

CBE Livable Buildings Awards 2008

Submittal for SCA Americas Headquarters



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Project Team List

Owner: SCA Americas, Cira Centre, Suite 2600, 2929 Arch Street, Philadelphia PA 19104

Architect, Engineer, Interior Designer & LEED Manager: EwingCole, Federal Reserve Bank Building, 100 North 6th Street, Philadelphia PA 19106

Developer: Brandywine Realty Trust, Cira Centre, 2929 Arch Street, Philadelphia PA 19104

General Contractor: Turner Construction, 1835 Market Street, 21st Floor, Philadelphia PA 19104

Owner's Representative: Remington Group, Inc. 351 East Conestoga Road, Wayne, PA 19087-2508

Project Narrative

Program: SCA is a Global Paper and Hygiene Products Company that previously operated an American Headquarters outside Philadelphia. In 2004, SCA Americas chose to plant new roots within Philadelphia's Center City.

SCA Americas decided to relocate from the city suburbs into a new center city office to provide a more accommodating space for its growing American business and employee base. After learning about the LEED requirements, the program simply sounded like the right thing for us to do as a business. In January 2006, SCA relocated into the Cira Centre in Center City, Philadelphia and our three floor office, encompassing 78,200sqft, was awarded LEED Gold in April 2006.

Goals: The intention was to move to a location that didn't require existing employees to relocate, whilst offering them the possibility of using mass transit which was previously not possible. The desire was to create an office that strongly demonstrated inclusivity whilst also focusing on our corporate core values of 'Excellence, Responsibility and Respect'. The decisions to incorporate sustainable design and to follow best practices for optimum indoor air quality would create the best good working environment for both our current and future employees.

Innovations:

- At the time of certification, LEED was still a relatively new process so it created an opportunity to share details about the process and the benefits with the local community in which we were trying to make ourselves known.

- EwingCole our project architects, convinced Armstrong a ceiling tile manufacturer, to start manufacturing their recycled content tiles locally within the state of Pennsylvania and not just in Florida – these tiles then became standard throughout the 28 floor office building.
- Turner, our construction contractor, began the process of recycling the fit-out construction waste and while finding that the process kept the work site tidier, it was in fact easier to handle, and so began enforcing the recycling process at future jobsites.
- Over 90% of employees use mass transit to get to work, enjoying the ease of travel compared to the use of the heavily congested local traffic routes. In order to provide additional car access, the company purchased a Toyota Prius pool car for use in necessary circumstances.
- The company also registered with PhillyCarShare, a flexible citywide car-sharing program which provides employees with an account for corporate use in addition to a free personal account for private use. SCA Americas offered this non-profit program one of its few parking spaces in order to create a local pod to the Cira Centre office.
- A daylighting case study was undertaken for Lutron lighting to see how energy consumption could be reduced by maximizing use of external daylight. Four offices with daylight sensors and occupancy sensors were compared against four offices with occupancy sensors alone – initial findings indicated that daylight sensors might offer a three-year payback if changing out incandescent lightbulbs to a new system. After providing the employees with this information, one individual who felt ‘wasteful’, decided to tamper with the occupancy sensor so his light never went on. This interfered with the case study but proved that if you give someone good unbiased information (about sustainable improvements), they can then make an informed decision about how best to proceed.

Successes:

- Employees are proud to work for the company and enjoy their new office environment. Many routinely bring friends in to visit which was unheard of in our previous location. Prospective employees have reached out to SCA directly seeking jobs after viewing our office on TV segments or after visiting for an office tour.
- SCA Americas was a Finalist in the Inaugural Philadelphia Sustainability Awards in 2006 and has grown to be heavily involved in community sustainability initiatives. Partnerships have been created with leading city, community and corporate organizations, mostly as a result of inviting them into our office space and sharing who we are and how we do business, for example, our recent partnership with the Philadelphia Eagles stadium, supporting their Go Green initiatives.
- Following Governor Rendell’s intention to raise thermostat settings in state office buildings to reduce energy consumption, Sandy Bauers, Environmental Correspondent at the Philadelphia Inquirer decided to poll other city buildings and wrote *“I was just talking with Christine Knapp at PennFuture, and she said every time she comes into the SCA offices, it feels so comfortable. So I’m wondering: What does one of Philadelphia’s greenest offices do?”* Sandy continues to contact SCA as a starting point on some of her articles. It is a joy to be recognized as a great office and a great employer, for simply having done the right thing.

- The relocation to the new office took place over one weekend. When employees began, only two individual wellness complaints were raised, both complained of severe headaches whilst in the office. It was quickly established that both instances could be attributed to light sensitivity so each occupant simply makes use of the provided task lighting instead of the overhead bulbs.

2. Project Images



Reception – now with a constant flow of visitors & employees, a Gold LEED plaque on the far column and fresh flowers delivered to the front desk each week.



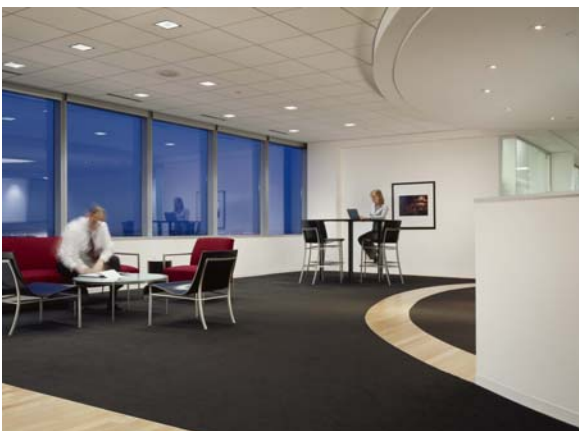
Reception – the waterwall, rocks, wheatgrass, daylight and wooden flooring represent earth, light & water, the elements required to make a strong forest - which is representative of SCA's forest business roots.



The hidden coffee bar for visitors and employees to enjoy all day long. Fresh fruit is delivered to all three floors on a daily basis from an in-house caterer.



Inclusive Conference Room



Numerous interactive areas are located on each floor so employees can engage on an informal basis, for lunch, coffee, greeting visitors and small group meetings.



The three floors are connected by an internal stairwell allowing a constant flow of energy, people and ideas between our three business groups.



View looking down the stairs, grounded by the rocks.



View looking up the stairs into an internal light.



A typical office – there is no hierarchy between the kind of furniture used.



Opaque glass doors allow an element of visual privacy when they are open.



Opaque glass doors allow an element of audio privacy when they are closed.



Conference Board room with hidden audio visual systems and black out blinds.



Reduced height workstations allow maximum ingress of daylight into the space.

3. Energy performance data

- Only electrical energy consumption is measured for the office. Six sub-meters are present and monthly readings are taken. Meters have been getting replaced due to a manufacturing fault so various readings have been estimated at various times, making monthly and annual comparisons less easy. Communications are very open with building maintenance engineers. They take pride in the fact that tenants do in fact occasionally generate complaints as it shows that tenants have faith that the engineers can in fact remedy the situation.
- Year 1 (Feb 06 – Jan 07) Electricity consumption = 41.3 kBtu/ft²
Year 2 (Feb 07 – Jan 08) Electricity consumption = 46.8 kBtu/ft²
- The employee base has remained fairly constant throughout at approximately 160 people. Renovations took place due to changed office requirements between July 07 - Feb 08 which would likely account for the higher electricity consumption. These renovations were overseen by HOK architects, again to LEED C-I standards.
- Total electricity consumption is off-set by renewable energy credits through Community Energy, a local wind-power generation company.

4. Additional Information

- In the last 2 years, SCA has provided almost 60 office tours to over 650 people, promoting the sustainable design features included in this office space. Visitors are young and old, educated in green building or complete beginners – they may be college interior design or architecture students or highly experienced AIA architects. Often they are simply interested parties who are considering LEED for their own facilities. Many are existing or potential customers or distributors of our product to whom we can demonstrate that our company does in fact walk the talk when it comes to considering sustainability. By educating the public about environmental leadership and sustainable design practices, we promote ourselves as a good corporate citizen.
- We have hosted many events within the office such as a 300 person green building celebration sponsored by Delaware Valley Green Building Council, specific events for the graphic design community and a tour for the digital media design industry, tours for local design schools, and many other educational opportunities have been held in this space. Most recently, SCA hosted the launch of the Building Green Report for Pennsylvania Environmental Council and a Green Building Leasing event for DVGBC.
- SCA's office space has been published in Contract Magazine, Environmental Design & Construction Magazine, and covered on CBS3 and Fox News.

It is certainly permissible for CBE to review with the awards jury a summary of our SCA Americas buildings survey results. We were grateful to have been able to participate in the post-occupancy survey courtesy of Seven Group and thrilled to have proof that our employees were in fact as happy with their new office as we hoped they would be.

Thank you for your time and consideration of our building project.

Green Facts

Project Title	SCA Americas Headquarters
Building Use	Office
Location	Cira Centre Suite 2600, 2929 Arch St, Philadelphia, PA
Size	81,200 SF
Cost	\$5.9m

LEED for Commercial Interiors Rating out of	57
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Total Score	33
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Sustainable Sites	6
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Water Efficiency	1
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Energy & Atmosphere	5
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Materials & Resources	7
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Indoor Environmental Quality	9
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Innovation & Design Process	5
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Certification Level	Gold
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Energy Savings	8,284 kWh/yr, \$682/yr*
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Carbon Emissions Avoided (tons)	359.4 tons of equivalent CO ₂ /yr
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Water Savings (gallons/yr, \$/yr)	49,006 gallons/yr, approx \$980/yr*
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Waste Diverted (tons)	54 tons
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Project Team Profile

Tenant / Occupant	SCA Americas
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Building Owner / Developer	Brandywine Realty Trust
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Architect	EwingCole
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Engineers	EwingCole
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Interior Designer	EwingCole
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Commissioning Agent	Turner Special Projects
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*estimated

NA= "Not Applicable" or "Not Available"