

**BUILDING PERFORMANCE EVALUATION  
AT THE BEGINNING POINT OF THE BUILDING LIFE CYCLE:  
STRATEGIC PLANNING FOR A HEAD OFFICE BUILDING**

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The Integrative Framework for Building Performance Evaluation is considered as conceptual background of the IBPE-project. This framework takes the complex nature of performance evaluation in the building delivery cycle as well as the life cycle of buildings into consideration. Therefore, the respective sub-phases are strategic planning, programming, design, construction, occupancy, and, recycling – each of these phases with internal reviews and feedback loops. While reports on progress in the IBPE-project at former IAPS- and EDRA-conferences in Paris, Edinburgh or Philadelphia had their focus on sub-phases like programming, design and especially occupancy, this presentation has the purpose to report about a building performance evaluation case study at the point of strategic planning.

For the project of the UK Head Office of a Swiss pharmaceutical company several possible options first had to be determined, and then, evaluated according to business needs and basic user requirements: location (regional, local) and kind of building (alteration of occupied facilities, new structures, lease of existing office buildings). The paper will

- describe the required process steps within strategic planning,
- present the outcomes of this research in a cross-cultural context, and
- stress the pivotal role of 'strategic planning' as part of the Integrative Framework of Building Performance Evaluation.

**Key Words:** Building Performance Evaluation; Office Building, Strategic Planning, Cross-Cultural Context.

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