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Mission Possible: Building Green in San Francisco

3280 22nd St. San Francisco, CA

(July 20, 2007) SAN FRANCISCO, CA – Local green builder LORAX Development has converted a neighborhood eyesore, a used car junk yard, into a modern, beautiful three unit mixed use condominium building. The green building features a living roof and showcases new and exciting green building products. Designed by award-winning architect John Maniscalco, the building is located in the heart of the Valencia corridor of the Mission District, centrally located to restaurants, shops and public transportation.

The Living Roof: Design from a Fish's Point of View

One of the gems of this building is the living roof, which transformed a black asphalt roof into a living, breathing natural environment. The living roof, designed by **Shades of Green**, an environmentally committed Landscape Architecture Design firm, showcases native California plants that attract wildlife.

The living roof installer, Bill Wilson of **Bill Wilson Environmental Planning** says, "The value of green roofs really hit me while working on the redevelopment of the Seattle waterfront. A colleague at the University discovered that over half of the stomach contents of juvenile salmon were terrestrial insects, and here we were setting up these ecologically barren urban hardscapes adjacent to vibrant fisheries. In addition to reducing storm water runoff, green roofs offer habitat value. In San Francisco, anything we can do to reduce peak flows to the collection system has a beneficial effect on water quality in the Bay. This is design from a fish's point of view, and a bird's and a butterfly's."

"Bringing living architecture and restoring biodiversity in San Francisco's urban neighborhoods creates a better quality of life for everyone," adds Tyler Manchuck, principal at Shades of Green. "We hope this project helps builders and residents realize how gratifying and functional a living roof can be. Not only do living roofs encourage wildlife diversity, but buildings become more energy efficient, and they manage storm water runoff. All of which benefits the building, the residents, and the surrounding environment."

Greener Solutions: Recycled Blue Jeans, Pallets and Olive Oil Barrels

Consistent with LORAX's core beliefs of *recycle, reuse and reclaim*, exciting new building materials of higher quality and durability were used throughout the building.

"The decision to use recycled and reclaimed materials is a no-brainer," says Mike Kerwin, LORAX partner. In addition to the living roof, the building uses extensive recycled materials – recycled blue jeans, recycled glass, olive barrels, and pallets – as well as waste from the production of coal.

Recycled Blue Jeans for Insulation

What do you do with your old blue jeans? You might not think of denim as a suitable building material, but

its rugged fibers have been the choice of laborers since the 16th century given that it is durable, comfortable and warm. The 22nd Street Building is insulated with **UltraTouch Insulation**, which is made from 85% post-industrial recycled fibers that harnesses the warmth and woven density of denim. Unlike fiberglass insulation, Ultra Touch does not emit VOCs and contains no formaldehyde or other chemical irritants. The product meets the highest ASTM testing standards for fire and smoke ratings, fungi resistance and corrosiveness.

Recycled Olive Barrels for Trim

When the Napa Valley Olive Oil industry converted from redwood barrels to stainless steel, the tanks and barrels were dismantled and reclaimed by **TerraMai**. The rich variation and darkening caused by years of use has mellowed the redwood to create a look of age and permanence. Redwood is the perfect choice for the south-facing windscreen due to its weather resistance and amazing durability. This redwood is aged to perfection.

Flooring from Pallets and Packaging

Saved from being ground into chips at a municipal landfill, World Mix tropical hardwood flooring was originally used for shipping and packaging. Every large container ship coming from Asia fills 50-60 dumpsters full of wooden pallets, dunnage and wood packaging materials that, prior to **TerraMai** salvage, had not been recycled. LORAX is also using TerraMai's Cinnamon Mix flooring, made from reclaimed mine timbers, which has incredible variation, depth and beauty.

IceStone® Recycled Glass Countertops

Beautiful countertops from recycled glass? Believe it. LORAX found this relatively new green countertop material made of 100% recycled glass in a concrete base. The surface is more durable than marble. Heat and scratch resistant, IceStone recycled surfaces are available in a wide array of color palette, from icicle blue to ruby red, pearly white and forest green.

Waste Products of Coal

The core of the building is built with high fly-ash concrete that is stronger, more durable and less likely to crack than traditional concrete. Fly ash is a waste product of coal combustion in power plants, the disposal of which is a growing problem. LORAX specified up to 40% fly ash by volume in its concrete used to form the building.

Other green products used in the home include Forest Stewardship Council (FSC) cabinetry in the kitchen, bathroom and living areas, and solar on the roof to power the common areas of the building.

LORAX is currently pursuing a green certification for the building through Build it Green's Green Point Rating system. (www.builditgreen.org/index.cfm?fuseaction=greenpoint)

About LORAX Development

LORAX Development

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San Francisco-based LORAX Development was born out of three partners, Pat Loughran, Joel Micucci and Mike Kerwin's desire to build a better home using the greenest materials and smartest technologies available. The name was inspired by the Dr. Seuss character that "speaks for the trees, for the trees have no tongues."

Featured in many local and national publications, LORAX homes and projects are on the cutting edge of Green Building and Design.

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For more information or to schedule a tour and interview, please contact Mike Kerwin at (415) 264-4428 or email mike@loraxdevelopment.com