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Turning green into LEED Gold

BY CLIFF NEWELL
The Lake Oswego Review, Feb 13, 2007

Garrin Royer and Daniel McGinley didn't have to turn their Redside Development building in Oregon City into a green building project.

Their four-year partnership as commercial property developers had been very successful, and there was no pressing need for their \$6 million project at 221 Molalla had to be different from their previous efforts.

However, there were two factors that made the Oregon City project different:

• Their consciences.

• Good business.

"We both have young kids," said Royer, a resident of West Linn. "If we want to make the world better for them we've got to make more efficient use of resources. We asked, 'How can we make a difference?' We want this project to be as green as our budget will allow."

"It's a question of morality," said McGinley, a resident of Lake Oswego. "We want to be proud of the things we've done with our lives. We want to be good stewards yet still pull off a successful capitalistic project."

Yes, 221 Molalla is a happy case of combining good morals with good business. All Royer and McGinley had to do was look a little bit into the future.

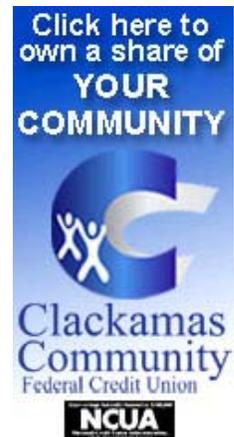
"If we want to be in business in 20 years we've got to do this," Royer said. "If not, we'll be irrelevant. We'll be obsolete. We hope green building



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techniques will be the norm, and what better way to help that come about than jump right in.”

LocalNewsDaily

In fact, Royer and McGinley are so set on going green that they want to get gold. LEED (Leadership in Energy and Environmental Design) Gold, that is, the second highest designation (behind platinum) awarded by the organization dedicated to rewarding green building practices. And in these increasing sustainability friendly times, it is becoming a very coveted honor.

PortlandTribune

VALLEYTIMES

ClackamasReview

“It’s a simple, obvious thing to do,” McGinley said. “It’s very achievable for a business developer. It’s just a matter of making up your mind at the start of the project.”

EAST COUNTY NEWS

EstacadaNEWS

McGinley and Royer were fortunate to find the perfect person to guide the project, and they didn’t have to look far.

NEWS-TIMES

Elaine Aye lives right in West Linn and, most important, she is one of the founders of Green Building Services, a dynamic Portland-based company that is compiling a remarkable record in guiding sustainability-oriented building projects. GBS has already put 25 projects through LEED certification in its six years of existence and a hundred more are in the pipeline. Not just nationally, but internationally, including projects in Canada and China.

GRESHAM OUTLOOK

Lifestyles

“Oh, yes, we’re growing,” Aye said with a smile. “We’re a think tank for green building and sustainability ideas, and we’re very committed.”

OregonCityNews

Regal Courier

Yet of all her company’s projects, Redside’s is especially dear to Aye. In fact she says that McGinley and Royer are “pushing the envelope” on green building. Large developers have moved into green building in recent years, and that can be seen in such massive Portland projects as the South Waterfront and the Brewery Blocks.

SANDY POST

THE BEE

But Royer and McGinley are proving you don’t have to be big to be green, and in the long run Aye believes that will make a tremendous difference.

Sherwood Gazette

“The fact that a smaller developer is doing this is one of the neat things,” Aye said. “Dan and Garrin are small developers who are walking the talk, and that’s not true of everybody.”

THE SOUTHWEST COMMUNITY CONNECTION

“I live in West Linn and I wanted to see green building come there. To see something like this close to home means a lot to me.”

TheTimes
TIGARD | TUALATIN | SHERWOOD

Royer noted, “One unique thing is that most LEED buildings are built by the government and there’s no profit requirement. We wanted to push things forward for smaller developers who do need to make a profit.”

West Linn Tidings

Now on the verge of completion, Redside will feature many green goodies, such as lots of natural lighting, and Royer says all aspects of the project will exceed local codes.

“The tenants will be assured of having fresh air to breathe,” Aye said.

While going for LEED certification made the project cost more, McGinley and Royer said they expect to benefit in the long run from lower utility and water rates. In addition, they anticipate receiving government help on tax credits.

The proof of Redside’s success will be in how quickly the new building is filled with tenants.

“We’re definitely the most sustainable option around,” McGinley said.



“If it leases up faster than others, people will realize real quick that it’s good to go green,” Royer said.

The grand opening for 221 Molalla is set, appropriately, for Earth Day on April 21, and Royer and McGinley expect to receive the LEED Gold certification.

But this is only the beginning.

“All of our developments are going to be green from now on,” Royer said. “We’ll do at least this amount of green building in every future project. It will be part of our mission statement.”

For more information about Redside Development call (503) 239-2000. For more information about Green Building Services go to the website www.greenbuildingservices.com.

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