

Citiline adopts eco-friendly strategy

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Citiline Resortline Development and Construction is launching a green campaign at one of its pending condominium projects and hopes to expand the effort to all of its new developments.

The company plans to use a variety of environmentally friendly techniques at a 99-unit condo project it is planning on Central Avenue. Citiline officials decline to disclose details of that project.

But Tim Crawford, president of development, says the Central Avenue venture could serve as a model for all the company's future construction.

Citiline is working on the effort with the Raleigh-based N.C. HealthyBuilt Homes Program, which has established guidelines for developing ecologically sound projects.

The program certifies projects of small and mid-sized home builders that practice sustainable building standards. Those standards include the use of building materials and processes that reduce pollution and limit energy and water consumption.

Citiline has used green building principles in the Asheville area, and the company looks forward to employing them here, says Todd Bolyard, president of construction.