

Green Coast Enterprises

Key innovation: reshaping the approach to real estate development along the Gulf Coast to resist the effects of climate change

Where they're based: New Orleans

Year introduced: April 2007

Top executives: Will Bradshaw, president; Reuben Teague, principal

Web site: www.greencoastenterprises.com

For New Orleans, weather is a major concern. That's why Green Coast Enterprises has created housing that is resistant to hurricanes, extreme heat, humidity and termites.

Green Coast's first client was Project Home Again, a branch of the Barnes and Noble's Riggio Foundation. The project involved building homes for Gentilly residents who lost their homes during Hurricane Katrina. So far, Green Coast has built 29 houses, and three more will be completed by this fall.

The structures were the first in Louisiana to meet the Builders Challenge, which aimed to move production homebuilding to a net zero energy basis, or having homes that produce as much energy as they use.

"The homes will be much healthier, especially for people with respiratory diseases," said Reuben Teague, principal of Green Coast Enterprises. Features include all-tile flooring because carpeting can be a hazard for children with asthma. All of the homes also are above the base flood elevation.

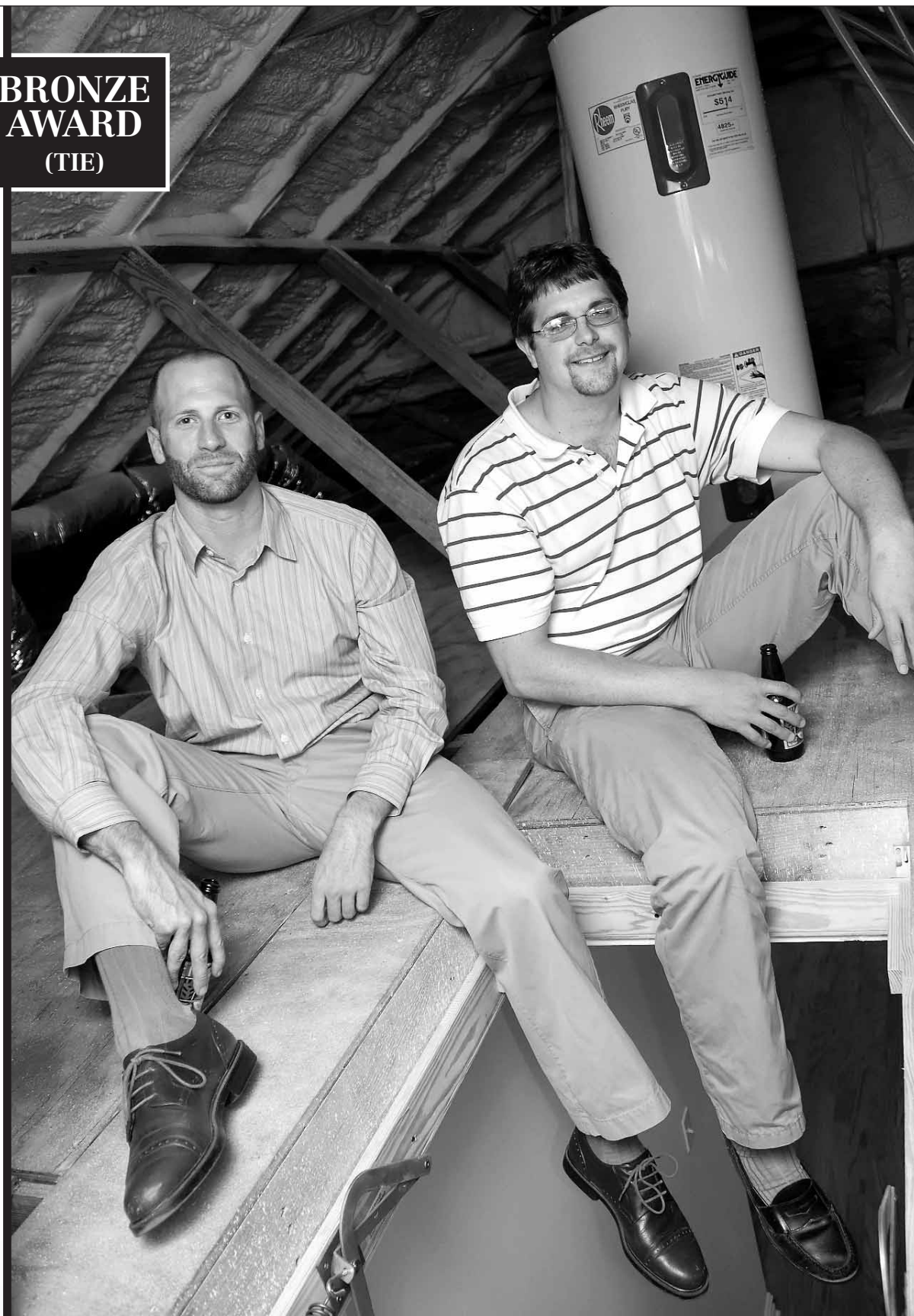
Green Coast has also teamed with EnviRenew, a project of The Salvation Army of New Orleans, to build new homes and renovate existing ones. Green Coast is working on quality control and energy efficiency for the project.

"(These homes) are not being hit with the tremendous volatility of utility bills that we see here, especially in the summertime," said Will Bradshaw, president of Green Coast Enterprises.

Green Coast is also working on the Arabella at Fortin Street, its first solo project. It is a four-unit condo built with organic material. The building provides higher-than-normal insulation and has a highly reflective metal roof. And despite those features, the building's style resembles classic historic New Orleans architecture.

"We see ourselves as a different sort of real estate company," Bradshaw said. "We think we'll be more profitable because of the approach we're using, which is specific to place and responsive to the challenges people face in those places."

**BRONZE
AWARD
(TIE)**



Green Coast Enterprises executives Reuben Teague, left, and Will Bradshaw sit in an attic that was sprayed with the company's insulating foam, which keeps temperatures below 85 degrees.

Making money by building homes isn't their only mission. Green Coast also has a social goal. The company was instrumental in securing an \$80,000 planning grant for a community health center for the Broadmoor neighborhood and has teamed with Pittsburgh's G-Tech Strategies and local work force training organization Limitless Vistas Inc. to form Project Sprout to transform vacant lots throughout the city into bio-energy gardens that grow sunflowers and other plants that clean the soil and therefore elevate property values. •

— Fritz Esker