

LEED-EB

LEED® FOR EXISTING BUILDINGS

National Geographic Society

National Geographic Society Headquarters
Complex, Washington, D.C.
Commercial Office
LEED-EB Silver Pilot Project

BUSINESS BENEFITS

Increase of \$24 million in value due to:

- Higher appraised value.
- Ability to receive higher tenant rents.
- Lower waste disposal expenses.
- Documented lower operating costs.
- Improved credit ratings.
- Lower interest rates on debt instruments.

National Geographic's green headquarters complex shows off their pioneering spirit.

"The Society added \$24 million in value from this LEED certification..."

- Chris Liedel, CFO, National Geographic Society

PROJECT BACKGROUND

The National Geographic Society Headquarters Complex in Washington, DC, one of the world's largest scientific and educational non-profit organizations, is the first project to be certified under the LEED for Existing Buildings Rating System. This project demonstrated LEED-EB could successfully be applied to older buildings. Upgrading the heating and cooling systems, interior lighting systems and building operating practices, and making other capital improvements in four buildings have increased the market value of this property by \$4 for every \$1 invested.

Owner: National Geographic Society

Management: Robert Cline, Director of General Services, National Geographic Society

Chief Engineer: Richard Neal, National Geographic Society

Contractor: Johnson Controls, Inc.

LEED Accredited Professional: S.D. Keppler & Associates



THE CASE FOR GREEN BUILDING

The Headquarters Complex is comprised of four interconnected buildings ranging from 20 years to 100 years old. The management team embraced the opportunity to “green” the complex and developed a capital budget that included major mechanical system infrastructure upgrades, space consolidation, security enhancements, and building and human resources management systems improvements. Cafeteria equipment was also upgraded and/or replaced with more efficient models to eliminate CFCs.

Policy development and implementation were key components of this LEED-EB project. Included were green site and building maintenance, construction waste management plans, and materials selection policies. A hybrid/alternative fuel vehicle incentive, giving employees one-month free parking and subsequent discounted parking, was added to the Society’s Parking Policy.

PROJECT GOALS AND RESULTS

The process involved determining the baseline of operations for the complex, then systematically developing and upgrading the entire complex. The challenges were the age of the buildings and the need for several major HVAC system improvements. An energy savings performance contract was used to implement the HVAC system improvements. This approach allowed the \$5.5 million HVAC system improvements to be carried out with a guarantee that the expected energy savings would be achieved. To respond to the concern of applying LEED-EB in older buildings, the team used a holistic approach to ensure that emphasis on crucial areas was not overlooked. With more efficient heating, cooling, and interior lighting systems, energy use has now been reduced by 20%. In addition, water utility expenses have decreased by 18%.

“...LEED-EB helps building owners and managers solve current building problems, and provides a flexible roadmap for ongoing improvements over time.” – Mike Army, chair of LEED for Existing Buildings Committee.

The return on investment has been documented at the increased market value of this property by \$4 for every \$1 invested. “The Society added \$24 million in value from this LEED® certification from higher appraised value, raising tenant rents, lower operating costs, increased credit ratings and lower interest rates on debt instruments,” reported Chris Liedel, Chief Financial Officer for National Geographic Society.

“What the National Geographic Society project team did significantly improved the buildings’ operations. LEED-EB Silver is a huge achievement and with continual improvement we expect they’ll move up the scale to Gold. Ultimately, when capital opportunities arise and they apply the LEED standard, even older buildings can get Platinum,” said Mike Army, chair of LEED for Existing Buildings Committee. “It is important to recognize that LEED-EB helps building owners and managers solve current building problems and provides a flexible roadmap for ongoing improvements over time. LEED-EB is not a singular event but a journey.”

ABOUT NATIONAL GEOGRAPHIC SOCIETY.

The National Geographic Society was created in Washington, D.C., in 1888 for “the increase and diffusion of geographic knowledge.” The Society mirrors the world and all that is in it through incisive magazines, maps, books, films and interactive media. The National Geographic magazine has 40 million readers worldwide from a circulation of 9 million in 23 local-language editions. Readers of National Geographic Traveler, National Geographic Adventure, National Geographic Kids and National Geographic Explorer! magazines total 11.3 million. The National Geographic Channel, a daily 24-hour television cable network, reaches more than 200 million homes in 25 languages and 145 countries, including the United States.



LEED-EB

Build green. Everyone profits.

LEED® IS THE NATIONALLY RECOGNIZED VOLUNTARY STANDARD FOR GREEN BUILDING FROM THE U.S. GREEN BUILDING COUNCIL.

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