

Me Eyes Must Be Deceivin' Me!

—Shamrock O'Toole

Building color isn't usually a headline grabber—that is unless that color happens to be GREEN. Take, for instance, 330 Fellowship Road, one of four "Class A" office buildings located on 20 acres within Liberty Walk at East Gate in Mount Laurel.

Liberty Walk has more than a mile of interconnected walkways with brick patios, flowing ponds, fountains, music and sculptures. This four-story building, sure to be a landmark in the south Jersey skyline, features a distinctive brick, stainless steel and glass design, with elegant lobby and restroom features, as well as abundant parking and that oh-so-very-distinctive color...GREEN. Now, of course, you can see from the photo pictured above, we are not talking about a colorful leprechaun hideaway, but rather the new standard in building design and construction. It's "green" through and through.

Green building design has rapidly emerged from a novel practice to a driving force in the design and construction industry. Whereas this concept was previously viewed as risky and unproven, design and construction professionals are now employing more developed and established technologies to improve energy efficiency and reduce environmental impacts. Building green promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

For instance, the 330 Fellowship Road building, developed by Liberty Property Trust, one of the largest real estate companies in the U.S., offers numerous high performance features, including water reducing fixtures (such as waterless urinals and faucet sensors,) and energy-efficient

HVAC equipment with special filters and carbon dioxide monitors. It's no wonder that Liberty recently earned a U. S. Green Building Council Award for Corporate Leadership, as they have proven to be a leader in the development of high performance green buildings.

All sounds kind of sexy, doesn't it? But let's face it, there's "green" and then there's "the green"... like in the "show me the money" type of green, and this all sounds a little expensive. But what if you could build a building that doesn't cost more, that eliminates or reduces greenhouse gas emissions, that takes care of the environment and adds value to your product? Why wouldn't you?

Truth is, you probably would; you just need that one elusive initial ingredient—teamwork! Green buildings are designed using a comprehensive integrated process. This means that the project team spends more time at the front end of design, soliciting input from everyone who will be involved in the project—from the contractor, to the mechanical engineer, to the building owner. Building systems are designed to interact with each other so that energy savings can be optimized and redundancies avoided.

Designed by Meyer Architects and constructed by Penntex Construction, one of the more progressive and



Liberty Walk at East Gate...
an LEED success.

innovative construction managers in the Tri-State area, the 330 Fellowship design went from concept to reality in a matter of months. Bala Consulting Engineers, a national leader in LEED design programming, set the stage with the base mechanical design, while the rest of the mechanical team, namely Hutchinson Mechanical Services, Colm Engineering and Tozour Trane, set the wheels in motion for the HVAC systems well in advance of a shovel ever hitting the ground.

All in all, green has become a shorthand way to indicate a quality building. A LEED-certified building is a higher quality building because you're going through additional steps. There is a lot more whole-building modeling, energy modeling and systems integration. The building is more likely to be built as designed and operated as intended.

So, laddie, maybe it's time you start believing in leprechauns. March 17th is just around the corner and developers are starting to find out there may well be a pot of gold in "GREEN."



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