



NEWS RELEASE

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UPSTATE HOUSE TO BE WORKING EXAMPLE FOR ENVIRONMENTALLY SENSITIVE LIVING Private Residence Will Be Open For Public Tours

GREENVILLE, SC - Representatives of the Home Builders Association of Greenville and Upstate Forever today broke ground for Upstate House, a single-family residence in Greenville's Pettigru Historic District that will demonstrate environmentally sensitive living for the 21st century.

Upon completion, Upstate House and an adjoining botanical garden will be open to the public as a working example and living laboratory where prospective homeowners, architects, builders, community groups and educators can see firsthand what can be done to lessen the impact of daily living on the environment.

The brainchild of Greenville businessman and Upstate Forever Chairman Carlton Owen, Upstate House is a fundraiser for EarthCraft House, a green building program that serves as a blueprint for healthy, comfortable homes that reduce utility bills and protect the environment. The program was introduced here last October as a partnership of the Home Builders Association of Greenville, Upstate Forever, the South Carolina Energy Office and Southface Energy Institute.

"Several manufacturers are donating or discounting materials and services toward construction of Upstate House," said Owen, who is selling his home on Greenville's Eastside and purchasing the house in one of Greenville's oldest downtown neighborhoods. "The gain made when Upstate House is purchased at fair market value will support the EarthCraft House program and other Upstate Forever and HBA initiatives."

Designed by the Johnston Design Group, Upstate House will be built by Rome Construction, which built the area's first EarthCraft certified house on Rice Street in

Greenville. To date, more than 25 building products manufacturers and professional service providers have agreed to sponsor the project, according to Owen.

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Brad Wyche, Executive Director of Upstate Forever, said, “Far too often there is polarization associated with environmental issues, but in most cases we can have it both ways. We can have strong economic growth, while protecting our environment. Upstate House is a wonderful example of exactly that. We know we’re going to need more homes for our increasing population—so let’s build them in a way that conserves, and minimizes impacts on, our valuable natural resources.”

Clyde Rector, president of the Home Builders Association of Greenville, said he believes Upstate House will help increase awareness about the EarthCraft concept and help educate consumers about the cost-saving benefits of an energy-efficient, environmentally sensitive home.

“HBA’s partnership in this project will allow our builder members the opportunity to offer a new and desirable product to the Greenville housing market,” Rector said. “We are having a great response to the EarthCraft program from local builders. Now, we need to educate area consumers about the benefits, and Upstate House will give us a hands-on, tangible tool for doing that.”

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