

**greengenuity**<sup>®</sup>

**sustain  
ability**

**=  
=**

**profit  
ability**

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**regency**centers  
> moving quality forward

# greengenuity =

Regency Centers' innovative best practices program reduces long-term operating costs and environmental impacts of shopping centers.

We use the latest advances in green building design, construction, operations and maintenance to reduce the use of natural resources and increase efficiencies at our new developments and existing centers. Our program is flexible and responsive to retailer and community needs, as well as geographic factors.

# benefits =

## economic

- > Lowers operating costs and decreases utilities use
- > Speeds approvals of new projects
- > Attracts eco-conscious customers
- > Improves employee productivity

## environmental

- > Conserves natural resources
- > Reduces solid waste
- > Minimizes carbon footprint

## health and community

- > Improves air and water quality
- > Enhances occupant comfort and health
- > Generates public goodwill

## Typical greengenuity strategies include:

- 1 Energy efficient buildings**  
reduces expenses and greenhouse gas emissions
- 2 Water conservation**  
reduces water use with "smart" irrigation equipment, drawing reclaimed water and high-efficiency plumbing fixtures
- 3 High efficiency outdoor lighting**  
reduces energy use, on-going maintenance and utility costs
- 4 Innovative storm water management**  
minimizes run-off and improves water quality
- 5 Sustainable building materials**  
uses high recycled content, low toxicity and local/regional materials
- 6 Waste management and recycling**  
reduces waste sent to landfills
- 7 Alternative energy**  
supplements conventional fuels with clean and renewable alternatives



# actions =

## 90 million gallons of water expected to be saved per year

**Smart Irrigation at 90 Shopping Centers**  
Following an initial pilot program, conventional timer irrigation controllers were replaced with "smart" controllers that use local weather data to automatically adjust the irrigation schedule. The controllers also adjust the water schedule based on individual landscape needs. Regency expects to save 90 million gallons of water per year and reduce CAM costs. The project will also minimize sewer overcharges, landscape replacement and maintenance costs that can result from over watering.

## 60% reduction of power

**LED Parking Lot Lights at Willston Centre II**  
Falls Church, VA

During the center's redevelopment in 2010, all site lights were replaced with state-of-the-art light-emitting diode (LED) fixtures which are expected to reduce power consumption by 60%. In fact, the project was honored as a host site for the U.S. Department of Energy's Solid-State Lighting Technology GATEWAY program which tests product performance and cost effectiveness of sustainable light fixtures in real-world situations.

## 800,000 gallons of water recycled

**Innovative Stormwater Management at Market at Colonnade**  
Raleigh, NC

To maximize the property's 6 acres, an innovative stormwater management system was created underneath the shopping center to retain 500,000 gallons of parking lot runoff and 300,000 gallons of rain water from rooftops. This water is filtered through 4,000 feet of piping to remove oil and contaminants before it seeps back into the ground. Scientists from the North Carolina University will conduct a long-term study to monitor the effectiveness of this first-of-its-kind filtration system.

## greengenuity = expertise

- > Over 50% of Regency's construction associates have received the LEED\* Accredited Professional (AP) credential.
- > Regency currently has three LEED® certified centers – Deer Springs Town Center in North Las Vegas, NV; Jefferson Square in La Quinta, CA; and Lower Nazareth Commons in Lower Nazareth Township, PA. Plus, five future projects are LEED® registered.
- > Regency is an active leader in key industry sustainability associations. Our partners include:
  - > Member of U.S. Green Building Council (USGBC) & LEED Retail Committee
  - > International Council of Shopping Centers (ICSC) Environmental Subcommittee & Retail Green Program Committee
  - > Real Estate Roundtable Sustainability Policy Advisory Committee
  - > Participant in Department of Energy, Commercial Building Initiative & Retail Energy Alliance

## more information

email [greengenuity@regencycenters.com](mailto:greengenuity@regencycenters.com) or call 800.950.6333

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\* The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is a third-party certification program and the nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. Source: U.S. Green Building Council

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