



**Press Release  
For Immediate Release**

**November 3, 2005**

### **The Housing Company – Promotes Green Building at AIA Conference**

The American Institute of Architects has invited Bruce Shimizu of The Housing Company to be a presenter at their national conference focusing on practical green building strategies. Mr. Shimizu will present a case study on the leadership role The Housing Company has taken in developing a new home community in Ukiah utilizing the principles of green building. While the City of Ukiah does not currently have a Green Building Certification program, The Cottages on Taylor Lane have been designed to exceed Leadership in Energy and Environmental Design (LEED) Green Building minimum standards for certification as “Green Homes”.

The Cottages are modest in size, with 2, 3 & 4 bedroom homes ranging from 1,000 to 1,445 square feet. The pedestrian-oriented development features 12 clustered homes, permeable paving, low water use plants, and drip irrigation. The homes feature cool roofs, low-E windows with shading devices, extra insulation, cementitious siding, fly ash concrete foundations, low-VOC paint, custom colored concrete floors, fluorescent lighting, dual-flush toilets, flash water heaters, and Energy Star appliances.

When asked why The Housing Company elected to build green, Bruce responded, “We have the opportunity to do something that we believe in and hope that the success of this project will encourage other builders to do the same.”

This year’s national conference is being held on November 4, 2005 at the Pacific Energy Center in San Francisco.

In addition to The Cottages on Taylor Lane, The Housing Company is building another new home community in southwest Santa Rosa, The Cottages on Roseland Creek. Both developments are scheduled to start construction in November 2005.

### **Biography**

Bruce Shimizu, along with partner John W. Martin, established The Housing Company in 2003 with the primary objective of building housing opportunities for working families. Bruce has 15 years experience in the field of affordable housing having worked with Burbank Housing Development Corporation, and Ecumenical Association for Housing. Bruce has developed several hundred units of affordable housing in communities throughout Sonoma County. He is a 4<sup>th</sup> generation Sonoma County resident with a BS in Landscape Architecture from Cal Poly San Luis Obispo, and is a MS candidate in Architecture with an emphasis in Real Estate Development, also through Cal Poly.

The Housing Company is committed to the principles of New Urbanism, green building, and the preservation of agricultural land through its focus on developing urban in-fill sites.

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