

CASE STUDY

WESTVIEW CONDOMINIUMS GREENROOF DEVELOPMENT

CATEGORY	Sustainable Building Stormwater Management
LOCATION	Nashville, TN
CONTACT	Ralph P. Velasquez 615-251-3055 rvelasquez@tremcoinc.com



SYNOPSIS	<p>Westview Condominiums in downtown Nashville is a hallmark of urban renewal. Ten upscale residential units occupy six of the building's eight stories. Parking and storage are provided on the other floors. All units are occupied. They are 2,300 to 5,000 square feet and were priced from \$360,000 to \$500,000. Before offering the units for sale, Developer Ron McClaron of McClaron and Associates replaced the old roof with a greenroof because he considered Westview a prime location for launching an environmental demonstration project: the city's first residential greenroof. In addition to promoting sustainable development, he hoped the 6,100 square feet of outdoor recreational space would increase the property's appeal to buyers, and over time, raise the property value. The greenroof has a "roof life" of 25 or more years and provides residents with the equivalent of a private park. However, constructing a greenroof can more than double roofing costs.</p>
SITUATION	<p>Like all major cities, Nashville has experienced the effects of urban development. A greenroof helps reduce some of these effects, excessive heat and storm water runoff at the site. It increases the greenspace that naturally absorbs and filters water, which helps a community comply with environmental regulations. Even so, city officials had to be convinced this project's benefits would outweigh difficult logistics associated with downtown construction and transportation of greenroof building material, and potential fire safety hazards.</p>
PROJECT APPROACH	<p>McClaron teamed up with Ralph Valesquez of Integrated Building Technologies, the only local roofing contractor with experience in greenroof construction. Valesquez was familiar with greenroof technology and its success in several American and European cities. Three other partners completed the team: landscape architect Kevin Guenther of Lose and Associates; native plant specialist Mike Berkeley of GroWild Nursery; and roofing contractor Houston Herbert of R. D. Herbert and Sons.</p> <p>They agreed on the following objectives:</p> <ul style="list-style-type: none"> ▪ provide a functional and appealing recreational space for residents; ▪ use native species only; ▪ extend the expected roof life; ▪ reduce storm water runoff; ▪ lower ambient rooftop temperature; ▪ increase energy efficiency.

FUNDING

The Westview greenroof doubled the cost of the roof. Public funding or tax incentives would make projects more viable. Chicago, Portland and Atlanta have successful greenroof policies and incentives. As more communities do this, the greenroof market should grow and become more financially viable.

KEYS TO SUCCESS

In any project, assembling the right team is essential. The Westview partners were committed to common objectives and contributed the necessary expertise. Because this was a demonstration project, a learning curve was inevitable. Collaboration was exceptional in spite of this, resulting in a better understanding of advance planning, logistics, and cost.

The value of positive publicity should not be underestimated. High visibility and widespread promotion garnered support for the Westview project and increased demand by buyers.

SOURCES

McClaron and Associates, LLC
Integrated Building Technologies (now Tremco, Inc.)
Tennessee Valley Authority
GroWild Nursery
Lose and Associates
Design Resource
Construction Specification Institute
Roofing Consultant Institute
The U.S Green Building Council
www.greenroofs.com
www.greenroofs.net

