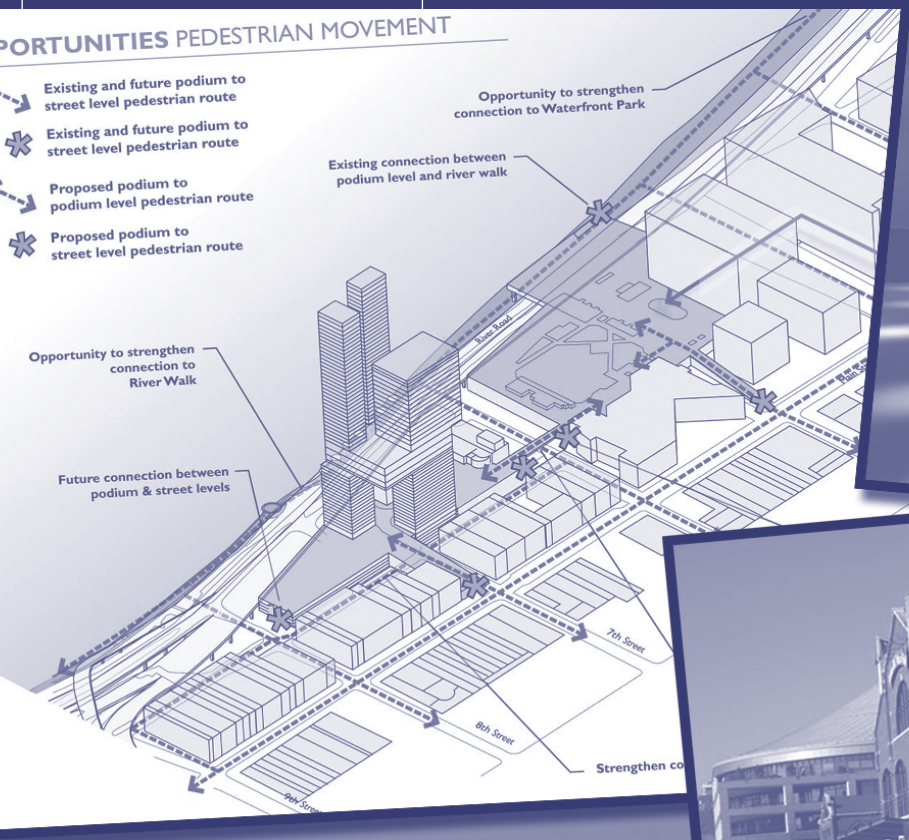
KENTUCKY PLANNER

American Planning Association
Kentucky Chapter
Making Great Communities Happen

A Publication of the Kentucky Chapter of the American Planning Association

Spring 2009



Louisville Arena Urban Design Program
Turning Large Spaces Into Great Places pg. 8

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M. Louise Allen, AICP
Oldham County Planning & Zoning Commission
(502) 222-1476 - lallen@oldhamcounty.net

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HNTB Corporation
(502) 581-0985, Ext. 15713 - awilliams@hntb.com

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Urban Collage, Inc
(859) 519-1291 - SHarvey@urbancollage.com

Professional Development Officer
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Viox & Viox Inc
(859) 727-3293 - mdesola@vioxinc.com

Immediate Past President
Larisa Sims, AICP
OKI Regional Council of Governments
(513) 619-7681 - lsims@oki.org

At-Large Members
Benjamin D. Peterson, AICP
City of Paducah Planning Department
(270) 444-8690 - bpeterson@ci.paducah.ky.us

Dawn T. Warrick, AICP
Louisville Metro Planning & Designs Services
(502) 574-6230 - dawn.warrick@louisvilleky.gov

Felicia Harper
Gresham, Smith and Partners
(502) 627-8900 - felicia_harper@gspnet.com

Planning Commissioner Representative
Steve Kinkade
(270) 259-5465 - steve@kinkadecornell.com

Student Representative
Andrea Pompei
University of Louisville - Urban Studies Institute
(518) 573-7099 - andrea.pompei@gmail.com

2009 KAPA Committee Chairs

Professional Development / Education Committee
Megan V. De Sola, AICP
Viox & Viox Inc
(859) 727-3293 - mdesola@vioxinc.com

Community/Public Outreach Committee
Edward Poppe
City of Elizabethtown, Department of Planning
(270) 765-6121, Ext. 247
ed.poppe@elizabethtownky.gov

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Edward Poppe
City of Elizabethtown, Department of Planning
(270) 765-6121, Ext. 247
ed.poppe@elizabethtownky.gov

Karen Mohammadi, AICP
Gresham, Smith and Partners
(502) 627-8941 - karen_mohammadi@gspnet.com

Legislative/Technical Support Committee (Co-Chairs)
Robert K. Hewitt
Franklin County Planning & Zoning
(502) 875-8706 - rhewitt@dcr.net

Meghan Estabrook
Northern Kentucky Area Development District
(859) 283-1855 - meghan.estabrook@nkadd.org

Financial Committee
Stanford Harvey, AICP
Urban Collage, Inc
(859) 519-1291 - SHarvey@urbancollage.com

Sponsorship
Ryan Hutchinson
Campbell County Planning & Zoning Commission
(859) 292-3880 - rhutchinson@campbellcountyky.org

Programs/Special Events Committee (Co-Chairs)
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HNTB Corporation
(502) 581-0985, Ext. 15713 - awilliams@hntb.com

Felicia Harper
Gresham, Smith and Partners
(502) 627-8900 - felicia_harper@gspnet.com

Planning Education Library
Benjamin D. Peterson, AICP
City of Paducah Planning Dept
(270) 444-8690 - bpeterson@ci.paducah.ky.us

Newsletter Editor
Robert A. Jonas, AICP
Boone County Planning Commission
(859) 334-2196 - rjonas@boonecountyky.org

Website Administrator
Ryan Libke
Triple S Planning Commission
(502) 633-1718 - rlibke@shelbypz.com

Zoning Administration Committee
Kevin P. Costello, AICP
Boone County Planning Commission
(859) 334-2196 - kcostello@boonecountyky.org

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EDITOR
Robert A. Jonas, AICP
rjonas@boonecountyky.org

DESIGN AND LAYOUT
Fausz Haus Design, LLC
email@fausz.net

SPONSORSHIP
Ryan Hutchinson
rhutchinson@campbellcountyky.org

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www.planning.org

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CHANGE OF ADDRESS
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Membership Department
APA National Headquarters
122 S. Michigan Ave., Suite 1600
Chicago, IL 60603-6107
(312) 431-9100

A Word From The President

I am sure that, like me, many of you have been following and been affected by the American Recovery and Reinvestment Act (ARRA) signed into law on February 17, 2009 by President Obama. Designed to boost the economy, ARRA will pump over three billion dollars into Kentucky to support and create jobs in many areas including transportation infrastructure.

M. Louise Allen, AICP
KAPA President
(502) 222-1476
lallen@oldhamcounty.net

Although this program brings great excitement and opportunities for planners, it also brings an unusual degree of chaos to our work as we navigate through the daunting process of bringing our "shovel ready" transportation projects to completion in a tight time frame. Lengthy MPO and Area Development District meetings to qualify projects and distribute funds, updating long-range plans, attending webinars, organizing conference calls, and understanding new reporting requirements have all become part of the daily routine for planners across the state.

The good news is that there is help out there. Statewide MPO staff, KYTC staff (both the District and Central offices) and FHWY Kentucky staff continue to patiently educate and re-educate local agencies about transportation project processes and are available to answer questions. There are also several documents and websites that I've found to be very useful:

- *An Interim Federal-Aid Highway Program Project Development Guide for Local Public Agencies* has been prepared jointly by KYTC and the Kentucky Division of FHWA. The guide can be found at the following website: http://transportation.ky.gov/highways/LPA/index.html. You can also find a link to this guide on the APA-KY website. The Interim LPA Guide provides an overview of federal requirements for developing projects as part of the Federal-Aid Highway Program. Kentucky's requirements for the administration of transportation projects are also outlined in the guide. Topics covered include basics such as contract administration, right-of-way acquisition, contract letting and contract awards, and basic project oversight. This guide is designed to be updated as needed and will be a valuable tool for the future.
- To track national and local progress of ARRA visit: http://www.recovery.gov
- Federal Highway Administration Recovery Web site: http://www.fhwa.dot.gov/economicrecovery/index.htm
- Kentucky's recovery efforts: www.kentuckyatwork.ky.gov

Many of us will also be involved in the administration of the Energy Efficiency and Conservation Block Grants portion of the ARRA program. In case you missed it, a very informative webinar was held on April 16. Below is the link to the recorded program: http://www.naco.org/Content/ContentGroups/Programs_and_Projects/Leading_in_Tough_Times_Main/April_16,_2009_Webinar__Energy_Efficiency_Block_Grant_Program.htm

I am optimistic that ARRA will provide Kentucky planners with many great opportunities for new and continued employment. Please send me an email if you have any interesting ARRA tips or stories you would like to share in a future newsletter.

Deadlines

Please observe deadlines in consideration of the editor, who does this in his spare time. Late entries will appear in a later issue.

Next Deadline

July 24, 2009

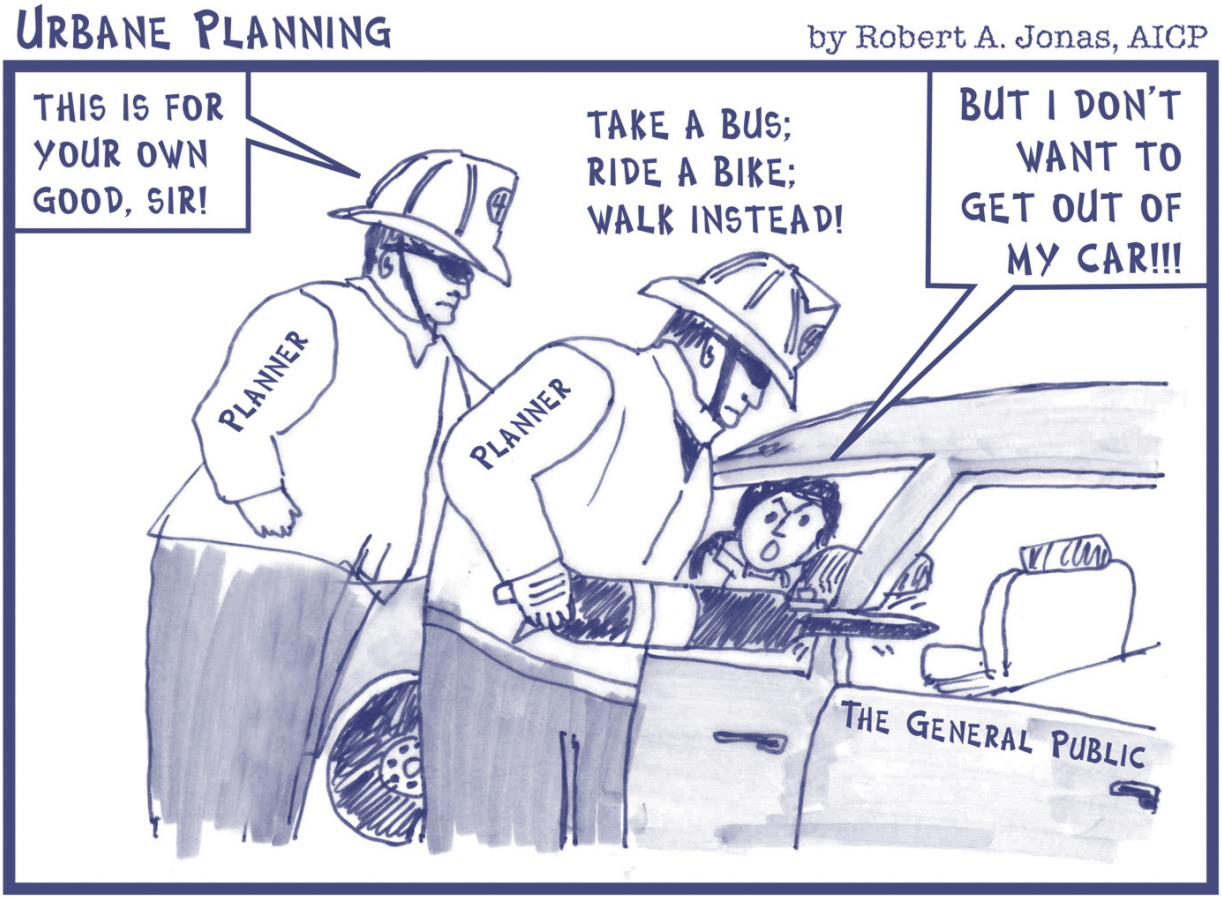
Submissions

The Kentucky Planner publishes quarterly, and contributions from current or past members and other interested parties are encouraged. Articles, letters, comments, announcements, etc. submitted for publication are accepted via e-mail or on tree ware. Material accepted for publication may be edited to conform to space, readability, and basic grammar requirements. Interested persons should contact the editor via email at rjonas@boonecountyky.org.

From The Editor's Desk

Robert A. Jonas, AICP
Newsletter Editor
(859) 334-2196
rjonas@boonecountyky.org

Old habits are hard to break. Take the automobile for instance. Planners across the Commonwealth, as well as the nation, are continually trying to be society's Jaws-of-Life and extract people out of their cars. Problem is, they are not budging. It's true that we planners desire to see people use their car less and instead opt for busses, bikes, Segways, or, heaven forbid, their own two feet to get from place to place. However, people don't seem to want to vacate their comfy bucket seats in favor of alternate modes of transportation unless it begins to make sense financially to do so. While the idea alone makes perfect sense to us, we find more resistance from the public than if we were asking them to give up their internet connection. Don't dare touch their car; it's their status symbol in a lot of cases. Then there are the planners who want to pretend that the automobile doesn't exist. They want to see commercial developments designed with smaller, "hidden" parking lots as well as compact residential neighborhoods with little or no driveways and minimal on-street parking for the 2.28 vehicles per household. Not a lot of room there… Then the planner wonders how the developer can be so "out of touch" by protesting such design standards. Hey, I am as much in favor of neo-traditional development as the next planner, but I am finding it harder and harder to sell myself on the idea that we should be designing new communities without at least acknowledging the fact that the car has arrived. To me, the real challenge is designing around the car in a sensitive way without trying to hide any signs of it. Planners are in a sense trying to make 21st century developments look like late 19th century cities. Let's break an old habit of our own and try to look forward and begin planning and designing with what we have on the table. Let creativity and ingenuity take the wheel.



Professional Development Officer's Report

Megan V. De Sola, AICP
Professional Development Officer
(859) 727-3293
mdesola@vioxinc.com

Happy Spring! I hope everyone has had a chance to get out and enjoy the beautiful weather we've been having around the Commonwealth. This year's KAPA Spring Conference at Lake Barkley offered a perfect opportunity to not only enjoy great weather in a beautiful setting, but also a chance to rack up more AICP Certificate Maintenance (CM) hours! I recently submitted the conference for CM approval. We expect that the conference could offer as many as 17 hours of CM approved courses.

In addition to our Spring Conference, the following CM opportunities have been posted by APA:

- APA-IL has partnered with several other APA state chapters in order to bring members a series of free CM credits. Earn up to **18 CM credits** on your computer – at no cost. These webinars occur on a monthly basis. Please visit http://www.utah-apa.org/webcasts.htm for the 2009 schedule including a session summary, instructor, date, time, and sponsoring chapter. If you have questions, please contact APA Illinois Chapter PDO, Courtney Owen, AICP (pdo@ilapa.org).
- A free podcast, The *2008 AICP Symposium*, is available until September 30, 2009, and is eligible for **2.5 CM credits**. To participate, please visit https://www.planning.org/aicp/symposium/2008/
- In spring 2009, APA released two new online courses: *Ethical Practice for Practicing Planners*, and *Hot Topics in Planning Law*, to meet the demand for CM ethics and law training. Another course, *The Transportation/ Land Use Connection*, will follow shortly. Registration information will be posted on the Self-Directed Study page on APA's website when it becomes available.

Please remember to log your CM hours on APA's website. The two-year reporting cycle ends on December 31st of this year, so make sure that you are working toward your 32 required hours. The good news is that, according to data collected from APA, approximately 15% of Kentucky's AICP members have earned 32 hours or more as of March 31st, which is right on par with the national average. Please do not hesitate to call me with any questions regarding your CM log or questions about how to earn hours.

Due to some unforeseen scheduling conflicts, KAPA decided to change the annual AICP exam workshop to a one-day event on Saturday, April 18th at the University of Louisville. Thank you to all who attended. I would personally like to thank those who volunteered to present at the workshop this year: Amy Williams, Dawn Warrick, Jack Trawick, and Theresa Senninger. We could not have put on this great event without the help from our gracious volunteers!

The May 2009 AICP exam window was May 11 – 25th. Good luck to all those who took the exam! If you are planning on taking the exam in the future and would like information regarding study materials, feel free to contact me (mdesola@vioxinc.com).

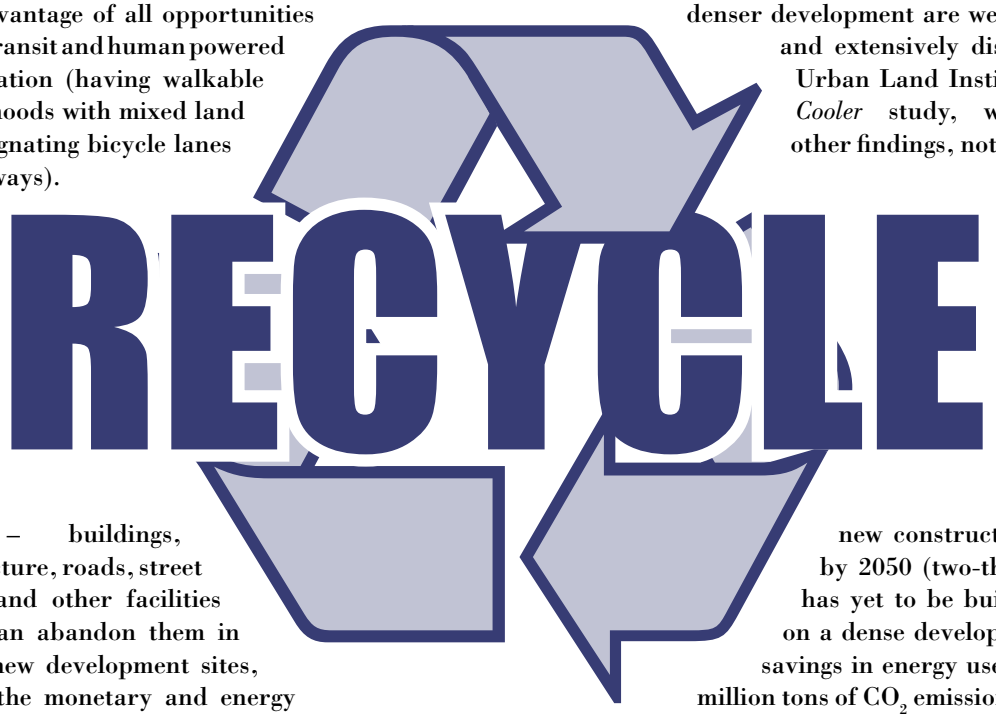
Energy Retrofits To Existing Buildings:

A Kentucky Planning Response to Rising Energy Costs Associated with Reducing CO2 Emissions

by Peter B. Meyer
The E.P. Systems Group, Inc. • Covington, KY
502-435-3240 • pbm@TheEPSystemsGroup.com

"Reduce, Reuse, Recycle" is an old environmentalist mantra. It's been applied mostly to solid waste and recycling programs. The advice applies equally to energy efficiency and possibly rising costs for power associated with federal and international efforts to limit carbon emissions:

Reduce – energy consumed for transportation by denser development that lowers needed vehicle miles traveled (VMT), by eliminating cul-de-sacs that constrain efficient travel routes, and by taking advantage of all opportunities for mass transit and human powered transportation (having walkable neighborhoods with mixed land uses, designating bicycle lanes and pathways).



Reuse – buildings, infrastructure, roads, street lighting, and other facilities rather than abandon them in flight to new development sites, avoiding the monetary and energy costs for replacing them in different locations.

Recycle – buildings, of course – often for new uses, land – even if contaminated – for its location value in promoting Reducing and Reusing, and building materials when they have to be replaced, since they may be reusable on another building project or may offer lower cost and lower energy feedstocks for those replacements or other products.

Adopting this adage as a guide to planning practice may also help to promote green jobs, but much more immediately, reusing and recycling can help stimulate the construction sector than has been hit exceptionally hard by the current downturn.

Between the new legislation introduced in Congress, the Environmental Protection Agency acting to regulate greenhouse gas emissions under the Clean Air Act as it was ordered to do by the Supreme Court, and the growing international concern for climate change, things are going to change in Kentucky's energy future, like it or not. The question for planners, as for the Commonwealth is not "should we …?" but rather, "how can we …" And there are answers.

The transportation energy savings from denser development are well documented and extensively discussed in the Urban Land Institute's *Growing Cooler* study, which, among other findings, notes that, if 60% of all of the new construction in the US by 2050 (two-thirds of which has yet to be built) were build on a dense development pattern, savings in energy use would cut 79 million tons of CO_2 emissions annually by 2030.[1] The materials and related energy savings associated with reusing buildings and recycling land are less efficiently discussed because the benefits are gained by different owners and occupants and arise at different points in the life cycle of human occupancy of lands and buildings. But reusing buildings in denser settings can also save energy and thus money.

The National Vacant Property Campaign cites a 2000 estimate that "Vacant and abandoned properties occupy about 15 percent of the area of the typical large city …"[2] Their argument focuses on four factors of obvious concern to cities and property owners: the cost of municipal services to keep the properties from becoming active threats, the decreased property values and tax revenues

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Louisville Arena Urban Design Program

Turning Large Spaces Into Great Places -by Barry Alberts

Louisville Area Context Map

After a generation where many sports, entertainment, and public assembly facilities were often built outside of downtown areas, that trend has been dramatically reversed; most are now returning to their appropriate role as major activity generators for downtown. New downtown multi-purpose facilities are becoming focal points of activity and vitality, symbols for their community, and places where people congregate to be entertained, engaged, and to come together. Interestingly, many are called "centers" rather than arenas. A center connotes a hub, a place to come together, where activity and energy radiate out from and draw in to. While we understand that such facilities do not *de facto* have positive impacts, they can play key roles in larger master development strategies that aggregately and over time could have dramatic results.

The challenge, therefore, is to chart the optimal course to enable these facilities to best engage downtown and take advantage of their potential. If attention is not paid to the urban design factors that help make such buildings engage the surrounding fabric of downtown, if they become fortresses that people must merely get past when not being used, then the advantages of a downtown location are squandered. If event-goers simply drive to the nearest garage, go to their seats, get back in their cars and leave, then the energy expended to advocate for a downtown location has been wasted.

Arenas or centers with positive impacts on their surroundings do not happen by accident, or without significant attention paid to detail; upfront in the design process. Sports architecture has taken great leaps forward in a relatively short period of time. Many of the most recently constructed facilities are remarkably well designed to provide a fan-friendly, comfortable and exciting experience. They have become more than just sports venues; they are truly entertainment spaces. Yet the track record on their external impacts remains somewhat mixed. Often the goals of these large facilities are to be active regardless of whether there is an event occurring, engage the fabric of their urban surroundings, and present a design indicative of the character of their community. Arena projects where these goals are taken seriously by their designers are being seen with increasingly frequency. But with all due respect to architects – even our most acclaimed sports architects – these details are far too important to be left solely in their hands.

Often, external urban design issues – and how to best "connect" these facilities to their surroundings – are discussed, if at all, only after a facility has been designed and presented to the public. In Louisville's planning for its new downtown multi-purpose arena, the importance of these issues was made clear from the start. We had set a standard of urban design excellence with our Triple A ballpark – Louisville Slugger Field – and the arena

needed to meet that high bar. We created a unique Arena Urban Design Program, "**Turning Large Spaces into Great Places**," that preceded the initiation of the facility's design. The Program included a major public input process designed to determine the most important concerns of the citizens regarding the arena, their desires for elements that would make the design unique to the community, and the most important connections to the surrounding downtown. The arena needed to be designed so that the experience outside its walls had as much emphasis and priority as the experience taking place inside.

Slugger Field

It was critical to undertake and complete a full urban design analysis of the site and its context, highlighting the issues that needed to be addressed, ***prior*** to the initiation of design. The members of the civic authority managing the facility were invited to sit in – as were the selected arena architects. But they were there to listen, and hear the community's desires and concerns. We needed to provide this input before they began their design; to help them understand what is special about Louisville, what symbols of the community make us the proudest, what emotions the arena should evoke not only when we attend an event inside, but when we see it and walk by it. The design team needed to understand how people use – and experience - downtown Louisville: what our walking patterns are, the ambiance of Main Street; how people use Waterfront Park, our connections to the Ohio River. The Arena will be a very big part of downtown for a long while, not just when we see it from the highway or the blimp on game day, but as 70,000 people experience it as part of their daily downtown routine; at street level. It needs to become part of that fabric, not stand apart from it.

Our program contained multiple elements, including reviewing with the public comparable facilities in other cities and their impacts; two days of public forums designed to educate the public on arena design, share best practices, and solicit input from over 500 community and downtown stakeholders; solicitation of additional comments through a dedicated web site and public radio; and site assessment analyses by the entities responsible for planning, design, and operational elements involving downtown.

Our goal was relatively straightforward; to provide direction regarding the following important issues: How could the new Arena reflect the community's history, character and aspirations; take full advantage of its site; best connect to other downtown destinations to leverage all of downtown Louisville's assets; and enliven the overall street life and ambiance of our downtown?

While these goals were relatively simple, the work of getting there was far more difficult. There are few hard and fast rules when designing such large facilities. We can all think of arenas or ballparks that are terrific places to attend a game. By the same token, there are plenty – seemingly similar – facilities that result in dreary experiences. For every arena that engages the community successfully, there are other examples that fail to do so. It's all in the details; simple things such as the location of the loading dock, or the difference in elevation between the street and the front door, may make this engagement more difficult or even impossible.

The overall experience that results depends upon an understanding of – and sensitivity to - the interaction of a variety of urban design elements, but also an understanding of how urban places actually work, and

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associated with abandonment, the costs to nearby homeowners, and the patterns of spreading blight that can be generated by abandonments.[3] Kentucky doesn't have that many large cities, but even our smaller ones have problems with abandonment – and that problem may be getting worse in the economic climate of 2009.

Let's focus then on the energy efficiency benefits, including cost savings, from the rehabilitation and reuse of existing buildings. Thus, we include in our thinking underutilized and inefficient buildings as well as those suffering from abandonment. With regard to urban property redevelopment, even on contaminated sites and brownfields, energy efficiency helps to determine the possible value to be gained from preserving as much of the existing site "improvement' – the buildings – as possible, given intended future uses.

The biggest single energy cost saving associated with reusing an existing structure is that the building itself does not have to be replicated – and all the materials used in its construction extracted from the environment and/or manufactured. The biggest problem, assuming that the building and its location could, in principle serve a new economic function, is the cost of making the site and building "work" for its new purpose, including the building code and accessibility requirements that might add costs to the rehabilitation.

The rehab costs, whoever may bear them, may be compensated for in part by the cost-avoided of not having to tear down a building. Some may even be recovered in part if the structures to be torn down or features removed can be sold for reuse or recycling. However, the potentially largest return to the rehabilitation costs may be the operations costs avoided from a more energy- and utility-efficient building, given appropriate investments in the reclamation process.

The evidence is clear that energy efficiency improvements are the "low hanging fruit" that can be readily pursued and provide investment grade financial returns today while renewable and alternative fuel technologies and carbon sequestration techniques are still improving and standards for their implementation have not been derived.[4] Moreover, in terms of public investment actions, studies from across the US show that state investments can help to reduce electricity use, save money – and can generate jobs in the process.[5]

The rapid expansion of the "energy services company" sector is a testament to the availability of investment-grade returns to investments in energy efficiency in existing buildings. Energy Service Companies (ESCOs) operate through performance contracts under which they guarantee to property owners that their operating cost savings will at least equal the costs of debt service

Light rail reduces the amount of vehicle miles driven

on the face value of the contract.[6] The performance contract need not be limited to energy use, and can include water and other utility services, but the bulk of the cost savings are likely to come from reduced energy consumption. ECSO contractors bid on rehabilitation jobs and provide assurances of minimum savings in the future over a baseline utility service consumption level, *assuming no increased utility cost in the future*.

We know this well in Kentucky, with the state itself and virtually all the universities in the Commonwealth having negotiated contracts with ESCOs to save on utility costs, including energy and water. So far, the industry has only serviced large clients – major firms, state and local governments, universities, schools districts and the like, operating with lease-purchase agreements. For smaller energy efficiency efforts, such as on homes and individual businesses, the Kentucky model has been our schools. The Commonwealth leads the nation in highly efficient Energy Star school buildings, and systems across the state are already saving money every year on energy costs, thanks to the guidance on rehabs and new construction provided by the Kentucky Department of Education's Facilities Management Division

The current financial situation argues in favor of extending the economic logic of ESCOs and school building management to public sector support for energy efficient rehabilitation of centrally located and underutilized buildings and energy retrofits for economically distressed homeowners. Kentucky could, through the Economic Development Cabinet as plausibly as through the Department for Energy Development and Independence (DEDI), create a special agency or office that could administer the use of public sector capital for ESCO-type projects for energy and utility efficiency investments in a portfolio of smaller buildings.

Such an effort would have a far more *immediate* positive impact on Kentuckians' current economic well-being than the $3.5 million for investment in cleaner coal that the DEDI is making in the current fiscal year,[7] and will continue to pay off into the future. It provides a critical

element in implementation of the first major strategy in Governor Beshear's October, 2008 Energy Plan for the Commonwealth,[8] and it may be expected to be exceptionally cost-effective:

- Borrowing would be through tax-exempt bonds, providing capital at a lower cost than the alternative of private finance, rather than the lease-purchase agreement used with ESCOs, since there would be multiple owners – and interest rates are at historic lows right now.
- Publicly owned abandoned buildings could be included in the program along with privately owned energy inefficient structures, providing the publicly owned buildings the cost savings of a larger scale construction job – just as abandonment may be rising.
- Private owners of structures included in the program would also benefit from the cost savings, and would agree to repay the office running the program a portion of their expected utility cost savings at the end of each year to help retire the bond but saving them in total operating costs in the current period.
- Those private owners could use participation in such a program as an element of their larger reinvestment in building rehabilitation, and a project with multiple sites could schedule work to fit with the other construction work on particular structures.
- Depending on the powers vested in a state program (or pursued by a Kentucky city or county), there may be means of forcing owners of abandoned properties into the program, which would help make their buildings more attractive in the real estate marketplace.
- The monthly cost savings – and the expected savings at the end of the year – could help some property owners avoid foreclosures in the current market.
- A bidding process for one or more firms to serve a multi-million dollar project will generate higher qualified project assessors and contractors than the small property owners could attract on their own.
- The savings assurances offered by ESCOs are not available from small contactors, so such a program is needed in this economy to help small business or household property owners
- Risk of problems in energy retrofits is spread across many buildings and installations, which actually lowers total risk to the contractors, compensating in part for the higher cost of planning and executing retrofits on many small buildings.
- While the ESCOs bidding on the work may be national firms, Kentucky and its cities could include requirements that local construction contractors and workers be used for the on-site work, thus increasing economic activity in that currently depressed sector.
- Any savings on reduced energy and utilities usage above those assured by the ESCO would accrue to the property owner, which is a major incentive for them to participate in the program, since it would raise future property values, while it preserves buying power today.
- The more that energy costs rise in the future, the greater savings would be realized, which could help household and business budgets if petroleum – and gas – prices spiked again in the future.
- The past ESCO contracting practice of using a constant historic price average as the baseline against which cost savings are to be guaranteed could be adjusted for the certainty of higher future prices, and a payment scheme loaded for higher future cost savings could make energy efficient building rehabilitation even more affordable – or permit more extensive investments – as part of current redevelopment efforts. Thus the federal actions that may drive up future energy costs could be translated to greater incomes from rehab work and higher savings on utility bills in Kentucky today.

Adaptive reuse of an industrial power plant in Cincinnati

Peter B. Meyer *is professor emeritus of Urban Policy and Economics at the University of Louisville, where he was director of the Center for Environmental Policy and Management and taught in the Department of Urban and Public Affairs. He now does work on climate change policy and economics (see www.ClimateChangeEcon.net).*

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From our neighbors to the north: OHIO

Making Cents Of LEED: Keystone Parke

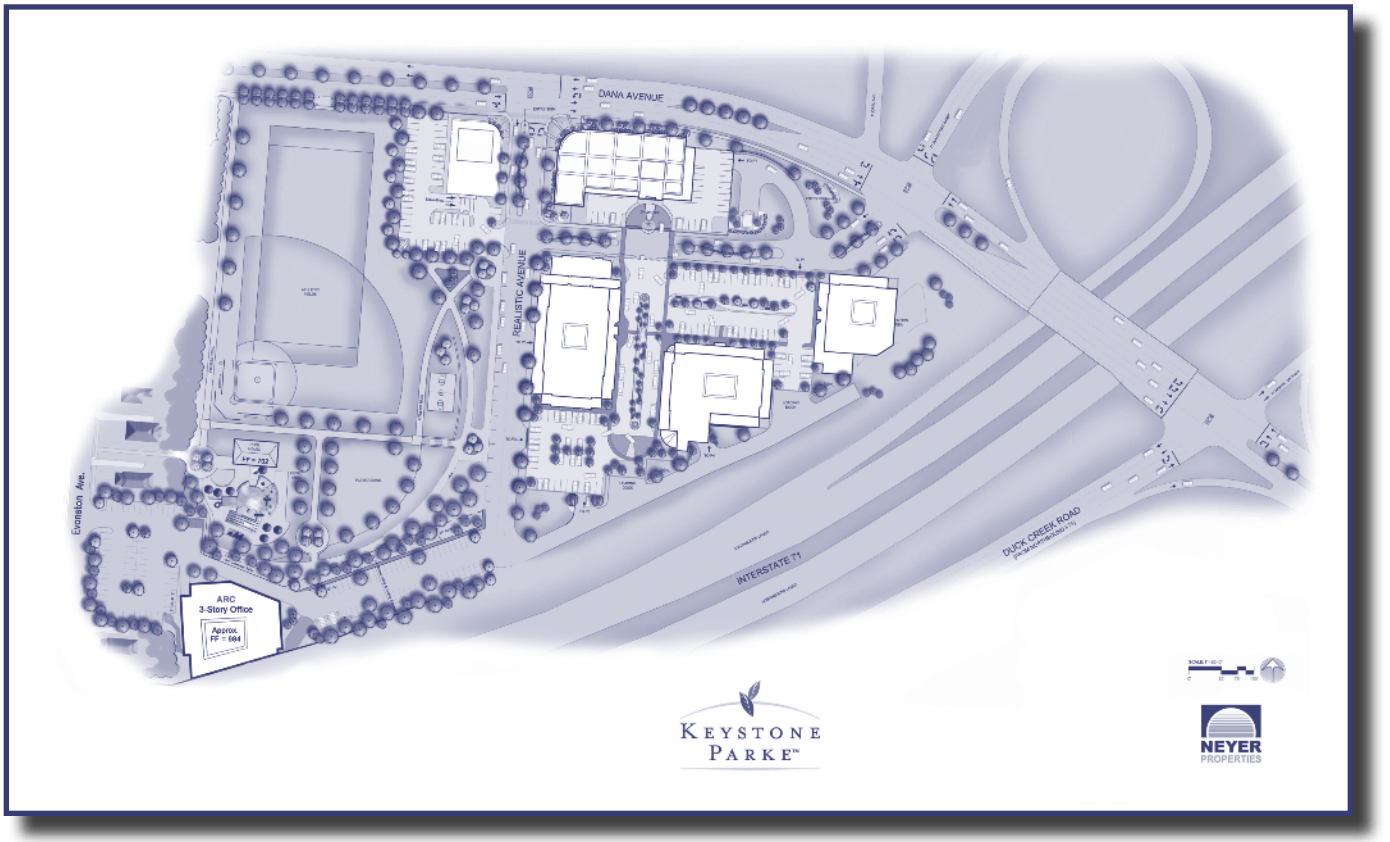
Located in northern Cincinnati, Ohio in the neighborhood of Evanston, Keystone Parke is a departure from the monotonous low-rise skyline along Interstate 71. Part of what is known as the Midtown Corridor, home to unique lifestyles and architecture, Keystone Parke is the first of its kind in Southwest Ohio: a green speculative office campus of more than 500,000 square feet of Class A office space and retail areas.

Keystone Parke, distinguished by its green glow at night, is located at the last exit along the Midtown Corridor, Dana Avenue. It offers the visibility and accessibility that will allow Cincinnati to participate in the revitalization trend taking place along I-71. The affluent neighborhoods of Hyde Park and O'Bryonville are just to the east of I-71. Xavier University sits just off the Dana exit and draws approximately six thousand students to its campus daily. A new development, Xavier Square, will be a mixed-use development of apartments, retail and office. To add to the ensemble, Rookwood Commons, Cornerstone and Center of Cincinnati have added a mix of office, retail, and commercial to the I-71/Midtown Corridor.

The community of Evanston has been ready to embrace change. Guided by the development company Neyer Properties, a partnership was formed with the Evanston community and the City of Cincinnati to help take down troubled properties, purchase rundown manufacturing parcels, and obtain residual ODOT parcels from the I-71 expansion – all consolidated to create the foundation from which a cutting edge office campus would rise. Its commanding views and natural gateway to the City allow for much potential and a place to make a certain statement: It's ~~NOT~~ **Easy** to be Green!

While the decision to adopt Leadership in Energy and Environmental Design (LEED) was not part of the original program of the building, Neyer Properties decided to be truly transformative in the building of Keystone Parke by adopting principals of sustainable design. The United States Green Building Council (USGBC) created "The Leadership in Energy and Environmental Design (LEED) Green Building Rating System [to] encourage and accelerate global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria."

The LEED rating system uses six basic categories from which credit may be earned. The categories: sustainable



Master Plan of Keystone Parke and Evanston Community Park

sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, and innovation and design offer credits which can be earned by tracking, documenting, and submitting factual data. These categories all award credits for incorporating sustainable features ranging from green roofs to the use of locally produced and sourced materials. Various credits use other industry standards from which one can base a design: ASHREA, Green Guard, and Green Label, to name a few. In addition to the credits, certain perquisites must be completed in each of the categories for consideration by the USGBC.

Rendering of Keystone Parke once completed

The goal of the LEED program is to develop a benchmark for the design, construction, and operation of new buildings in a more sustainable manner and to recognize the building for the extra effort that has been expended. As such, USGBC is constantly evaluating and strengthening the metrics in the six categories to ensure constant improvement. The current system, LEED 2.2, will soon be replaced by LEED 2009. Because of the mass acceptance of the LEED program and the obvious success of Keystone Parke, the City of Cincinnati adopted a tax incentive program based on LEED certification providing a fifteen-year 75% abatement on the improved value of the property.

With the market differentiation that would accompany LEED Silver certification, Neyer Properties decided to revamp its final designs to embrace the program. The general contractor, Mark Spaulding Construction, was selected based in part on its understanding of the education and work required to achieve LEED Silver status. The construction specifications were modified through an integrated design team approach that consisted of the Neyer Properties' project manager, the architect, Mark Spaulding Construction, and the major subcontractors. Weekly meetings provided a forum in which every topic related to the submittal of the bids, material specifications, and document submittal requirements through waste management programs was discussed. With this integrated and collaborative process, the budgeting requirements for Keystone Parke did not carry any cost premium. This amazing feat was due in large part to the education process of the weekly design and commissioning meetings that occurred prior to final bidding and construction on the project.

Dan Neyer, President of Neyer Properties, wanted to fully understand LEED and become a master of the subject. Typically, the architect or the Mechanical Engineer facilitates and coordinates the LEED program and a LEED Coordinator is added to the design team. Neyer Properties undertook this role as an educational

Continued on page 16.

2009 Sponsorship Opportunities

Firm/Organization Name: _____

Contact Person: _____

Address: _____

_____

Phone/Fax: _____ **Website/Email:** _____

Please select the category that your firm or organization is interested in sponsoring by filling in the cost total in the appropriate category.

Annual Sponsorship Opportunities - Ala Carte	Cost	Total
Newsletter (4 publications a year with statewide circulation)	$150	$
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2 in-state conferences in 2009 (Sponsorship of the KAPA Conference includes one free conference registration, advertisement at the conference and recognition on the programs and mailers)	$550	$
1 in-state conference in 2009 (Sponsorship of the KAPA Conference includes one free conference registration, advertisement at the conference and recognition on the programs and mailers)	$300	$
Package Sponsorship Opportunities	**Cost**	**Total**
Patron Includes the following Newsletter/ Website Sponsor 2 in-state conferences 2009	$750	$
Corporate Sponsor Includes the following Newsletter/ Website Sponsor 1 in-state conference in 2009	$550	$
Newsletter Sponsor Newsletter/ Website Sponsor	$250	$
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Don't forget to enclose a business card or email your company's logo!

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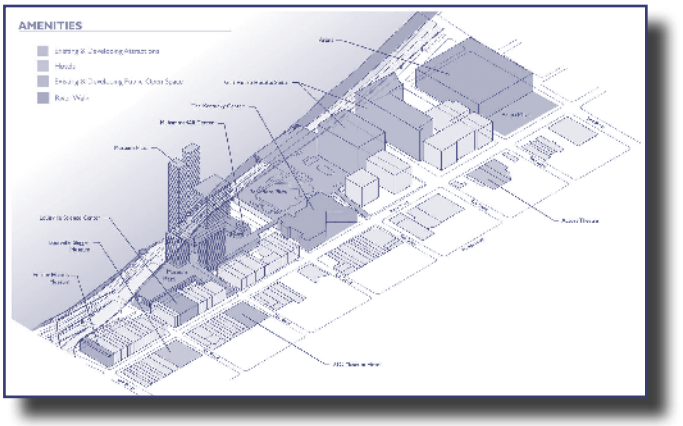
in a sense what kind of attitude these design features collectively possess. Buildings do indeed have attitudes. Sometime these are conscious; often they are unintended. Good buildings are good because someone was paying attention to how all of these elements interact.

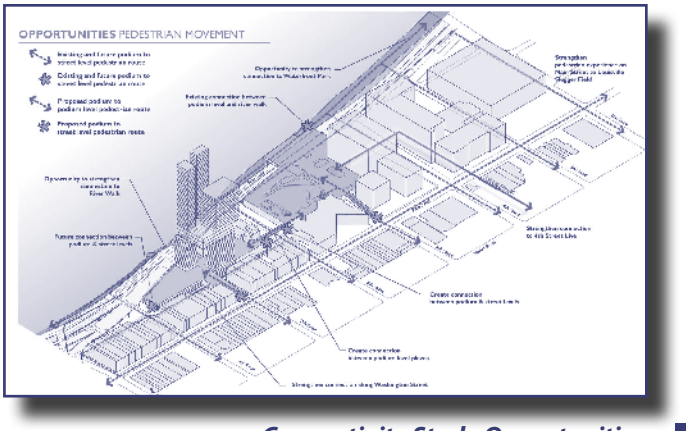
So we worked to tackle these issues in a systematic way. The participants in our public sessions were exceptionally reasoned and articulate about what symbols of the community the arena should relate to, what connections were most important, what building materials said "Louisville" most clearly. There was considerable – and robust - discussion regarding the tension between designing an icon and having a building that "fits in" on a daily basis.

From this "big" picture context, we drilled down and developed a set of specific urban design guidelines around these six categories: The Arena's Role in its Urban Setting; It's Presence Along Main Street; The Arena's Site Considerations; It's Response to the River and I-64; Massing, Materials, and Skyline Silhouette; and Additional Design Considerations. These guidelines were presented to the Arena Authority and its design team, with their commitment that they would be given the highest priority. They remained a focus of attention throughout the arena design process, and the final design reflected to a great extent these urban design goals.

Second, a more extensive "Connectivity Analysis" is now underway to identify necessary improvements to the public realm in the surrounding downtown area that need to be in place when the arena opens, to optimize movement and interaction between patrons of the arena and other downtown activity generators. While it is gratifying that the arena's design is sensitive to its surroundings, it is critical that the community provide a welcoming, attractive, pedestrian-friendly environment that can both encourage and accommodate movement to and from the arena. Attention to these details is as important as the details of the arena itself. They need equal and complementary attention.



Existing Concept Diagram



Connectivity Study Opportunities

The result of this process in Louisville has been a better designed arena that more appropriately fits into its overall context, as well as considerable support and excitement about the project from the community. The use of a similar process in other cities contemplating or initiating the design phase of major sports, entertainment, and public assembly venues would very likely have the same positive results.

Barry Alberts *is the Managing Partner of CityVisions Associates, a planning, urban design, and real estate consulting firm located in Louisville, Kentucky. Mr. Alberts formerly served as the Executive Director of Louisville's Downtown Development Corporation. He can be reached at (502) 561-7885 or at balberts@cityvisionsassociates.com.*

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experience and worked closely with LEED APs on staff with the mechanical engineering firm. These efforts included teaching the developer how to properly incorporate sustainable design into all the specifications and requirements of the project and how to work with USGBC and their requirements for verification of the LEED points and ultimately the certification of the building.

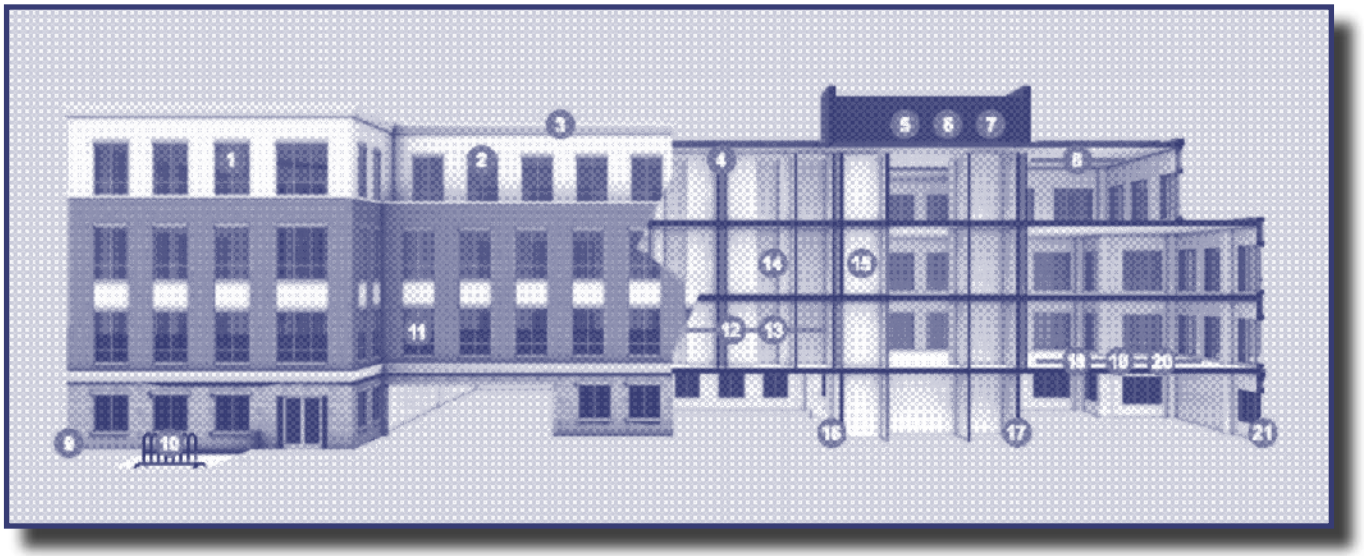
Neyer's desire to lead the process led to the creation of its own in house LEED manager to work side by side with the in house development and construction departments and the external vendors. This was a unique role for the developer to be in, that of a consultant to its own project. The LEED manager ensured a coordinated approach to product selection and installation throughout the construction process through the creation of a general submittal sheet given to all parties. The submittal sheet was composed of basic questions, essentially a form to be filled out by sub-contractors. The form addresses manufacturing and extraction distance, recycled content, rapidly renewable materials, and much more information relative to material specs. This form of collection allowed for easy organization of the data necessary for LEED, a streamlined approach to entering the data into the LEED templates, and ultimately LEED online.

In addition to the general submittal sheet, a tracking spreadsheet was created and implemented. This tracking sheet illustrated all the credits being sought, the responsible party and the delivery date of the information needed for the submittals. At bi-weekly construction meetings, the sheet was reviewed by all parties and became a very successful tool for accomplishing the involved process of LEED documentation. The few shortcomings that became apparent with vendors were easily recognized through this tracking sheet and mitigated by contacting the manufacturer directly, with no adverse impact on the master schedule. The systems used by Neyer and its LEED manager kept, in real time, the status of the certification level. This ability allowed the developer to adjust as needed for certain credits if it felt that the Silver certification was in jeopardy.

Phase I Office Completed & Marketing Signage

Although the use of an integrated design team was critical, to the success of the project was largely driven by the LEED manager and his ability to round out the group. This individual had to wear different hats and have enough knowledge to ask the proper questions and facilitate the kind of discussions necessary to keep the project heading in the right direction. This position required a level of mediation skill as designers, installers, contractors, and suppliers with differing points of view sometimes conflicted at job-site meetings. Facilitation might not have been in the job description, but it played a crucial role in getting the stakeholders to work seamlessly throughout the design, construction, and commissioning of the final product. For instance, the decision to put an energy recovery wheel (ERV) on the roof of the building (a somewhat last minute add) caused the HVAC engineer and architect to clash. Would the ERV be able to be housed in the penthouse or would it be outside the penthouse and disrupt the clean view of the roof? Would the ERV cause increased interest in the building? These are questions and issues the LEED manager had to successfully mediate.

At Keystone Parke the goal was to achieve LEED Silver. Through the developer's LEED manager and the systems described this was achieved on the first submittal to the USGBC, a rare feat. It required over two hundred hours of the developer's time to fully grasp the LEED process for this achievement. During this process two employees achieved their LEED professional accreditation as a reflection of their successful experience at Keystone Parke. It is clear that a commitment by Neyer Properties



Building Features cut-away

from the beginning to use an integrated design team for planning, design, and construction, and being fully educated on the LEED process itself are the requirements to successfully achieve LEED certification for little or no cost increases.

"Sustainability is forcing significant changes in the construction industry. Moving from the planning and design phase, to the construction and completion stages requires a detailed, well-defined plan. Green building doesn't happen just because of one's desire to decrease carbon emissions, or to increase utilization of recycled materials, it happens when a group of experts come together, establish objectives and follow a plan using best practices" (Sustainable Design and Development: An Integrated Design Team)

Often the most daunting tasks are the unknowns. The decision to go with USGBC's LEED green building rating system was a tremendous unknown quantity at first. How much would it cost? How much time would it add to the construction schedule? Who has completed this process in southwest Ohio? These questions were at the very forefront of all planning discussions, as it was a practical assumption that LEED would cost substantially more.

A journey was embarked upon to answer these questions through discussions with property owners throughout the country who had completed LEED certified buildings. Trips to various cities that had developers with substantial experience and success with LEED buildings completed Neyer's research – it was a go. The USGBC manuals were purchased and studied. All the answers and research were evaluated over and over again to understand the full implications of building a LEED certified Class A office building. The result of the research proved to Dan Neyer that "the idea that people can save money, do right by the environment, while reducing the need for natural resources and work in a first class environment, is possible through the LEED process. Keystone Parke will mark a new generation for Green office space in Greater Cincinnati."

It was discovered through the planning process that smart selection of materials and typical Class A construction practices can enable one to achieve LEED Certified, and possibly LEED Silver, without any additional costs. This was accomplished by focusing on a sustainable program for the building and developing the necessary expertise of the design team early in the process to set specific goals and expectations. The LEED manager created a checklist detailing the specific points that were readily obtainable,

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and those that were a stretch – less cost effective. From there the building specifications included the relevant information as program requirements. This was done to show a commitment to the LEED process and not treat it as an addition, but rather as a part of the general specifications and bidding of the project from the onset. The prevailing thought before bidding was that upgrades or additions would be viewed with a premium attached to it by the general contractor if considered a "LEED upgrade".

This process allowed the bids for the construction to be received at seventy-seven dollars per square foot compared with typical Class A construction of approximately seventy-five to eighty-five dollars per square foot in the southwest Ohio market. These construction costs included the commissioning, modeling, documentation, testing, and fees associated with LEED. After construction contracts were awarded a cost segmentation study indicated that these "LEED costs" added approximately two dollars per square foot to the building, bringing the building in not only under budget but also at the low end of industry expectations for Class A office space.

The true value of following USGBC's LEED system is not from "branding" or "marketing," it is from the benefits to be received by the employees. Because employees are the biggest expense for a company, creating a healthier, more efficient work environment translates into increased productivity and quality of work from each employee, and coincidentally to an increase in revenue and cost savings for the company. Based on USGBC studies, this increase in employee productivity has been found to range from two to five percent. Also, employees in LEED certified buildings have been found to incur one less sick day per employee per year and fifty percent less employee turnover compared to employees in similar non LEED buildings. A survey conducted by Deloitte & Touche and Charles Lockwood in 2008 confirmed these gains. Locating in Keystone Parke can significantly reduce one's net effective rent, and transition rent from an obligation to an investment that pays dividends in real dollars and human capital.

The initial energy usage for Keystone Parke has proven to be almost thirty percent less and water use has been fifty percent less compared to other Class A office buildings. Based on the USGBC productivity gains and initial energy and water bills, the benefits received by companies in the building will be in excess of twelve dollars and fifty cents per square foot. Compared to an asking rent of sixteen dollars and fifty cents, this

Neyer Office Space – LEED_CI Gold

benefit received by the company yields an effective rent of four dollars per square foot. As the first tenants are just beginning to occupy the building, a program by the property management company is being put in place to show these added benefits in Keystone Parke on an ongoing basis.

Costar, a national commercial real estate research company, completed a study in April 2008 that, on a national basis, demonstrated that LEED Certified designation commanded substantial rent premiums over conventional buildings – those built to code – and nearly a four percent higher occupancy rate. However, this "national" study is dominated by the east and west coast markets. Keystone Parke is a pioneer in developer-driven Class A LEED space in the Midwest. It has seen significant interest from tenants because of its LEED certification, but at this time cannot say that any rent premiums have been realized at Keystone Parke. Though according to Bill Schneller of CB Richard Ellis states, "LEED-certified buildings such as those that will be certified at Keystone Parke will increasingly impact where, and how, we work. Green buildings are increasingly shaping the real estate environment throughout the entire country, and now we are beginning to see more of that ripple effect locally." With time, the advantages of the LEED certification will be apparent as "companies that do not have green workplaces will be at a competitive disadvantage from higher operating costs, lower productivity, declining attraction and retention of skilled works and an increasing negative brand image." (Lockwood, 2008).

A steep education curve was necessary to create Cincinnati's first and largest speculative LEED Silver project. This effort has yielded great results, with the State of Ohio recently awarding the project nearly one and half million dollars in part because of Lt. Governor Lee Fisher's desire to make strategic investments in green initiatives through the Ohio Department of Development. While the costs of LEED and its features are nearly insignificant based on the experience of Keystone Parke, the increased value to companies is immense: higher indoor air quality, increased employee productivity, better employee health, and the ability to attract talent. Quite simply, the value added through the adoption of LEED practices is clear, measurable, and obtainable. The results experienced to date at Keystone Parke have proven to the developer that, "Green building is the right thing to do, and all future Neyer projects will engage in green building practices."

Of all the green programs that exist, why LEED? Dan Neyer states it best, "LEED is the most recognizable and legitimate unbiased rating system that has been the standard to which others are measured. Other systems and rating measures have less stringent requirements and can be biased."

About The Authors

Pete Mallow, AICP *– Pete, now a Principal at EMH&T, Inc., was Director of Development for Keystone Parke, responsible for budgetary and scheduling commitments made to develop Keystone Parke Building I, and complete the Commercial Interior Space.*

Brett Kordenbrock, LEED_AP *– Brett, Development Associate of Neyer Properties, worked closely with the LEED manager on Keystone Parke Building I earning a Silver status and was the LEED manager for the Neyer Properties Tenant space earning Gold Status.*

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KAPA Calendar Of Events

July 24, 2009
Article submission deadline for next Kentucky Planner

September 23-25, 2009
KAPA Fall Conference (Bowling Green Holiday Inn/Convention Center)

April 10-13, 2010
APA National Conference (New Orleans, LA)

May 26-28, 2010
KAPA Spring Conference (General Butler State Park Resort)

Fall 2010
OKI Regional Planning Conference (hosted by APA-IN)

April 9-13, 2011
APA National Conference (Boston, MA)

May 25-27, 2011
KAPA Spring Conference (Dale Hallow State Park Resort)

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