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REDSIDE WINS 2010 BETTERBRICKS AWARD FOR ITS PIONEERING LEADERSHIP IN SUSTAINABLE DEVELOPMENT

Given by the Northwest Energy Efficiency Alliance, the annual award recognizes the best energy-related business practices in real estate development and construction in Oregon

PORTLAND, Ore. (February 8, 2010) — Redside Development, a commercial real estate services company, received the 2010 BetterBricks Award for its sustainable redevelopment work in Oregon City and Vancouver. The award specifically recognizes Garrin Royer and Danny McGinley, the company's principals.

Given by the Northwest Energy Efficiency Alliance, an association of local electric utilities in the Pacific Northwest, the BetterBricks Awards honor owners and managers in the development and construction industry whose commercial buildings showcase both energy efficiency and bottom line benefits. "Royer and McGinley show ongoing commitment to sustainable development," says 2010 BetterBricks judge, David Furr with Salem-Keizer School District. "Their focus on using existing buildings, combined with energy savings and sustainable renovations, make them a model for others to follow."

Notably, Redside Development renovated 221 Molalla, a 36,000-square-foot retail complex in Oregon City that was the first privately developed LEED® "Gold"-certified building in Clackamas County. They also refurbished a 26,000-square former grocery store on Mill Plain in Vancouver, WA, making it the first LEED® "Silver"-certified retail strip building in the area.

When they started Redside Development in 2002, the 30-something entrepreneurs wanted to build an enterprise that capitalized on their strengths: McGinley's knack for finding projects and filling them with tenants, and Royer's talent for bringing a project from plans to punch list and overseeing company operations. While a shared love of the outdoors and a deep concern for the environment set the focus on sustainability, it was construction debris that cemented their commitment.

Royer remembers watching the demo of their first project, an old auto dealership built in 1917 at 900 Main Street in downtown Oregon City, and wondering where all the wood and metal debris would go. "So I asked the general contractor, and he said the dump," Royer recalls; at which point he stopped the project until they figured out how to recycle the materials.

The entrepreneurial developers have made a notable impact on the local business community, according to Oregon City Mayor Alice Norris, who calls them "catalysts" for green building. "When businesses talk to us about relocating here, they mention 221 Molalla as a magnet," she says.

R E D S I D E

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About Redside

Redside is a real estate investment and services firm best known for its environmental stewardship, innovative abilities and agile services. Redside acquires, develops and manages commercial and multi-family assets with specific expertise in high-performing, energy-efficient buildings.

