

## **KTGY Principal Chris Texter to Speak on Housing Innovation and Sustainability at Orange County Housing Summit in Irvine**

*KTGY's Chris Texter, AIA, NCARB, LEED AP and principal has been invited to participate as a speaker at Orange County Housing Trust's fourth annual summit on May 20, 2010, at the University of California, Irvine, at the Student Center from 8:30 am to 2:30 pm. Texter's presentation, "New Ideas and New Direction: Housing Innovation and Sustainability," will focus on the new design trends, green products and sustainable technologies that are influencing the housing industry. The presentation, which begins at 10:55 am, will include examples of recent and future communities that demonstrate innovative and practical solutions to sustainable communities.*

May 13, 2010 (FPRC) -- IRVINE, CALIF. - Award-winning KTGY Group, Inc., Architecture and Planning, is pleased to announce that Chris Texter, AIA, NCARB, LEED AP and principal has been invited to participate as a speaker at Orange County Housing Trust's fourth annual summit, "New Ideas & New Directions: Looking Towards the Future," on May 20, 2010, at the University of California, Irvine, at the Student Center from 8:30 am to 2:30 pm. This year's Summit will feature a diversity of experts who will bring insight and clarity to the county's and state's housing status and offer their views on Orange County's housing future.

Texter's presentation, "New Ideas and New Direction: Housing Innovation and Sustainability," will focus on the new design trends, green products and sustainable technologies that are influencing the housing industry. The presentation will include examples of recent and future communities that demonstrate innovative and practical solutions to sustainable communities. The projects will illustrate how architectural design is impacted by Sustainable ideas imposed on the community and by ideas by choice. These will include communities that promote sustainable lifestyles by way of Transit Oriented Development, Mixed Use or Urban Infill to sustainable building construction in Urban and Suburban communities. The presentation will demonstrate the ability to integrate sustainable building practices into the planning, construction and operation into affordable and market rate construction. His presentation begins at 10:55 am.

"It is no longer a question of providing sustainable design features as a novelty because sustainable building practices have gone main stream," Texter said. "The builder or developer that is not incorporating sustainable features will be behind the market demand. We are now at a point of determining the furthest extent to which sustainable building practices can be integrated based on market demand, selling/renting prices and budgets."

The question is how will planning and architecture actually influence the lifestyle choices that lead to sustainable "living" not just a sustainable "building," Texter asks. "Planning communities based on a core that supports the adjacent living will have a different impact on our lifestyle than the recent past. Whether this adjacency is either vertical or located across the street, differing uses are no longer seen as non-compatible. Furthermore, not only are these uses compatible but they are harmonious and should exist as one in a sustainable living environment. The focus has broadened from the sustainable building product to the sustainable community to the sustainable city," Texter said.

Concentrating on multi-family and mixed-use developments, Texter is called upon for his keen knowledge and talent in code interpretation, leading to unique solutions and innovative designs for KTG's clients. With nearly two decades of experience throughout California and Nevada, Texter excels in the resolution of complex challenges including difficult sites, tight budgets, and scheduling concerns.

For more information about the event, visit [www.ochousingsummit.com](http://www.ochousingsummit.com).

About KTG Group, Inc.

Established in 1991, KTG Group, Inc., Architecture and Planning, provides comprehensive planning and award-winning architectural design services for residential communities, retail, hospitality, mixed-use and related specialty developments. KTG delivers innovative solutions that reflect clear understanding of development, marketing and financial performance and takes particular pride in its highly motivated and principal led studios. Serving clients worldwide, KTG maintains offices in Irvine, Oakland and Santa Monica, and in Denver. See [www.ktgy.com](http://www.ktgy.com).

#### **Contact Information**

For more information contact Anne Monaghan of Monaghan Communications  
(<http://www.KTGY.com>)  
949-722-2933

#### **Keywords**

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