

Bethesda Downtown Master Plan

High Performance Area Energy Recommendation

FACTS:

- Buildings cause 65% of greenhouse gas emissions in Montgomery County.
- Montgomery County is not on track to meet County goals to stop increasing greenhouse gas emissions by the year 2010, and to reduce emissions to 20% of 2005 levels by 2050.
- High Performance Buildings are not incentivized during the planning process and we are not seeing as many constructed as Washington DC and Arlington.

OBJECTIVES:

- Address the county's largest source of greenhouse gas emissions.
- Fulfill our directive to the General Plan to promote energy efficient use of energy.

RECOMMENDATION:

Target points from the CR and Employment Incentives

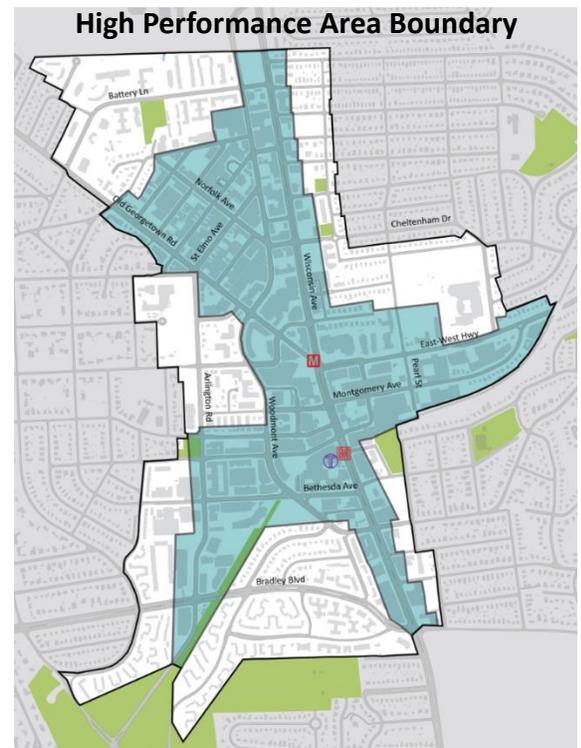
- **Any building located in whole or in part within the High Performance Area should exceed ASHRAE 90.1 (Appendix G) standard by 15%.**
 - Should the County approve the International Green Construction Code (IgCC), a buildings energy performance must be 2 points more efficient. (...continuing to exceed a 'minimum' county standards and move the pendulum forward)

Why?...

PLACEMAKING

- A district of High Performance Buildings is highly marketable, appealing to a large and growing environmentally conscientious demographic in Bethesda.
- Energy efficient buildings are an investment in creating place capital within Bethesda's urban context. High Performance Buildings will contribute to the public identity and domain, advance cutting edge technology, and reduce energy demand and carbon emissions.
- As the premier downtown of the county and bedroom community to DC, Bethesda could be branded as the region's healthiest and most sustainable community, marked by:

- | | |
|--------------------------------|--|
| - Transit oriented development | - Community identity |
| - Affordable housing | - Clean streams and water quality |
| ▪ Rents | - Increased parks and open space |
| ▪ Lower utility costs | - Energy efficiency |
| ▪ Transit options | - Improved health (parks, biking, walking, trees, cleaner air & water) |



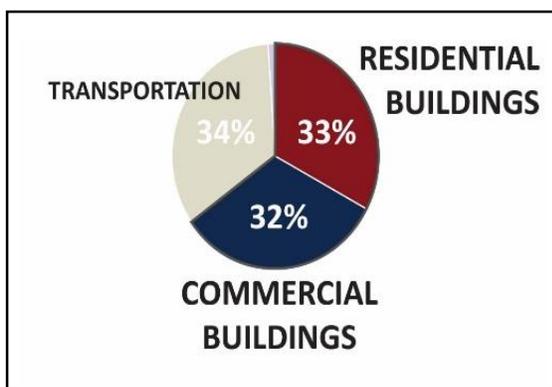
ECONOMICS

- Higher energy efficiency creates lower operating costs and better profit margins for property owners.
- Lower utility costs make Bethesda more affordable for tenants and owners.
- High Performance Buildings command higher rents, occupancy rates, and sales prices than their counterparts.
- Energy Stretch codes, like the one proposed in Bethesda, have been effective in encouraging high performance development in many urban areas including Washington DC and Arlington.
- The high performance area as proposed would help Bethesda keep pace with its regional competitors
- On average, developers see paybacks during the second year of project completion.

ENVIRONMENT

- Creating a stretch code to incentivize high performance buildings and exceed the county's minimum energy standard is an innovative and regionally competitive opportunity to directly combat climate change and keep Bethesda cutting edge.
- USGBC does not require LEED silver buildings to exceed minimum energy efficiency standards.
- Buildings in Bethesda will be taller than anywhere else in the County and constructed to last most of this century. Therefore, they should be highly efficient buildings at the time of completion.
- Climate change is the greatest challenge addressing our generation, and it must be vigorously addressed at all levels of government.
- The current minimum energy efficiency standards are not high enough to significantly reduce greenhouse gas emissions.

FACTS



65% of Montgomery County's greenhouse gas emissions is from Buildings

*Source: Montgomery County's Climate Protection Plan

