

## Investing green in 'green'

Sustainability status growing in importance for building investors

COMMERCIAL REAL ESTATE  
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SECTION B



# ATLANTA BUSINESS CHRONICLE

## Meeting Planner's Guide

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# COMMERCIAL REAL ESTATE



## GREEN TECH

Lee Technologies' Jeremy Gilbertson says data centers are becoming more sustainable.

13B

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INDUSTRY FOCUS

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## Green trend building in CRE

**F**rom investing in sustainable properties to using the latest in energy-efficient building technology, commercial real estate professionals are increasingly embracing the green trend.

Experts say that while the recession may have deterred some building owners and developers from going "green" because of added costs, the pressure of saving on operating costs is pushing others to spring for more energy-efficient lighting, windows and other elements that will save them money in the long run.

In this Commercial Real Estate section, you'll find stories of how Atlanta's development community is helping to create a

more sustainable, environmentally friendly metro area.

Green Street Properties, long known for its focus on sustainability, is embarking on a new project to transform an old industrial site along the Chattahoochee River into a vibrant community. The use of solar panels is slowly growing among commercial real estate owners. And the industrial side is focusing more on sustainable design.

These and other features shine a spotlight on business leaders' efforts to promote smart, responsible growth as Atlanta moves forward.

— *Misty Williams,*  
*Industry Focus editor*

[editorial]



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