



MEDIA RELEASE

NOVEMBER 1, 2007

GREEN DEVELOPMENT PLANNED FOR RIVER LANDING

Prairie Ecovillage Development Corporation (PEDCO), a Saskatoon not-for-profit corporation, is planning to build a \$21 million ecovillage at River Landing Phase II in Saskatoon.

RiverGreen Ecovillage will include 65 residential and 10 commercial units designed to achieve environmental, social and economic sustainability. RiverGreen will include 10% affordable housing, aiming for a diverse community with a range of income levels. The remaining units will be competitively priced for the Saskatoon market. Retail and commercial space will be available to environmentally-sustainable businesses. PEDCO welcomes enquiries; prospective buyers can register interest at www.rivergreen.ca.

Using advanced building techniques and technologies, RiverGreen will reduce non-renewable energy use and greenhouse gas emissions 70% and potable water use 50%, compared to conventional buildings, making it among the most environmentally-friendly developments of its kind in Canada. The ecovillage will be a LEED (Leadership in Energy and Environmental Design) registered project, targeting the highest "Platinum" level of certification.

"Our goal is to demonstrate that the overall environmental footprint of urban living can be dramatically reduced, and at a reasonable cost," said Rick Olmstead, Chairman of PEDCO. "We have chosen a downtown infill site so ecovillage residents can find most services within walking distance." Local foods will be available across the street at the popular Saskatoon Farmers' Market.

"Ultimately, we want to achieve net-zero greenhouse gas emissions," Olmstead said. RiverGreen Ecovillage will be "net-zero ready" and additional renewable energy will be added as solar PV panels and other alternative energy technology becomes more affordable.

"This innovative green development is a welcomed addition to River Landing," said Saskatoon Mayor Donald Atchison. "It marks the first residential and the second commercial development to take advantage of the new infrastructure and incredible park amenities being constructed in Phase II."

The Mayor noted that, pending City Council's approval, the City and PEDCO will negotiate the sale of the 1.2-acre site between Avenues B and C on 19th Street.

- 30 -

For additional information and interviews contact:
Rick Olmstead 230-6750

Paul Hanley 978-4797

Backgrounder attached



BACKGROUND INFORMATION

What is an Ecovillage?

An ecovillage is a socially, economically and ecologically sustainable community, located in an urban or rural area. Most ecovillages have a population of 50-150 individuals. They strive to integrate a supportive social environment with a reduced ecological footprint. To achieve this, they combine various aspects of sustainable design, green buildings and landscaping, conservation and alternative energy, and sustainable lifestyles. In Canada, about 20 ecovillages are in various stages of development.

What will RiverGreen Ecovillage be like?

RiverGreen will include approximately 65 residences in a low-rise apartment-style building and in townhouses. Common space will include exterior courtyards and interior gathering areas. Many of the apartments will have direct outdoor access.

RiverGreen will also include retail shops and commercial offices for businesses active in the “green economy.” These businesses will provide on-site services and work opportunities for residents. This mix will help make the ecovillage pedestrian friendly and sustainable.

Residents will be able to take advantage of most urban services within walking or cycling distance. RiverGreen will be located on 19th street, across Avenue B from the Saskatoon Farmers’ Market and close to shops in Riversdale and downtown. It will be minutes from theatres such as Persephone and several cinemas. The Riverfront and Victoria Park, with amenities such as the canoe club, racket sports and a swimming pool, are minutes away along the Meewasin Trail. Broadway and the University are a half-hour away by foot or bicycle.

RiverGreen Ecovillage will be designed to achieve outstanding environmental performance, and will be registered with the Canadian Green Building Council as a Leadership in Energy and Environmental Design (LEED) project. RiverGreen is targeting the highest levels of LEED certification.

The ecovillage will feature outstanding energy conservation and efficiency; low greenhouse gas emissions; low impact building materials, many locally sourced and adaptively reused; superior indoor air quality using low VOC (non-toxic) materials and passive natural ventilation; alternative energy technology such as solar water and space heating; passive solar design; water conservation measures, water efficient landscaping, and storage of rainwater, reducing potable water use 50%; waste recycling to reduce landfill by up to 90%; and dozens of additional environmental features.

RiverGreen will use solar power for electricity, initially on a small scale, with additional panels added as they become more affordable. The ultimate goal is net zero emissions.

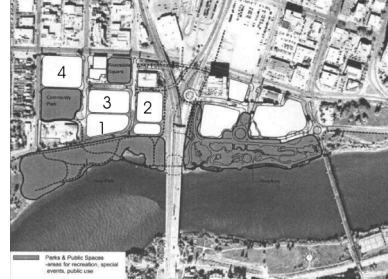
What is LEED certification?

The Leadership in Energy and Environmental Design (LEED) program offers an internationally recognized and accredited standard for sustainable and healthy buildings. LEED-certified buildings

provide a wide variety of benefits from lower operating costs to higher occupant productivity, at costs comparable to conventional buildings. According to "Building the Green Way," in the June 2006 issue of the *Harvard Business Review*, corporate demand is pushing green buildings fully into the mainstream. The University of Saskatchewan and Innovation Place are two local organizations that have adopted LEED green building standards.

Where will it be located?

RiverGreen Ecovillage is planned for 19th Street between Avenues B and C, block 4 in the adjacent picture of River Landing.



Who is behind this project and how will it be financed?

The Prairie Ecovillage Development Corporation, a not-for-profit membership organization incorporated in 2006, is developing the project. Participants in Road Map 2020, a local organization promoting a sustainable Saskatoon, initially formed PEDCO in 2005. The ecovillage is planned as a commercial project, which will be paid for by the owner-residents.

PEDCO acknowledges the generous support of several funders that have provided seed money to assist the project in its early stages. These include the Meewasin Valley Authority, Saskatchewan Housing Corporation, Royal Canadian Geographic Society, the Office of Energy Conservation, CMHC and Saskatchewan Environment's Green Initiative Fund.

PEDCO will take advantage of public and private funding available for demonstration and education purposes, green initiatives, and affordable housing.

Who will build it?

PEDCO has assembled a project team recognized for their expertise, experience, and creativity.

Rajani Blaser Mannix Architecture—one of Saskatoon's leading architectural firms—is a vibrant, hardworking, and award-winning practice with roots stretching back 40 years. The firm has designed hundreds of projects, including residential and commercial buildings. Rajani Blaser Mannix specializes in Environmentally Sustainable Building Practices, Quality Management, Value Engineering, and Seamless Project Delivery. The company is a member of the Canadian Green Building Council. Paul Blaser is lead architect for RiverGreen.

Established in 1996, Integrated Designs Inc. is an experienced project management company specializing in sustainable building development. IDI offers an innovative approach that challenges traditional design and construction processes to achieve sustainable building designs. Accomplishments include the Advanced Building Design program at Innovation Place and the LEED Gold Saskatchewan Forestry Centre. IDI president Murray Guy is RiverGreen's project manager.

The Saskatoon Housing Initiatives Partnership (SHIP) has worked to improve the capacity of individuals and groups to meet their housing needs by providing technical assistance to housing providers and the housing industry. SHIP assists in concept development, feasibility studies, business planning, and project construction. Since 2000, SHIP has facilitated the development of more than 400 affordable housing units worth more than \$30 million. SHIP has provided business-planning services for PEDCO.

PEDCO is currently negotiating with a local contractor to build the project.

Who will live and work at RiverGreen?

PEDCO members will have the first opportunity to purchase units at RiverGreen Ecovillage, after which units will be available to the public. Units will be competitively priced for the Saskatoon condominium market. Lower monthly utility costs will help to make housing costs affordable. Commercial office and retail space will be available for companies committed to sustainable business practices.

PEDCO aims to be a socially-responsible, diverse community, with about 10% of the residences subsidized to be affordable to people with lower incomes.

People interested in knowing more or enquiring about availability of residential or commercial units at RiverGreen Ecovillage can visit www.rivergreen.ca or call 978-4797.

What are the benefits to Saskatoon?

The ecovillage is designed to meet and exceed the City of Saskatoon's stated objectives for River Landing Phase II. This innovative project supports the vitality of our downtown while contributing to the revitalization of Riversdale. Looking for amenities within walking distance to avoid driving, ecovillage residents will participate and shop in Riversdale.

Based on documented evidence from other centres, a LEED-certified ecovillage will add substantial value to the River Landing concept by providing Saskatoon with a showcase for urban environmental sustainability in this highly-visible location.

The project is designed to help the city meet its goals for sustainability and environmental protection. As a demonstration project for the people of Saskatoon, it will showcase the best in environmental technologies in a location that facilitates a sustainable lifestyle.

Placing the ecovillage at River Landing would also achieve one of the long-term goals of the 100-Year Plan for the Meewasin Valley. The 1978 Moriyama report called for the creation of experimental communities, like the ecovillage, in the Meewasin Valley.

For additional information and interviews contact:

Rick Olmstead, PEDCO Chair, at 230-6750 or Paul Hanley, PEDCO Secretary, at 978-4797

Visit www.rivergreen.ca

Email: pedco@prairie-ecovillage.org

Mail: PEDCO, c/o 2506 Ewart Avenue, Saskatoon, SK S7J 1Y8