

## CONTACT NAMES

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## PROJECT CREDITS

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General Contractor: WR Layne  
Concord, CA  
Peter Schadek, Project Manager  
Jason Brodock, Site Superintendent

Photographer: David Wakely  
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## **RESOURCES**

Lighting: Lightolier Lighting (Fall River, MA)

Flooring: Smith and Fong Plyboo (San Francisco, CA)  
Retro Plate Flooring Systems (Provo, UT)  
Interface Flor (LaGrange, GA)

Store Fixtures: Lozier (Omaha, NE)

Paint: Benjamin Moore (Montvale, NJ)

# Elephant Pharm

## Energy Performance Goals:

Elephant Pharm provides an alternative to traditional drugstores for health and environmentally conscious consumers. It integrates both a traditional pharmacy and an herbal pharmacy, and the adjacency of the two generates a distinctive dialogue between the available remedies. The store layout reflects this complementary approach, with pharmacists and alternative practitioners working together, and a central educational center offering health-related book resources. The store design creates an experience that presents a series of aspirational and inspirational moments drawn from environments that contribute to a feeling of well-being.

As a pilot project in the LEED for Retail (Commercial Interiors) Pilot Program, Elephant Pharm will help the U.S.G.B.C. evaluate the standards required to develop guidelines for all future LEED registered retail projects. The 12,000 sq. ft. store is suffused with daylight and an open sales area that uses rapidly renewable materials in flooring and casework, as well as low-emitting adhesives, sealants, interior paints, and ceiling systems. The design concept applies a considerable amount of building reuse, with 0.8% of building materials used in building containing recycled content, and all interior signage décor composed of low-emitting and rapidly renewable materials. In addition to extensive recycling, which includes unused prescriptive medicines, batteries, and electronics, the day-to-day care and maintenance of the space involves all-natural cleaning agents that are sold on site.

Through effective collaboration between architectural, MEP consultants, lighting consultant, refrigeration consultant, general contractor, and subcontractors, the building establishes a new benchmark for Elephant Pharm's building design performance by introducing new technologies in a retail environment such as advanced lighting controls integrated with refrigeration temperature controls, outdoor air delivery CO<sub>2</sub> monitoring of sales area, daylighting design, and durable finishes that minimize maintenance. Fundamental commissioning of the store was also conducted on HVAC systems, CO<sub>2</sub> sensors, refrigeration systems, lighting controls, and domestic hot water systems.

The Elephant Pharm Team's approach to energy performance goals was to work with the existing systems (i.e. roof top units, building envelope, etc.) and maximize them with the addition of new systems. Fortunately, the existing rooftop units were almost new, good quality, and contained R410a refrigerant. Although the client did not communicate a specific energy goal, energy efficiency was a company objective. Their proactive attitude towards sustainability gave us the opportunity to add skylights, advanced lighting controls, and an innovative lighting design. In most cases, these technologies historically are not normally used for a retail store.

The skylights used in the project are EnergyStar-rated skylights. The skylight grid allows for a substantial amount of daylighting. One item we did not take into account initially in the daylighting design was the false soffit at the front of our store which became a light shelf when paired with the transom storefront windows. When we conducted our daylighting calculations, we were able to get daylight to over 90% of the occupied spaces in the store.

The lighting design in the store sales area is controlled by a photocell mounted in one of the skylight wells. Upon detection of adequate ambient lighting, the photocell sends a signal to the Wytek Control system to shut off a preprogrammed number of light fixtures to take advantage of daylight harvesting. In addition, there are low voltage switches to provide bi-level switching to allow occupants further control of the lighting system. The rest of the spaces in the store are controlled by Watt-Stopper occupancy sensors.

The lighting design itself is comprised mostly of a grid of modular trunking wireway systems where fluorescent and compact fluorescent luminaires create a flexible lighting layout. Rings of low voltage rail with mr16 pendants accent signature departments. Although we are a California project, for LEED Certification, our final calculations of energy savings were based off ASHRAE 90.1 2004 which we reported to the USGBC. Elephant Pharm calculated an 18% savings below ASHRAE 90.1 2004 minimum compliance.

The energy performance goals of the project were achieved through efficient daylighting of the space, maximizing use of Economizer cycles for existing RTUs in the HVAC design, outside air delivery monitoring, innovative daylighting controls and photocells for sales area lighting (rarely seen in retail context), occupancy sensors, refrigeration controls for frozen food merchandisers, and conscious location and assessment of power requirements to operate the store and showcase merchandise.

Additionally, we addressed several non-energy sustainable design issues such as development in high density area, adjacency to key public transit systems, alternative education of customers to local mass transportation systems and bike lanes, minimum parking capacity, 30% water reduction, elimination of CFC and HCFC refrigerants in all HVAC and refrigeration equipment, carbon offset of all energy use to 100% green power for 2 years, 50% of Construction Waste Debris from landfill, and tenant long term lease commitment per LEED guidelines. Non-roof plantings on site and on building reduced Heat Island Effect. We instituted tobacco smoke control for the store. Construction indoor air quality was measured during construction and post-customer occupancy. Indoor chemical and pollutant source control was established through proper maintenance of entry floor mats. We met ASHRAE 55 thermal comfort compliance and verification of thermal comfort compliance through employee verification survey.

In conjunction with numerous sustainable design measures, the design solution effectively establishes Elephant Pharm as the premier authority on wellness and living a fit lifestyle. The nucleus of the store design is the "library" where all literary sources of whole health are placed. The product that supports the literary sources is all around the customer. Focal walls along the perimeter of the store showcase unique and seasonal products. We modified the flow of the store to integrate traditional and herbal pharmacies into an architecture that highlights both. The lighting design of the Apothecary section requires illumination that will not diminish the potency of herbs due to overly intense lighting. The solution involves an open design that allows diffuse natural light into space.

Besides promoting wellness through its design, Elephant Pharm also sponsors community events and programs that encourage neighborhood development through environmental stewardship and healthy living. This effort develops an integrative and complementary wellness store environment that builds brand identity and consumer loyalty and creates a store that encourages thoughtful interaction between customers, staff, practitioners, and the environment.









