

Q & A – Summary of Waterfront ROI

1. What is Green (sustainable, LEED) Building?

Green Building (Wikipedia) – is the practice of:

- a. Increasing the efficiency with which buildings and their sites use and harvest energy, water, and materials
- b. Reducing building impacts on human health and the environment, through better siting, design, construction, operation, maintenance, and removal
- c. The complete building life cycle.

LEED – a national and international rating system for sustainable design and construction. “The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED provides a roadmap for measuring and documenting success for every building type and phase of a building lifecycle. (US. Green Building Council)

2. How do building green advantages translate into marketing my projects?

Quick Answer -- with commitment and focus you are offering a better product to the customer. (Ex: Walmart, Nucor, Chevron, BP, GE)

- a. Allows entry into new markets or difficult to reach customers
- b. The process requires committed planning teams
- c. Proprietary products and services present additional income opportunities
- d. Reinforces company good business practices
- e. Regulatory agencies become partners instead of adversaries

3. What are the facts about green buildings?

Building green is no longer based on dreams and ideas. There is a history of positive data. Commercial building specifics include:

- a. Lower facility management costs. (30-60% less energy bills)
- b. Fewer call backs and warranty issues.
- c. Faster lease-up of commercial space
- d. Better working environment (less sick time and time off)
- e. Less impact on natural resources

4. How does this apply to waterfront development and marinas?

- a. Waterfront projects are high impact both economically and environmentally
- b. Regulatory agencies are looking for assistance
- c. Projects are the focal point of many destinations which will create a ‘grandeur’ scale for marketing both company and green concepts.
- d. Industry leadership role and extension of Clean Marina initiatives are needed

5. What can my company do?

- a. Develop internal procedures and industry guidance (commitment and priority)
- b. Train for and market for more sustainable projects
- c. Increase involvement (be an ambassador for the cause)

6. What does going green cost me?

The process can be as simple as introducing new safety procedures. For a more integrated approach, consider inexpensive capital requirements:

- a. Cost of repackaging your marketing material and new company focus
- b. Cost of implementing new procedures and construction practices.
- c. Cost of new product review and reporting time
- d. Savings from vendor and supplier discounts for use in green demonstrations.
- e. Streamlined building and regulatory permit processes
- f. Environmental and sustainable building funds (and grants)
- g. More efficient construction procedures – translate into lower bids

7. Who Is My Network?

- a. Existing customers and projects
- b. Coordination with (and introduction to) design professionals and agencies
- c. New marina and waterfront projects - other company's involvement (major corporations have a representative designated to "going green" - it's like having 'a foot in the door')

8. Show Me A Typical Project Model

- a. Core project – showcase for environmental compatibility, waterfront destination
- b. Review and monitor additional waterfront structures
- c. Consider related events (and structures) which impact the site
- d. Consider destination enhancements – entertainment, shops, lodging
- e. Consider a “Learning Laboratory” (waterfront story – library, museum, parks)
- f. Consider corporate partnerships (suppliers, agencies, energy corporations)

9. Give Me Examples

- a. The first LEED certified marinas are built.
- b. Green Building policies are being enacted in many waterfront communities.
- c. Green Building maintenance data is proving the process works.

10. Who's Who?

Where to get more information – Contact us to find out more about how the following organizations can assist your waterfront development.

- a. U.S. Green Building Council
- b. Clean Marina & Green Building Partnerships (i.e. Green Lodging, tourism groups)
- c. Green Master Spec (Construction Specification Institute)
- d. Association of Marina Industries
- e. Local, National and International Energy Grant Programs

Reviewed by

TECHBlue Center