



PROJECT PROFILE: Green Globes Certification Helps Northwood Ravin Attract Residential Tenants

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WALKER MCLEAR
Development Manager,
Northwood Ravin

PROJECT RATING:



According to Walker McLearn, Development Manager at Northwood Ravin, today's apartment tenants are discerning customers who care about sustainability. "Especially the millennials and the younger generation - they ask sophisticated questions about how our apartments meet green standards," she says. "Green Globes has historically been our choice of rating systems and obtaining certification is a way to show tenants we went the extra mile."

Northwood Ravin (NWR) is a full-service development, construction, and property management firm with apartment communities and mixed-use venues across the country. The company provides the best-quality product in the markets where its communities are located, and its 500 West Trade mixed-use apartment development in uptown Charlotte, N.C. is no exception. The 15-story complex offers tenants upscale apartment homes and sought-after amenities such as a private rooftop pool lounge and a fitness mezzanine overlooking the city.

Green Globes' results-driven approach resonates with NWR as its long-term stake in its assets drives the company's green decisions.

"We design buildings to be more energy efficient for the end user, the environment and our company," says Neil Edwards, NWR's Project Manager. "We made early design decisions to orient the building on the East/West axis to the sun and carefully selected materials for durability and indoor air quality, incorporating sustainability at the highest scale possible. Because we retain, manage, and maintain these buildings, the way we choose to heat and cool the corridors and common areas impacts our bottom line too."



The complex at 500 West Trade combines aesthetics and resource efficiency to provide tenants with a stylish Green Globes-certified project:

- Low-flow fixtures, faucets, and showerheads reduce water consumption in the units
- Building products are low VOC
- Light-colored pavers and rooftop surfaces reflect heat to reduce urban heat-island effect
- The project reclaims a previously developed, remediated brownfield in a commercial zone
- Alternative transportation options include easy access to public transport, on-site electric vehicle charging stations, and sheltered bicycle storage



Constructive Balance

Edwards says while NWR is cost-conscious, the company will opt for materials or fixtures that provide additional benefits or elect to pay a premium for energy efficiency. "Rather than install code-minimum glazing at 500 West Trade, we spent more to upgrade glazing in the storefront system that allows greater light penetration but reduces thermal gain," he explains.

NWR worked with The Greenwood Consulting Group to spearhead the Green Globes certification process. It was NWR Construction Assistant Project Manager Evan Miller's first experience with Green Globes and working with a Green Globes Assessor (GGA).

"Once we were in Phase II, our assessor showed me the additional items he needed," Miller recalls. "Then, during the onsite walkthrough, we were able to show him things he wanted to verify, like the photocells on the exterior lights that reduce electricity demand. We developed a shortlist of his final questions and we were able to get him our responses within days to complete the certification. Overall, the process was clear and pretty seamless."

When NWR tours prospective tenants through the mixed-use development, they point out some of the features that led to their Green Globes certification. McLear says this approach has generated results.

"Having certification is important to us -- it's something we always do," she asserts. "Personally, it would be important to me that the company incorporated sustainable features into a place where I plan to live. And we've seen it works. Just six months after we began leasing, we're over 50 percent occupied. In a post-pandemic economy, that's a great outcome."

GREEN GLOBES RATINGS:

After the final assessment is verified by a third party, properties achieving a score of 35% or higher receive a Green Globes rating based on the percentage of total points achieved (up to 1000).



85-100%

FOUR GREEN GLOBES

Demonstrates world-class leadership in resource efficiency, reducing environmental impacts, and improving occupant wellness.



70-84%

THREE GREEN GLOBES

Demonstrates outstanding success in resource efficiency, reducing environmental impacts, and improving occupant wellness.



55-69%

TWO GREEN GLOBES

Demonstrates significant achievement in resource efficiency, reducing environmental impacts, and improving occupant wellness.



35-54%

ONE GREEN GLOBES

Demonstrates a strong commitment to resource efficiency, reducing environmental impacts, and improving occupant wellness.