

101 North Chestnut Street, Suite 111 Winston-Salem, North Carolina 27101

OFFICE 336 716 8672 FAX 336 777 3260

www.ptrp.com



**FOR RELEASE ON JUNE 12, 2008**

**1 p.m. EST**

Contact: Nancy Johnston, PTRP

Ph: 336-716-8508, Mobile: 336-971-5108

[nvjohnst@wfubmc.edu](mailto:nvjohnst@wfubmc.edu)

Where Innovation Lives.

### **PTRP Announces Plans for Sustainable Development Guidelines**

(Winston-Salem, NC) June 12, 2008 – Piedmont Triad Research Park (PTRP) announced today, its plans to adopt Sustainable Development Guidelines based on US Green Building Council's LEED rating systems and has appointed nationally recognized HDR Inc. to lead the effort.

According to the President of PTRP, Doug Edgeton, the guidelines will provide for future planning, construction and operation of the Research Park's infrastructure and facilities.

"With economically sound guidelines in place, we expect to have practical implementation steps to move PTRP forward in this sustainability initiative," Edgeton said.

PTRP's sustainable development guidelines will include; specific performance targets, processes, and recommendations for energy efficiency, renewable energy sources, storm- water management, reduction in potable water consumption, care and management of material resources, and other areas of development and operation.

HDR's development of these guidelines complements current collaborative efforts with PTRP and the City of Winston-Salem on storm water, transportation and other infrastructure design and engineering projects already underway by the engineering firm. For the development of PTRP's sustainable development guidelines, HDR will perform environmental engineering and economic modeling studies to support the proposed performance targets.

With dramatically rising transportation costs, regional issues with air quality and urban sprawl, and the recent drought conditions in the Southeast, sustainable practices can be viewed as an economic advantage and social

responsibility. PTRP's Winston-Salem location offers connectivity to transit systems and a pedestrian friendly mixed-use development plan.

“PTRP's comprehensive approach to integrated working and living provides yet another dynamic to the region's economic development strategy and the revitalization of downtown Winston-Salem,” Mayor Allen Joines said. “As a city, we have efforts underway from a formal climate protection agreement to every day impacts such as transportation and recycling. All of which contribute to better environmental stewardship,” Joines added.

As an urban Research Park on a brownfield development site, PTRP will seek LEED ND certification for work already completed.

The decision to integrate sustainable development concepts into the Master Planning, developed by Sasaki Associates, follows a benchmarking study of other research parks and large-scale developments under the direction of Dan Fogel, an Associate Dean at Wake Forest University Babcock Graduate School of Management, and by Workplace Strategies Inc., a local facility planning and design firm. The benchmarking study demonstrated the opportunity for PTRP to incorporate green design and construction practices.

According to Peter Marsh, Vice President of Workplace Strategies, the Research Park's past efforts in environmental remediation, urban revitalization and practices are noteworthy.

“Our research shows that PTRP's efforts to date have yielded a significant reduction of its carbon footprint,” Marsh said.

Both Marsh and Fogel agree that the benchmarking study revealed PTRP's unique position as an early-stage urban park working toward a set of comprehensive guidelines and specific performance goals.

Beyond PTRP's direct efforts to develop formal sustainability guidelines, several PTRP tenants are involved in the development of green technologies with others having corporate sustainability programs.

One such PTRP tenant is PureLux, Inc. which is focusing on the development of a unique new source of light for general illumination. PureLux is a startup company founded in partnership between Wake Forest University and NanoHoldings, LLC, an investment company that focuses on commercializing nanotechnologies that solve energy related problems.

According to NanoHoldings Partner and Chief Scientific Officer (and interim PureLux President), Daryl Boudreaux, PhD, PureLux can dramatically reduce energy consumed for lighting in homes, offices and factories.

“PureLux products can reduce the amount of energy used because they are 60% more efficient in generating the same amount of light as fluorescents, the current most efficient lighting source for general illumination”, Boudreaux said.

With companies such as PureLux and other innovators, PTRP believes there is a natural alignment of its mission and values as it relates to current and future tenants.

“Sustainable development practices are consistent with the mission and values of our tenant population,” Edgeton said. “Our effort to be better stewards of the environment and create a sustainable place further reinforces PTRP as a place where innovation lives”.

###

**About Piedmont Triad Research Park ([www.ptrp.com](http://www.ptrp.com))**

The Piedmont Triad Research Park (PTRP) is a place where innovation lives. Located in Winston-Salem’s downtown business district and centered in the North Carolina Technology Corridor, PTRP expansion plans, led by Wake Forest University Health Sciences, are underway to revitalize its 230 acres over the next 20-30 years. Currently, the PTRP community encompasses six buildings providing over 554,000 sq. ft. of wet lab, office, meeting and residential space. PTRP is home to 42 technology tenants, including Targacept and the Wake Forest Institute for Regenerative Medicine, who collectively employ over 850 university and corporate personnel from around the globe.