

Sustainable Strategies in Retail Development

Presented By:
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Facilitator Information

Judson A. Kline, AIA, LEED AP, NCARB, Senior Director at Herschman Architects, Inc., a retail and shopping center design firm with offices in Cleveland Ohio and Tucson, AZ, where he has practiced architecture for 34 years. With an extensive list of retail and developer clients, his experience covers the entire spectrum of store concept design and production along with development and tenant coordination for shopping centers. Jud is licensed in 11 states and an Adjunct Professor of Architecture in The Kent State University College of Architecture and Environmental Design. He is a member of AIA (AIA Ohio Board Secretary 2009/10, Cleveland chapter board of directors, president 2001/2002, AIA Ohio Cleveland Director 2006, AIA 150 Cleveland Chair 2006/2007), Greater Cleveland Real Estate Organization President, Rotary Club of Shaker Heights, Ohio past President and member of ICSC Centerbuild Planning Committee. He serves on the Orange Village Architectural Review Board and Chairs the Village's Sustainable Building Committee, authoring guidelines for the Orange Goes Green Certification Program.

Graduate of Miami University (Ohio) with a Bachelor of Architecture degree with additional studies at the Architecture Association of Bedford Square, London, U.K. and Case Western Reserve University.

Jud served on the item writing committee for the ICSC CDP Professional Certification program. He is the author of numerous articles and contributed to publications: The ICSC Guide to Renovating and Expanding Shopping Centers the Smart Way and The ICSC Guide to Operating Shopping Centers the Smart Way .

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The Story of the developer and the Genie...

One day a developer was walking along the beach east of Cleveland



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Learning objectives

- Understanding Drivers
- Cost neutral approaches
- Process in pursuing objectives
- Recognizing the value proposition

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Focus of the discussion-assess objectives in terms of:

- Aligning corporate mission
- Strategies and tactics
- Value driven initiatives
- Insight to implement sustainable developments

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Drivers

- Tenant
- Legislative
- Investment



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Tenant Demand

- Improving the bottom
- Marketing
- Strategic alignment
- Keeping up

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Legislative Initiatives

- Codes
- Local, State and National Legislation
- Community Concerns

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Investment Community Pressure

- Perceived value
- Leaseability
- Operational cost effectiveness
- ROI

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Cost Neutral Approaches

- Aligning corporate values
- Analyzing assets
- Matching technology to values
- Life cycle benefits

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Process of pursuing objectives

- Understanding the Theories and Strategies
- Matching applications to project
 - Certification selection
 - Non-certified
- Budget alignment

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Understanding Strategies

- Consider optional sustainable applications
- Use project team – early contractor involvement
- Using high performance to increase value without significant additional investment
- Realizing green without greenbacks

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Understanding Theories

- Master planning site strategies
- Material selection
- Building design
- Innovative energy methods

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Master planning site strategies

- Evaluating efficient use of property resources
- Long term use of the site
- Adaptive re-use
- Demolition
- Physical configuration

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Master planning site strategies

- Waste disposal
- Recycling
- Selective demolition
- Utilities, infrastructure, storm and waste water management
- Landscaping
- Site Lighting

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Material Selection

- Application
- Level of Certification
- Environmental Impact
- Locality
- Design character

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Building Design

- Integrating planning and material
- Consider existing features
- Response to context
- Inventive application

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Innovative energy strategies

- Identity
- Operational costs
- Conservation
- Energy generation options

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Matching applications to project

- Determine certification desire
 - LEED
 - Green Globes
 - Energy Star
 - Others
- Non-certified approaches

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Matching applications to project

- Recognizing key opportunities
- Evaluating alternatives
- Concurrence
- Integration

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Budget Alignment

- Know the budget
- Value Based Design not Value Engineering
- Efficacy Cost/Benefit
- Agree on action

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Recognizing the value proposition

- Life cycle cost
- Ownership/management strategy
 - Flip
 - Own/maintain
- Leasing strategies
- Marketing/PR

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Application of strategies

- Stafford Park, Stafford Twp, NJ.
- Cedar Center South, University Heights, OH

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Stafford Park, Stafford Twp, NJ.

- LEED certified big box center
- Best Buy, Dick's, Petsmart



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Cedar Center South, University Heights, OH

- Neighborhood center
- Whole foods, CVS
- Application of sustainable building principles
- Non-certified



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Conclusions and Suggestions



Savings

Analyze options

Manage a plan

Survey knowledge

Marketability

Common sense approach

Legislative initiatives drive sustainability

Education is critical

Engage professionals

Develop goals based on owner values

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Conclusions and Suggestions

Determine cost/benefit value

Proactive Positive approach

Results

- Increase ROI
- Reduced carbon footprint
- Healthy environments
- Enhanced long-term value



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Achieving the objectives through:

- Understanding Drivers
- Cost neutral approaches
- Process in pursuing objectives
- Recognizing the value proposition

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**Thank you for your
attention and interest**

**For additional information or
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