



234 W. Florida Street  
Milwaukee, WI 53204  
  
(414) 220-9870 phone  
(414) 220-9901 fax  
  
pieperproperties.com

## 234 W. Florida Awarded Prestigious LEED® Green Building Certification

11/29/10 Milwaukee, WI – 234 Florida, LLC announced that it has been awarded LEED® Core and Shell Silver certification as established by the US Green Building Council (USGBC) and verified by the Green Building Certification Institute (GBCI). LEED is the nation's preeminent program for the design, construction and operation of high performance green buildings.

According to Ann Pieper Eisenbrown, president of Pieper Properties and developer of 234 W. Florida, "This award was truly a team effort of the LEED consultants, architect, contractors, leasing agents, maintenance staff and developer. The process was truly integrated and all-encompassing, and resulted in not only a more energy-efficient and sustainable building, but simply a better building. Every member of the team deserves this award and our thanks."

LEED certification of 234 W. Florida was based on a number of green design and construction features that positively impact the project as well as the broader community. These features include:

- Quintessential Green project – rehabilitating a neglected urban building rather than developing unspoiled land
- Well-served by public transport – bus routes ½ and 1 ½ blocks away, Intermodal Transit Center nearby
- Indoor bicycle storage and shower/changing facilities
- Preferred parking for low-emitting and fuel-efficient vehicles
- 34% reduction (from baseline) in water use – low-flow faucets, showerheads and toilets, waterless urinals
- Day-lighting and occupancy controls throughout
- Most tenants have separately metered electric
- Heating and cooling is controlled by a building automation system; tenants have control of their temperature
- Dedicated recycling area for glass, plastic, paper/cardboard, electronics and batteries
- More than 90% of the building was re-used
- 54% of construction waste diverted
- Low-emitting finishes: adhesives, sealants, paints, carpeting
- Classic narrow plan of the historic industrial loft means 90% of the space have views
- Green cleaning

Transwestern's Sustainability Services Team, located in Milwaukee, recently signed a 3,414 square foot lease at the project. Transwestern built out their new space to mirror the overall design intent of 234 Florida by creating an open concept collaborative space to better enable the cross-functional requirements of their business.

Transwestern's space, and the entire project, is attracting interest from the entire design and operations community in the region, and is becoming a destination for building owners and occupants who want to understand the implications and benefits of green projects.

234 Florida, LLC's LEED team consisted of Jim Wasley, LEED-AP, UWM; Eric Truelove, LEED-AP, Renschler (commissioning agent); James Piwoni, AIA; Barthenheier Construction (general contractor); Butters Fetting Mechanical Contractors; Cream City Electric; Ideal Plumbing; and developer and operator, Pieper Properties.

### **U.S Green Building Council**

The Washington, DC based USGBC is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings.

With a community comprising 80 local affiliates, more than 18,000 member companies and organizations, and more than 155,000 LEED Professional Credential holders, USGBC is a driving force in an industry that is projected to contribute \$554 billion to US gross domestic product from 2009-2013. USGBC leads an unlikely and diverse constituency of builders and environmentalists, corporations and non-profit organizations, elected officials and concerned citizens, and teachers and students.

Buildings in the US are responsible for 39% of CO2 emissions, 40% of energy consumption, 13% of water consumption and 15% of GDP per year, making green building a source of significant economic and environmental opportunity. Greater building efficiency can meet 85% of future US demand for energy, and a national commitment to green building has the potential to generate 2.5 million American jobs.

For more information and any questions, please contact Ann Pieper Eisenbrown 414.220.9870 [ann@pieperproperties.com](mailto:ann@pieperproperties.com)