

HIGH PERFORMANCE REDEVELOPMENT

By JoAnn Petrizzo, ADK Realty & Consulting Services, LLC

Greening New Jersey: The sustainable “green” building movement sweeps the state

The sustainable “green” building movement is sweeping the nation and is definitely here in NJ. This year, eighteen buildings have been LEED (Leadership in Energy and Environmental Design) certified by the US Green Building Council (USGBC), up from six last year, and another 150 are registered for certification, up from 58 last year. But, what does that mean and why is it important to all of us?

In 1998, USGBC launched LEED, a rating system that establishes criteria for sustainable buildings. LEED is



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the national landmark for design, construction and operation of high performance green buildings and is changing the way buildings are being constructed. Today, building owners, tenants, and municipalities are demanding high performance buildings and major developers are meeting that demand. According to the USGBC, more than 4,000 buildings are LEED certified or in the pipeline for certification and 33,000 professionals have earned accreditation.

Large corporations are adopting a corporate philosophy to build green. PNC Bank

is the first US bank to apply green building principles to all of its newly constructed or renovated retail locations. With 27 LEED certified buildings, PNC has more green buildings than any other company in the world. Nearly half of these are located in New Jersey. They are joined by the Goldman Sachs building in Jersey City and the Willow School in Gladstone-Peapack.

Camden’s Waterfront Technology Center is the first public project to be LEED certified in the state. A New Jersey Economic Development Authority project, the building

has achieved LEED-CS (Core Structure) Gold certification.

In addition, many municipalities are incorporating green building principles and LEED in their redevelopment plans. The Boroughs of Highland Park and Belmar both have launched broad-based sustainable building plans for their communities and the Township of Cranford has adopted a green building ordinance.

So, why build green? The cost of operating a green building versus a traditional building is significantly lower. With energy costs skyrocketing, it only makes good business sense to build green. In addition to water conservation and lower energy costs, green buildings provide a healthy indoor air quality and environment that equates to less absenteeism and more productivity.

But, change isn’t easy and there is a learning curve. Many builders believe that building green costs more. In reality, building green is very affordable and oftentimes no more costly than traditional building. The key is to work with a team of LEED accredited professionals at the outset of your project to ensure cost effective high performance results. In NJ alone, there are 746 LEED Accredited Professionals.

On June 8, 2007, the USGBC-NJ and the NJ State League of Municipalities are co-presenting “High Performance Redevelopment: A Conference on Brownfields Redevelopment, Green Buildings, Energy and Affordable Housing in Monroe Township, NJ. This one-day event focuses on brownfields redevelopment and green building. Developers and professionals expert in both fields will be offering their perspectives. In addition, municipalities and counties from across New Jersey will be showcasing properties available for redevelopment. A special “Access to Experts” segment offers attendees face-to-face dialogue with panelists.

Redevelopment and green building is our future. Join us and learn more.

JoAnn Petrizzo is the owner/ broker of ADK Realty and Consulting Services, LLC.



JoAnn Petrizzo, Owner/Broker

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ADK Realty & Consulting Services, LLC.

2446 Church Road, Suite #3E, Toms River, New Jersey 08753

Phone: (732) 255-4433 | E-Mail: jpetrizzo@verizon.net