



## “GREEN” HOUSING

The “Green” and sustainable influence on residential development and construction practices has been increasing for a decade or more. This trend was barely affected by the housing downturn and may, in fact, have received a boost as “green” and affordability have become linked in the minds of many consumers.

Green certification programs for construction are proliferating and are now commonplace in the market. Sandra Liebowitz, the founder and CEO of Sustainable Design Consulting LLC, joined with Housing Virginia to look at the future of the sustainable development movement and how it will not only continue to change the homes we live in but also the communities that make up our state.



HOUSING VIRGINIA

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## Key Green and Sustainable trends include:

- Consumer preferences for Green home and Green communities will continue to rise, encouraging builders and developers to expand their efforts in this sector.
- Consumers have a greater understanding that Green practices result in lower operation and maintenance costs for housing.
- Building code acceptance of new Green products will continue to lag behind the pace of development of new and improved Green materials.
- “Smart home” advances, including communications and control devices, will outpace use ability to take full advantage of this emerging technology.
- Homes will be smaller, reversing a fifty-year trend toward larger homes. Good design for homes will become more important as spaces are “dual proposed” and creative storage solutions are developed.
- Consumer preferences will drive more housing to be located in urban and suburban communities based on “urban village” designs. Younger households want fewer cars and neighborhoods that are mixed-use, walkable, and served by public transportation.
- 3rd party certification of green residential construction will continue to expand.