



As the price of energy continues to climb, lighting specifiers are leaving no stone unturned as they try to lower their building owner clients operational side costs. An area everyone is looking at, and typically one of the highest on the operating costs balance sheet, is electricity.

According to Greg Olving of Soma Architects and Christine Strickland of BerryRio Architects and Interior Design, the architectural firms for the new corporate headquarters of real estate giant Long & Foster Companies, when it comes to saving on interior lighting, the trick is to identify a luminaire that will effectively lower your lighting costs without sacrificing light levels. Working closely with their contacts at Glock & Smidt Engineering and Hubbell Lighting, they did just that.

Founded in 1968, Long & Foster started in a single 600 sq. ft. office in Fairfax, VA. As the largest privately owned real estate company in America with 260 offices, 16,000 sales associates, and \$61-billion in sales, they serve clients in Virginia, Maryland, Washington DC, Pennsylvania, Delaware, New Jersey, West Virginia and North Carolina.

From its humble beginning 40 years ago, Long & Foster broke ground in the Fall of 2006 to build its new headquarters within a

sprawling business park it is developing in Chantilly, VA. Consisting of 5 stories and 287,000 sq. ft., Long & Foster will occupy the building's top three floors while renting out floors 1 and 2. In total, Long & Foster will occupy approximately 168,000 sq. ft. of the property.

Soma Architects worked on the building's initial concept, master plan, interior design and tenant buildout while BerryRio worked on the building shell, core, and garage Cds. Their collective objective was to make the building as Green as possible while keeping within the parameters of the total development budget.

Because illumination by its nature continues to absorb an increasingly larger portion of any building's operating costs, Olving and Strickland worked closely with Ken Nalls of Glock & Smidt Engineering to identify and specify the latest and best energy saving fixture they could find. Their search led them to the Columbia Lighting Division of Hubbell Lighting, a leading manufacturer of fluorescent lighting and the creators of EnergyMax, which is a unique fluorescent fixture striking an impressive balance between light output and energy conservation.

Drawing only 67 watts, the 2-T8 lamp 32W EnergyMax™ Parabolic fixture specified for the Long & Foster headquarters requires 21%



less energy than standard 3-lamp Parabolic units. Long & Foster is estimating their lighting will be on at least 10 hours per day, 5 days per week or 2,600 hours annually. With 1,964 fluorescent fixtures being installed throughout its offices, if they had chosen a typical 3-lamp parabolic fixture they would have consumed nearly 167,000 watts. By employing the 2-lamp EnergyMax™ Parabolic fixtures they will require approximately 131,000 watts, a savings of over 35,000 watts and thousands of dollars annually in operating costs.

In form and function it was clear that EnergyMax would provide the same foot candles on the work surface as a standard fluorescent parabolic fixture. In operation, EnergyMax combines a proprietary louver material and ballast to optimize light output and energy savings. Its unequaled 89% efficiency permits the 2-lamp configuration to replace the common 3-lamp parabolic.

The new Long & Foster headquarters facility will include third floor offices for marketing, training, residential property

management and leasing, new home sales and relocation and referrals. The fourth floor will house the company's executive level, a board room, and departments including mortgage, title, insurance, home service connections, finance, legal, construction and project development, and leasing. The fifth floor will be home to the company's IS department, accounting, and data center.

Upon its completion in June of 2008, the Long & Foster concrete and brick masonry headquarters building will be the first of 5-7 multi-story office buildings and hotels to rise in what is being called the Ellipse at Westfields. ■

#### Editors Note

Soma Architects is a 22-year-old architectural firm based in Alexandria, VA. They have worked with Long & Foster for the past 16 years.

Berry Rio has been in business for 45 years and operates internationally. They are a 70-person firm serving the commercial, industrial, institutional and residential marketplaces.