



Communications Department
410 Abbott Road
East Lansing, MI 48823
(517) 337-1731 phone
(517) 337-1607 fax
www.cityofeastlansing.com

Media Contact:
Lori Mullins
East Lansing Department of Planning & Community
Development
(517) 319-6930

Media Advisory

MEDIA ADVISORY: Dedication of Downtown East Lansing's First Green Roof to be Held Sept. 30

Albert Place Condominiums Open House to Follow from 3-7 p.m.

Sept. 25, 2008
08-469

EAST LANSING, Mich. — The dedication of downtown East Lansing's first green roof will take place in Unit 408 of the brand new Albert Place Condominiums on Tuesday, Sept. 30 at 3 p.m. The Albert Place Condominiums are located at the corner of Albert Avenue and Bailey Street in downtown East Lansing.

Speakers will include Douglas Cron of Stonehouse Village III, LLC, East Lansing Mayor Pro Tem Diane Goddeeris and Michigan State University horticulture professor Brad Rowe. Cron is one of the project developers of the Albert Place Condominiums, Mayor Pro Tem Goddeeris is the East Lansing City Council liaison for the East Lansing Commission on the Environment and Rowe provided consultation services for the development of the green roof. Following their remarks, members of the media are invited to capture photos and footage of a crane placing the last 2x4-foot modules on to the green roof from the balcony of Unit 408.

In addition to the green roof dedication ceremony, members of the public and media are invited to an open house from 3-7 p.m. at the new Albert Place Condominiums. The open house will feature tours of the various units within the project, champagne and light food. It is free and open to anyone.

Free parking for this two-part event will be available in the new two-level parking structure built below the Albert Place Condominiums.

INFORMATION ABOUT DOWNTOWN'S FIRST GREEN ROOF

Downtown East Lansing's first green roof is a Mule-Hide® Living Roof™, featuring the patented GreenGrid® Modular Green Roof System. It is a vegetative roof created by engineering, roofing and horticulture experts and it is located above the parking structure on the southeast corner of the building.

The roof consists of more than 400 2x4-foot modules that have been planted with

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sedum plants. The sedum plants are not only attractive and appropriate for the climate, but also require minimal maintenance. Many of the building's residences overlook the green roof, creating a beautiful, nature-inspired living environment.

There are many environmental benefits of the green roof. The roof will help manage stormwater runoff through the retention and detention of rainfall – reducing the potential for flooding, sewage overflows and the pollution of area waterways. The roof will also reduce the amount of energy needed for heating and cooling by providing insulation and shade during warm and cool seasons and will help curb the “Urban Heat Island Effect,” in which heat is absorbed by roofs and roads during daylight hours and then radiated back into the atmosphere. The “Urban Heat Island Effect” causes a temperature increase of six to 10 degrees in large urban areas.

The modules are made of 100 percent recycled material and, when they eventually must be replaced, they are fully recyclable.

INFORMATION ABOUT THE ALBERT PLACE CONDOMINIUMS

City officials and developers broke ground in early summer 2007 on the Albert Place Condominiums. The project is a result of a public-private partnership between the City of East Lansing and Stonehouse Village III, LLC.

The 36-unit project includes studio, one-, two- and three-bedroom residential condominiums with views of downtown's future Eli & Edythe Broad Art Museum and downtown East Lansing's first green roof. Select units also feature rooftop penthouses with exterior terraces. A two-level parking ramp, owned and operated by the City of East Lansing, sits below the condominiums, providing secure parking on the second level for the condominium owners and public parking on the first level.

The project adds to the residential density of downtown and is part of the national Smart Growth movement. It allows the City to avoid urban sprawl, protects essential open spaces and promotes a walkable, bicycle-friendly community. Residents of the Albert Place Condominiums are just steps from the MSU campus, the future Eli & Edythe Broad Art Museum and the restaurants and shops in downtown East Lansing.

Interested parties can visit www.AlbertPlaceCondos.com for more information.

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