

PROJECT PROFILE



> Green Globes for New Construction

GREEN GLOBES ALIGNS WITH MARKET 32 STORES' FRESH APPROACH

Over the next five years, the Golub Corporation is rebranding half of its 135 stores from Price Chopper to Market 32 in a move to a more customer-focused standard. Meant to "engage and inspire shoppers for decades to come," Market 32 stores also place an emphasis on environmentally sustainable design. One of the first five Market 32 flagship stores—Store 039 in Wilton, N.Y.—recently earned Two Green Globes.

Joe Berman, manager of Corporate Social Responsibility at Price Chopper/Market 32, says third-party certification is a way to express the company's commitment to sustainability. "We're building our pilot stores under Green Globes to diversify our green building approach," asserts Berman. "We want to take our understanding from conceptual to experiential, and evolve our proficiency using several recognized and respected green building rating systems."

One Green Globes' advantage is that it allows Market 32 to address sustainable design with more flexibility. "We can pursue certification within the context of our grocery store formats without having to meet requirements that aren't appropriate for our building type," Berman explains.

"We could take our subcontractors' standard plans, specifications, RFI materials, and project documents and submit those without having to reformat them. We could then share our information with project stakeholders through GBI's system, which used our time much more effectively."

– Joe Berman, Manager of Corporate Social Responsibility at Price Chopper/Market 32

"Green Globes' flexible approach is capable of accommodating a broad spectrum of project types. It's tailorable to our building's specific format and needs and offers a more boots-on-the ground approach."

JOE BERMAN,
Manager of Corporate Social
Responsibility at Price Chopper/
Market 32



PROJECT RATING:
TWO GREEN GLOBES



MARKET 32'S STORE 039 IMPLEMENTED SEVERAL STRATEGIES THAT LED TO ITS

- Advanced refrigeration design
- Strong emphasis placed on energy conservation measures leading to an Energy Star energy performance score of 94
- Water conservation measures producing a water use reduction of 53 percent over the baseline building
- A high-quality indoor environment for employees and customers through low-VOC materials and sound dampening strategies



VALUABLE SUPPORT

The certification process was very quick thanks to the way Green Globes documentation is submitted.

“We didn’t need to populate an enormous amount of online templates and then go back and try to address vague technical advice comments,” Berman recalls. “We filled out our design and construction survey, and then distributed documents to our subcontractors via fileshare, which saved a lot of time and oversight labor. It was an extremely user-friendly format.”

The assessor reviewed the online project documents and notified the team when he saw missing pieces of information. “That offered a much higher degree of turnaround time as well,” says Berman. “He was very specific about what he was looking for so we could manage our workflow and target our efforts effectively. It’s a much more linear way of sharing information.”

The direct connectivity to the Green Building Initiative team and personal interaction with the assessor set the stage for a collaborative relationship. In addition to the extremely valuable feedback loop, Berman appreciated that the assessor came to the site to complete his review. “He was able to confirm that we implemented what we said we were doing as opposed to making assumptions based on documentation. That provides a stronger layer of credibility to the assertions we’re making.” Berman says his company has had an overwhelmingly positive experience with the Green Building Initiative and Green Globes certification system. “We’ve been so satisfied with the process that we’ve registered four other projects, and we’ll continue to pursue Green Globes certifications for Market 32 stores moving forward.”

> GREEN GLOBES RATINGS

Once an assessment is verified by a third party, properties achieving a score of 35% or more receive a Green Globes rating based on the percentage of total points (up to 1,000) achieved.

85-100% (FOUR GREEN GLOBES)

Demonstrates national leadership and excellence in the practice of water, energy and environmental efficiency to reduce environmental impacts.



70-84% (THREE GREEN GLOBES)

Demonstrates leadership in applying the best practices regarding energy, water, and environmental efficiency.



55-69% (TWO GREEN GLOBES)

Demonstrates excellent progress in achieving reduction of environmental impacts and use of environmental efficiency practices.



35-54% (ONE GREEN GLOBE)

Demonstrates a commitment to environmental efficiency practices

