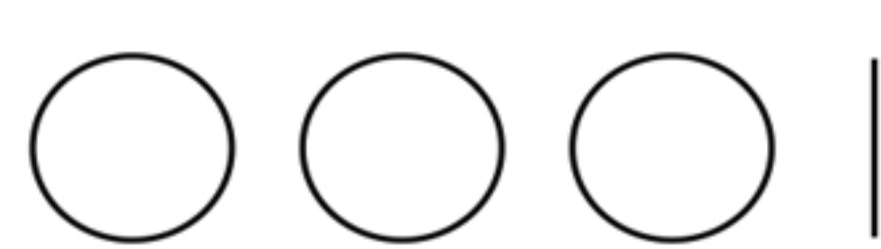
BUSINESS // REAL ESTATE

Bridgeland unveils plans for butterfly-themed lakeside park full of fun amenities



Katherine Feser

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Longwing Landing, a lakeside park and amenity center in Prairieland Village in Bridgeland, features a butterfly theme.

The Howard Hughes Corp.

The Howard Hughes Corp. unveiled plans for a new lakeside park and amenity center at its upcoming Prairieland Village community in Bridgeland.

Inspired by the village's logo, Longwing Landing will be situated on 4.5 acres with two pools, lawn and event space, BBQ grills and tables, and an activity center with an event hall overlooking a 40-acre lake and a rotating butterfly sculpture. Plans call for a kids' area with a butterfly-shaped pool with fountains and spray features, and another pool for lap swimming, fitness and relaxing.

Prairieland Village, Bridgeland's first neighborhood west of the Grand Parkway, will hold a grand opening in 2022. More than 7,000 homes are planned for the village.

Bridgeland, a community spanning 11,500 acres at the Grand Parkway and U.S. 290 in Cypress northwest of Houston, and has set aside about 30 percent of the land for nature preserves, trails, parks and amenities. It's one of the nation's top-selling communities and was the second most active in Houston with 433 new home sales in the first half of 2021, according to RCLCO.

“The parks at Bridgeland are not only places to gather and enjoy outdoor, physical activity, but they are also a part of the distinct identity that make our communities special,” Heath Melton, Hughes' newly appointed president of the Phoenix Region said in an announcement. “Longwing Landing will be part of an established tradition of unique design that features exciting active and passive recreational spaces and provides community gathering places for residents to enjoy.”

Melton, who previously served as the developer's executive vice president of master planned communities in the Houston Region, was named to oversee development of Douglas Ranch, a 37,000-acre master planned community acquired by Hughes in the Phoenix area.

Longwind Landing will feature colorful fencing panels throughout the park, a caterpillar play structure and an art wall with a butterfly display with names of the community's first 100 families. The complex will connect with the Bridgeland's network of biking and walking paths.

Construction of the pool house and activity center is expected to begin in November, with completion planned in early 2024.

East of the Grand Parkway in Parkland Village, Hughes recently announced the start of its second traditional neighborhood design community in Bridgeland. TND communities are designed to foster connections with neighbors by creating places to meet and paths for walking between homes, parks and commercial venues.

Parkland Row will offer Modern Farmhouse and Modern Prairie style homes by David Weekley Homes ranging from 1,400 to 3,400 square feet. The community is planned for 288 homes and will share a central park with lake and event pavilion with neighboring Parkland Square.



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Katherine Feser covers a variety of subjects for the Houston Chronicle Business section. She coordinates some of the paper's most popular special sections, including the Chronicle 100, Home Price Survey, and Top Workplaces. She compiles many of the staples of the section, including the daily markets page, People in Business, event listings and real estate transactions.