



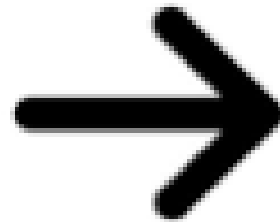
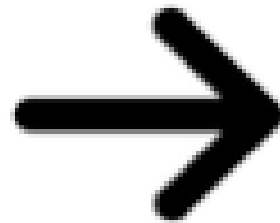
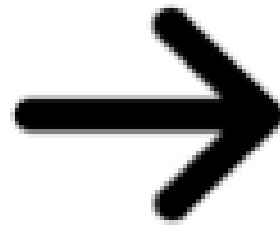
Sustainable Materials And Affordable, Resourceful Technology

DEMOGRAPHICS

DESIGN

ENGINEERING

MARKETING





- ❖ Community Collaborative
- ❖ Cost, Functionality & Comfort
- ❖ Home Apps

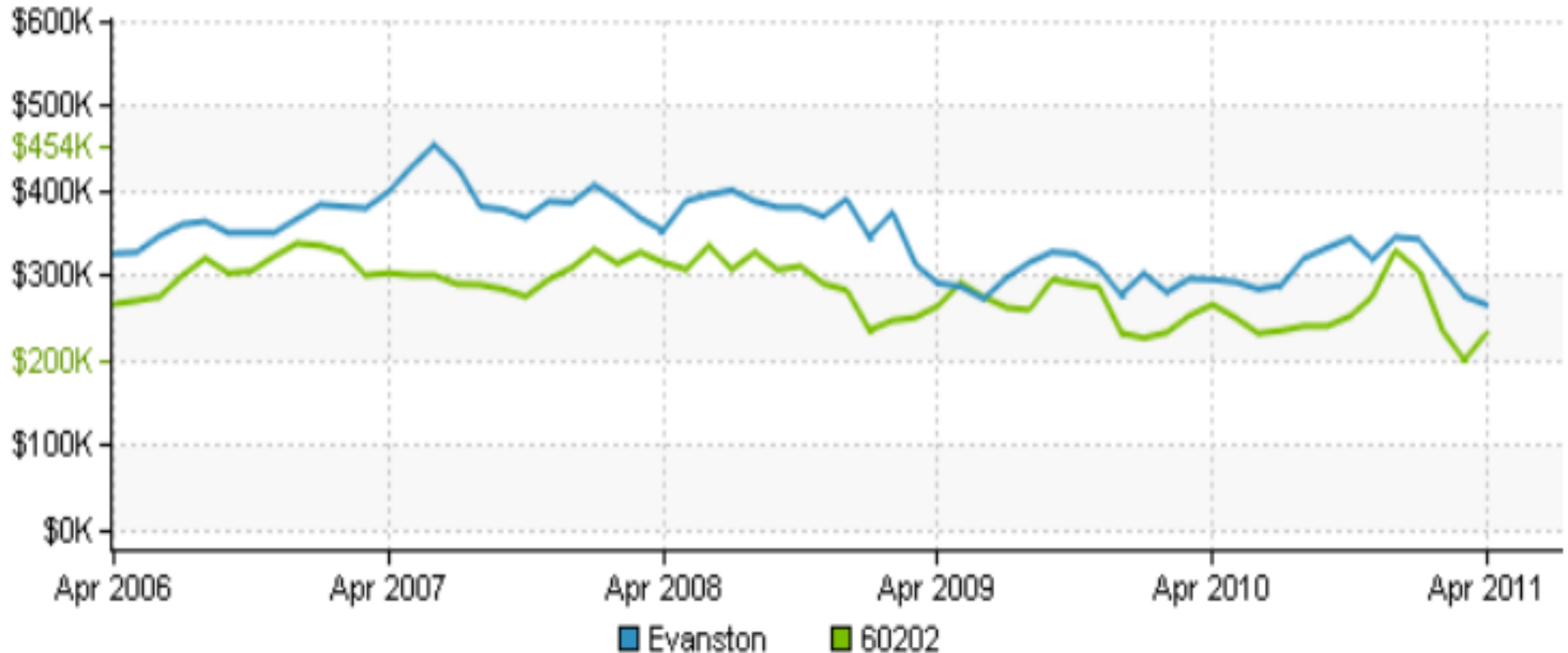
West Evanston: 60202



- Median Age: **36**
- **70%** Households: No Children
- **50%** of those Households: Married

Median Sales Price

60202 | 5 years



Young Digerati

- ❖ Young Family Mix
- ❖ Tech-savvy
- ❖ Urban Fringe
- ❖ Highly Educated
- ❖ Ethnically Mixed

Target Price Range:

\$350-400K



Home Automation: Survey Results

If you were to have home automation in your household, what would you want it to do?

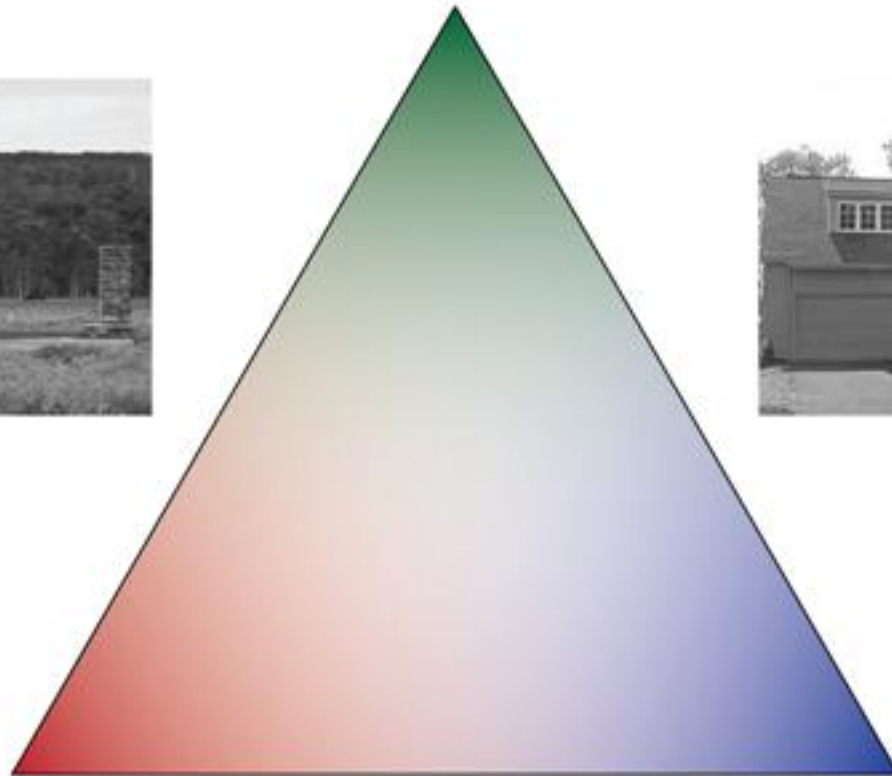
STANDARD

Security	100%
Lighting	100%
Room conditioning	95%
Windows	73%
Entertainment	70%
Coffee	40%
Laundry/dishwasher	17%

OPTIONS

Design Concept

Marketable



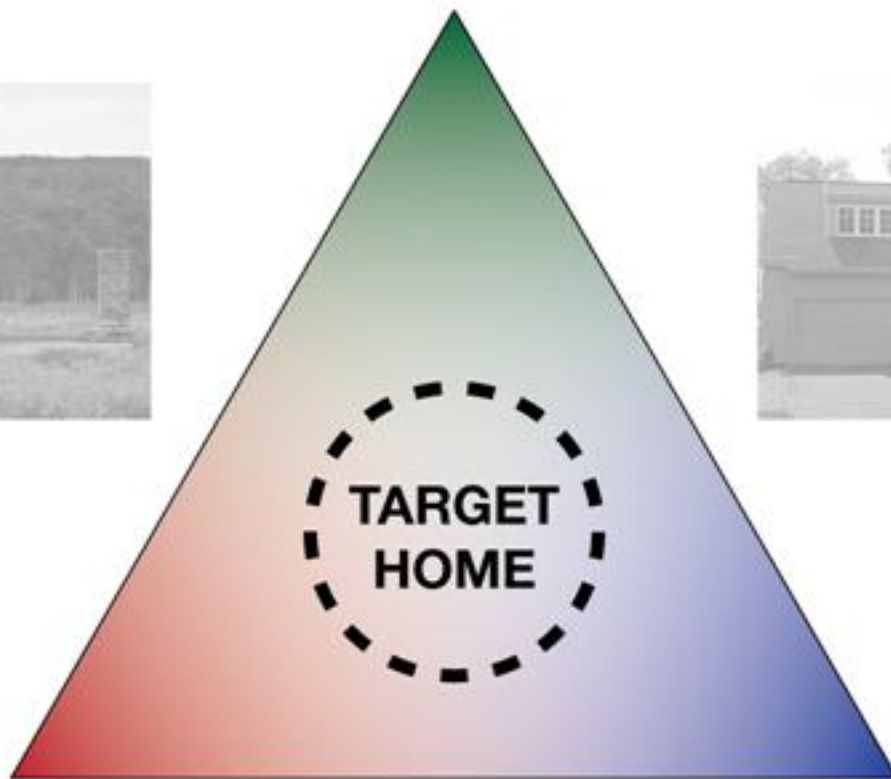
Low Energy



Experience

Design Concept

Marketable



Low Energy



Experience

DEMOGRAPHICS

DESIGN

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Experience



Marketable



Low Energy

- Site Layout
- Patio Elements
- Open Floor Plan
- Design Elements

Experience

Site



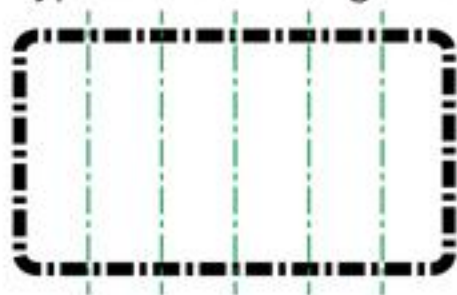
Site Prototype?



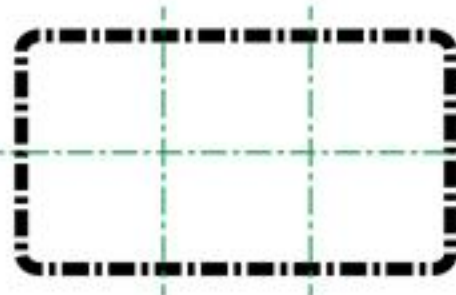
Site Development



Typical Lot Arrangement



Rotate



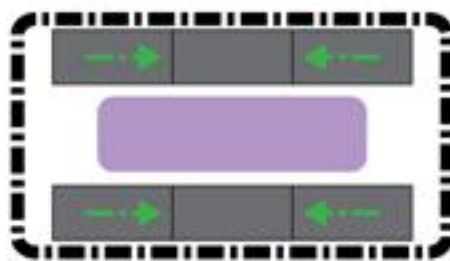
Building Layout



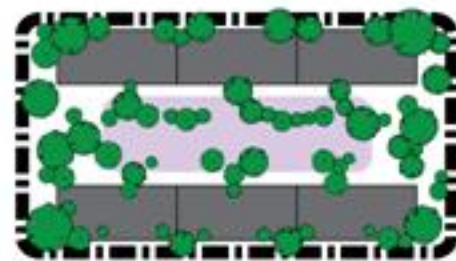
Courtyard



Efficiency



Nature



Home Form



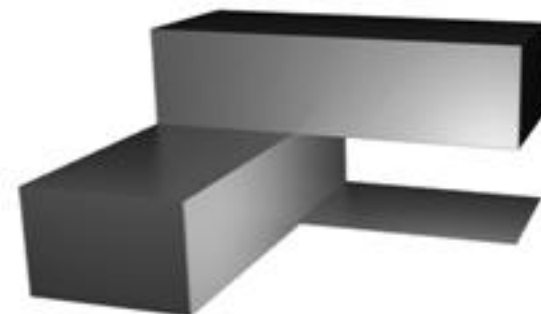
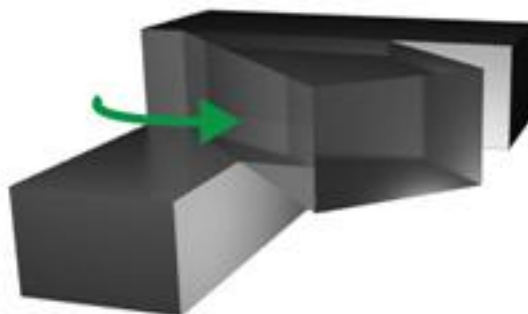
Standard Home



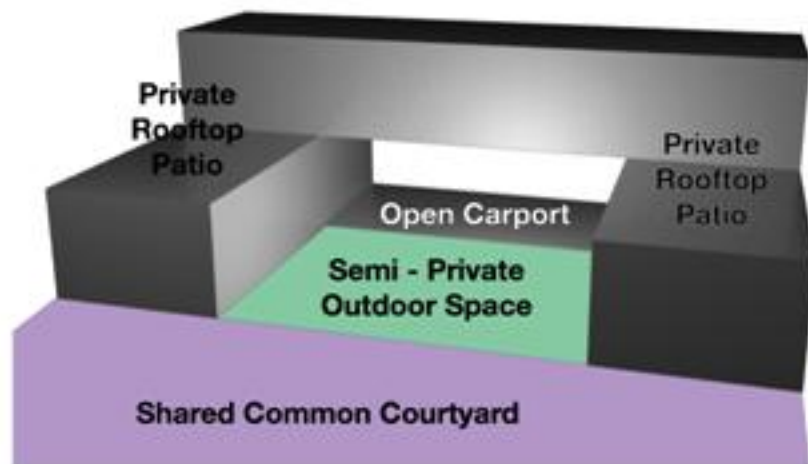
Rotate



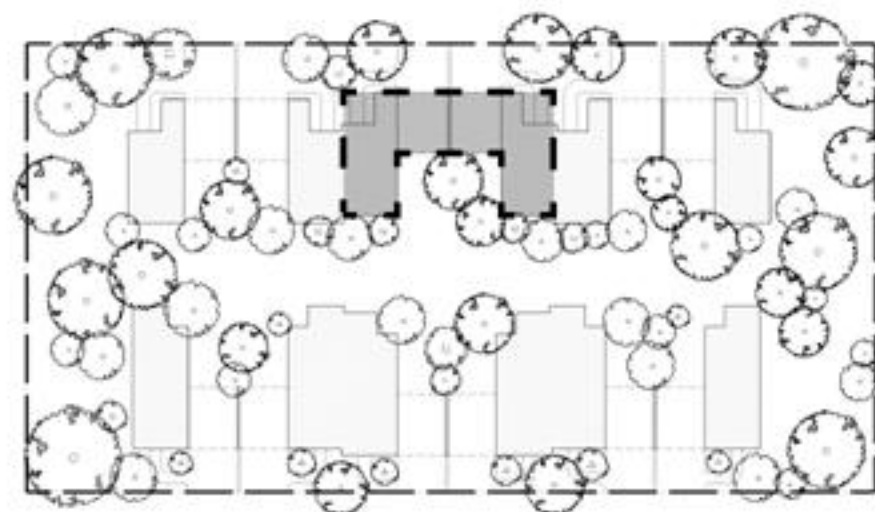
New Form



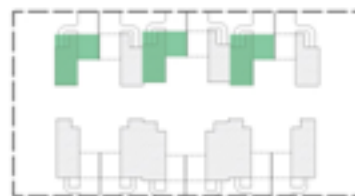
Connect Homes



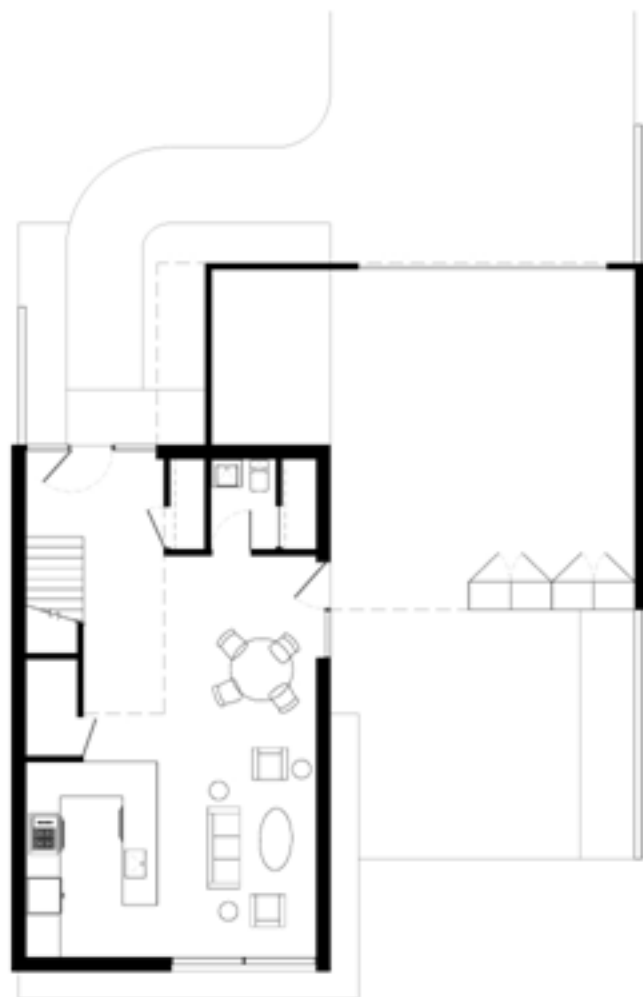
Site Plan



2 Bedroom 2.5 Bath 1727 sq ft



Location on Site



First Floor



Second Floor



3 Unique Spaces



- Open Floor Plan
- Private Rooftop Patio
- Large Master Suite



First Floor



Second Floor

2 Bedroom Home



3 Bedroom 2.5 Bath

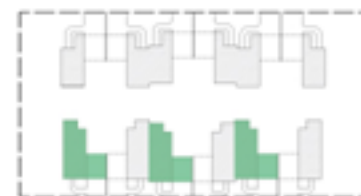
1704 sq ft



First Floor



Second Floor



Location on Site





3 Unique Spaces



First Floor



Second Floor

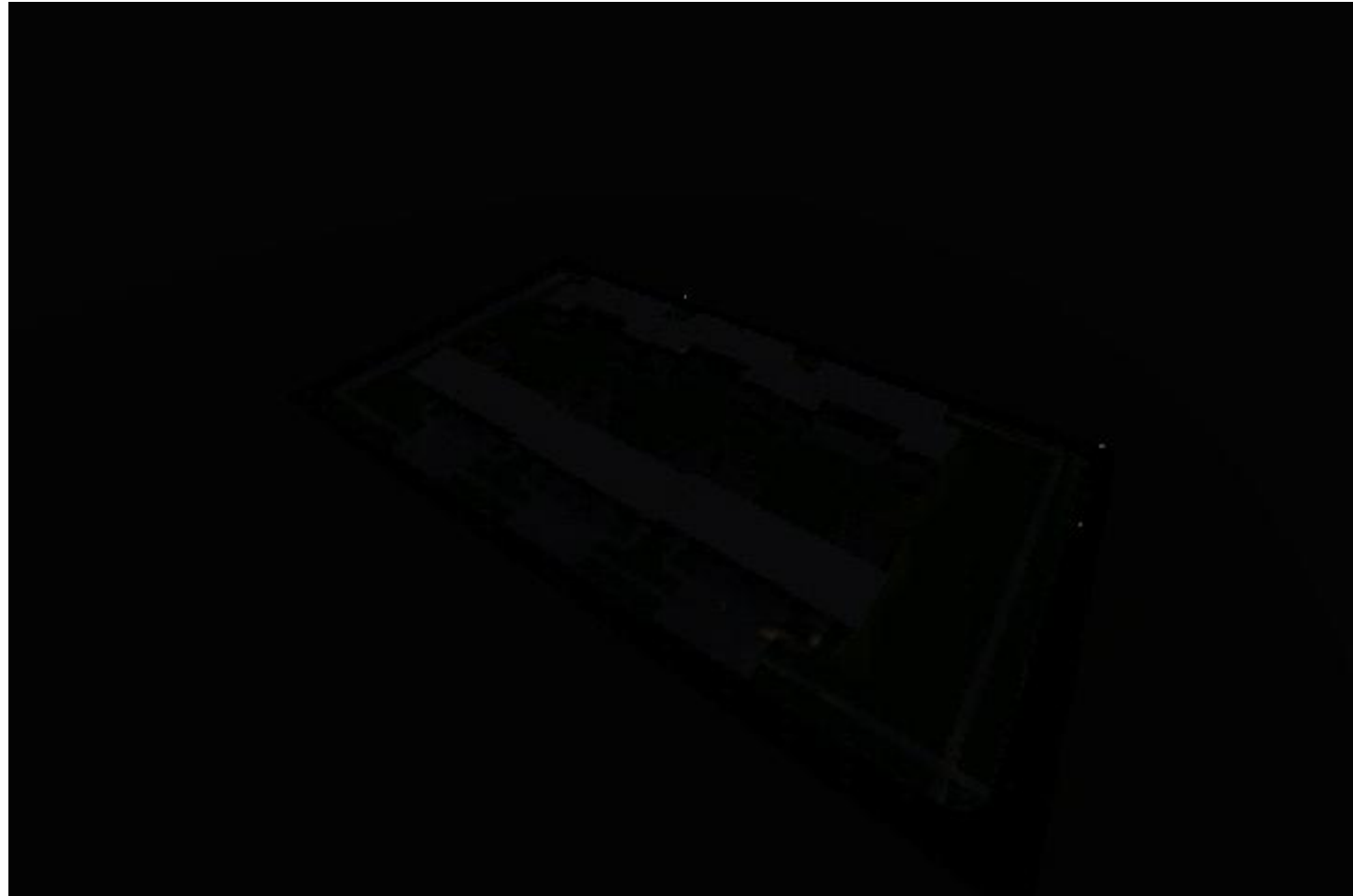
-  Open Floor Plan
-  Private Rooftop Patio
-  Large Master Suite



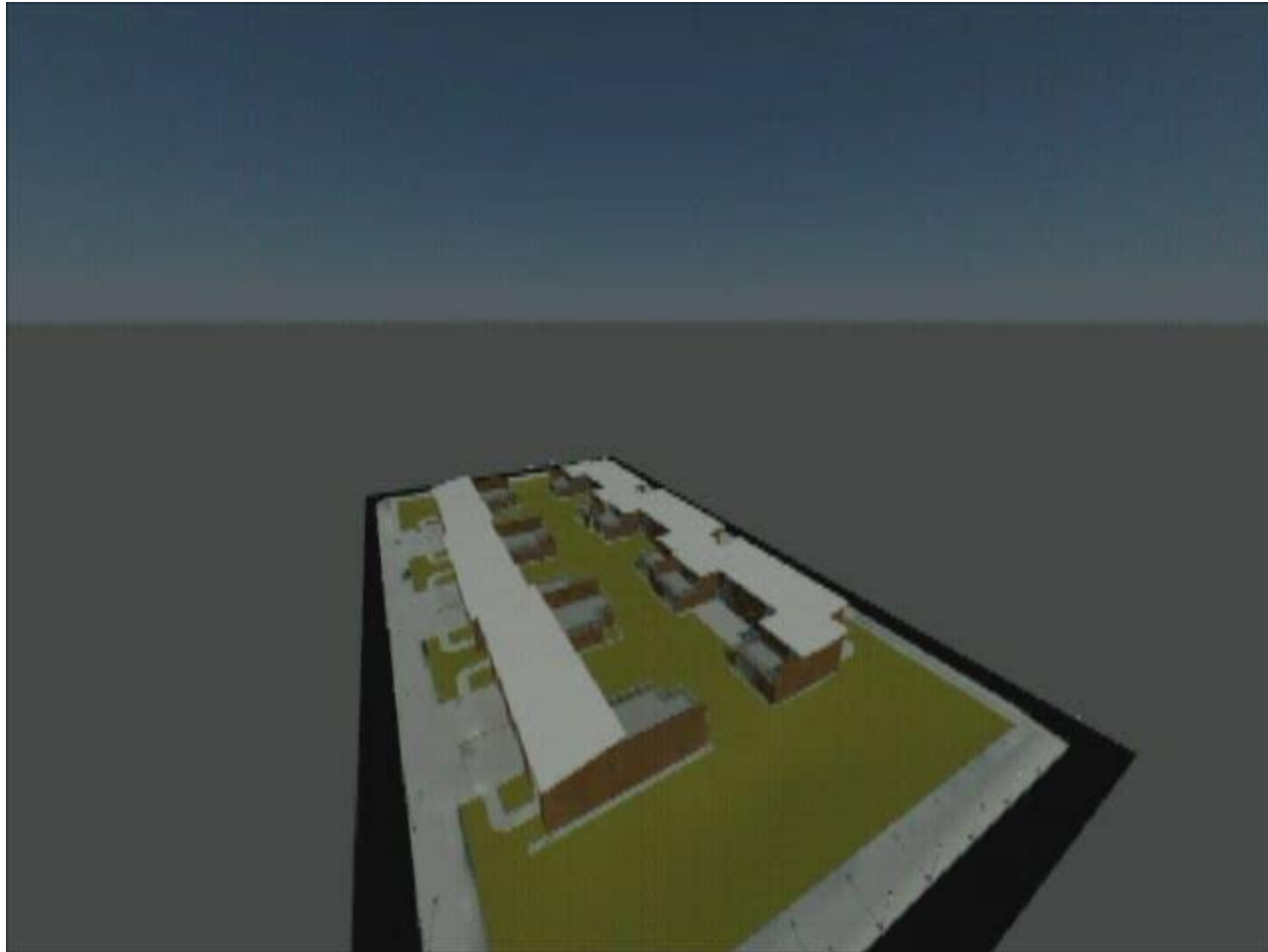
3 Bedroom Home



Sun Study



Walk Through



ENERGY CONSERVATION METHODS

PASSIVE

- Orientation (solar gain)
- Linked Prototype
- Glazing Quality
 - Low wall/window Ratio
- Airtightness
- Size of Floor Plan

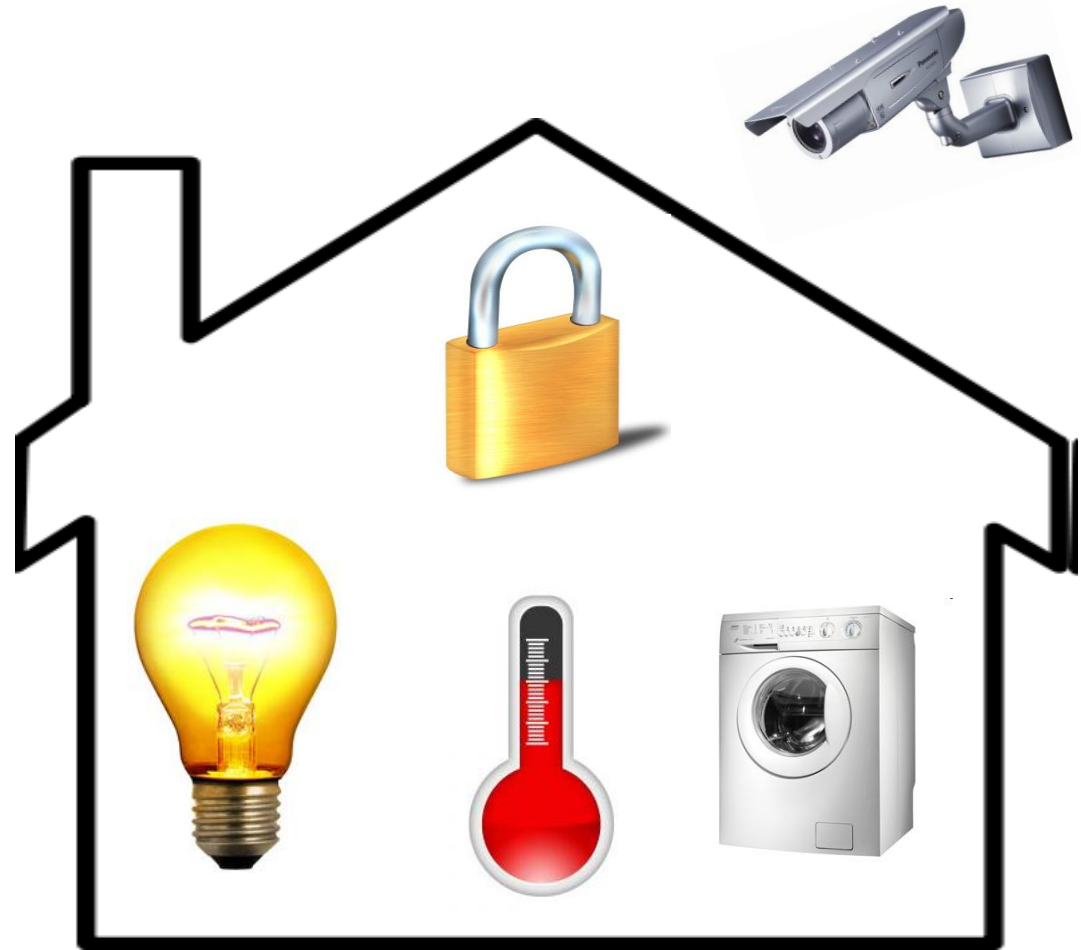
ACTIVE

- Low Power Density
 - Lighting Control
- Low Hot Water Demand
- Efficient HVAC System
- Natural Ventilation
 - Operable Windows
 - Operable Blinds
- Domotics
 - Targeted Conditioning





Home Automation, Inc.

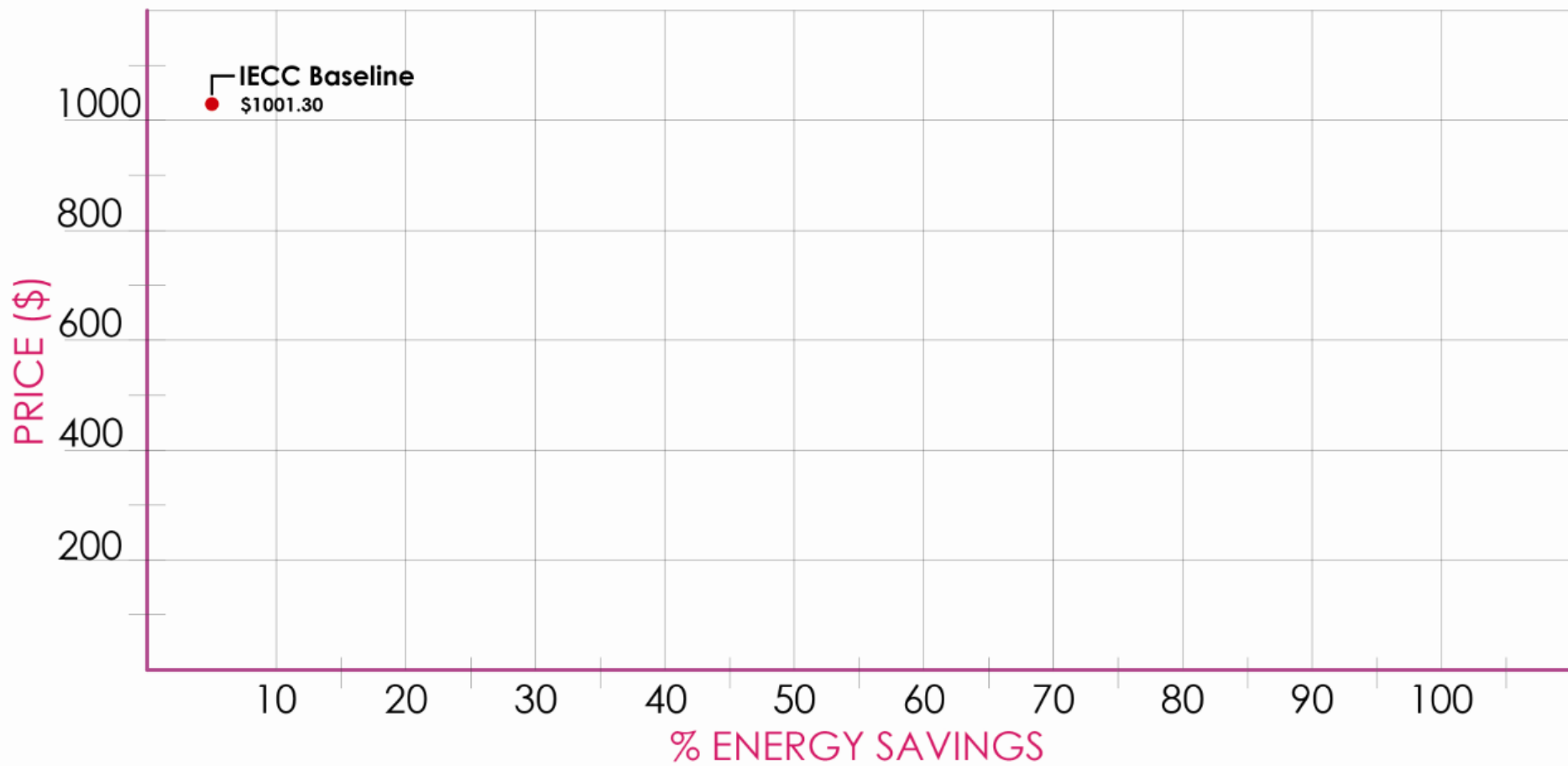


DEMOGRAPHICS

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ENGINEERING

MARKETING

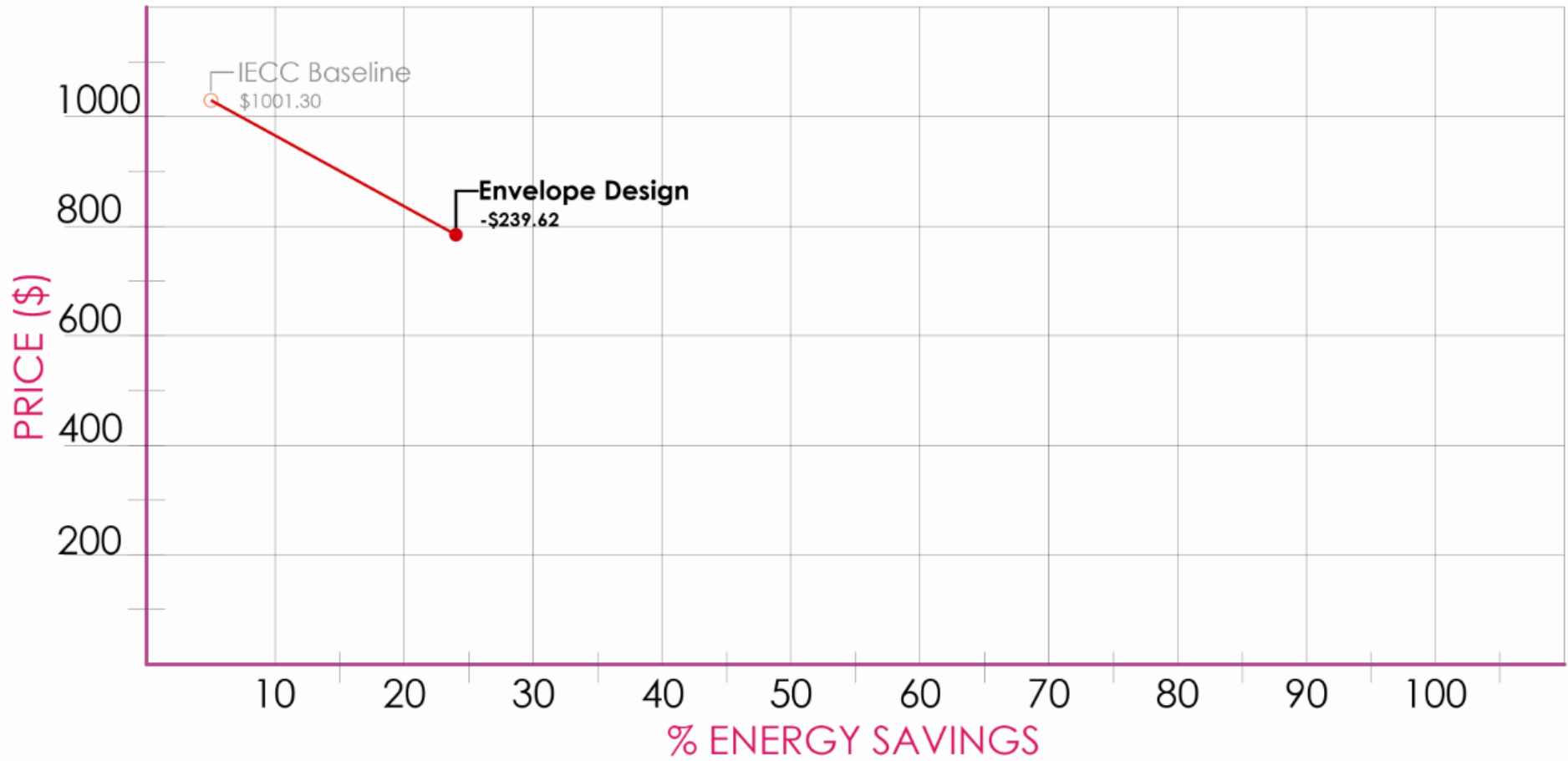


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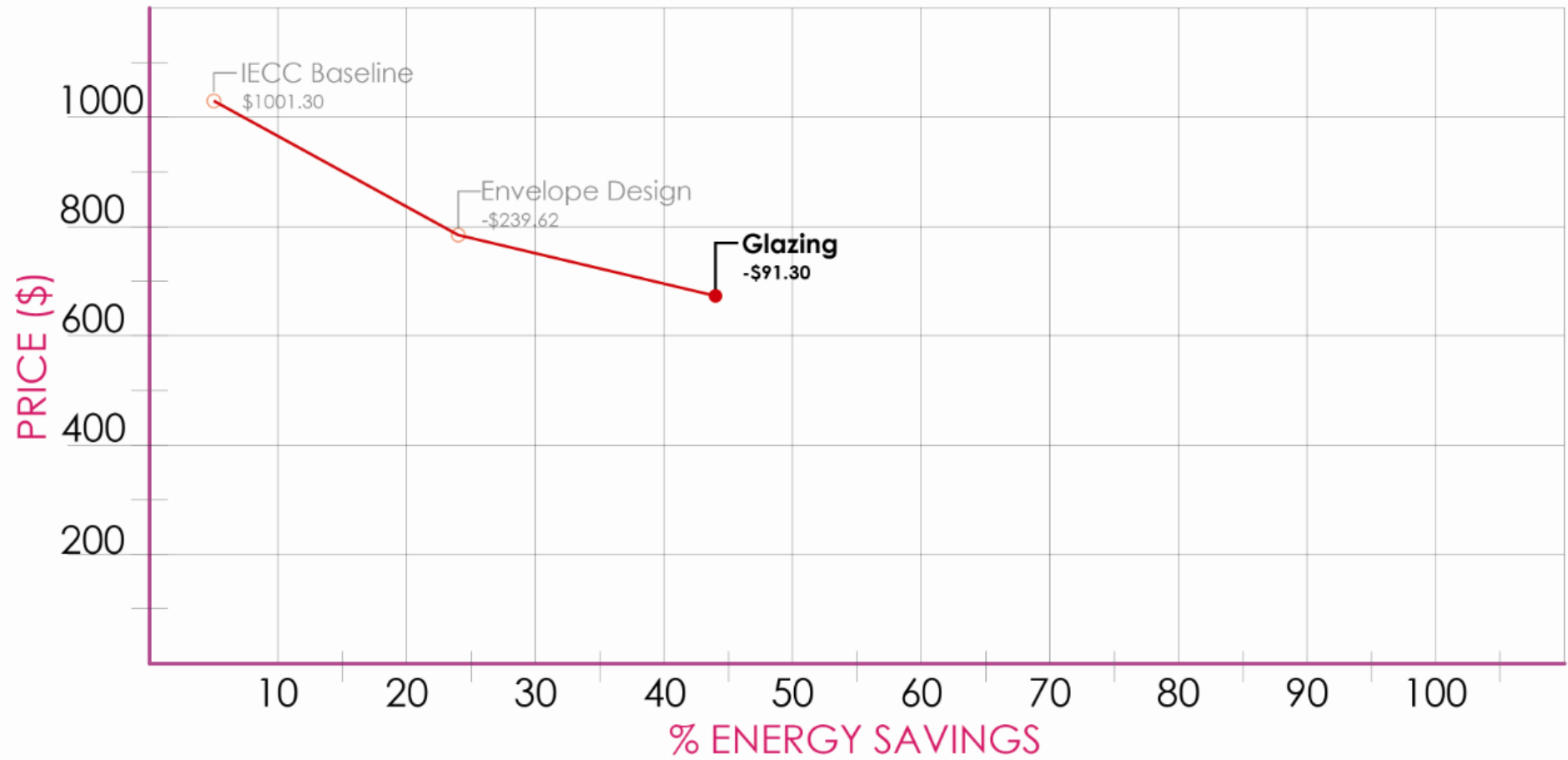


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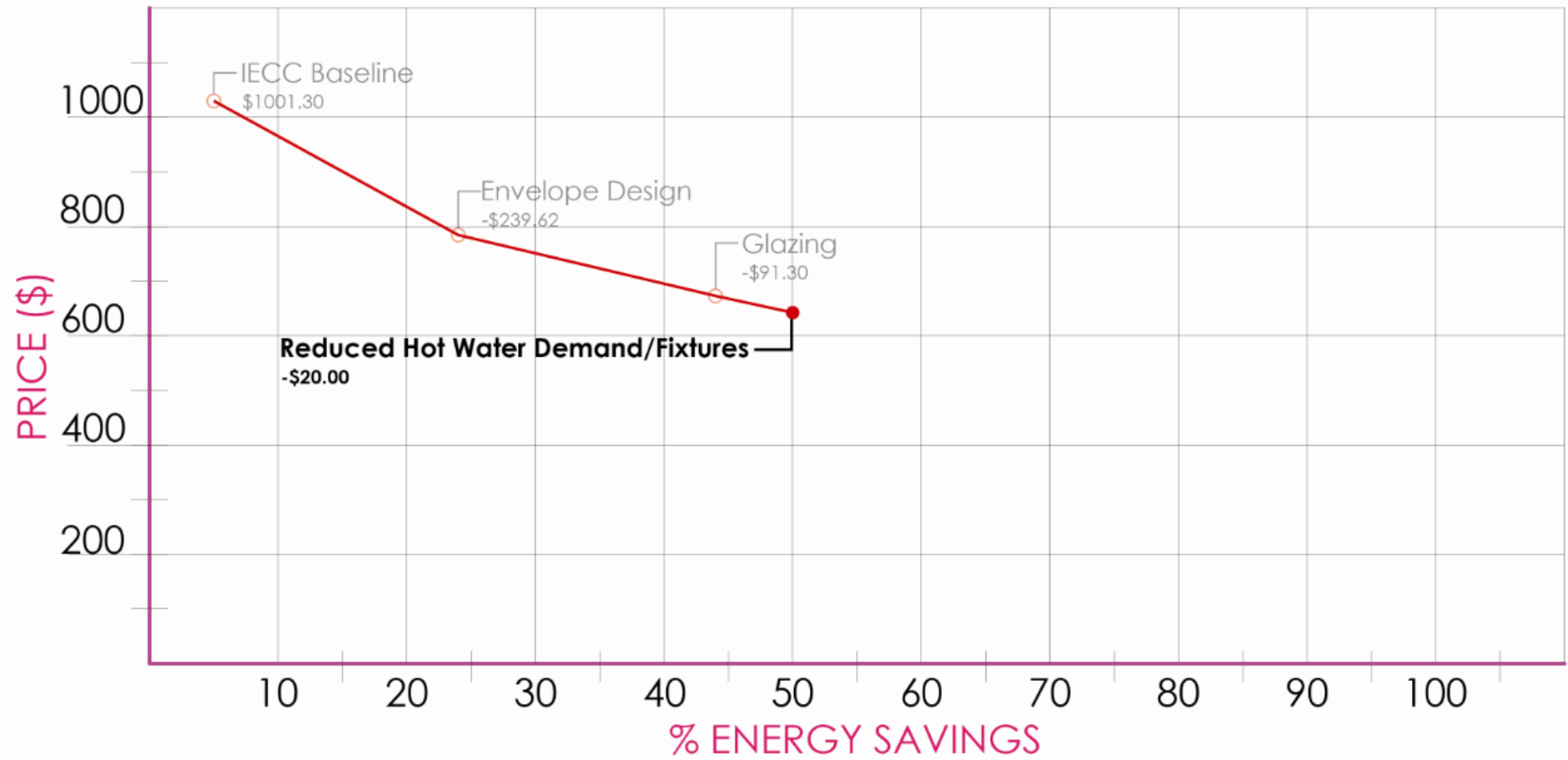


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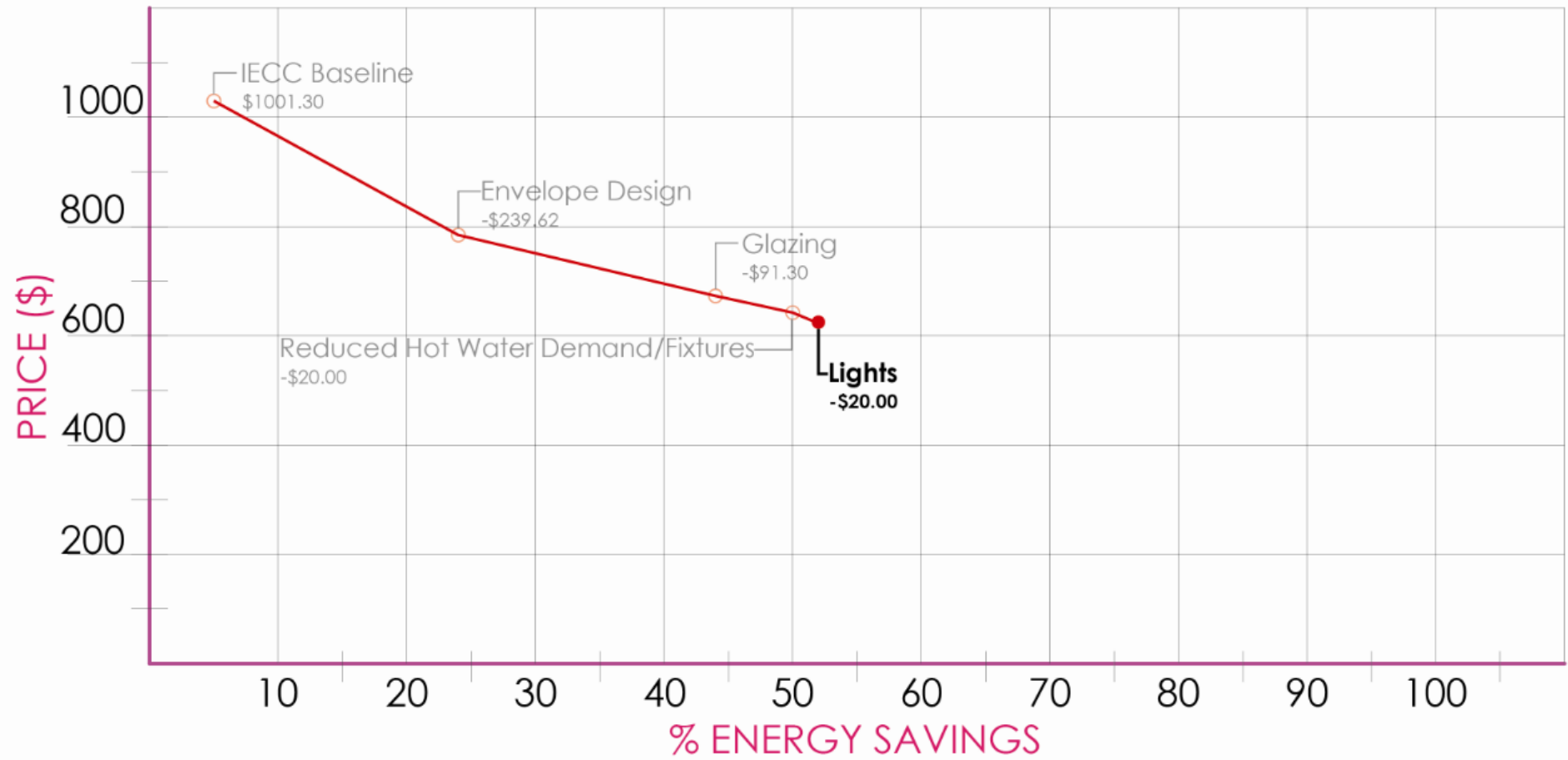


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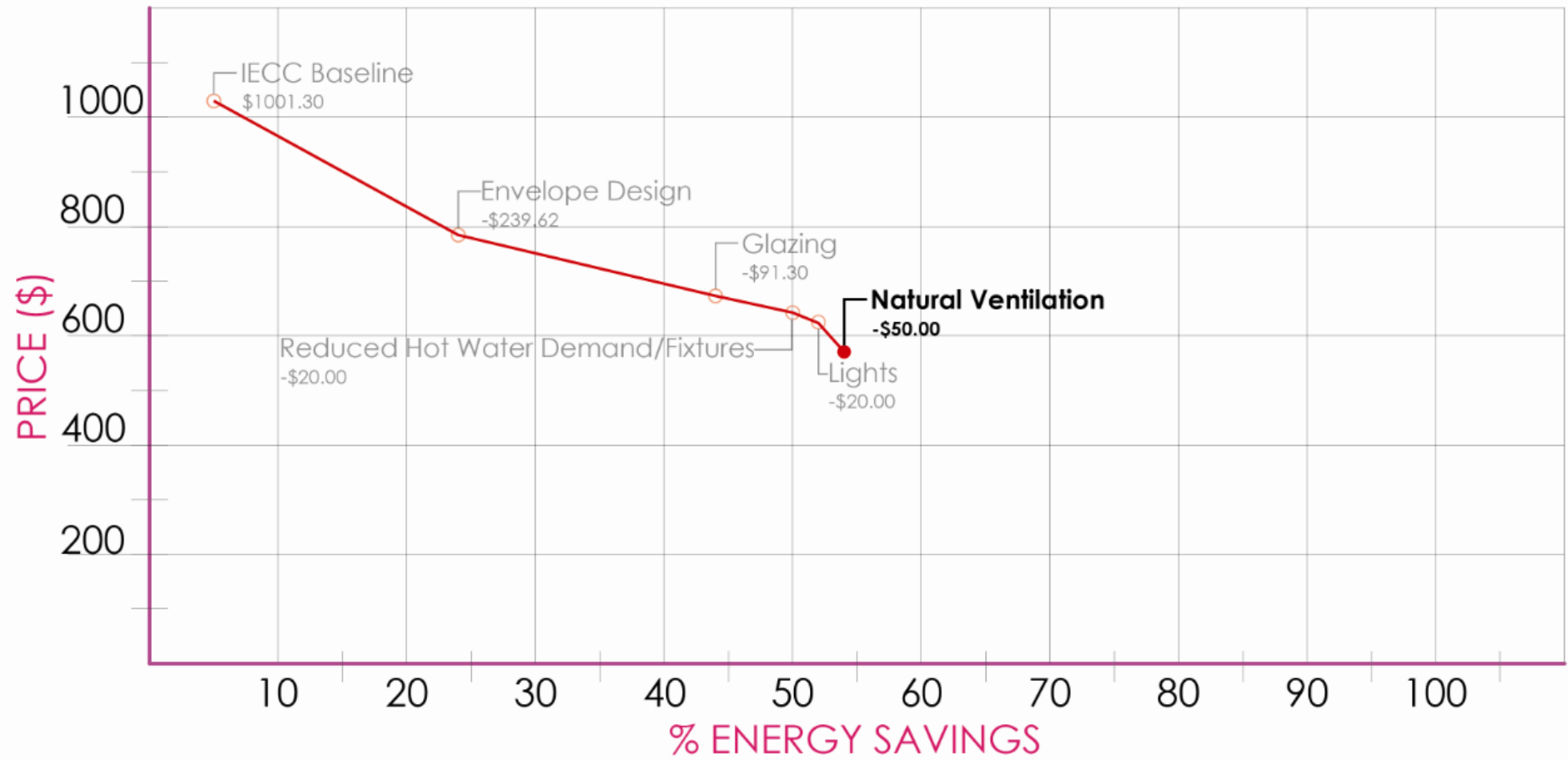


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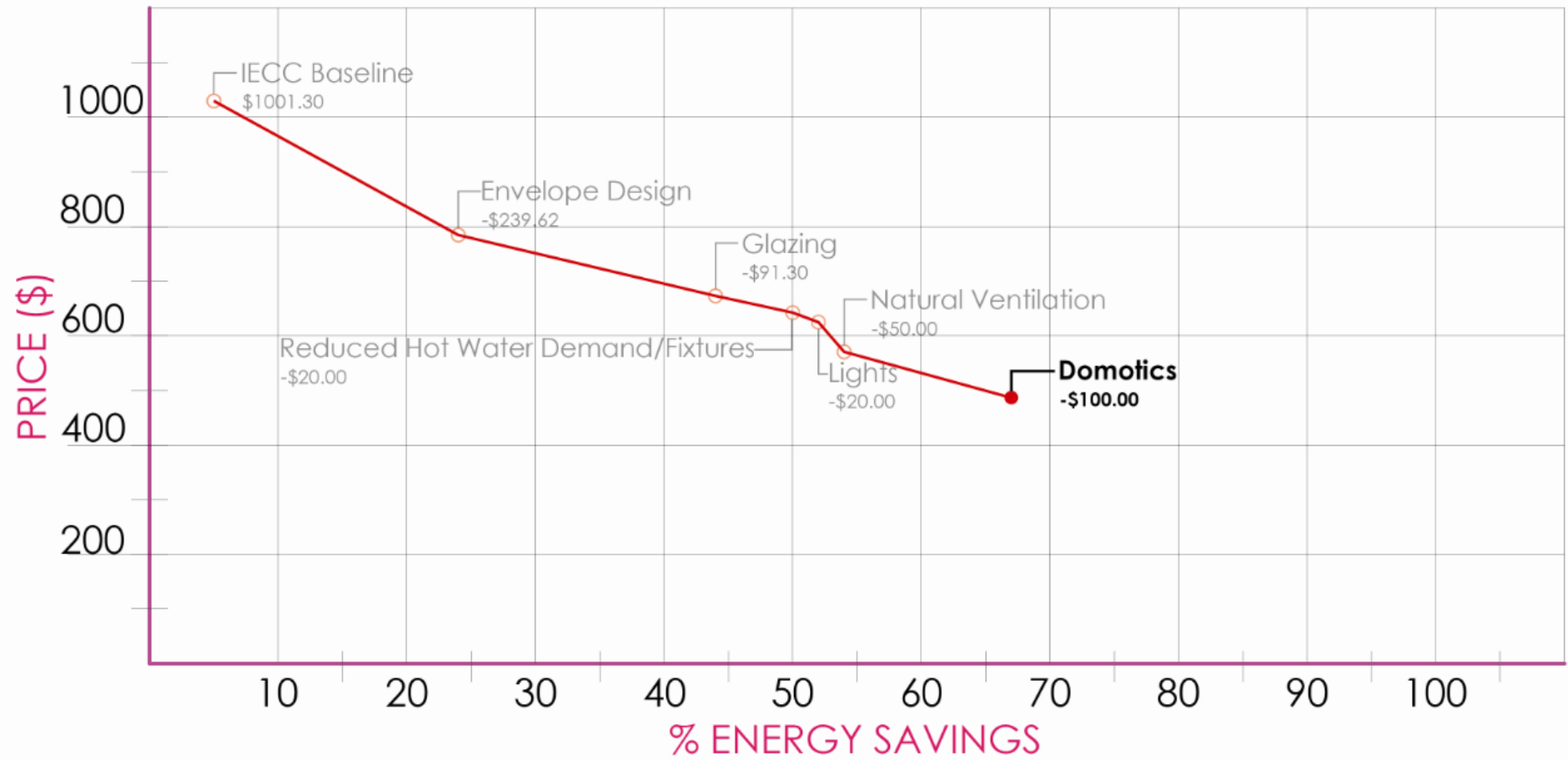


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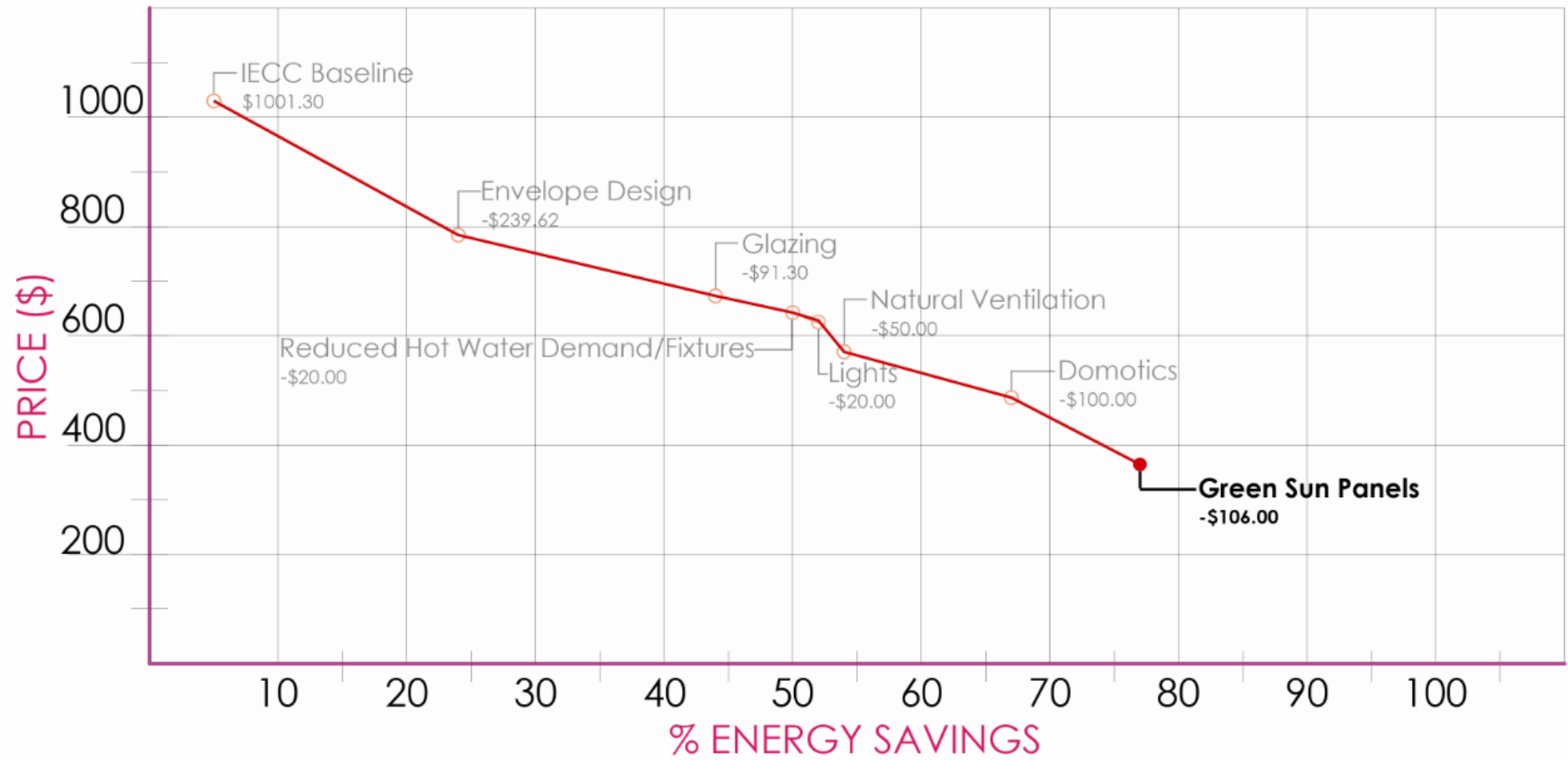


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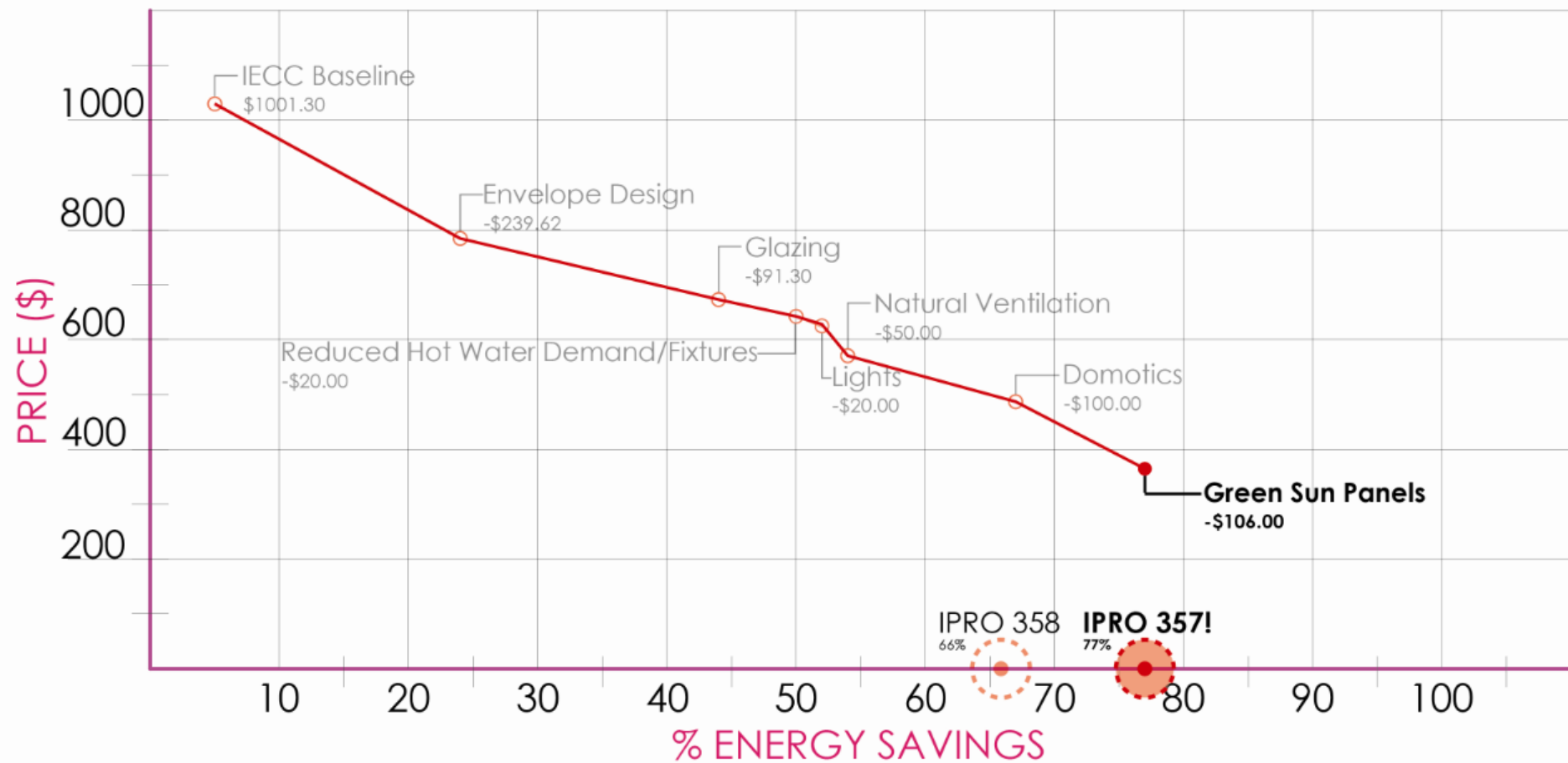


DEMOGRAPHICS

DESIGN

ENGINEERING

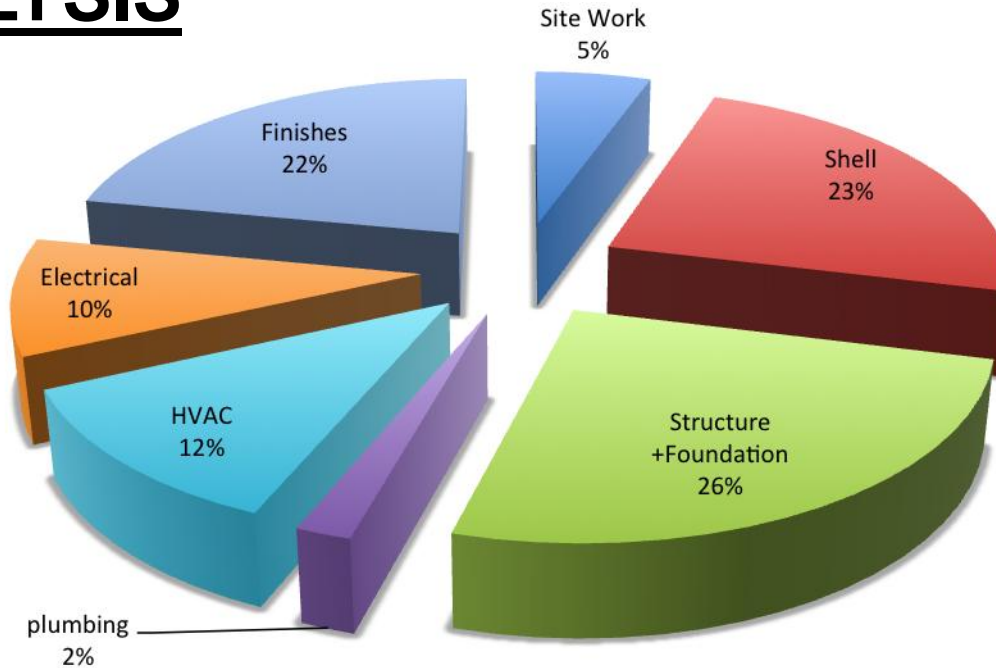
MARKETING



COST ANALYSIS



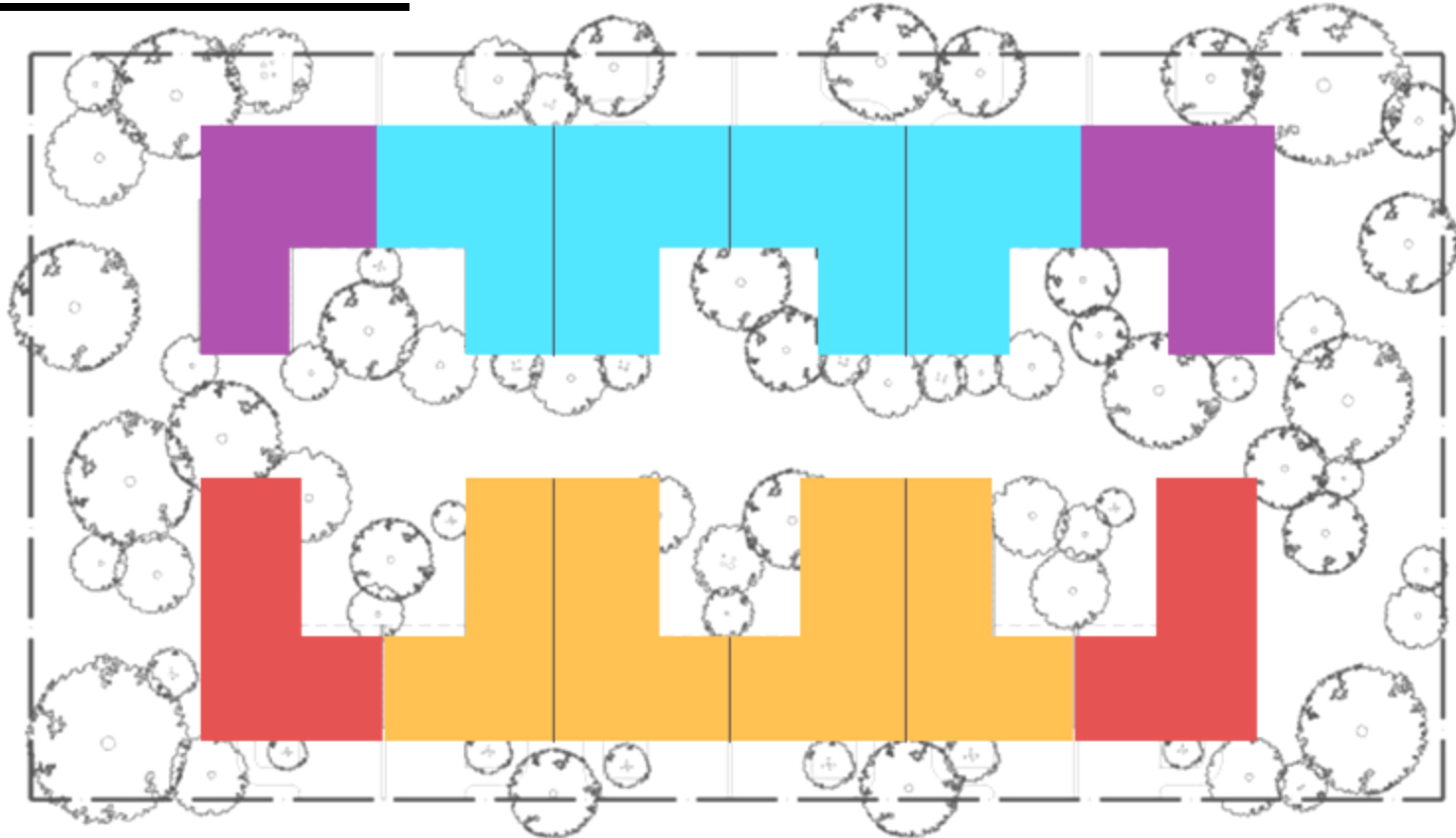
Hard Costs



Total Costs

	3 Bed	2 Bed
Hard Costs	\$216,824	\$183,603
	\$125 / S.F	\$107 / S.F
Soft Costs	\$120,819	\$120,819
	\$70 / S.F	\$70 / S.F
Total	\$337,643	\$304,422
	\$196 / S.F	\$177 / S.F

HOME PRICING



\$350,000

\$370,000

\$360,000

\$380,000

FINANCING



- Total Cost: \$3,478,431
- **Investor 30%** = \$1,043,529
 - Offer 46% Rate of Return in 2 years
- **Bank 70%** = \$ 2,434,902
 - Paying 8% interest per year

INCENTIVES



- Numerous Federal, State and private stipends for residential solar panels.
 - Illinois Solar Energy Association
 - Energy-Efficient New Homes Tax Credit for Home Builders
- Department of Commerce and Economic Opportunity (DCEO) provides grants through the Energy Efficient Affordable Housing Construction Program. \$4000/unit building affordable green homes
- Ameren Illinois (Gas) - Residential Energy Efficiency Rebates
 - rebates for appliances ranging \$25-\$1000

City of Evanston
FY2011 One Year
Action Plan

Federal CDBG, HOME and ESG Funds
Adopted by the Evanston City Council
January 10, 2011



Evanston: \$3.1 million put
into 50.3% low or moderate
income areas, which includes
our area

QUESTIONS?

*“When I think of Evanston I think of older brick or stone bungalows. They're appealing because of the old neighborhood feel - large airy porch, hardwood floors, big finished basement, established yard and trees with nice big fence to keep the dogs in and neighbors out. ... **If you nail how to keep the old 'painted lady' feel with your new technology then I think you have it.**”*
-Jed Cotton, Evanston Resident (10 years)

