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PHOTO/VIDEO/FEATURE OPPORTUNITY

Princeton Windrows Green Initiative Goes Through the Roof

Community to Spend \$538,000 to Install Energy Efficient AC System

Princeton, N.J.: In a big move forward with its Green Initiative program, Princeton Windrows independent lifestyle community is about to raise the roof, clean the air and save energy and money all at the same time. Cranes will soon begin removing four old rooftop air conditioners on Windrows Hall and replace them with two high-efficiency units that will reduce energy consumption by 21 percent in the first year. The investment of \$538,000 is on top of more than \$500,000 already spent by the community on its Green Initiative program, launched in 2008.

“We anticipate that the cost difference will be recovered in three years, as the new AC units are expected to reduce our utility expenditures by \$100,000 annually,” said Thomas Jennings, Director of Facilities for Princeton Windrows, located at 2000 Windrow Drive in Princeton. “And in accordance with New Jersey’s Clean Energy Pay for Performance Program, installing the new units will provide us with a \$222,483 rebate.”

Windrows Hall is a 330,000 square-foot, five-floor midrise and club house building at the heart of the 35-acre campus of distinctive villas, town homes and apartment-style condominiums. The new AC units will redesign air flow to increase efficiency, comfort and reduce energy consumption. Since beginning its Green Initiative the community has reduced energy use in Windrows Hall by approximately 40 percent. The initiative incorporates a wide range of energy efficient, recycling and conservation practices, such as new climate automation software, florescent lighting and an adjusted 24-hour lighting cycle, the purchasing of power through the deregulated energy market and recycling about 70 percent of the community’s waste. A high tech recycling and composting system turns kitchen garbage and waste into fertilizer used in the greenhouse and gardens.

“The new AC system is our single biggest investment so far for reducing our carbon footprint and realizing cost savings through energy efficiency,” says Sherry Wagner, Executive Director at Princeton Windrows.

The Green Initiative concept was planted by Jennings with the support of Princeton Windrows' Executive Chef/Director of Culinary services Richard Blagrave, Executive Director Sherry Wagner, the Princeton Windrows Condominium Association board and the residents. Central Jersey Waste & Recycling in Hamilton, NH is also a partner in the program. The design firm for the new roof system is The Design Collaborative based in Cape May Court House, NJ. The contractors are PJM Mechanical Contractors in Ewing, PA.

“What we’ve done is an integrated systems approach,” says Russell Marks, resident and condo association board member. “We discovered we were not using our electro/mechanical systems efficiently and we’ve been making the capital investments to address that, along with embracing other energy-saving ideas. The initiative is not only good for the environment; there are also plenty of economic advantages in going green.”

Princeton Windrows staff and residents hope to soon be Energy Star Certified and ultimately to be LEED Certified. LEED is an internationally recognized certification system that measures how well a building or community performs across all systems: energy savings, water efficiency, CO₂ emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.

“Everyone living and working at Princeton Windrows is totally behind the Green Initiative,” Marks says. “We’re enthusiastic and staying well informed so we can continue to find ways to continue to move forward. The new AC system is a big step in doing just that.”

To photograph, video and interview at the new AC system installation, contact Scott McCaskey at Goldman & Associates at 757-625-2518 or at: scott@goldmanandassociates.com.

Princeton Windrows is an independent lifestyle community located at 2000 Windrow Drive in Princeton, New Jersey, about four miles from downtown Princeton and the Princeton University campus. The upscale community features distinctive villas, town homes and apartment-style condominiums on a 35-acre landscape. Four restaurant-style venues offer casual to formal to private dining, along with elegant common interiors, a library, indoor pool, salon, spa, a host of other amenities and a strong wellness and health program. Prices start at about \$200,000. The community is managed by Princeton, NJ-based By Design Solutions. Visit www.princetonwindrows.com or contact Mary Sommers at 800-708-7007 for more information.