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LDEV 671

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Final Presentation Script

Throughout the course, we have learned about the sustainability triad of environment, social, and economic aspects and how that relates to creating the sustainability dividend, but how is this achieved? I believe there are three main components to it including, seeing it, creating it, and measuring it.

Seeing it involves research into how the topic of sustainability even came about by looking at this history of the practice and knowing the negative impacts we are attempting to improve upon. Through the use of examples of both bad and good developments and utilizing all the tools at hand, you can see how to properly construct the most sustainable development that will also provide you with a great financial return.

Creating it is all about changing the way we do things currently. By innovating and redesigning the way the think about the built environment, we can make a great amount of change just by changing the habits of the past that have led us to having to resolve this issue in the first place.

Measuring it is pretty obvious, but after putting all the pieces together and creating this wonderful green building that has all of these great technological advancements that aid in the reduction of energy use, and heightened social benefits that incorporate the best state-of-the-art low-e windows that money can buy, there needs to be a way to property measure and compare the data with that of the rest of the world. Without a standardized benchmark, your building could be performing really well in a certain city, with increased profits and decreased environmental impact, but what good does that do when you actually don't have a set scale upon which you fall with the rest of the globe. By utilizing measurement programs that actually take into account what all goes into the project and continuously monitors the performance, you would be able to assess just how well your asset is truly performing.

During my undergrad program at the University of Texas, I was taken to a project that was focused on creating the most green, mixed use livable garden habitat in Austin. They chose local materials, high efficiency windows, looked to create their own power, and decreased the amount

of transportation and construction costs to the point of using essentially glue and matchsticks to hold the thing up. While in the classroom learning about the project, I was expecting to see a really budget looking monstrosity however upon arrival, I saw what seemed like a perfectly normal mixed-use development. Being sited in Austin, the project did really well as that city is already on the ball as far as sustainability is concerned, seeing as how they have a permanent water conservation plan already in place. Marketing this type of building did really well as everyone living there has some sense of responsibility when it comes to sustainability. The complex was able to charge higher rents and premiums simply on the fact that it was created with the maximum amount of sustainability in mind, however this is not widespread. Only recently have I seen an overwhelming sense of pride in creating a sustainable development as before I feel that people were worried about losing financial security through the use of these practices. However, now it is clear that sustainability sells, especially in rapidly growing population centers as awareness of the degradation of the natural environment is at an all-time high, so no longer are the times that using local materials and cheaper construction methods is going to cause a loss in interest, but in fact the opposite, overall enhancing the environmental, social, and especially economic performance of a site.