

Putting It Together Managing & Leasing A Green Building



The Decision to Build Green

- Set an example to REALTORS
- Improved acceptance of project by DC Government
- Obtain marketing advantage
- NAR occupies 5 floors
Guidelines establish tenant build-out to LEED standards



Benefits of Building Green

- 30% Lower Operating Costs (30% less energy, 30% less water used)
- Nominal 2% increase in Construction Costs for green upgrades
- Attract and retain the best people (with increased productivity and health)





Wisdom of NAR Green Building Experience

- Start Early
- Select team members committed to prioritizing green building goals
- A Commitment to Succeed: Attitude and follow-through are key
- Prioritize LEED in design and construction
- Establish a clear chain of responsibilities





NAR Builds Green: Site

- Site Selection - Built on appropriate land
- Development Density - In min. 2-story urban development area
- Brownfield Redevelopment - Cleaned up site of former gas station
- 27,000 tons of soil and 533,000 gallons of groundwater removed from site



Courtesy DC
Office of Planning



Photo by Allan B. Sledge, NAR



NAR Builds Green: Site



Courtesy of Schumin Web Transit Center



Courtesy of www.waba.org



Courtesy of Toyota

- Public Transportation Close to Metro.
- Bicycle Parking and Shower Access
- Electric Vehicle Recharging stations and preferred parking for hybrid and electric vehicles



NAR Builds Green: Site

- Reduce Heat Islands
Shade trees and light colored paving reduce heat gain
 - Underground parking
 - White roof pavers
- Light Pollution
Reduction Fixture cut-offs prevent light spillage



Photo by Allan B. Sledge, NAR

NAR Builds Green: Water

- Landscaping irrigated by captured rain water





NAR Builds Green: Water



- Water Efficient Plumbing
 - Low-flow faucets with motion sensors
 - Water free urinals result in 30% water saving, are more sanitary and don't smell.

Photo by Allan B. Sledge, NAR

NAR Builds Green: Energy



Photo by Allan B. Sledge National Association of REALTORS®

- Exceeded code standard for LEED minimum energy use
- 30% more energy efficient as compared to standard code compliant building
 - High efficiency exterior glazing
 - High efficiency HVAC equipment

NAR Builds Green: Energy

- Narrow Footprint allows access to daylight
- High efficiency lighting
- Daylight “harvesting” dimming controls save energy
 - Dims fixture automatically based on available daylight
 - Lower operating temperature reduces cooling requirements



Photo by Allan B. Sledge NAR



Courtesy of www.justrightlight.com



NAR Builds Green: Energy

- No ozone-depleting refrigerants used in HVAC system
- Building systems verification (commissioning) during building start-up ensures proper function
- Energy Star Appliances and Equipment further reduces energy consumption



NAR Builds Green: Energy



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- Green Power
 - All tenants required to purchase minimum 50% of electricity load from green power supplier for 2 years (financed from their energy savings)

NAR Builds Green: Materials



Photo by Allan B. Sledge, NAR


- 13% Materials Recycled Content
- 89% Materials Manufactured Regionally
- NAR interiors feature rapidly renewable and certified wood products-Tenants are encouraged to do the same



NAR Builds Green: Indoor Environmental Quality



- CO2 Monitoring
- Low Emitting Materials: Paint and Carpet
- Indoor Chemical Pollutant Source Control
- NAR interiors use low emitting furniture-tenants are encouraged to do the same



NAR Builds Green: Indoor Environmental Quality

- Daylight and Views
 - Daylight and (terrific) views from all regularly occupied areas
 - Daylighting proven to create happier, healthier, more productive employees





NAR Builds Green: Innovation and Design Process

- Public Education Program
- Green Housekeeping Program
- Exemplary performance for Regional Material Use (89%)
- Exemplary performance for Urban Heat Island reduction with 100% underground parking
- LEED Accredited Professional on the Team (www.greenshape.com) guides process



NAR Green Building Successes

- Best Real Estate Deals of 2003 - Best Architecture Award and Best Financing Award (Washington Business Journal)
- LEED Silver certification (U.S. Green Building Council)
- 2005 American Architecture Award (Chicago Athenaeum Museum of Architecture & Design)
- 2005 Sustainable Design Award - Design Excellence Citation (Boston Society of Architects/New York City Chapter of the American Institute of Architects)
- 2005 Honor Award (Boston Society of Architects)
- 2005 Bronze Award (Building Design & Construction Magazine)
- 2006 Peoples Choice Award (AIA New England Design Awards)
- 2006 Presidential Citation for Sustainable Design (Washington, DC Chapter of the AIA)



Lessons Learned Management

- TRAINING
- TRAINING
- TRAINING



Lessons Learned Leasing and Marketing

- Elevator speech was not enough – there continues to be a lack of knowledge regarding green building
- More time was needed examining the barriers, motivations and rewards for tenants to choose 500 New Jersey Avenue – we could have done a better job differentiating ourselves
- Perception of higher cost was very hard to overcome



The “Green Lease” Goals

- Define achievable objectives
- Bring legal and environmental principles together
- Framing the environmental objectives
- Implications for design, fit-out and ongoing operations



The "Green Lease"

One Size Does Not Fit All

- To address base building requirements in a LEED®-NC or CS project
- To address Landlord commitments to a tenant pursuing LEED-CI
- To address a Landlord's ongoing sustainable goals that will impact operations or costs



The “Green Lease” Important Elements

- Complete and clear definition of operating expense pass-through procedures
- Ability to amortize ongoing operational enhancements
- Tenant manual and construction guidelines



The “Green Lease” Important Elements

- Building and contractor rules & regulations
- Specifications for sustainable services and tenant requirements



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