

Green features add polish to LaCrosse Footwear's HQ

GUEST COLUMNISTS

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Portland has established a leadership position in one of the hottest areas of commercial real estate.

Sustainable development — using green building techniques to reduce the impact that buildings have on the environment — is on the rise virtually everywhere as government regulators and the citizens they serve seek to mitigate the negative effects of global warming.

Portland, however, remains way ahead of the curve. In 1993, Portland became the first local government in the United States to adopt a formal plan to address climate change through improved land-use planning, public transportation, recycling, urban forestry and other measures. Today, the city has more green buildings per capita than any other in the nation. To support continued leadership in this area, the Portland city government created a multimillion-dollar fund that offers green building incentives to developers in both the commercial and residential markets.

A prime example of this public-private cooperation is the new LaCrosse Footwear Inc. headquarters facility at Southshore Corporate Park in Northeast Portland. The 230-acre master planned industrial park is owned by ProLogis, an industrial real estate developer based in Denver. Located along Interstate 84 near the Northeast 181st Avenue overpass, the park comprises more than 690,000 square feet of distribution space less than five miles from the Portland International Airport.



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LaCrosse's warehouse lighting system has resulted in a 64 percent reduction in power consumption.

LaCrosse first moved to Southshore in 2000 following its merger and consolidation with the Danner Shoe Manufacturing Co. in 1994. Initially, the company occupied a 55,000-square-foot building at the park. Faced with increased demand for its products, LaCrosse soon outgrew that facility

In the summer of 2005, LaCrosse began planning its expansion. The company wanted a facility that would house its primary Danner distribution center, corporate headquarters and a call center. In addition, LaCrosse wanted to create a world-class work environment for its employees, including amenities that promote healthy lifestyles such as an indoor workout facility, covered bicycle parking, showers and lockers. LaCrosse also wanted to stay at Southshore because of its proximity to the Colum-

bia Slough recreational trail system, the Columbia River bicycle path and the great views it affords of Mount Hood.

Working closely with ProLogis, the company made plans for a \$12 million, 145,000 square-foot facility. Group

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Mackenzie was the architect/engineer and Perlo McCormack Pacific was the general contractor.

Another key partner in the project was the Portland Development Commission, which oversees the city's

LACROSSE: Energy-miser lights, HVAC keep operating costs low

economic development activities. By leveraging incentive programs available through the city government, the commission was able to offer LaCrosse a \$750,000 loan and grant toward the new facility. In return, LaCrosse and ProLogis agreed to incorporate sustainable building concepts and features into the project.

For example, during the initial construction phase the company used an erosion control strategy called “sediment fencing,” which helps minimize sediment runoff. In addition, all exposed soil was covered with mulch to protect it from the wind and rain. Finally, the sites storm water was routed to a treatment facility prior to discharge.

For the construction of the warehouse shell. LaCrosse used locally produced paint and concrete and incorporated a high percentage of recycled steel used in structural reinforcement. The warehouse’s primary heating system is minimalist by design, providing only enough to prevent freezing conditions, and is augmented by radiant tube heaters placed at locations occupied by warehouse personnel.

LaCrosse also installed extremely efficient fluorescent lighting throughout the warehouse and the two-story office, which has generated significant cost savings. The warehouse lighting system has resulted in a 64 percent reduction

in power consumption while providing more than 50 percent more light than standard metal halide fixtures.

Both the warehouse and the office feature 12-foot windows and skylights, substantially increasing the amount of natural light inside the building. Automatic lighting controls, occupancy sensors and automatic shutoff features also help to maximize energy efficiency.

Other green building features include an advanced HVAC system with heat-exchange features that can be utilized for office air conditioning; supply and exhaust fans that provide fresh air and improve occupancy comfort; vestibule enclosures installed at all major entries to temper incoming air; programmable thermostats for all mechanical units in the office; ceiling tiles that incorporate up to 38 percent recycled content, and carpet with low volatile organic compound emissions.

In addition to all of the standard warehouse features — concrete tilt-up construction, 32-foot clear heights, dock-level truck doors, grade-level truck doors, ample employee parking and an Early Suppression Fast Response sprinkler system.

LaCrosse now enjoys an environmentally friendly corporate headquarters and distribution facility that can support long-term growth while providing approximately 300 employees with



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Details at the bootmaker’s Northeast Portland headquarters include ‘soleful’ door handles.

all the modern amenities — as well as reflecting Portland’s commitment to sustainable development and energy performance.

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