

## COMPANY PROFILE



Sustainable Housing and Energy  
Development Services

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Affordable



Sustainable



High Performance



Housing & Energy  
Development

## **COMPANY DESCRIPTION**

Integrity, innovative, sustainable, high-performance, trend-setting, visionary... these are some of the words used to describe Urban Green, LLC. Urban Green, LLC is a hybrid affordable housing and renewable energy firm specializing in the ownership and operation of sustainable, high-performance housing and energy systems. Whereas the housing and energy development sectors are often approached independently of each other, Urban Green has recognized that next generation communities will synthesize these sectors. This synthesis will require forward-thinking strategies that integrate energy and water management, health and affordability into every development opportunity. Our mission is to re-engineer the built-environment by incorporating the best practices in environmental stewardship and energy management to produce next-generation, sustainable living environments.

Urban Green is inspired by the philosophy that sustainable and healthy living environments must be accessible to all families, regardless of their income. Since its inception, Urban Green has quickly emerged as an innovator in the development of high performance buildings and renewable energy systems. Unlike traditional development strategies, Urban Green takes the approach that the building structure itself can be the primary energy producer – capable of generating all or most of the energy it will consume far below grid rates. Our energy services are capable of owning and installing on-site and district energy systems at no-expense to property owners. For affordable housing communities, this approach is transformational in that it reduces development cost, reduces long-term operating expenses and promotes sustainable living environments that benefit both tenants and property owners.

Urban Green is an approved energy consultant with Enterprise Community Partners (Baltimore, MD) and National Development Council (New York, NY) and is an approved 2012 HUD Technical Assistance provider for green affordable housing. Please visit our website at [www.urbangreenllc.com](http://www.urbangreenllc.com) for additional company information.

## **MANAGEMENT**

Mark E. James is the Founder and President of Urban Green, LLC and brings 18 years of experience in affordable housing and sustainable development to the company. Mr. James has managed the development of over 1.5 million square feet of housing and commercial buildings valued at more than \$200 million. His professional background includes specializations in multi-layered housing finance including tax credit and tax-exempt bond financing, affordable housing preservation, for-sale housing and sustainable energy solutions including solar, geothermal and fuel cell systems applications. Prior to starting Urban Green, Mr. James was a Senior Real Estate Development Officer with Community Preservation and Development Corporation (CPDC), the largest affordable housing provider in the DC Metropolitan region. During his 5 years with CPDC, he established himself as an innovator in green building while serving as the project manager for the redevelopment of the award-winning Wheeler Terrace Apartments, a Section 8 housing community in Washington, DC. Wheeler Terrace was the first affordable housing project in the District of Columbia to utilize a ground-source heating/cooling system. The project was also the first Section 8 community in the nation to meet LEED (Gold) certification in addition to meeting the Enterprise Green Communities Criteria. Prior to joining CPDC, Mr. James was the Director of Acquisitions for Renewal Housing Associates, an affordable housing preservation development firm based in Portland, MA. He also operated a development consulting business for 2 years where he structured financing for both homeownership and rental projects in Pennsylvania and Ohio. Preceding this venture, Mr. James served as a Vice President in the Community Investment Division with the Federal Home Loan Bank of Pittsburgh for five years. Mr. James speaks regularly at national green building conferences, including the US Green Building Council's 2011 GreenBuild Conference in Toronto and the 2012 Turkish Green Building Conference in Istanbul, Turkey.

## **OUR DEVELOPMENT APPROACH**

Urban Green, LLC seeks to partner with public and private sector organizations to develop customized housing and energy solutions. While our approach typically seeks to co-develop housing with local development partners, Urban Green can also assume the role of lead developer or development consultant. As property owners seek sustainable housing solutions worldwide, a clear emphasis has been placed on energy security, reducing long-term energy expenses and environmental impact. With this in mind, Urban Green partners with housing providers to identify and assess a variety of sustainable housing solutions for individual sites or an entire housing portfolio. Our Energy Options Analysis (EOA) provides a metric-based assessment of various renewable and high-performance energy options such as solar, geothermal, wind and fuel cells thereby justifying the financial, environmental and operational benefits of each option. Urban Green then implements a turn-key development solution that includes coordination of all energy programs, tax incentives and green training requirements for staff and residents. For property owners that are unable to absorb the upfront cost of purchasing renewable energy options, Urban Green also offers power purchase agreements that provide lower-cost energy solutions with no upfront cost to property owners. This “one-stop-shop” approach gives our firm its competitive advantage.

As a vendor-neutral service provider, our business model is not pre-oriented toward any particular energy source or vendor. Alternatively, we have relationships with multiple vendors to insure best available pricing. Our company’s target clientele includes multi-family housing developers, public housing authorities and community development organizations throughout the United States. Internationally, Urban Green offers competitive renewable energy development services for national and regional governments and private sector developers. Please contact our office for additional information.

## **HOUSING DEVELOPMENT SERVICES**

### **Multi-Family Housing**

Our company’s role as Owner/Developer of multi-family properties focuses primarily on the acquisition and rehabilitation of mature, urban properties in need of comprehensive renovations or energy retrofit. Ideally, such properties will benefit from a reduction in their operating expenses by lowering their energy consumption, maintenance expenses and long-term replacement cost. Typical multi-family projects include:

- Expiring low-income housing tax credit and Section 8 properties
- Public housing renovations
- Abandoned school and public building retrofit-conversions
- Urban land redevelopment (vacant land areas)

### **Dual Partnership Model**

Many affordable housing developments are hindered by rising construction cost and the limited availability of government subsidies which can make upfront capital investments in renewable energy more difficult to attain. To help resolve this barrier, Urban Green offers a dual partnership model that features both a traditional housing partnership for owning/operating residential property and a separate “Energy Partnership” that owns and operates energy assets. The Energy Partnership is able to purchase, install and operate on-site renewable energy systems at no cost to the housing provider and sell its generated energy (electricity and heat) to the Housing Partnership at rates well below market utility rates. This approach reduces housing development costs and locks in long-term energy rates that benefit the operations of sustainable communities.

## **For-Sale Housing**

Urban Green targets in-fill and gut-rehab homeownership projects within urban neighborhoods. Such projects will target moderate- and mixed-income developments within transit-oriented communities that reduce transportation expenses while featuring sustainable, high-performance designs. We offer for-sale housing units that are grid-tied while having the option to be grid independent. Urban Green can now offer zero-net energy homes as well. Project types include:

- In-fill new construction (modular, pre-fabricated and stick-build designs)
- Retro-fit Condominiums
- First-time homebuyer and mixed-income housing strategies
- LEED, Energy-Star and zero-net energy homes

## **ENERGY DEVELOPMENT SERVICES**

### **Benchmarking & Green Physical Needs Assessments (GPNA)**

Through its relationships with many respected energy audit and engineering firms, Urban Green provides property benchmarking and Physical Needs Assessments to its clients. These services help property owners to understand existing building performance weaknesses while developing a renovation scope to address critical needs.

### **Energy Options Analysis (EOA)**

If you have ever wondered whether solar would outperform wind, geothermal or fuel cell, Urban Green can help. Our Energy Options Analysis (EOA) provides each property with a customized, metric-based, performance assessment for each renewable energy system type. The EOA measures upfront and long-term operating cost, environmental impact and total return on investment for each renewable energy system (i.e. - solar, wind, fuel cell...etc). As an investment grade performance tool, property owners, lenders and investors can use the EOA to justify selected energy strategies for a housing portfolio and make them “bankable” for lenders and investors.

### **On-Site and District Energy Systems**

At Urban Green, we declare the days of electric grid-dependency to be over! We offer on-site power solutions that can do as little as reducing a property’s current utility expenses or go as far as obtaining 100% on-site power and zero-net energy solutions. Urban Green can also create District Energy Systems that feed renewable power and/or heat to end-users within a target district. In all cases, staying grid-connected for backup power is always an option. Urban Green is able to develop district energy systems that utilize natural gas, methane or bio-gas fuel sources to operate fuel cells and other combined heat/power systems. Just imagine, the grid may go dark... but you won’t.

### **Green Education Services**

In today’s green building environment, it is critical for housing owner-operators to train their tenants and management staff to properly conserve resources and manage sustainable properties. Urban Green will coordinate green education workshops for both tenants and staff to insure “best practices” are being achieved. Training topics include energy conservation tips, recycling, integrated pest management, indoor air quality and more.

## OUR INNOVATIONS GIVE YOU AN EDGE

Urban Green was recently honored with the Next Century Innovator's Award by the Rockefeller Foundation. We are a next-generation development company that is changing the way affordable housing and sustainable energy is being approached.

### Innovation #1: Affordable Housing - Renewable Energy Integration

**Traditional Model:** The vast majority of our renewable energy competitors simply don't know affordable housing! They don't understand low-income housing tax credits, HUD programs, use restrictions and regulatory agreements that are integral to affordable housing. Not understanding these programs will impact critical areas of your project - costing you time and money!!!

**Urban Green Model:** We are experienced affordable housing developers who are specialist in integrating renewable energy systems. Unlike our competitors, Urban Green actually uses LIHTC, HUD, HOME and other traditional affordable housing sources so we fully understand how to integrate green building practices and financing into these projects. We also understand affordable housing operations, ownership structures and asset life-cycles.

### Innovation #2: Renewable Energy Options

**Traditional Model:** Most energy companies specialize in 1 type of renewable energy system (i.e. – solar hot water). This is what they know... so this is all they offer. But how would you know if you better energy and financing options?

**Urban Green Model:** We perform an Energy Options Analysis to determine which renewable energy system will yield the best long-term performance for your particular property. We analyze solar PV, solar thermal, fuel cell and other technologies to determine which system will yield the highest long-term performance for your building. We provide a graphic comparison of each energy option's performance so you can easily understand your options. We are technology neutral so no hidden agendas.

### Innovation #3: Multiple Energy Ownership Models

**Traditional Model:** Property owners can either purchase their own system (if they can afford it); or they can lease a renewable energy system – allowing the majority of the savings to be passed on to investors.

**Urban Green Model:** We offer our Energy Partnership Model (EPM) that gives property owners the option to participate in an independent asset ownership structure without tax implications to the existing housing ownership entity. Owner/Developers can also enter a long-term power purchase agreement (PPA) or create cooperative entities between multiple properties.

For further information, contact us by:  
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