



**LOHRE & ASSOC., INC.,  
GREEN CINCINNATI  
EDUCATION ADVOCACY  
CINCINNATI, OH**

**100%** sustainable sites credits awarded for location and material re-use

**31%** water reduction through efficient fixtures and gray water toilet

**91%** energy star appliances and office equipment used



### LEED® Facts

**Lohre & Assoc., Inc. Marketing  
Green Cincinnati® Education Advocacy  
Cincinnati, OH**

LEED for Commercial Interiors v3 2009  
Certified May 5, 2011

<b>Platinum</b>	<b>86*</b>
Sustainable Sites	21/21
Water Efficiency	6/11
Energy & Atmosphere	25/37
Materials & Resources	12/14
Indoor Environmental Quality	12/17
Innovation In Design & Regional	10/10

\*Out of a possible 110 points

LOHRE &amp; ASSOC., INC. MARKETING COMMUNICATIONS, GREEN CINCINNATI® EDUCATION ADVOCACY

# From Frank Lloyd Wright to Over-The-Rhine

Ad executive's journey from a FLW home to the 1st LEED® Platinum CI 2009 marketing firm.

## PROJECT BACKGROUND

We became interested in Green building through our research in the Organic Architecture of Frank Lloyd Wright. In 2003, my wife Janet and I purchase a home designed by Wright. In 2005, we started using the home for Green Building seminars. I joined the local USGBC Chapter and volunteered for the Communications Committee since my day job was running an advertising agency. Realizing that I would need to study more about LEED to help the Chapter, I registered my office and passed the LEED AP exam April 2008. We branded our Green building marketing efforts "Green Cincinnati Education Advocacy" and offer LEED AP services, tours, classes and technical marketing materials. This project is our way to walk-the-walk and talk-the-talk.

## IMPORTANT HISTORICALLY AND EDUCATIONALLY

Locating the office in the inner city represents the best in historical re-use and renewal. Cincinnati was built in the mid 1800s as an efficient residential and industrial center before the advent of a fossil fuel culture. A renaissance is taking place to restore it to a walkable, sustainable community demonstrating Cincinnati's LEED Certification requirements for city buildings and schools, and tax incentives for commercial and residential development.

## STRATEGIES AND RESULTS

Since the building was renovated in 2004 by Martha Schickel Dorff, Architect/Principal of Schickel Design, and used concrete for the parking lot, we got the heat island reduction credit. We also planted a tree, drought-tolerant flowers, sedum with 50% open-area pavers, and installed a rain barrel. No problem with the community connectivity or public transportation. And riding a bike to work is easy because the path is along the old canal route. Over-The-Rhine was a term given to the city north of the canal.

One of the challenges was getting the 30% water reduction credit for 6 points. We modified our single-flush toilet with a dual flush attachment and added a hand washing basin over the water closet. When your toilet is something you show off to everyone that comes to the office, you keep it clean! A 1.25 gpm shower head and 1.5 gpm sink aerator rounded out our effort.

It was easy to replace the light bulbs with CFLs and LEDs. The \$3600 pellet stove was more of an investment but it's renewable because the pellets are made of sawdust and would decay and release its carbon anyway. An Energy Star Cannon copier and our Mac computers, which went Energy Star years ago, gave us 91% Energy Star plug loads. We used over 75% occupancy sensors with daylight cut offs.

The project included 100% reused furniture, 100% existing interior walls and new carpet squares from a salvage center. Diverting the 11 lbs. of carpet scraps from a landfill was very hard. To be recycled, the carpet squares needed to have their layers shaved off in stages to properly recover the different materials. They were shipped to Tacoma, WA!

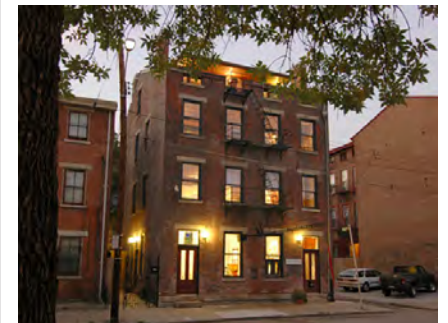
Indoor air quality improved with a MERV 13 air filter, a CO2 sensor, low-VOC shellac to paint the FSC plywood sink cover and walk off mats keep dirt from ever entering the office.

## ABOUT LOHRE & ASSOC. & GREEN CINCINNATI EDUCATION ADVOCACY

The company's goal is to help promote Green Building and provide the public with the resources needed to advocate for the USGBC LEED Certification process. Through our LEED documentation, seminars, tours, classes and one-on-one mentoring - green thinkers, designers, visionaries, activists, home owners, educators, students, contractors and suppliers are encouraged to learn more about the USGBC and practices in designing and constructing energy efficient and sustainable structures for the benefit of their family and the world.

"My love of architecture moved me to purchase a 1956 FLW home in 2003. My search for the progress of his Organic Architecture led me to the U.S. Green Building Council and truly modern sustainable architecture and how it means renovating a 160 year old office in historic downtown Cincinnati."

Chuck Lohre, President of Green Cincinnati Education Advocacy, Green Marketing division of Lohre & Assoc. Advertising



**Lease Holder:** Lohre & Assoc., Inc. Marketing Communications, Green Cincinnati Education Advocacy

**Prime Contractor:** Chuck Lohre, LEED AP ID+C

**Architect, Developer, Owner:** Martha Schickel Dorff, Schickel Design Company

**ASHRAE 90.1-2007 Interior Design Compliance:** John Grier, LEED AP, John R. Grier, Architects

**Commissioning Agent:** John Harrington, LEED AP, Perfection Group

**LEED Ventilation Systems Engineer:** David Blevins, LEED AP, Perfection Group

**Landscape Consultants:** Steve Kramer, Wm. Kramer & Son, Inc. Roofing; Michelle Anderson, Flourish Landscape and Interior Design; Lisa Yunker, City Roots

**Featured Product:** Philips Endura LEDs, Becker Electric  
**Material Resources Consultant:** Ken Knowlton, LEED AP, Forge Lumber

**Project Size:** 800 square feet

**Total Cost:** \$9,549. including USGBC LEED fees

**Cost Per Square Foot:** \$12

**Location:** 126A West 14th St., 2nd Floor, Cin., OH 45202  
Phone: 513-961-1174, [www.green-cincinnati.com](http://www.green-cincinnati.com),  
[www.lohre.com](http://www.lohre.com), Email: [chuck@lohre.com](mailto:chuck@lohre.com)  
Tours and visits welcome.

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## ABOUT LEED

The LEED® Green Building Rating System™ is the national benchmark for high-performance green buildings, [www.usgbc.org](http://www.usgbc.org) or call 202-828-7422.