

Midtown Lofts Integrity® Windows and Doors





The multi-building complex, arranged around a landscaped courtyard, offers 72 units in a wide variety of sizes and styles. Well-planned, high-density urban building projects like Midtown Lofts are a key element of smart-growth solutions, and energy-efficient, high-performing windows and doors are critical to their success.

Following a smart-growth philosophy, the Lander Group created a stylish, urban village to draw new residents to a revitalized industrial area.



Intelligent Construction, Smart Growth

Energy-efficient and sustainable building materials play a crucial role in revitalizing urban areas into vibrant, thriving neighborhoods. The Midtown Lofts complex, a beautifully designed, multi-family-ownership development inspired by the “smart growth” philosophy of its award-winning* creator, Lander Group Urban Development, stands as a successful and attractive example of building professionals partnering with manufacturers like Integrity® from Marvin Windows and Doors to deliver projects that help transform and renew urban neighborhoods on the rise.

Smart growth describes a movement among planners, developers and concerned citizens that supports growth but seeks to reclaim existing urban infrastructure rather than contribute to suburban sprawl. The effort aims to revitalize cities, promote more compact and transit-oriented development, and conserve farmland and other open spaces.

Well-planned, high-density urban building projects like Midtown Lofts in the Midtown area of Minneapolis are a key element of smart-growth solutions, and energy-efficient, high-performing windows and doors blur the divide between indoor spaces and the neighborhoods that are coming into their own.

Windows! Windows! Windows!

Midtown Lofts continues the legacy of urban loft living, which has its origins in converted industrial spaces with open floor plans, unconventional surfaces, high ceilings and, frequently, a high window-to-wall ratio. Modern loft developments reinterpret those characteristics, making them accessible in a variety of neighborhoods and providing plenty of urban character without the drawbacks associated with aging industrial buildings. At Midtown Lofts you’ll see clean lines, flowing floor plans, soaring ceilings, and windows, windows, windows. In a 1000-square-foot loft, there may well be six large multi-window groupings, each measuring 50 square feet or more, totaling more than 300 square feet of windows. Multiply that by Midtown Lofts’ 72 units and you have, as they say in Minnesota, a heckuva lot of windows.

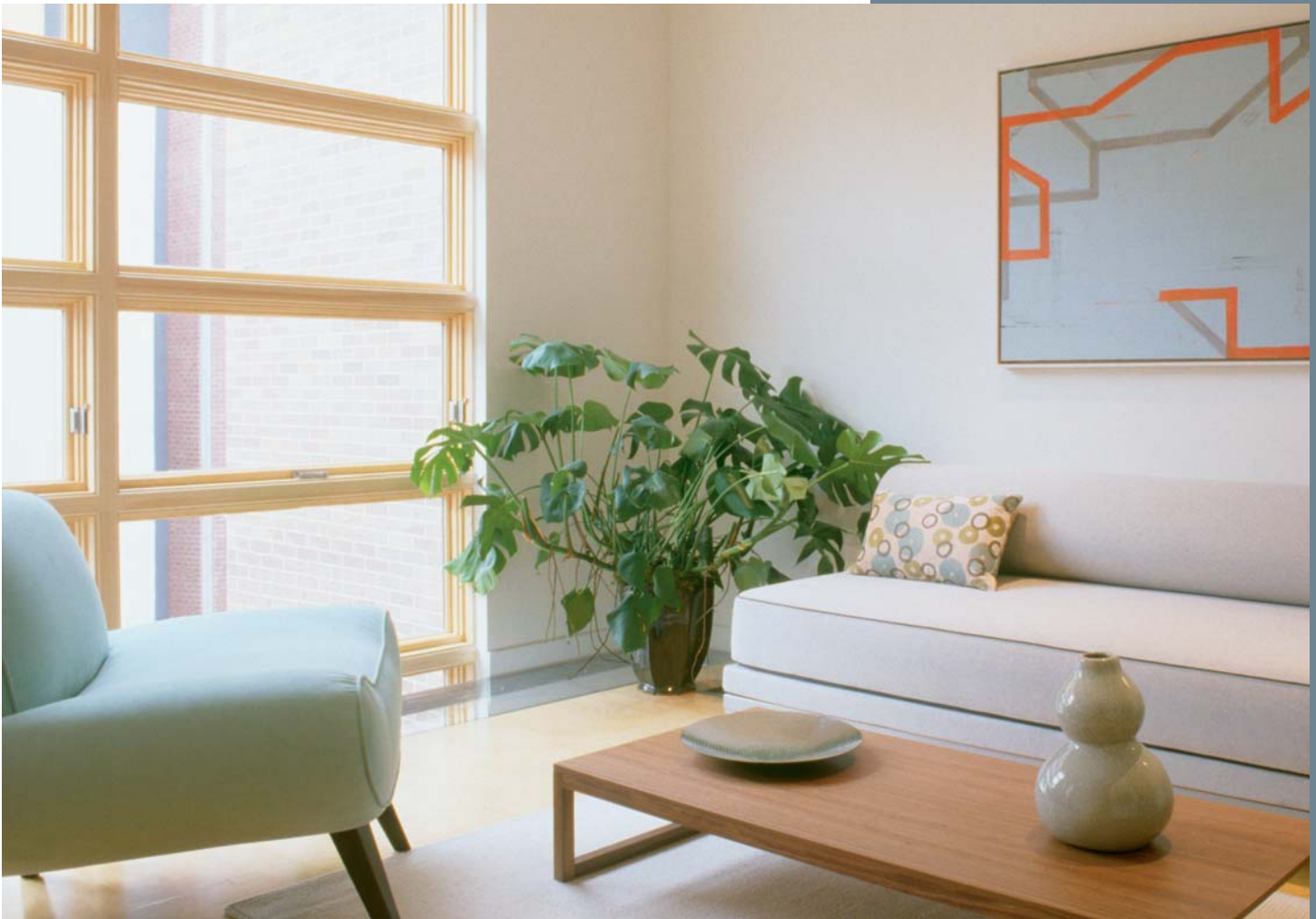
All of the hundreds of windows at Midtown Lofts are made by Integrity Windows and Doors. In fact, many of the windows in the Integrity Wood-Ultrex® catalog are used here in creative configurations: Awnings, Casements, Picture and Double-hung windows, and Inswing French doors. The right windows and doors maintain the aesthetic and structural integrity of a building, and Midtown Lofts offers an outstanding example of how combining standard-size windows into inventive assemblies can create tremendous variety and visual interest. In some units Lander Group stacked Integrity Awning windows in four-high columns and positioned one of the stacks around an Inswing French door to create a sophisticated look and add dimension to the room (See back cover).

Residents also get the benefit of lofts that are flooded with natural light, bringing a clean, bright look to these new urban homes. And because Integrity windows are among the best-performing windows available, owners also get the satisfaction of knowing their windows are highly durable and extremely energy-efficient, reducing heating and cooling costs and enhancing the value of their investment.

An Easy Decision: Windows with Integrity

Integrity windows and doors are built to last with fiberglass construction. Integrity pioneered the use of pultruded fiberglass in windows and doors, creating an attractive, low-maintenance and highly durable line of products. Integrity’s signature Ultrex

*Lander Group recently won several major industry awards, including four Best in American Living Awards in 2005 and the Best Multifamily Development Firm of the Year 2006. Visit www.landergroup.com for more information.



fiberglass material is twice as strong as steel and eight times stronger than vinyl, outlasting and outperforming virtually all other window or door materials. These characteristics help Integrity® products stay square and true to simplify installation and resist damage during installation and harsh weather, resulting in significantly fewer callbacks. The clear Integrity advantage comes from a patented finishing process developed through years of experience, applied up to three times thicker than on vinyl or other composite products. The finish makes Ultrex® highly resistant to scratching, fading, and corrosion, which means the exterior never has to be sanded, scraped or painted. All Integrity windows and doors are backed by a dependable warranty (20 years on insulated glass, 10 years on product) that is transferable from owner to owner.

Integrity's combination of thoughtfully-engineered products and great customer service guarantees on-time delivery and virtually no callbacks for the builder – exceedingly important in large, multi-family projects like Midtown Lofts, as the Lander Group's founder and president, Michael Lander, confirms: "We've had very few problems, but Integrity's responsiveness to any problems that arise is a huge factor. We don't have to worry about whether they will stand behind their products."

As a result, the Lander Group has been enthusiastically relying on Integrity products for many years. As Michael Lander says, "It's almost a default decision for us now, to choose Integrity. We're very familiar with the product line, and very familiar with the performance. There are so many decisions to make in a large development, so many products to consider – it's really nice not to have to stress over the window decisions."

At Midtown Lofts, the Integrity windows' durable, low-maintenance Ultrex exteriors and rich, warm wood interiors fit the Lander Group's vision of providing their customers

Integrity Awning Windows

Windows from Integrity fill the lofts with natural light, bringing a clean, bright look to these new urban homes while meeting the highest standards for energy efficiency – even when used in large assemblies.

Integrity Awning Windows and Inswing French Door

Midtown Lofts continues the legacy of urban loft living, with open floor plans, unconventional surfaces, high ceilings and windows, windows, windows. Here, Integrity Awning windows are stacked four-high and positioned around an Inswing French door to add dimension to the living space.



An Award-Winning Project

Midtown Lofts has recently won several prestigious local and national building industry awards, including:

2006 Builder's Choice Award

2006 Residential Architects Vision and Excellence (RAVE) Award

Two 2005 Best In American Living Awards (BALA)

Finalist in Pillars of the Industry Awards

with great quality and great value. With the recent boom in multi-family-ownership developments, the loft market is a competitive selling environment these days, Lander notes: "There's tons of competition. We need to distinguish ourselves, and we get a very limited amount of time with these folks. Using Integrity® from Marvin makes it a simpler process; we don't have to spend a lot of time talking about the windows. Windows really are a significant cost component, structural component, energy component. People do care about the windows. They know and respect the Marvin brand, and we can move right on to other subjects."

A Green Approach to Building

The Lander Group has taken a leadership position in the ecologically-friendly building movement, winning numerous national awards and garnering plenty of attention for their developments' green characteristics, as well as their overall high quality. Midtown Lofts is yet another standard-bearer for the Lander Group philosophy – built on a site reclaimed from a former industrial zone, using a high-density, smart-growth approach, energy-efficient appliances, low-VOC (volatile organic compounds) paints, highly renewable bamboo flooring, and windows from Integrity that meet the highest standards for energy efficiency. "We had very strict energy calculations for these units, and the Integrity product held up – even in these quantities," says Michael Lander. "That's tough in Minnesota's climate."

While the Lander Group has been a green pioneer, the green building movement is rapidly going mainstream, and high-performance windows play an important role in achieving the desired standards of energy conservation in just about every type of building project. Integrity windows use energy-efficient glass, giving rise to outstanding insulation. Standard glazing includes Low E II insulated glass with Argon, and all windows meet and exceed NFRC and ENERGY STAR® guidelines. Fiberglass is also a more environmentally friendly material than vinyl, containing minimal volatile compounds and manufactured not from petroleum and other hydrocarbon-based materials, but from an essentially inexhaustible supply of glass, or in its most basic form, silica sand. Ultrex® fiberglass is made from 10 percent recycled materials, and has around 80 percent less embodied energy than aluminum and 39 percent less than vinyl. Ultrex's manufacturing plant is the only pultruded fiberglass maker to comply with the 1990 Clean Air Act, and has been certified Maximum Achievable Control Technology (MACT) by the Environmental Protection Agency (EPA) since 1994.

Integrity Windows and Doors is also a leader in implementing greener production processes, and takes pride in its long history of recycling and waste-reduction efforts. Integrity, based in Fargo, N.D., was awarded the Greener North Dakota Award for 2005 by the North Dakota Solid Waste & Recycling Association (NDSWRA), recognizing the company's positive role in reducing the environmental impact of its operations.

An Urban Village that Shines

After more than 20 years in the urban development business, the mission of the Lander Group remains "building great neighborhoods." To help with the rebirth of the Midtown neighborhood, the future site of Midtown Lofts had to be thoroughly cleaned up after decades of industrial uses had left their environmental mark on the area. In place of the old industrial grounds, the Lander Group envisioned a stylish, well-designed urban village that would draw new residents to the area. The attractive loft complex would heighten the appeal of the neighborhood while the increased population would invigorate the local economy and help a tired district experience vibrant new life, with loft residents enjoying easy access to an increasing array of urban amenities – the city's trademark lakes, the Midtown Greenway, coffee shops, restaurants,



interesting stores and entertainment options, all just a quick transit ride from the city's business center and many thriving arts venues.

The Lander Group's vision has become a reality. Completed in 2005, Midtown Lofts now occupies half a city block, with 72 units in a wide variety of sizes and styles in a multi-building complex arranged around a landscaped courtyard and fountain. Secure, heated underground parking keeps vehicles close at hand but out of sight. The complex includes 3-story townhouses, both 1 1/2- and 2-story dwellings, and single-level flats stacked three and four stories high. Units range from 750 to 1,700 square feet in size. Every home has its own outdoor space, and these balconies and ground-level or roof-top patios call to mind the front porches of the traditional older homes just down the block. That's intentional: integrating the new with the old is an important part of the Lander Group philosophy.

All 72 units at Midtown Lofts are sold. Loft residents have the best of both worlds: they have the comforts and advantages of new, state-of-the-art construction and the appeal of great design and environmentally-friendly living, while enjoying the energy of urban life to its fullest. From a prime location just off the Midtown Greenway, a pleasant trail along a recently reclaimed railroad bed, residents can bike to the nearby Minneapolis chain of lakes or grab a great cup of coffee just around the corner. Life is good in Midtown.

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Midtown Lofts
Minneapolis, MN

Developer: The Lander Group
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www.landergroup.com

**Dealer: Marvin Design Gallery by
Shaw/Stewart**
Minneapolis, MN

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