

## PILOT PROGRAM

In Carlsbad, Calif., developer Ryan Companies US, Inc. is building the first registered LEED Core & Shell (CS) project in the area. The Towers at Bressi Ranch is a multi-phased, 280,000-square-foot business park located within the master-planned Bressi Ranch Business Park. Ryan Companies is developing 20.8 acres within the 132-acre campus, which will incorporate industrial and office condominiums, and stand-alone office buildings. The Towers will be designed and built in accordance with LEED standards.

The project is unusual for a spec builder. Matthew Reid, vice president of development, said this project represents Ryan's corporate initiative and commitment to LEED and the development of such green efforts.

"Environmentally-friendly buildings are in demand in Southern California," Reid said. "The City of Carlsbad does not currently have a LEED building, so we are pleased to introduce this green building method to the area."

Other cities also are promoting LEED standards in the private sector. The City of Santa Monica Green Building Program recently launched a two-part grant program to promote green building in the private sector. The Southern California city's goal is to have every building in the city incorporate the superior qualities of green design. To encourage the trend, the city's Green Building Program has introduced a grant program to promote green building throughout the city.

## CONCLUSION

LEED-designed buildings encompass green design strategies, material choices and construction methods. These practices focus on the efficient, sustainable and environmentally sound use of resources over the full life cycle of a building, in addition to creating spaces that are healthy and



*Still under construction, this rendering of the Towers at Bressi Ranch demonstrates the plans for this LEED-CS registered business park in Carlsbad, Calif.*

comfortable for occupants. It is important that the private sector begin to take these methods and practices into consideration.

When analyzing the decision to go green, private sector developers should not solely think of the cost, but rather the overall change to the building's return on investment. Green design also provides better space to tenants and actively reduces the building's environmental impacts on the surrounding area. There also are social and political benefits, as solar and energy efficiency decreases the country's dependence on foreign oil. Green building is an economic responsibility for investors and developers, and a social concern to society. +

*Gary Baker is vice president of design services and LEED AP at Smith Consulting Architects. Founded in 1988 by Cheryl (Dennie) Smith, Smith Consulting Architects is a multi-discipline design firm providing full-service planning, architecture and interior design. In addition to corporate headquarters and office facilities, the company has specialized expertise in retail, biotechnology, manufacturing, and industrial facilities. Having twice been awarded NAIOP San Diego Chapter's Architect of the Year (2001 and 2003), Smith Consulting Architects is also a U.S. Green Building Council LEED 2.0 Accredited office, with expertise in sustainable design. More information about the company can be found at [www.sca-sd.com](http://www.sca-sd.com).*