

SUSTAINABILITY



PRESERVING RICH HISTORY WITH NEXT GENERATION IN MIND

Hotel Julien Dubuque's \$30 million renovation and restoration project has reinforced historic Main Street as the focal point of Dubuque. The renovation transformed the Hotel Julien Dubuque into an amazing boutique hotel through the use of local products, recycled architectural components, a closed-loop geothermal system, products made from recycled tires, and more.

"When we committed to the new era for Hotel Julien Dubuque, we simply decided to do it right," Tony Pfohl, a third generation owner of the property said. "We took a look at what was happening in Dubuque and around the nation. We preserved everything and made some choices that didn't make financial sense. But this property was my grandfather's folly; he loved the place. Making more sustainable choices now fits with our City Father's Sustainable Dubuque initiatives and our grandfather would have liked that, too."

"Historic preservation itself is more sustainable and adds tremendous value to our Main Street neighborhood," Dan Lobianco, Executive Director of Dubuque Main Street Limited said. "In general, these types of projects cost a lot more – but more for labor not materials, which is inverse to new construction projects. Hotel Julien Dubuque's investment benefited local workers, families and businesses; the impact of these 'green jobs' is significant to our community."

LEGEND AND LORE FROM THE ORIGINAL HOTEL

Working with Studio R Interiors, the owners carefully planned reuse of materials from the original hotel. The team refinished and repainted ornamental metal, old crowns, wooden and metal corbels and placed them in different locations for a different use.

"Sustainability is nothing new to our family," Pfohl said. "My grandfather loved to salvage old things."

Pfohl went on to tell this story to illustrate his point: "We have a beautiful mirror from the famous Ziegfeld Theater in New York that my grandfather saved before they demolished it. The gentleman who had the contract to tear down the theater called my grandfather and told him to go through and pick out what he liked before it was all gone. My grandfather marveled at the story about each of the famous stars who took one last look at their costume, hair and makeup in this mirror moments before they stepped on stage to perform."



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OTHER SUSTAINABILITY SPECIFICS

The closed-loop geothermal system is an arrangement of 117, three-hundred foot wells that provide adjustable temperature control throughout the nine story property. "The project was fortunate to have the acreage in a downtown setting. Closed-loop geothermal fits with the owners' desire to preserve the property and it is the most sustainable of any heating and cooling system," Dennis Willet, Manager, Advantage Sheet Metal said.

The white roof was installed by a local company that specializes in the high efficiency and energy saving roof material. The white roof simply reduces the impact during cooling months.

Zephyr Aluminum installed the front windows on the west side. The frames were replaced with energy efficient thermal aluminum framing with high performance low e insulated glass. More than 80% of the light fixtures on the property use compact florescent lighting, timers and/or motion sensors.

Today, there's a committee made up of representatives from every department in the hotel responsible for submitting new "green" operational ideas to add to green practices already in place that include water conservation in laundering linens and towels, use of green products, and recycling of paper.

