



Situation Analysis:

Timberland is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. As such, it has a tradition of corporate social responsibility. Its CSR philosophy is built on four pillars: environmental stewardship, community engagement, global human rights, and transparency and accountability. Recently, UGL Uniccosm helped Timberland achieve a new goal in environmental stewardship by acting as the general contractor for the LEED Retail: Commercial Interiors construction project for its Peabody, MA store.

Background:

In keeping with Timberland's environmental stewardship mission, the company has always taken an environmental approach to store design and construction. Even before LEED, the company used reclaimed floors, socially and environmentally sensitive materials and energy-efficient lighting.

Yet, when the corporate environmental steward became aware of LEED Retail: Commercial Interiors, the decision was made to immediately use the guidelines for all future construction projects. In fact, the drawings for two stores, including the store build out at the Northshore Mall in Peabody, MA, were scrapped and redesigned.

PROJECT SUMMARY

Customer: *Timberland*

Industry: *Retail*

Situation: *Convert an existing mall retail space to be LEED for Retail: Commercial Interior certified*

UGL Unicco service: *UGL Unicco Construction Services project management*

Results: *The first LEED for Retail: Commercial Interiors Gold certification for a mall-based store*



Project:

UGL Unicco was selected as the general contractor for the project. The company was familiar with the Northshore Mall property operated by Simon Properties, had performed numerous build outs for Simon tenants and had extensive knowledge of the property, as well as local subcontractor contacts. UGL Unicco also has an active environmental services program called UGL Unicco GreenClean®.

The Timberland Project Manager, Al Buell, worked closely with UGL Unicco and, since LEED compliance required careful adherence to standards for work practices, materials and reporting, he engaged a LEED accredited professional and commissioning agent.

The 1,400 sq. ft. space had been occupied by another retailer. All of the fixtures and millwork were left behind and required demolition. This process followed LEED specifications for dust containment and covering diffusers and other equipment. It also adhered to LEED record keeping requirements, such as obtaining and recording load ticket certification for all of the recycled materials. Waste Management, Inc. provided the removal service and 90 percent of the materials were recycled.

The floor had been carpeted. The carpet was removed and recycled, and the concrete floor was ground and polished down to the aggregate using a special dust collection grinder that added a densifier to the floor substrate. The result was an attractive floor that requires virtually no upkeep.

Buell also bought a truckload of reclaimed lumber – enough for four stores – in order to maximize transportation efficiencies and reduce costs. The lumber was used for custom millwork and fixtures. Plywood was Forest Stewardship Council (FSC) certified and formaldehyde free. The recycled content of the drywall met requirements and was noted. Low VOC paints, adhesives and sealers were used. Rather than using a laminated beam with adhesives, a carry beam was located and recycled. The HVAC unit was reconditioned and reused, and the bathroom was retrofitted with a dual-flush toilet.

Commented Buell, “I learned a lot on this project that I am able to apply to future projects. The Peabody store has become essentially a template for build outs. Surprisingly, I did not see a price premium for materials, although the certification process itself does require additional record keeping and commissioning oversight.”

Results:

The project was a tremendous success. Timberland became the first company to achieve LEED certification specifically for mall-based stores, with the Peabody store earning a Gold certification. The project became a model for future Timberland stores – already two additional stores have been built using the LEED construction model that was pioneered in Peabody. Perhaps most satisfying, the Peabody store has become a field trip destination for college construction design classes demonstrating how to build environmentally sensitive retail stores.

