

DOWNINGTOWN

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Ledger

Vol. 14, No. 19

May 1 - 8, 2008

PA8NewsGroup  .com

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Green Street Mews wins four Pyramid Awards

90 percent of homes sold in a year in a challenging market

Green Street Mews, LLC, a Downingtown Borough townhome community, won four Pyramid Awards from the Home Builders Association of Chester & Delaware Counties.

“Winning the awards is an honor, especially since industry professionals selected our development,” said Sarah Peck, Principal of Green Street Mews. “The public has responded with purchasing 26 of our 30 units in just under a year. We believe that is quite an accomplishment in a challenging market.”

Green Street Mews won for Smart Growth Community of the Year; Best Multifamily Townhome under 2,000 square feet; Best Interior Merchandising for a Townhome in its size category; and Best use of Animated Technology in Marketing.

The awards were given out at the association’s 19th annual meeting on April 24, 2008, at the Drexelbrook in Drexel Hill.

“Our townhomes are especially attractive to first time homebuyers who don’t have a home to sell first,” Peck said. “With our below market and creatively structured mortgage financing, cool new

architectural designs, and environmentally friendly construction, our strong sales success proves there is definitely a good market out there.”

Green Street Mews creatively employed animated, computer-aided technology to realistically display decorated models in advance of the construction of the homes. The use of virtual tours for the two principal floor plans began on May 1, 2007, and resulted in pre-sales of nearly 50 percent of the community by the time of grand opening on September 20.

Green Street Mews is a walkable “Smart Growth” community. The homes are just several blocks stroll to restaurants and bars on and near Main Street, parks such as the Struble Trail, and nearby favorites such as Kimberton Whole Foods and Victory Brewing. And a special plus is the R-5 train, to which a number of the homeowners walk each day.

The energy efficient construction has also been a great selling tool. “Even though natural gas heat was available to the site, I chose to use no fossil fuels used on the job despite the market’s apparent preferences,” Peck said. “I’m using high-efficiency heat pumps, R-38 insulation in the ceilings and R-19 in the walls, low E double pane windows stan-

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The Green Street Mews complex in Downingtown.

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dard and Tyvek house wrap, often seen standard in homes with much higher price tags. The homes follow the Energy Star protocol in most ways ensuring maximum comfort with lower energy bills. And as the twenty three buyers already living in the community can attest, the monthly utility bills are unusually low as a result.”

As a result of its infill design,

the project won the Delaware Valley Smart Growth Alliance award – only the second project in the Delaware Valley to do so. A panel of more than 20 jurors cited the project for its innovative planning, affordability, energy efficiency and walkable location to public transportation and shops.

For more information on Green Street Mews see www.greenstreetmews.com. Prices start from \$217,250 for a 2 bedroom, 2-1/2 bath home with a 2 car garage.