

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

#### **Green Ideas Completes First LEED Project in Novus Innovation Corridor**

Tempe, AZ – (March 1, 2021) – Green Ideas Building Science Consultants recently completed the first LEED certified project within the Novus Innovation Corridor in Tempe, Arizona. The 777 Tower is built on 1.4 acres and encompasses 160,907 SF of Class A offices as well as 8,316 SF of retail space. Sustainability is an important pillar of Novus and was embraced by the 777 Tower utilizing USGBC’s LEED rating system to guide design, support construction and drive building operations. Sustainable practices include reduced energy use through improvement of the building envelope, attention to occupant health and comfort, and the use of low-flow fixtures and regional/recycled materials.

Developed by Ryan Companies and designed by Davis, Green Ideas Building Science Consultants was engaged to drive the high-performance building aspects of the project and to organize and complete LEED for Core & Shell certification. The 777 Tower originally targeted LEED Silver level certification, but due to the integrative design and construction process implemented by Green Ideas, the project achieved LEED Gold level status.

Some of the sustainable strategies implemented to achieve LEED certification include:

- The selection of premium materials which include 28% recycled content and 47% locally sourced materials
- Mechanical building systems that do not use any chlorofluorocarbon (CFC) based refrigerants
- Enhanced commissioning of the building’ energy-using systems plus measurement and verification ensures that building systems continue to operate at peak performance
- A healthy indoor environment was created by using interior materials including paints, coatings, adhesives, sealants, carpeting, cabinets and furnishings that have low or zero VOC’s to improve indoor air quality, and a green janitorial program was implemented using non-toxic products to promote an on-going healthy indoor environment with decreased environmental impact

The project also promotes alternative forms of transportation through the building's proximity to bus and rail routes, secure on-site bicycle storage, and electric vehicle charging stations.

Green Ideas' President Charlie Popeck has worked closely with many building owners and developers since founding the Arizona Chapter of the U.S. Green Building Council in 2002 and has been the consultant for more than 100 LEED certified facilities throughout the United States. Upon receiving LEED certification for the project, Charlie stated "We are excited to have completed this first project within the Novus Innovation Corridor and plan to have several others certified in the coming years. Being part of a development like Novus is an honor and a positive indication of where the Phoenix metro area is headed from a sustainability perspective. Everything seems to be on the right track".

***About Green Ideas® Building Science Consultants***

*Established in 2002, Green Ideas is a full-service building science consulting firm offering high-performance building consulting, 3D energy and daylight modeling, building commissioning, and world-class high-performance building consulting services. The firm is designated as a LEED™ Proven Provider by Green Business Certification Inc. and is an industry leader specializing in LEED (Leadership in Energy and Environmental Design) and WELL consulting including charrette facilitation and certification services. Its clients are building owners, architects, engineers, contractors, real estate developers and facility managers as well as corporate entities wishing to establish business advantages through high-performance building practices. With a vision as bold as the results they achieve, Green Ideas is dedicated to transforming the market by promoting building science through a "triple bottom line" approach to business operations.*

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