

# The Star-Ledger

## streetscapes URBAN LIVING redefined

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Green  
Design

### ECO-EXCELLENT ESPLANADES

*By Jessica Jones, Special to The Star-Ledger*

While Daniel Gans studied building and design in graduate school, he spent a good portion of his time examining the structure and construction of solar-powered houses in Vermont. It was his introduction to the world of green architecture and eco-friendly planning. Today, he's bringing similar environmentally conscious techniques to New Jersey.

"We're working to make a statement about what green can be," said Gans, chief executive officer of Hoboken Brownstone Co., which is working toward Leadership in Energy and Environmental Design (LEED) certification on several of its multifamily properties.

The LEED rating system was created by the U.S. Green Building Council to recognize buildings designed to be energy efficient, sustainable and environmentally conscious. Hoboken Brownstone is in the early stages of giving this type of refresh to the former Van Leer Chocolate Factory site, in Jersey City.

"We're getting into balanced ventilation systems and the language of thermal decay," Gans said of the 438-unit condominium community. "As consumers become more educated of what they can do to help protect the environment, green housing is becoming increasingly more important."

According to Gans, these special LEED categories and programs are intended to help the National Green Building Council recognize the challenges of incorporating green building technologies. The group also is striving to maintain a regional LEED certification that will help the group identify climatic differences between parts of the country that can

affect the technology of green building design.

Bijou Properties' Garden Street Lofts, in Hoboken, uses natural energy sources, environmental strategies and green building techniques to create a healthier living environment for residents. "The Garden Street Lofts were built on the site of an old renovated coconut processing plant," said Jodi Stasse, president of Creations Real Estate, which is handling the property's marketing and sales. "In order for the building to be LEED certified and fully maintain its green status, everything had to be recycled and disposed of in a designated landfill when the property was gutted.

"The building's green status is a major draw for anyone who is truly concerned about the environment," Stasse said. 🏡

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*Van Lee site, by Hoboken Brownstone Co.*

*E-solar Properties, Paula Golbin of Coldwell Banker Realtors*



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