



# The Shoppes of La Quinta

## Designed to Be Green, Sustainable and Smart



Perkowitz+Ruth Architects is working with client Talbert Development, Inc. to bring sustainability to The Shoppes of La Quinta.

**W**hat if gasoline prices went up another \$0.05 per gallon, but with every gallon you received \$0.35 in return – would you take the deal? What if you were able to cut your commute to work by 10 miles, saving you a half hour per day – would you take the new route?

It would be hard to ignore either of these opportunities, just as it is hard to ignore the growing number of statistics endorsing the ultimate profitability of Green retail development. From studies that document that construction costs of Green retail projects add up to 3-5% more but result in nearly 35% in energy savings; to the numerous cities significantly speeding up the entitlement processes of Green developments – Green retail just makes sense.

“This return on investment is what has led us to aggressively pursue LEED certification on our projects,” said Richard Talbert, president of Talbert Development, Inc. “We want to create value for tenants, local residents and customers alike through projects like The Shoppes of La Quinta. We see it as the right thing to do with long-term benefits.”

“With this commitment to Green building, Talbert displays a great understanding of how the incorporation of sustainable strategies today will enhance the asset value of their properties over time,” said Principal Brian Wolfe of Perkowitz+Ruth Architects.

The Shoppes of La Quinta ([www.shoppesoflaquinta.com](http://www.shoppesoflaquinta.com)) is a 50,000-square-foot village center located in La Quinta, California. The project is pursuing the United States Green Building Council’s LEED Gold certification for Core and Shell.

Sitting on a 170,000-square-foot site, the development is divided into four buildings creating a village cluster. The project, which is

bordered by single-family residential and retail, features enhanced pedestrian areas with inter-linked plazas and courtyards that take advantage of mountain views. As one of the LEED criteria, it is completely accessible and positioned within a half-mile of a variety of basic services.

The site will incorporate numerous architectural elements to complement its surroundings. The project design will be classical in style with European influences and composed with earth tone colors and natural finishes. The development will utilize building materials produced within a 500-mile radius of the location.

“A variety of building and site efficiencies will save tenants a significant amount on their energy and water bills, while the outdoor design aesthetics will attract consumers and encourage activity,” said Vasilis Papadatos, P+R Architects project director.

Minimized parking ratios will benefit the development in a number of ways. While remaining within city requirements at four spaces per 1,000 visitors, the ratio encourages a pedestrian environment in which visitors have access to alternative transportation provided by the on-site bus stop. In addition, electric vehicle plug-in stations and bike racks will be provided, and generous sidewalks will connect the neighboring retail and housing community for pedestrians.

“One of the most important LEED criteria we are implementing is the use of outdoor materials and landscaping to reduce energy consumption,” said P+R Architects’ John Abassi, The Shoppes of La Quinta project manager. “Pavers will be used at the center of the project to reduce the heat-island effect, as well as the inclusion of ample shade features such as trellises, canopies, misting systems, car ports and shade trees to lower the temperature of the site.”

The positioning of the site also contributes to its reduced energy consumption. Building orientation has been crafted to maximize opportunities for natural lighting. With most of the tenant storefronts oriented to the north, glazing will be increased without the associated problems of heat gain. South-facing store entries will utilize trellises and other shading strategies to control the heat while still allowing daylight to penetrate the spaces. Further, the use of tubular daylight devices, energy-efficient lighting systems and rooftop photovoltaics will also reduce energy consumption.

The incorporation of all of these project elements prove that the retail environment has changed, for the better. And despite the fact that not long ago developers claimed that Green retail development would never pay off, Talbert is looking to make The Shoppes of La Quinta an example of the contrary.

“Just as LEED office buildings result in increased worker productivity, we are looking for the same in retail,” said Talbert. “We believe that customers are willing to stay longer and spend more at clean, accessible locations that have good air quality, comfortable lighting and ample landscaping. Thanks to this enhanced customer experience we are certain we will see the value of our investment.” **CC**

*Talbert Development, Inc. ([www.talbertdevelopment.com](http://www.talbertdevelopment.com)), headquartered in Burbank, California, has enjoyed over 40 successful years in real estate development, construction, and home improvement throughout the western U.S. With an indisputable reputation in the industry for integrity, innovation, and first class residential and commercial investment opportunities, the companies have done over \$100 million in business, working with investors and associates.*

*Perkowitz+Ruth Architects ([www.prarchitects.com](http://www.prarchitects.com)) has been providing national and international clients with high-quality design and construction administration services for nearly 30 years. The firm features seven offices with expertise in single-tenant retail, town centers, mixed use environments, entertainment, office developments, urban design and hospitality destinations.*