



## **Atlanta Better Buildings Challenge Salutes Top Performers and Expands to Buckhead**

*Livable Buckhead brings 41 buildings into successful program aimed at improving energy efficiency*

**July 17, 2013** – ATLANTA – Mayor Kasim Reed and Denise Starling, executive director of Livable Buckhead, announced today a major expansion of the Atlanta Better Buildings Challenge (Atlanta BBC), bringing 41 Buckhead buildings- half of the Buckhead office market- into the energy and water efficiency program, which is administered by the U.S Department of Energy. The Atlanta Better Buildings Challenge now encompasses more than 120 buildings in the city's three major submarkets, with a total of more than 65 million square feet. The newly added Buckhead buildings represent a 50 percent increase in participation, further building upon Atlanta's role as the national leader for the program, which is supported by the Department of Energy.

"The Atlanta Better Buildings Challenge is a great demonstration of what can be accomplished when businesses and government unite around a single goal," said Atlanta Mayor Kasim Reed. "The program's expansion to Buckhead solidifies Atlanta's position as a sustainability leader, and demonstrates the strength of our commitment to energy efficiency."

The announcement comes on the heels of a major milestone within the Challenge. On July 16, the Atlanta BBC recognized more than 20 participants that have reached the 20 percent reduction goal since 2009 in either energy or water consumption. The list of top performers is comprised of a variety of properties located in Downtown, Midtown and at Hartsfield-Jackson Atlanta International Airport. The properties are also mixed between private office space, city-owned facilities and special use properties such as churches and hotels. The existing Atlanta BBC portfolio has reached an aggregated 9 percent energy savings over the 2009 baseline, drawing ever closer to the 20 percent goal. The full list of top performers is included below.

Livable Buckhead (LBI), a nonprofit organization focused on sustainability, identified the Atlanta Better Buildings Challenge as an opportunity to build Buckhead's reputation for high quality, energy efficient facilities and set out to recruit its partners to participate in the program. The 15 million square feet that LBI has secured surpasses participating square footage of many cities including Denver, Co. and Fort Worth, Tex.

"Buckhead is more known for Class A office space and high end retail, but we've also got an impressive list of 'green' credentials," said Starling. "Nearly half of Buckhead's office space is Energy Star certified which means they are more energy efficient than 75 percent of their peers,

more than a fifth of it is LEED certified and there are 300 EarthCraft homes in the area. Joining the Atlanta BBC gives us the opportunity to build on those sustainability efforts and encourage other buildings to join in.”

Livable Buckhead partnered with Ecometrix, a locally based full-service sustainability consulting company, to analyze data regarding the buildings’ energy use and to establish a 2009 baseline.

“Much of the Buckhead inventory has been built within the past 15 years, which means they have a much lower baseline for energy use,” said Starling. “That will make it challenging to meet the 20 percent reduction target by 2020, but I am confident that they are up to the challenge.”

Expanding Atlanta BBC to Buckhead also adds a variety of program participants, with at least one nonprofit, two regional shopping centers and two schools among the 41 buildings coming into the program. Collectively, the Buckhead participants account for 55 percent of the square footage in the Buckhead office market. Participating buildings include:

#### **Office Buildings**

- 3344 Peachtree
- 3630 Peachtree
- Atlanta Financial Center – East Tower
- Atlanta Financial Center – North Tower
- Atlanta Financial Center – South Tower
- Atlanta Tech Village
- AT&T - 2180 Building
- AT&T - 1025 Building
- AT&T - 1055 Building
- AT&T - 1057 Building
- AT&T - 1277 Building
- Buckhead Tower
- Monarch Plaza
- Monarch Tower
- One Alliance Center
- One Buckhead Plaza
- One Capital City Plaza
- One Live Oak
- Piedmont 14
- Piedmont Center building 1
- Piedmont Center building 2

- Piedmont Center building 3
- Piedmont Center building 4
- Piedmont Center building 15
- Prominence in Buckhead
- Terminus 100
- Terminus 200
- The Plaza
- The Pinnacle
- Tower Place 100
- Tower Place 200
- Two Alliance Center
- Two Buckhead Plaza
- Two Live Oak Center
- Peachtree/Lenox Building

#### **Schools**

- Westminster School
- Lovett School

#### **Retail Developments**

- Lenox Square Mall
- Phipps Plaza

#### **Hotels**

- Grand Hyatt

#### **Nonprofit Organizations**

- Atlanta History Center

Livable Buckhead will continue to identify and recruit additional buildings in Buckhead that can benefit by participating in the Atlanta BBC. One of the biggest advantages for participating buildings is the audit conducted by Ecometrix that identifies strategies for improving energy

efficiency. Property management companies are also motivated by the increasing demand for energy efficient buildings.

“There are many reasons to reduce energy consumption – to reduce costs for our tenants, to attract businesses that are looking for a ‘green’ building, and to be more competitive in a highly competitive office market,” said John Heagy, senior managing director for Hines. “But the main reason is because we’ve reached the point where it is simply expected that Class A office space will be green and energy conscious.”

Atlanta BBC is a nation-leading public/private initiative that has been praised as a model for the rest of the country by the director of the U.S. Dept. of Energy’s Better Buildings Challenge. Led locally by the City of Atlanta Mayor’s Office of Sustainability and initially spearheaded by Central Atlanta Progress and the Atlanta Downtown Improvement District, the goal of the Atlanta BBC is to reduce energy and water consumption by at least 20 percent in participating buildings across Atlanta by 2020.

“We’re grateful for all the work that the Mayor’s Office of Sustainability and Central Atlanta Progress have done to get Atlanta Better Buildings Challenge off the ground,” said Starling. “Participating in this program is a fantastic opportunity for Livable Buckhead and our partners, and we are looking forward to contributing to building Atlanta’s reputation as an innovative, sustainable city.”

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### **About Livable Buckhead**

Livable Buckhead, Inc. is a nonprofit organization that strives to ensure the long-term viability and prosperity of the Buckhead community. It does this by working cooperatively with individuals, public entities and private businesses to integrate into everyday life and business sustainable strategies that improve the environment and quality of life in the community. For more information about Livable Buckhead and its programs, visit [www.livablebuckhead.org](http://www.livablebuckhead.org)

### **About Midtown Alliance**

Midtown Alliance is a non-profit membership organization and a coalition of leading business and community leaders. Governed by a 71-member board, our mission is to improve and sustain the quality of life for those who live, work and visit Midtown through a comprehensive approach to planning and development. Guided by a visionary master plan – Blueprint Midtown – and in partnership with the Midtown Improvement District, Midtown has become a national model for urban excellence. To learn more about Midtown Alliance visit <http://midtownatl.com>

### **About Central Atlanta Progress**

Central Atlanta Progress, Inc., founded in 1941, is a private nonprofit community development organization providing leadership, programs and services to preserve and strengthen the economic vitality of Downtown Atlanta. With a board of directors of Downtown’s top business leaders, CAP is funded through the investment of businesses and institutions. For more information, visit [www.atlantadowntown.com](http://www.atlantadowntown.com)

### **About the Better Buildings Challenge (Atlanta BBC)**

The Atlanta Better Buildings Challenge is a nation-leading public/private initiative. Led locally by the City of Atlanta Mayor's Office of Sustainability and managed by Central Atlanta Progress and the Atlanta Downtown Improvement District, the goal of the Atlanta BBC is to reduce energy and water consumption by at least 20 percent in participating buildings across Atlanta by 2020. For more information, please visit [www.atlantabbcc.com](http://www.atlantabbcc.com).

### **About the City of Atlanta Mayor's Office of Sustainability**

The Mayor's Office of Sustainability is focused on instituting environmental protection practices into Atlanta city government. It aims to do so by improving the city's environmental programs and policies such as water and energy conservation, solid waste and emissions reduction and recycling. To fully expand its commitment to sustainability, Mayor Kasim Reed has pledged that the City of Atlanta will become one of the top 10 most sustainable cities in the United States. To that end, the Mayor's Office of Sustainability utilizes Recovery Act funding across 16 different programs. These programs are designed to motivate and support community efforts that aim to enhance environmental quality, while supporting jobs and long-term economic growth. For more information about Atlanta's efforts to create a more sustainable city, please visit the Office of Sustainability's page within the Mayor's Office tab at [www.atlantaga.gov](http://www.atlantaga.gov).

### **About EcoMetrix**

EcoMetrix Environmental Management is a full service sustainability consulting company, serving the commercial sector, higher-ed and K-12 schools, the sports and entertainment industry, and healthcare facilities. EcoMetrix combines extensive real estate management, development, and ownership experience with technical expertise and in depth knowledge of sustainable practices.

EcoMetrix leverages its unique qualifications to assist clients with improving the sustainable profile of their facilities, operations, and policies. EcoMetrix offers a full suite of sustainability services, including baseline energy audits and sustainability assessments, full-scale project management of facility upgrades and LEED administration, and long-range organizational sustainability planning. EcoMetrix helps clients fulfill their strategic sustainability goals.



### **List of Top Performers as of July 16, 2013**

<b>Category</b>	<b>Participant</b>	<b>Total or % Savings over 2009 Baseline</b>
Participants who have met the 20% energy goal	Hemphill Water Treatment Plant	48%
	Hartsfield-Jackson Atlanta International	47%

	Airport South Terminal Parking Deck	
	Atlanta Civic Center	42%
	Hartsfield-Jackson Atlanta International Airport North Terminal Parking Deck	36%
	Epsten Group: The Edge	31%
	Technology Square Research Building	29%
	The Turner Building	28%
	Sam Nunn Atlanta Federal Center	26%
	1180 Peachtree	25%
	55 Allen Plaza	22%
	St. Luke's Episcopal Church	20%
	Philips Arena	20%
Participants who have met the 20% water goal	Branan Towers	51%
	Asbury Harris Epworth Towers	48%
	St. Luke's Episcopal Church	44%
	One Atlantic Center	36%
	Hyatt Regency Atlanta	31%
	American Cancer Society Center	24%
Top electricity saver	CNN Center	14.6 million kWh/yr
Top natural gas saver	Hemphill Water Treatment Plant	2.8 million therms/yr
Top water saver	Hyatt Regency Atlanta	15 million gallons/yr
MVP Award	St. Luke's Episcopal Church	20% both energy and water