

A BUSINESS AND ECONOMIC FORECAST.

Syracuse: The Emerald City

Set to continue a tradition of environmentally friendly green initiatives

By Ami Olson

As spring will inevitably provide a jump-start to construction projects breaking ground like tulips throughout Central New York, Syracuse will continue a tradition of environmentally friendly green initiatives across the board. From renovating existing structures with a green consciousness, to creating entirely new eco-friendly buildings, here are some of the ways Syracuse has earned the title Emerald City and continues to seek out new ways to remain worthy of the moniker.

Carousel Center

Carousel Center is one the biggest and most well-known examples of green construction in the city, and continued setbacks in the plans to expand into the world's largest mall have not hindered the eco-friendly approach.

Walking through the mall, signage on all three shopping levels clues shoppers in to the go-green attitude, but it's what consumers

do not necessarily see that is really exciting.

In October 2007, Destiny USA contracted to convert the center's electrical needs to "green power," translating to a drop in approximately 958 tons of greenhouse gases being emitted by the building, an amount estimated by the company to equal 9,575 acres of forest saved from deforestation or the equivalent of keeping 2,311 cars off the road for one year.

The project has continued the initiative to date, making it one of the Emerald City's first steps toward becoming clean and green.

Enable

Leaderships in Energy and Environmental Design designation is awarded to building projects meeting third-party green building and performance measures and is denoted with a LEED plaque, the nationally recognized symbol demonstrating that a building is environmentally responsible, profitable and a healthy place to live and work.

Last year, the sparkling new

Enable building became the first facility in Syracuse to be named a LEED certified building. Incorporating Energy Star rated roofing product that reduces cooling costs, low-flow bathroom fixtures, high efficiency heating and cooling systems, natural lighting, and high performance insulated windows are among the ways the facility for children and adults with disabilities achieved the certification.

Syracuse Center of Excellence

By nature, the CoE is a testament to Syracuse's commitment to sustainability, creating a link between environmental research and technology, and creating jobs and corporate commercialization programs. But when city broke ground last year on Center of Excellence in Environmental and Energy Systems headquarters building downtown, local green research was advanced to a whole new level. The facility is expected to be completed this year.

Green from the inside out, HQ will foster innovations in clean and renewable energy, indoor



Green from the inside out, The Syracuse Center of Excellence will foster innovations in clean and renewable energy, indoor environmental quality, and water resources in the heart of the Emerald City while the building itself will exemplify a standard of green building other cities strive to achieve.

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According to the CoE announcement, the new facility "will

also boost Syracuse's economy, attracting scientists and others from around the world looking to

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Green on wheels

Our daily means of transportation are some of the most commonly blamed perpetrators of global warming, but moving the masses is a tough task to green.

In Syracuse though, from personal and public transportation of the present to future alternatives, an attitude of environmental consciousness is being applied. With the introduction of 'Cuse Car, a car sharing program that provides members

with access to a vehicle at a per-hour rate with an annual membership fee, Syracuse motorists have a realistic alternative to owning a car in the city. The program strives to save energy and natural resources, not to mention free up parking spaces. The fleet of Hybrid Toyota Priuses consume significantly less gas and emit fewer pollutants than traditional vehicles, and when drivers pay for the use of the car on an hourly basis, transportation will inevitably become more efficient as motorists will be less willing to waste time when each minute has a price tag.

Centro, the Syracuse-area branch of CNYRTA, now boasts 9 hybrid vehicles in their CNY fleet and the benefits of are countless, from decreased pollution and greenhouse gas emissions to a more pleasant work environment for drivers.

Looking toward the future, Syracuse and other CNY cities have realized that replacing traditional vehicles with hybrids is neither the greenest or most effective solution to sustainability - a more extensive overhaul of our transportation system may be in order.

That's why last fall when Ithaca hosted the Podcar City conference, Syracuse innovators took advantage of the moment and examined the idea of an elevated high-speed Podcar transportation system. The design would eliminate the need for parking lots and garages and move transportation overhead to elevated rails, replacing concrete below with green space and development opportunities.

While this a second coming of Syracuse transportation may not be just around the corner, current debate surrounding the fate of Route 81 gives the proposal an interesting relevance.

INSIDE EXCELLENCE:

MADISON BUSINESS:



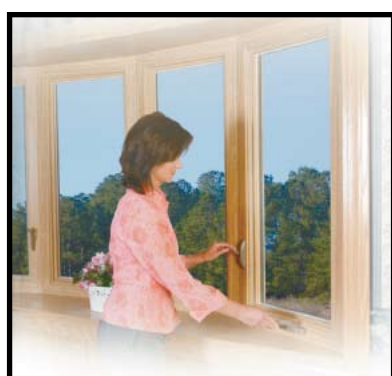
MARQUARDT SWITCHES HAS JUST UNDERGONE A MASSIVE UPGRADE AND EXPANSION
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COVANTA ENERGY SUPPLIES CLEAN ENERGY, REDUCES GREENHOUSE GAS; NEW PROGRAMS REWARD RECYCLING EFFORTS
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LEARN HOW LOCAL MANUFACTURER COMFORT WINDOWS CAN SAVE YOU UP TO 40 PERCENT ON ENERGY COSTS
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PLUMLEY ENGINEERING IS IN ITS 25TH YEAR OF GOING GREEN ON JOB SITES AND ELSEWHERE
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