

Sustainable Development

Fall Course - Class 3

Environmental Design

Marketable Management

Design Methodology

- US Green Building Council – LEED - Leadership Energy and Environmental Design
 - Triple Bottom Line Strategy
- Sustainable Building Industry Council – SBIC - Whole Building Design
 - Low Impact Strategy
- Energy Star – US EPA Standard for Energy Efficient Management

Features

- High Value
- Low Maintenance
- Customer Attraction
- Safety & Security
- Stable Ownership (Less Transient Population)
- Community Interactive

Fundamental USP

- Infrastructure Choices
 - Cost / Value
- Legal Advantages
 - Maintenance / Security / Insurance / Disaster Control
- Consumer Attractions
 - Amenities / Unique Features / Advantages
- Physical Design
 - Marketability / Comfort / Investment

How Does it Sell?

FLOOR PLANS

Advantages

- Provide understanding of flow
- Outline Disaster Plan
- Demonstrate knowledge of customer needs
- Identify key points of interest / marketability
- Determine customer commitment

Examples

- Price per square foot
- Amenities
- Local Schools / Churches
- Building Attractions
- Immediate area interests
- Utility Layout
- All important Kitchen / Bathroom motif

Leading a Sustainable Future

ADVANTAGES OF SUSTAINABILITY

Life Cycle

- Expectation of Building
- Expectation of Services
- Amortization of Utility Savings
- Amortization of Maintenance Savings
- Demonstration of Footprint Reduction

When choices matter

SUITABILITY

Cardinal Rule

- Location, Location, Location
 - Not just where you are, but what are you locating where you are, and what is the location of goal?

Matters vs Materials

- Climate
- Culture
- Marketplace
- Manufacturers
- Philosophy
- Need

Achievement

- Bragging Rights
- Model
- Demonstration
- Foundation
- Forceful Impact
- Reckless Abandonment