



Winthrop Club Condominiums

Luxury Living in the Heart of Downtown Evanston

What Makes Winthrop Club "GREEN"

Winthrop Club is a "GREEN" building that is designed to achieve Silver LEED (Leadership in Energy and Design) certification from the U.S. Green Building Council. LEED certification provides independent, third-party verification that a building meets the highest performance standards.

The LEED certification is recognized nationwide as proof that a building is environmentally responsible, profitable, and a healthy place to live.

Some of the features that make Winthrop Club a "GREEN" building include:

Alternative Fuel Recharging: 3% of parking is reserved for alternative fuel vehicles.

Lockable Bicycle Storage: provided to encourage alternate transportation options.

Native Landscaping: native vegetation will be used which reduces the need for irrigation systems thus reducing water demand.

Plumbing Fixtures Designed for Water Reduction: Dual flush toilets and Kohler™ plumbing fixtures designed for overall water conservation.

Low Emitting Materials: all adhesives, sealants, paints and carpets will limit the amount of VOC (volatile organic compounds) off-gassed after construction which helps promote healthy indoor air quality, environment and reduces allergies.

Building Components and Systems: low-E windows, HVAC systems, air filtration and plumbing systems are designed to optimize energy performance and lower overall energy needs.

Planted Rooftop Gardens: Landscaped roof will reduce energy costs by reducing solar heat gain.

Rapidly Renewable Materials: Materials such as Bamboo hardwood flooring will be used for their ability to be produced and harvested quickly.

Green Building Demand is Higher than the Available Supply

Green building and remodeling is one corner of the marketplace where demand is riding higher than the available supply, participants in an [National Association of Home Builders \(NAHB\) teleconference](#) said on April 16.

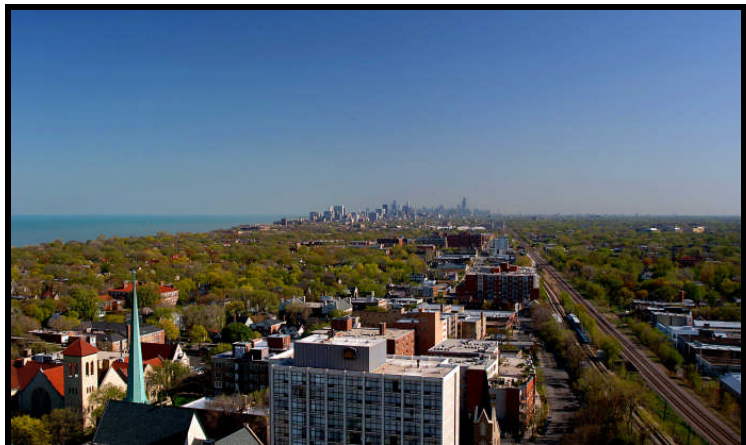
Recent surveys by [McGraw-Hill Construction](#) among green home buyers and home owners who have undertaken remodeling jobs find a strong sentiment among consumers that there "are not enough green builders out there and demand is exceeding the homes available," with the shortfall particularly pronounced in the East, said Harvey Bernstein, the company's vice president of industry analytics, alliances and strategic initiatives.

Bernstein added that green housing is a differentiator from traditional homes and "something still in demand" even during the current market correction.

Energy-efficiency is now a primary concern of housing consumers, said Gopal Ahluwalia, NAHB's vice president of research, as the cost of energy remains high and prospective buyers are worried about how they will pay to heat and cool homes that are 50% larger than 30 years ago and growing in volume with the popularity of high ceilings.

Environmental concerns are prompting a small majority of consumers to consider the alternative of green building, Ahluwalia said, but survey and focus group research makes it "loud and clear" that buyers are willing to spend a little bit more to improve energy efficiency because this is an issue that "hits the pocketbook."

For Michael Strong, whose firm, [Brothers Strong, Inc.](#) has been remodeling homes in the Houston area for 17 years, energy efficiency has become a given and a baseline that his customers have come to expect, and he is expanding his business by educating home owners about the health benefits of building green.



AROUND EVANSTON

May 5 – Relay for Life

Sponsored by the [American Cancer Society](#)
6 p.m. to 6 a.m. - Evanston Township High School, 1600 Dodge Ave. For more information visit www.cityofevanston.org and click on **calendar**.

May 12 - Strut for Strays

Annual walk-a-thon to raise money for stray animals. 9 to 11 a.m., Ladd Arboretum, sponsored by [C.A.R.E.](#) for the Evanston Animal Shelter. For more information visit www.care-evanston.org/ and click on **calendar**.

May 19 - YEA: Young Evanston Artists Festival

A showcase of artwork done by Evanston youth. Sponsored by [Chicago Dempster Merchants](#) 10 am to 4 pm - Chicago Ave, Dempster, Sherman & Greenwood.

May 19 and 20 – Garden Fair

53rd Annual Evanston Garden Fair sponsored by the Evanston Garden Council
9 a.m. to 4 p.m. - Independence Park, Central and Stewart - Contact: Evanston Ecology Center, (847) 448-8256.

May 28 - Memorial Day Event

10 a.m., Fountain Square or Patriots Park, Sponsored by the Evanston War Veterans Council, (847) 332-1019.

Green remodeling jobs that promote a healthier home include properly sized and vented exhaust fans, the addition of fans to the laundry room, zero or low-VOC paint and the use of formaldehyde-free carpet and plywood, "getting obnoxious chemicals out of the home," he said.

Jobs emphasizing better energy efficiency include dual-flush toilets, tankless water heaters, HVAC systems with at least a 17 SEER rating, furnaces with a 90+ rating, fluorescent lighting and [Energy Star](#)-rated appliances, Strong said. On top of those products come lower operating costs from sealing ducts with mastic, not tape; radiant barrier decking; double-pane, low-E windows; properly sealed homes; balanced attic air intake; and exhaust and spray foam insulation.

Green Home Buyer Satisfaction Is 'Phenomenal'

Word-of-mouth communication is being driven to a great extent by a "phenomenal" 85% satisfaction level among green home buyers, Bernstein said.

One hundred percent of the green home buyers surveyed by McGraw-Hill identified lower utility, maintenance and operating costs as an incentive for purchasing a green home, he said.

Home buyers are also willing to pay more for a home with certain green features, Bernstein said, or \$17,000, to be exact, over an average-costing \$292,000 home.

Of the home owners who had signed up for remodeling jobs, 39% used a green product, he said, and of those, almost half (47%) involved new or replacement windows, followed by HVAC (44%).

While there are currently no available figures on how much green might increase the resale value of a home, Bernstein said, based on evidence in the commercial market, "green homes will have higher resale values going forward." Green in a commercial building can increase its value by 7.5%, increase its occupancy by 3.5% and decrease its operating costs by 8% to 9%, he said.

Article Contributed by the National Association of Home Builders

Winthrop Club Condominiums – Downtown Evanston

Winthrop Club Sales Center
1707 Benson Avenue, Evanston
Open Daily 10-6
(847) 328-4700
www.winthropclub.com

