

A man and a woman are standing in a doorway, smiling. The man is on the left, wearing a grey t-shirt and brown cargo pants, with a tattoo on his right arm. The woman is on the right, wearing a white dress and white sneakers, holding a small black and tan dog. The background is a dark wooden wall. In the bottom right corner, there are several potted plants.

Connection

QUARTERLY

WINTER 2021

WE'RE GOLDEN

BRICK AVENUE LOFTS
ACHIEVES LEED GREEN
BUILDING CERTIFICATION

WALK IN THE WOODS

MARKHAM HILL TRAILS ARE A
WELCOME ESCAPE IN THE CITY

LOVE YOUR NEIGHBOR

FEEDING NEIGHBORS WITH
SECOND HELPING NWA

A NEWSLETTER FOR MEMBERS OF SPECIALIZED REAL ESTATE GROUP COMMUNITIES

WHERE THE HEART IS

CONNECTING PEOPLE TO NEIGHBORS AND NATURE DESPITE DISTANCE

We've all heard the statistic that Americans spend most of their time in buildings. This year, the world seems a little smaller as we are spending the majority of our time within the walls of our homes. As people who design, create, and maintain healthy homes every day, we know that this work is essential. It's kept us going despite isolation and worry and the kids interrupting our video calls. The current health crisis made it especially meaningful to learn that our most recent project, Brick Avenue Lofts, has just been recognized by the US Green Building Council as an exemplar of healthy and energy efficient homes. Instead of celebrating the achievement with you in person, we highlight Brick Avenue Lofts in these pages — along with some healthy tips for every home.

Like you, we've had to pivot endlessly to meet the challenges of 2020. Our plans for community events, workshops, and gatherings? Out the window. In their place, we've shown love to our residents by bringing community to their doorsteps and mailboxes. We've created bold community art and opportunities to share food through a terrific non-profit. We've opened a new network of nature trails so that you can get moving with your quaranteam and connect with nature without leaving town. Speaking of pivoting, we've just unveiled a new modular artwork that will adapt to new spaces yet to be created at South Yard, now under construction in South Fayetteville. We hope you enjoy reading this issue while you are cozy at home.

As the new year dawns, we wish you peace and good health.

Be well!

— *Specialized Real Estate Group*

ON THIS PAGE: A detail of **Quilt Squares at South Yard** by Olivia Trimble, a new installation in South Fayetteville. Read more on page 7.
ON THE COVER: Drew and Justine and Bandit pose in their front door at Brick Avenue Lofts. This summer, photographer Caroline Stelte captured Brick Avenue Lofts residents in a series of Covid-safe portraits, the Front Door Sessions.

DID YOU KNOW?



Indoor Environmental Quality is about more than just air quality. Studies have shown that people who spend time in indoor environments with natural light and views of nature tend to experience less pain and depression. Daylight and views are just a few of the things we consider when designing new homes. Read on to learn more about our formula for creating healthy and happy homes.



Even a simple house plant can have a positive impact on your state of mind!



SUPERIOR INDOOR ENVIRONMENTAL QUALITY COMBINED WITH SUSTAINABILITY MEASURES MAKE BRICK AVENUE LOFTS A LEED GOLD PROPERTY

Story by Sarah King • Photos by Starboard & Port

Brick Avenue Lofts, a 252-unit apartment community in Bentonville, Arkansas, has attained LEED Gold certification. LEED, which stands for Leadership in Energy and Environmental Design, is based on standards developed by the US Green Building Council, and is the leading system for rating green buildings. Qualifying projects meet the highest standards in categories including sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

“The project conserves land by providing density on an urban lot,” says Meredith Hendricks, Director of Sustainability

Operations for Entegrity, “This means that per acre of land area developed, there are more housing units than normal. Brick Avenue Lofts has 32 dwelling units per acre of land which means it’s saving our valuable resource of open space and protecting farmland and other natural resource areas from development.”

In keeping with our Indoor Air Quality Pledge, the apartments’ design prioritizes indoor air quality, including a fresh air system that brings in filtered outdoor air, indoor materials that emit less volatile organic compounds, and careful separation from unit to unit.

TRY THIS AT HOME!

Specialized CEO Jeremy Hudson offers simple steps to improve indoor environmental quality in your home, office, or home office.

AIR IT OUT

Ventilation is vitally important to indoor air quality, and most buildings don't have the level of fresh air ventilation that we have at Brick Avenue Lofts. If you don't have a Fresh Air button, run exhaust fans in the kitchen and bathroom, if you have them, and open windows when the weather is nice.



SEE THE LIGHT

We learned from **Happy Cities** research that natural daylight and darkness cycles are so important to human health. We used extra-large windows at Brick Avenue Lofts to maximize natural light, and we installed blackout shades in the bedrooms to enhance restful sleep. Visit specializedreg.com/happy-city to learn more.

KEEP IT CLEAN

VOCs (Volatile Organic Compounds) are associated with poor air quality and poor health. We've taken the effort to avoid VOCs in paints, building materials, and cleaning products in Specialized properties, and you can improve the air you breathe by avoiding them, too.

Hint: if a product says to use it in a well ventilated area, take it to heart. Be sure to open windows and run exhaust fans when you must use a product with high VOCs.



BRING OUTSIDE IN

Studies have shown that views of nature can lift mood and lessen the experience of pain in hospital patients. The good news is even a houseplant can help bring the benefits of nature into your home. Jeremy loves palms, ferns, and the modern upright lines of Sanseveria ("mother-in-law tongue") to bring a little green to any space.

Units are all designed to be energy efficient including carefully detailed and sealed building envelopes, energy efficient appliances and energy efficient lighting. All of these things add up to produce an average HERS Index Score of 49 – meaning that the apartments are 51% more energy efficient than the typical reference home.

"I'm really proud of our team for bringing the place to life," said Specialized CEO Jeremy Hudson. "In addition to green design and

construction, our operations team has designed and implemented a recycling program including food waste composting, and has created an urban farm and programs to encourage active transportation."

Brick Avenue Lofts is the sixth project by Specialized Real Estate Group to attain LEED Certification, with a total of 1.5 million square feet of LEED certified buildings in Washington and Benton Counties.

1.5
MILLION
Square Feet of
LEED Certified
buildings in
NWA

LOVE YOUR NEIGHBOR

TOGETHER WE ARE FEEDING THE COMMUNITY

We're no stranger to site-specific art. We've worked with artists to create murals large and small, and even a set of musical swings. This year, we tried something new. To speak to the struggle of 2020, we commissioned artist Olivia Trimble to paint **LOVE YOUR NEIGHBOR** big and bold at South Yard, our development under construction at MLK and South School in Fayetteville.

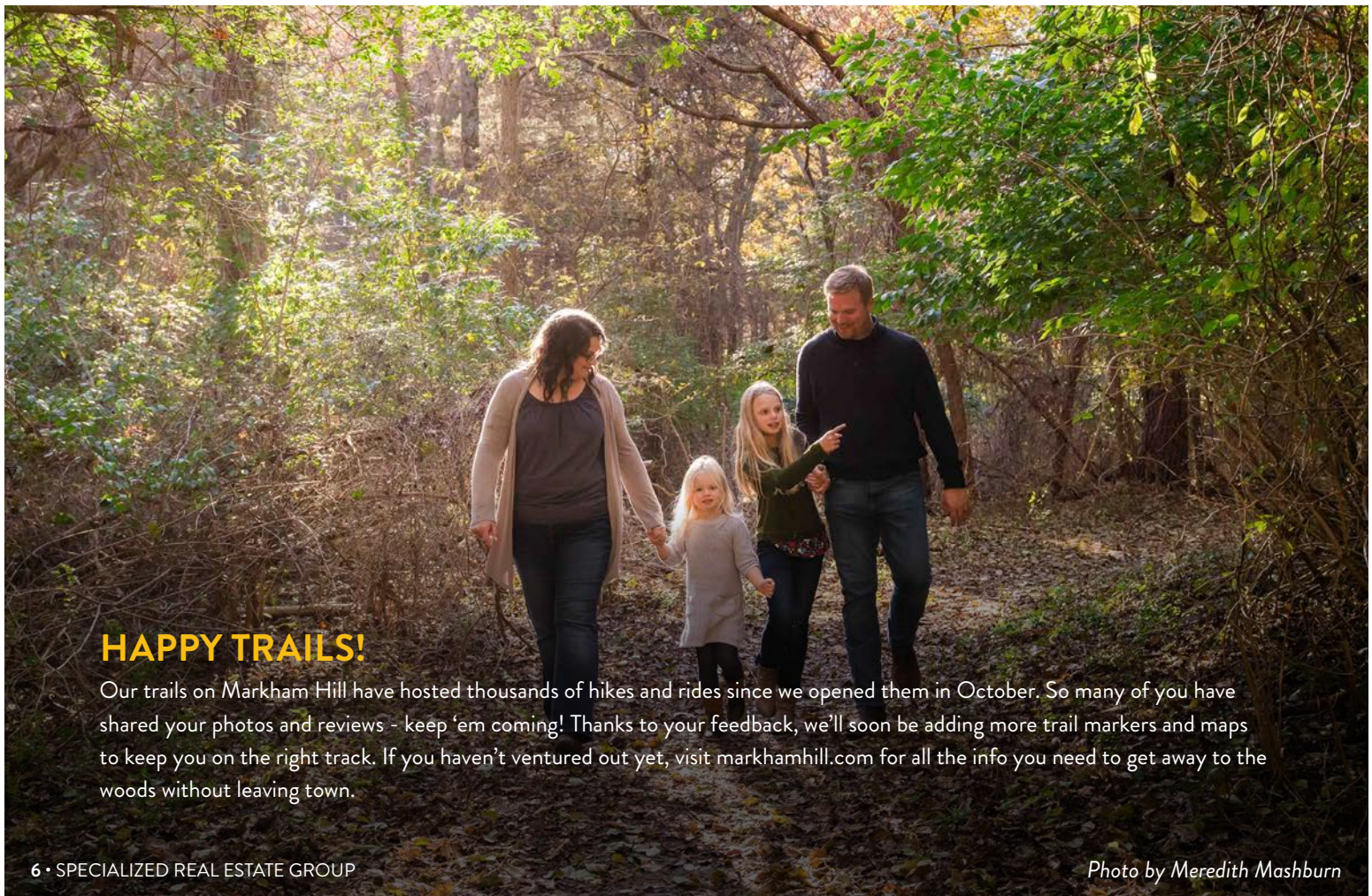
To spread the message, we created T-shirts that we gifted to residents in our apartment communities and made available for sale. For each of the shirts given to our residents, we donated \$5 to Second Helping NWA, and for each shirt sold, we donated \$10. With your help, we have donated \$3500 to Second Helping NWA, a Fayetteville non-profit which delivers homestyle hot meals to people in the community. Look for the **LOVE YOUR NEIGHBOR** message to pop up in other places in 2021.



Photo by Timothy Nguyen

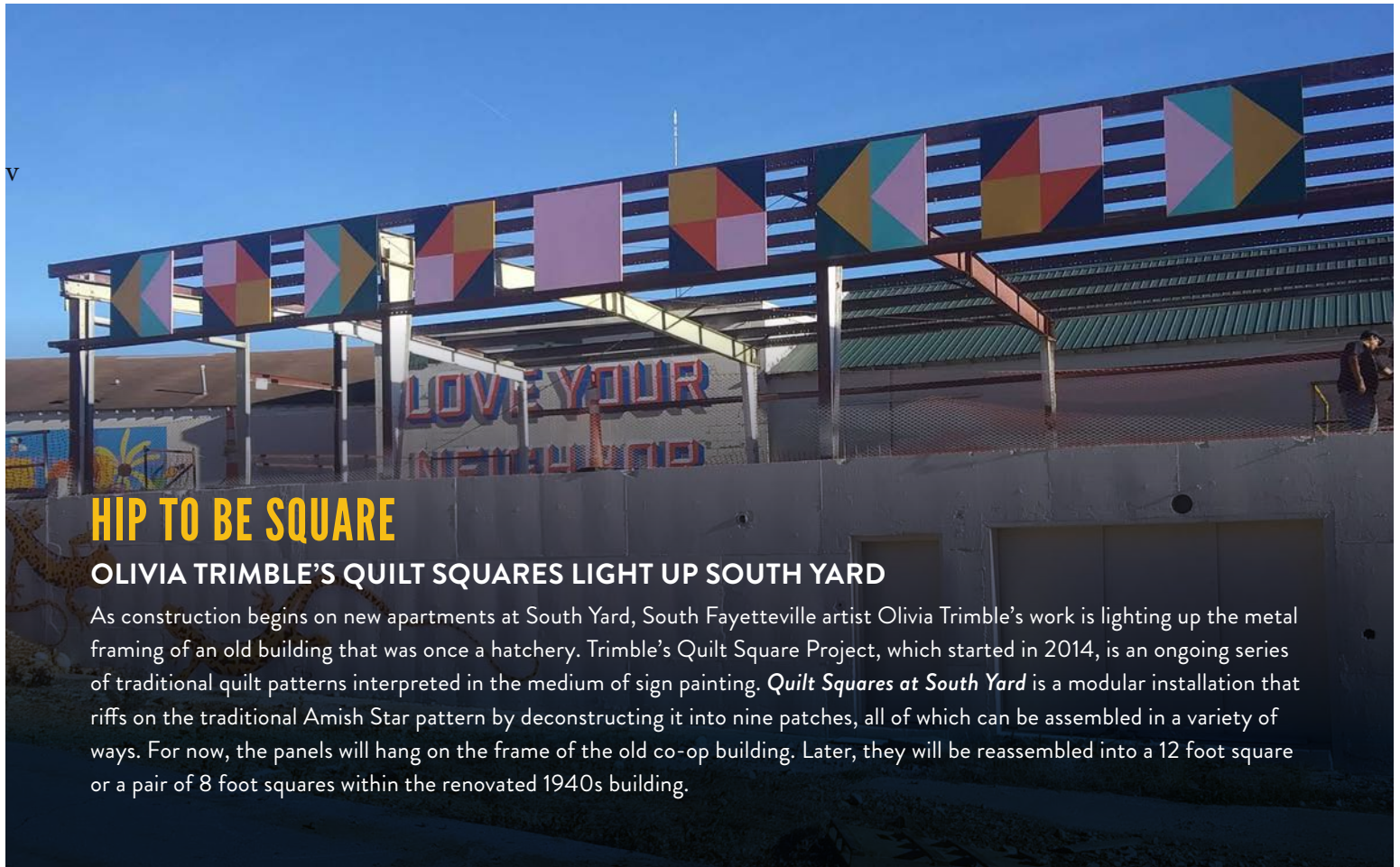


Photo by Meredith Mashburn



HAPPY TRAILS!

Our trails on Markham Hill have hosted thousands of hikes and rides since we opened them in October. So many of you have shared your photos and reviews - keep 'em coming! Thanks to your feedback, we'll soon be adding more trail markers and maps to keep you on the right track. If you haven't ventured out yet, visit markhamhill.com for all the info you need to get away to the woods without leaving town.



HIP TO BE SQUARE

OLIVIA TRIMBLE'S QUILT SQUARES LIGHT UP SOUTH YARD

As construction begins on new apartments at South Yard, South Fayetteville artist Olivia Trimble's work is lighting up the metal framing of an old building that was once a hatchery. Trimble's Quilt Square Project, which started in 2014, is an ongoing series of traditional quilt patterns interpreted in the medium of sign painting. *Quilt Squares at South Yard* is a modular installation that riffs on the traditional Amish Star pattern by deconstructing it into nine patches, all of which can be assembled in a variety of ways. For now, the panels will hang on the frame of the old co-op building. Later, they will be reassembled into a 12 foot square or a pair of 8 foot squares within the renovated 1940s building.

SPECIALIZED REAL ESTATE GROUP

Building healthy places and connecting neighbors means that we consider not just the qualities of buildings, but the connectedness of the neighborhood surrounding them. A walkable neighborhood with a unique sense of place just feels better. It's this feeling that we aim to capture in each of our projects.



BUILDING BETTER

We consider efficiency, beauty and health in every decision we make.



EMBRACING NATURE

We build and conserve places that connect people with nature.



MOVING TOGETHER

We create opportunities to move—through design, events and service.

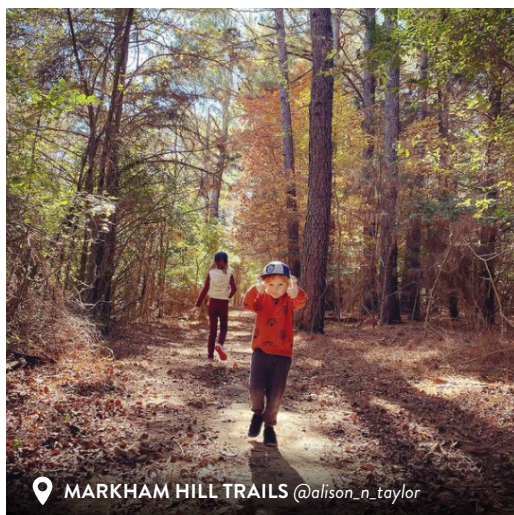


SHARING FOOD

We see growing and sharing food as a vital part of every community we build.

SPECIALIZED^{REAL ESTATE GROUP}

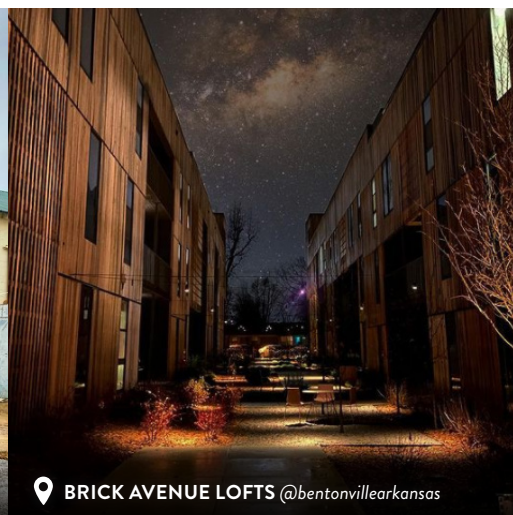
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FAYETTEVILLE, AR 72701



📍 MARKHAM HILL TRAILS @alison_n_taylor



📍 SOUTH YARD @bella_on_the_run



📍 BRICK AVENUE LOFTS @bentonvillearkansas



📍 ECO MODERN FLATS @andrew.schalk



📍 MARKHAM HILL TRAILS @giveaphlox

**HEALTHY PLACES &
SMILING FACES.**

SHARE YOUR STORY ►

#sregcq