

Focus: Institutions and Schools



Featuring: Society of  
Colleges and  
University Planning

Monthly  
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# NER Construction at Fenway

## Under the Tent for Historic Renovation in Winter



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Green Facilities  
Development News

March 2009



## High-Profile Feature: Society for College and University Planning



### 'Going Green' Through Materials Management

By Robert M. Brandon, AIA, and Arthur A. Spruch, PE

Here in New England, our colleges and universities have been proactive when it comes to sustainable development. They were among the first organizations to acknowledge the importance of responsible environmental stewardship, and they pioneered many green approaches that are standard practices today, including enhanced recycling and environmentally-friendly design.

Today, local campuses are discovering a new approach to environmentalism that—in addition to being socially responsible—offers significant operational advantages: materials management. Through better organization of operations and support services, educational institutions can reduce the costs associated with operating a campus, and better support sustainability goals.

Materials management encompasses the full range of campus operations and support systems that serve an active campus, such as delivery-truck traffic, loading

docks, storage facilities, materials distribution, recycling, and waste removal. In essence, it is the behind-the-scenes activity that makes a campus work. The goal of a materials management plan is to create an “invisible campus” that houses the operational assets of the institution. At a typical campus, these systems are organized haphazardly, in a disorderly, noisy, or inefficient manner, which can lead to unsightly and unnecessarily costly operations. By contrast, a creative and comprehensive materials management plan can transform a campus. Careful materials management planning promotes efficiency, safety, and sustainability by minimizing traffic congestion, streamlining operational flows, reducing waste and hardscape, and enhancing aesthetics.

What goes into a strategic materials management plan? One key element is the development of better circulation infrastructure. For example, service points can be clustered to reduce the number of loading docks and truck parking. By creating central loading zones and service

areas, campuses can avoid the “island” approach to shipping, receiving, and vehicle movement in which individual buildings rely on their own discrete materials management systems. A centralized approach can dramatically enhance operational efficiency and minimize cost. It also results in reduced greenhouse gas emissions: a commodity with significant environmental

more efficient waste management practices and increased recycling initiatives.

In addition to the sustainability benefits of materials management planning are the aesthetic, financial, and operational advantages. Consolidating, reconfiguring, and better managing a campus' core infrastructure reduces redundancy. This leads to lower operating costs and allows the

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and financial value in the burgeoning green markets.

Developing better campus circulation infrastructure also means re-evaluating types of truck delivery and service-vehicle routes. By building circulation resources around empirical data on vehicle type, size, and schedules, institutions can considerably reduce truck traffic, creating a safer environment for pedestrians and a more attractive and greener campus.

Finally, an effective materials management plan should include re-evaluating solid and hazardous waste removal, storage, and recycling. This often leads to

college or university to take advantage of the highest and best use of its real estate. Materials management planning is one of the best investments a college or university can make. It's not just good citizenship; it's good business.

Robert M. Brandon, AIA, is senior vice president and principal architect/planner at S E A Consultants Inc., a Cambridge, Massachusetts-based engineering and architectural firm. Arthur Spruch, PE, is director of the firm's Higher Education practice. The firm can be found at [www.seacon.com](http://www.seacon.com).

#### Transformations To Create 21st Century Colleges and Universities

Please join us for this pre-conference workshop March 18, 12:30 pm–5:30 pm. Topics include:

- Strategies for 21st century colleges and universities to become engaged in revitalization of state, local, or regional economies.
- Implications of the new roles of higher education in society on personnel, academic programs, research, and the built environment.

The North Atlantic pre-conference workshop will be led by Eva Klein, Eva Klein & Associates Ltd. and Lloyd A. Jacobs, president of The University of Toledo. Then, representatives from New York City's Mayor's Office, City Planning, EDC, and Revolutions2 will provide brief presentations focused on New York City economics and policy that are shaping and redefining Higher Education within NYC.

Break-out sessions will be focused on applications to the participants' institutions. In a final wrap-up, the session leaders will challenge the participants to form actionable conclusions for future strategies. To learn more and register, visit: [www.scup.org/regions/na/2009](http://www.scup.org/regions/na/2009).



#### NYSERDA Launches New Initiative EYP Selected to Provide Guidance

Boston, MA –The New York State Energy Research and Development Authority (NYSERDA) recently announced a new initiative to achieve greater energy efficiency awareness and market penetration to community colleges, colleges, and universities across New York State.

As higher-education institutions seek to implement energy efficiency and sustainability practices to lower energy costs and reduce greenhouse gas emissions, the New York Energy Smart Focus on Colleges and Universities will identify technical assistance and financial incentive programs that an institution can access to maximize energy efficiency and achieve their environmental goals.

“The Focus on Colleges and Universities takes into account the uniqueness of

each campus in crafting an effective energy efficiency strategy,” said Francis J. Murray, Jr., NYSERDA President and CEO. “Greater energy efficiency within New York's colleges and universities will add to successful efforts at reducing statewide electric consumption and greenhouse gas emissions; all part of Governor Paterson's aggressive clean-energy goals.”

EYP, an integrated architecture and engineering design firm, was competitively selected to assist NYSERDA in developing programmatic outreach strategies for colleges and universities to support energy efficiency improvements in existing buildings or new construction projects. EYP will actively involve public and private higher education campuses and facilities located within the SBC territory.

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