

DRIVING BUSINESS ~ Green and Garages ~ a contradiction in terms...or not?!

March is indeed the month of “All Things Green” whether focusing on green shamrocks, the first hints of new grass or the value of green initiatives in our community including infrastructure such as parking garages and surface parking lots. Most people do not think of parking garages and the concepts of green building design or “LEED” certification in the same sentence. Garages seem out of place and ill equipped to master LEED certification demands. So is it even possible for garage structures to have LEED designation? The truth is, many LEED designations are no longer available for garages. So what is up with that?

Let’s take a look at LEED itself to try and understand this departure. First, what is LEED? Leadership in Energy and Environmental Design (LEED) is a set of rating systems for the design, construction, operation, and maintenance of green buildings, homes, and neighborhoods. Buildings can qualify for levels of certification based on six credit categories including Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality, and Innovation in Design. Developed by the U.S. Green Building Council (USGBC), LEED is intended to help building owners and operators be environmentally responsible and use resources efficiently.



Duke Parking & Transportation parking facility



City of Santa Monica parking facility

In 2010, Duke Parking & Transportation of Durham, NC announced the receipt of the nation’s first LEED designation for a free standing parking garage, the new Research Drive Parking Garage, from the USGBC. This marked the first recognition of its kind for a free-standing garage which featured “green” design elements including two 10,000 gallon cisterns to collect rainwater, overhead canopies using plants to provide shade, and low power LED lights. It is interesting to note that two years earlier, a new parking garage had already grabbed that green spotlight on the West coast.

In 2008, the City of Santa Monica, CA announced its Civic Center Parking Garage was the first building of its type in the country to receive a LEED-certified rating through the USGBC. The parking garage featured design strategies, materials, products, and construction practices that preserved natural resources, conserved water and energy, and reduced waste. It has quickly become a famous work of art with its solar powered multi-colored light array.

A change occurred in 2011 when LEED issued a ruling on buildings dedicating more than 75% of floor area to parking and circulation of motor vehicles were no longer eligible for LEED certification. However, parking garages connected to or on the site of a LEED project building may be included within the LEED project boundary.

Are you as confused as we are? The parking industry knew this change still did not diminish the need for green infrastructure choices in all type of garages and lots. And the green baton soon passed to another group that grabbed it quickly to keep the needed focus by creating the Green Parking Council’s (GPC) Certification Program. The GPC is an affiliate of the International Parking Institute whose byline is “We’re changing the nature of parking.” The council was formed from leaders in the parking industry to provide leadership for the green conversion of parking facilities to sustainable and environmentally responsible assets. They have combined ideals of parking, green building, clean technology, renewable energy, smart grid infrastructure, urban planning, and sustainable mobility. The GPC has developed a Green Garage Certification Program in support of their goal to build parking sustainability. The GPC has also established draft guidelines in over 40 areas to would allow for a Green Certification of parking structures – and it’s pretty intense. They have issued a 174 page booklet setting forth the details of the program in which points are assigned to provide ranking for a multitude of factors.

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Some of the top point getters are:

- Parking pricing strategies, access and control technologies
- Accessibility to Mass Transit
- Car share and ride share programs
- Education and Marketing programs
- Internal and External Wayfinding systems
- Energy efficient lighting
- Environmentally friendly cleaning supplies, recycling programs
- Construction waste removal, using local labor, and purchasing local building materials
- Management having certifications and credentials along with use of Innovative Concepts
- Support of alternative fuel vehicles such as charging stations and priority parking for Electrical Vehicles
- Shuttles or equipment using alternative fuel
- Bicycle parking, lockers, showers and bicycle repair and rental services
- Special parking for small cars, motorcycles, and scooters
- Fire suppression, tire inflation stations, water efficient landscaping, indoor water efficiency, grey water recycling, rainwater harvesting
- Energy efficient lighting, ventilation, HVAC systems, roofing systems, solar power, net zero energy buildings

Certainly, it's easier for newly constructed garages to meet these principles, but that doesn't mean sustainable opportunities do not exist for structures that predate these guidelines. PARK Roanoke has already incorporated some of these mandates into its operations and will continue to explore new strategies to keep the facilities environmentally friendly. Some of our "green" initiatives are: ice removal products from environmentally friendly chemicals; bicycle parking offered in all garages along with a fix-it station in Market Garage; energy efficient LED lighting installed and continuing to be a priority; and education and marketing programs launched. PARK Roanoke provides free parking to SmartWay Bus Riders further supporting mass transit. Alternative fuel is used in our scrubber and sweeper machines; lawn mowers/ blowers are all-electric; and, we actively use day light harvesting – meaning where there is natural light, there's no need to burn light bulbs. Pulse start or metal halide light bulbs are used in our newest Campbell Garage. Grassy perimeters around garages act to catch storm water runoff and during pressure washing, the dirty water loaded with oils and contaminants is collected and taken to a treatment facility. At PARK Roanoke, we are always striving to improve and support sustainability issues in our decision making, maintenance, and operations.

For more information on Sustainability in Parking visit:

www.greenparkingcouncil.org
www.parking.org
www.usbgc.org

This article was submitted by PARK Roanoke.

Campbell Garage in downtown Roanoke has many sustainable "green" features.



Training & Events

Thursday, March 13, 2014 .

TECH AND TOAST
SOCIAL MEDIA...

IS IT WORTH IT?

7:15 - 9 a.m.

Join the RBTC for Tech & Toast featuring a panel discussion from three local experts on the value of social media in business. Come learn how to make social media work for you and your company!

Location: The Inn at Virginia Tech, 901 Prices Fork Road, Blacksburg, VA.

Cost: \$25/person for members and \$44/person for non-members. Price includes breakfast. Prepayment and registration are required.

Information/Registration: Call 540.443.9232, or visit

<http://thetechnologycouncil.com/toast>

Thursday, March 13, 2014

BUSINESS BASICS -
START UP ASSISTANCE

4 - 7 p.m.

This class is an introduction to owning your own business. Topics include deciding on a legal entity, basic accounting and tax issues, steps you need to take for permitting and licensing, steps to writing a business plan, and basics of marketing & market research. The two and a half hour class briefly covers topics. Upon completing the class there is the opportunity to schedule one-on-one appointments with a professional SBDC counselor. Payment for class may be made by sending a check payable to the Roanoke Regional Small Business Development Center, 210 S. Jefferson St., Roanoke, Va. 24011. Please list the event and date in the memo line. For credit card payments, please call Tom Tanner at 540.983.0717, ext. 223. Cash payments may be made in person, or paid the night of the event.

Speaker: Tom Tanner

Location: Grandin Co-Lab, 1327 Grandin Road, Roanoke, VA

Cost: \$15/person. Prepayment and registration are required by Tuesday, March 11.

Information/Registration: 540.983.0717, ext.103