



## A Growing Concern – Building Green

As a leader in the high-performance, green building movement, we get a lot of questions about the LEED program. We also get a lot of questions about the waterless urinals. So we'll get that out of the way — no they don't smell, and to cite just one example, at the Plaza at PPL Center they save 500,000 gallons of water each year.

The LEED (Leadership in Energy and Environmental Design) Green Building Rating System® is a voluntary national standard for developing high-performance, sustainable buildings. Projects are certified at different levels (Certified, Silver, Gold or Platinum) depending on the sustainable features incorporated in the building's design.

The growing focus on sustainability in corporate America is sometimes portrayed as a public relations issue rather than a financial issue. This cynicism misses the mark entirely. Business no longer has to sacrifice profit to reduce environmental impact, because the new generation of green buildings succeeds in decreasing costs and increasing productivity.

But how does Liberty profit? After all, the primary benefits of building green — reduced energy consumption, water use and waste; lower operations and maintenance costs; and increased occupant productivity, retention and health — are benefits that accrue primarily

to the occupant of the building, not the developer or owner of the building. In fact, there is often a premium to be paid by the developer to build green, although that premium is generally small and is shrinking as more green building products are developed.

Liberty has made a greater commitment to sustainable development through the LEED program than any other commercial developer.

The answer is that Liberty's business model is particularly well-suited to embracing sustainability. Liberty is both a long-term holder of an extensive portfolio of real estate, and a proactive provider of value-adding real estate solutions for our customers. As such, our interests are more closely aligned with our customers than many development companies. Our model values long-term return on investment over initial return. The single most profitable thing we can do is keep a property tenanted, and properties offering tenants enhanced benefits are more easily leased. This is why Liberty has more properties designed to achieve LEED certification than any other developer.

### ■ WHAT MAKES ONE CRESCENT DRIVE “GOLD CERTIFIED”?

- Urban reuse site takes advantage of existing infrastructure.
- Access to public transportation.
- Over 95% of construction waste recycled.
- Carbon dioxide emissions during construction reduced by 40%.
- Over 40% of construction materials of local origin.
- Over 30% of construction materials consist of recycled content.
- HVAC systems use 50% less energy than comparable buildings.
- Shading devices reduce solar gain.
- Reflective roof reduces heat absorption.
- Trees and shade reduce cooling needs.
- Wind-generated energy powers all common areas.
- Water usage is reduced by 30%.
- Abundant natural light reduces energy consumption, increases occupant comfort.
- Low VOC materials in interior finishes minimize airborne toxins.
- Native landscaping eliminates permanent irrigation.
- Stormwater management systems reduce burden on sewer system.



ONE CRESCENT DRIVE  
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