

September 10-23, 2010

NORTHERN NEW JERSEY PROPERTY OF THE MONTH

PSE&G awards \$3.6 million grant to developers, part of the EEE Stimulus Program  
**Hoboken Brownstone Co.'s Van Leer Place shows energy potential for urban mixed-use developments**

**J**ERSEY CITY, NJ — Congressman Albio Sires and Jersey City Mayor Jerramiah T. Healy joined state, county and local officials earlier this summer at an event signifying the start of a sustainable Brownfield Transformation Project on the site of the former Van Leer Chocolate Factory at 110 Hoboken Ave.

Hoboken Brownstone Company principals George Vallone and Daniel Gans are transforming the seven-acre brownfield site into a sustainable urban mixed-use community of more than 400 homes and 7,500 s/f of retail space. The project will utilize ground-breaking, energy-efficient building science that is expected to set the bar for the future of environmentally-responsible development in the northern U.S. and beyond.

"This project shows what can happen with a vision from Mayor Healy, Jersey City and private developers," Congressman Sires said. "Not only does Van Leer Place help Jersey City advance with responsible, energy efficient development, but it also fits the master plan of our country. I predict this development project is going to be a model not just for New Jersey but for energy efficient projects across the U.S."

Mayor Healy added, "This is a great project for Jersey City and exemplifies our City's ongoing transition from our industrial past to our future as a responsible urban center.



*Shown from left: Congressman Albio Sires, Hoboken Brownstone Company principal George Vallone, Jersey City Mayor Jerramiah T. Healy and Hoboken Brownstone Company principal Daniel Gans at groundbreaking ceremonies for Van Leer Place, a sustainable urban mixed-use community on the site of the former Van Leer Chocolate Factory at 110 Hoboken Avenue in Jersey City.*

Jersey City is the gateway to the financial center of the world and Van Leer Place is right off the water front of that. We congratulate George Vallone and Dan Gans, investors, elected officials and the planning department and the many others that were a part of finding the money and funds to put together such a great project."

The day consisted of a technology briefing and an exhibit area graphically describing the innovative energy saving technologies being incorporated

into the project, also on display will be the mass wall concrete system, (called Autoclaved Aerated Concrete), that will form the thermally efficient building enclosure.

The trailblazing project will be developed with assistance from PSE&G's Energy Efficiency Economic Stimulus (EEE Stimulus) Program. A \$3.6 million grant was awarded to the developers by PSE&G as part of the EEE Stimulus Program, approved by the NJ Board of Public Utilities to promote energy efficiency and to stimulate economic growth





*Van Leer Place*

and job creation.

“Over the past several decades, residential and commercial buildings have emerged as the largest consumer of energy and carbon emissions, using more energy and emitting more carbon dioxide than either industry or transportation,” Gans said. “This is particularly evident in dense urban areas such as Jersey City. As a result, government on the Federal, state and local levels have made a conscious effort to encourage and promote programs and development practices that lower energy consumption in mixed-use buildings in City settings. That is the goal for Van Leer Place.”

The building will be designed to demonstrate Insulative Mass Wall Technology (IMW), energy recovery ventilation (ERV), and renewable energy, all integrated harmoniously in a holistic design.

The IMW building technology is an approach to green and

high-performance buildings in which energy use avoidance, particularly during peak periods, is the primary objective.

To achieve a high-performance building, three critical elements will be included in the design, a Mass Wall construction which creates a super-insulated and low air-infiltration building enclosure capable of thermal

storage, a balanced ventilation system with energy recovery capabilities and appropriate alternative energy sources, especially solar hot water and geothermal technologies. When all three elements are integrated harmoniously, they can produce buildings capable of 50% to 90% energy savings when compared to standard buildings. ■

## PROJECT TEAM

Owner/Developer: ..... Hoboken Brownstone Company  
 Architect: ..... CPL Partnership, LLC  
 Architectural Consultant: ..... Michael McDonough Architect, P.C.  
 Environmental Engineer: ..... E 2 Project Management  
 Structural Engineer: ..... Dewberry  
 Mechanical Engineer: ..... Dagher Engineering  
 Civil Engineer: ..... CPL Partnership, LLC  
 AAC Expert/ Concrete Specialist: ..... AIRCRETE TECHNOLOGIES, LLC  
 Net Zero Energy Coordinator: ..... Michael McDonough Architect, P.C.  
 Construction Management: ..... Bovis Lend Lease  
 Planner & Surveyor: ..... CPL Partnership, LLC  
 Attorney: ..... Kramer, Burns, Mutelka & Kulka, P.A.

# New Jersey Project of the Month



**Van Leer Place**

**Hoboken Brownstone Co.'s Van Leer Place shows energy potential for urban mixed-use developments. .... 10-11 B**