

# Going Green?

Over the past few years, members of the educational community have realized that building sustainably is a great fit with their educational and financial goals.

**Make the most of it  
with the  
Green Team**

After all, it not only reduces a facility's environmental impact but also maximizes its performance, reduces life cycle and utility costs and creates a healthier educational environment that is ideal for learning. While school administrators and educators are eager to embrace sustainable values, they may not know where to begin or how to achieve their specific goals. Building sustainably is a complex process that requires tremendous expertise as well as an integrated team approach to make the most of your choices. It's important to remember that each green choice can have implications for other aspects of the building or site.

## Introducing the Green Team.

Steed Hammond Paul recently launched a new process for helping its clients understand green design and implement a successful strategy for incorporating it in their facilities. They use an interdisciplinary approach that takes advantage of the "cross-pollination" of expertise and ideas from many disciplines. The result is the "Green Team," a sustainable design consulting service that can help clients bring their green values to life. Depending on the project's needs, the Green Team may include experts in such areas as site planning, architecture, interior design, all aspects of engineering, master planning and landscape architecture. They'll brainstorm ideas in the early stages of the project to uncover the best ways to meet

a client's sustainable goals, reveal opportunities for synergies and avert potential problems. According to Green Team architect Kevin Kreuz, AIA, LEED-AP, vice president of Steed Hammond Paul, "It's critical to think about sustainable design, materials and approaches early in the process. Even the site you select can affect the choices you're able to make later on."



## How Green Do You Want To Be?

The first step in the Green Team process is to help clients understand that sustainable architecture doesn't have to be an all-or-nothing choice. Clients might simply want to reduce their utility bills or maximize daylighting to improve student performance. Perhaps they may want to go a step further and also specify environmentally friendly materials. Or they may choose to build the most sustainable facility possible to achieve the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED®) certification.

Once the client's goals have been defined, the Green Team develops their recommendation of integrated methodologies and strategies. This proactive approach helps ensure that potential problems will be worked through in advance, and that all green strategies will dovetail in a successful project.

The Green Team process can also lead to even more far-reaching results. According to Associate Project Manager Charlie Jahnigen, LEED-AP, "As our clients work through the process, they often begin to think of possibilities they hadn't even considered before. They may find that they want to expand their green values into other areas, such as encouraging the use of alternative transportation."

## Going Green Makes Good Business Sense.

There's a common misconception that building sustainably costs much more than using standard building methods. While

that might have been true a decade ago, today the initial costs of sustainable building are just one to three percent more than standard building costs, and in some cases the same. In fact, many materials commonly used in educational buildings today already have high recycled content and low energy requirements.

The Green Team works closely with clients to show them the proven financial benefits of green building design. They point out the extended life-cycle cost savings such as reduced energy and operating costs, improved productivity and attendance, and community goodwill that can make the return on investment even more attractive.

By hiring a team of experts that understands which green elements have the most impact at the least cost, clients are able to stretch their budget and get the greatest value from their buildings. The Green Team's expertise in achieving green cost efficiencies can make a critical difference in getting the most from educational facility budgets.

## Bringing Your Green Goals to Life.

Steed Hammond Paul's Green Team is helping all types of clients better understand sustainable architecture and make the leap to building green. Its integrated, proactive process helps clients achieve their green goals in the most efficient and effective way. They're proving that the right team of experts can not only improve a facility's overall performance, but also provide a framework for making the best long-term decisions for the facility, the budget, the community and the environment.

## Highlights of the Green Team's Services

- "How Green Do You Want to Be" Assessments
  - Help clients prioritize their sustainable values
  - Develop alternative strategies and costs for different sustainable values
  - Life-cycle cost analysis of different green strategies
- Sustainable design master planning
- Computer energy modeling to determine the life-cycle costs of different design options
- Computer daylight modeling integrated with the HVAC and lighting design
- Grant and rebate strategies
- Market research for green strategies
- Sustainable architectural design services
- Sustainable site planning design
- Energy-efficient HVAC design
- Energy-efficient interior lighting
- Acoustical analysis
- Sustainable commercial interiors design services
- Sustainable strategies for existing buildings
- Construction administration
- Building commissioning (including HVAC, lighting and technology building systems)
- Green operations and maintenance procedures for new buildings

## LEED-Specific Sustainable Design Services

- Conduct training for LEED accreditation
- LEED certification consulting and documentation
- Evaluating project-specific LEED criteria for technical and cost viability
- Establishing project-specific LEED rating goals within project scope and budget
- Incorporate LEED criteria into plans and specifications
- Ensure LEED compliance through continual review of plans and specifications
- Oversee LEED credit implementation on the job site
- Prepare LEED certification documents for submittal
- Submit LEED certification applications
- Respond to USGBC review queries and comments
- Conduct LEED-related commissioning and measurement and verification services

## What Is LEED Certification?

The USGBC has established the LEED Green Building Rating System,™ which provides a national standard for developing high-performance, sustainable buildings.

The LEED system assigns points for various green building practices such as daylighting, building orientation and siting, material selection, air quality improvement, equipment recommendations and life-cycle costing. The higher the number of points, the higher the level of LEED certification—certified silver, gold or platinum.

The USGBC also offers accreditation for professionals such as architects, engineers and interior designers. LEED accreditation is awarded to building industry practitioners who successfully demonstrate proficiencies of green building practices and principles as well as familiarity with LEED requirements, resources and processes on a comprehensive exam. Steed Hammond Paul currently has more LEED-accredited professionals on staff than any other architectural firm in the region.

*Sometimes architecture is about putting your stamp on the earth—other times it's about having no impact at all. When you choose to build green you face many complex choices, and each has implications for other aspects of the building.*

*So when you're trying to choose which sustainable design elements make the most sense for your next building or renovation project, trust the experts at Steed Hammond Paul. Together we'll help you choose the shade of green that's right for you. Call us at 513-381-2112 or email at [green@shp.com](mailto:green@shp.com).*