



NEWS

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CROWN PLAZA BUILDING EARNS HIGHEST GREEN GLOBES RATING FOR SUSTAINABLE OPERATIONS

Third-party green building certification cites environmental management practices

PORTLAND, Ore. — Crown Plaza, a 293,246 square foot, 11-story office building in the Melvin Mark Companies real estate portfolio, has earned a Four Green Globes® for Existing Buildings rating from the Green Building Initiative® (GBI) for achievements in sustainable operations.

“Crown Plaza was built in 1970 and is a great example of how an older building can be operated in an environmentally-friendly manner,” said Jim Mark, chief executive officer, Melvin Mark Companies. “We use management practices that use energy efficiently and help us manage our operating costs—all of which create comfortable work environments for tenants, and keeps our buildings profitable and competitive.”

The GBI is a nonprofit organization founded in 2004, and is the sole U.S. provider of the Green Globes and federal Guiding Principles Compliance green building certification programs.

The building earned a score of 827.5 out of 944 applicable points, demonstrating leadership and excellence in the practice of energy, water, and environmental efficiency to reduce environmental impacts. The building improved upon its 2010 ranking of a Three Green Globes Award.

Located at 1500 SW First Avenue, Crown Plaza is owned by Urban Office and Parking Facilities, a partnership comprised of Melvin Mark partners, and the Goodman and Sheasgreen families. Melvin Mark oversees leasing and management of the property. Since 1994, the Crown Plaza ownership group has invested hundreds of thousands of dollars in the building to lower its carbon footprint, improve its energy efficiency to lower operating costs and improve the building’s performance to enhance tenant comfort.

To earn the Four Green Globes rating, Crown Plaza was evaluated for its performance across six categories, including energy, water, resources, emissions, indoor environment and environmental management systems. Scoring was highest for its environmental management system, work on emissions and pollution controls, and resource management practices.

Among the company's notable achievements at Crown Plaza:

- LED lighting technology is installed in both interior and exterior spaces to save energy.
- Occupancy sensors control lighting in offices, conference rooms and restrooms, with 60 percent of the lighting sensor controlled.
- Sensors control exterior illuminated signage to turn off after hours as necessary.
- Daylighting strategies in the parking garage capitalize on natural light during the daytime, leaving lights off until later in the day.
- The building takes part in Portland General Electric's Clean Wind-Green Tags program, which purchases clean wind power. Crown Plaza purchased approximately 444,000 kilowatt hours of energy through this program offsetting the building's total energy use by 5 percent.
- A free recycling program to reduce building waste allows tenants to recycle ink and toner cartridges, e-waste, batteries and light bulbs.
- A secured dedicated bike storage room provides tenants with repair equipment, tire air pumps, and wall-mounted bike storage.
- Green building and cleaning products are used throughout the building to comply with state standards for hazardous waste.

"Our building engineers and operations team have done a great job finding ways to reduce environmental impacts and promote energy efficiency," said Kelley Brewster, Melvin Mark's vice president of operations. "Older buildings are more of a challenge as they weren't designed with energy efficiency in mind; our folks are relentless in the search to save energy. They've done exemplary work to improve the performance and efficiency of the building."

About Melvin Mark Companies

Melvin Mark Companies has developed, owned and managed property in Portland since 1945. They currently own or manage more than three million square feet of commercial space in the metro area, and provide a full range of commercial real estate services for landlords and tenants including sales and leasing, property management, financing, development and tenant improvements. Learn more about Melvin Mark at www.melvinmark.com.

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