

linked



July, 2012

Hair Salon Trims Environmental Impact

Interest in sustainability continues to grow, but how easy is it to use eco-friendly materials and practices in your store? Is it worth it? Hair salon owner Kristy Weeks shares how she incorporated sustainability improvements in the construction of her two Panache salons located at Regency Centers' properties.

When undertaking a store expansion, Kristy decided to use environmentally friendly materials because they worked with her store's contemporary design and matched the mission of her salon's brand, Aveda.

She used these sustainable elements:

- doors and room dividers made from recycled plastic bottles and wood bits,
- artificial bamboo flooring crafted from discarded plastic,
- a sink vanity sculpted from scrap pieces of granite,
- formaldehyde-free insulation to improve indoor air quality, and
- additional window tinting to create a comfortable temperature inside the store.

To improve water efficiency in a place with frequent hair washings, she installed a system that constantly circulates hot water, eliminating the need to run a faucet until the water heats up.

Plus, the salon is lit with LEDs, low-energy 17-watt bulbs that emit light equal to that of a 75-watt traditional bulb. At \$109 each, the LEDs are pricier than typical incandescent bulbs, but they glow bright for about seven years, while other bulbs darken after about four months.

"Consumers appreciate when their dollars are being used in an environmentally responsible manner," Kristy said. "While green materials cost a little more on the front end, I think they save money long term."

She added, "You can definitely do it within budget if you have the patience and a knowledgeable contractor to help you. Fortunately, my husband is a general contractor who is very familiar with these materials."

Like Panache salon, Regency also upgraded to LED fixtures by replacing the under-canopy lights at the center, Anastasia Plaza in St. Augustine, Fla.

"As environmental awareness grows, products made of reusable materials and sustainable methods become more available and affordable," Property Manager Vicki Burns said. "Such operational changes fit right in with Regency's goals to be more energy efficient."

On a national scale, Regency has introduced water-efficient irrigation strategies, including smart controllers that automatically adjust the irrigation schedule based on local weather conditions, at 95 properties. Networked lighting controls adjust lighting levels and usage based upon weather and time of day at 62 shopping centers. Other operating practices being tested include solar panels, a green roof partially covered with vegetation and electric vehicle charging stations as a customer convenience.

For more details on Regency's sustainability results, visit RegencyCenters.com/greengenuity.