SHOWCASE PROJECT: COLLIERS: PARK TOWER

SOLUTION OVERVIEW
Park Tower, a 36-story high-rise in the heart of downtown Tampa, Florida, was built in 1973 and purchased in 2006 by Colliers International. Many of the building systems had declined due to both age and heavy use. With its prime location, the team at Colliers needed to make significant updates to be competitive and meet tenant expectations.

Colliers’ challenge was to leverage the building’s desirable location and energy-efficient operations to attract tenants. The team used a comprehensive approach that addressed energy and water savings, as well as indoor environmental quality, materials and resources, and exterior and site management.

SECTOR TYPE
Commercial

LOCATION
Tampa, Florida

PROJECT SIZE
475,000 Square Feet

SOLUTIONS
Colliers chose the best performing and most energy-efficient equipment to replace the existing, outdated equipment while maintaining optimal tenant comfort. Upgrades included:

- Two 750-ton high-efficiency chillers
- Variable speed drives for each floor’s air handlers
- State-of-the-art energy management system
- 5,600 high-efficiency light fixtures
- Motion sensor lighting
- Energy-efficient roof coating

Colliers implemented comprehensive sustainability education programs, consisting of in-person training sessions, for building staff, vendors, contractors, and tenants. Programs focused on topics such as the benefits of energy and water conservation, recycling, purchasing sustainable products, furniture and equipment, and incorporating sustainable best practices into tenant guidelines. This process opened lines of communication that have helped transform sustainability from being a
The management team also opted to pursue LEED for Existing Buildings Operations & Maintenance (LEED EBO+M) certification. The LEED process and the team's commitment to sustainability guided them to improve building operational efficiencies, reduce tenant costs, enhance tenant satisfaction, and provide Colliers and Park Tower with a true competitive advantage. The Colliers team used several core strategies to achieve the certification, including:

- Implement numerous sustainable operations and maintenance policies
- Conduct an in-depth energy audit
- Educate and train building staff, vendors, and contractors
- Engage tenants to participate in environmental initiatives
- Improve the building’s recycling program
- Adopt a green cleaning program

Projects completed saved Colliers over $80,000 and found a 47% energy savings.

**OTHER BENEFITS**
After the upgrades, Park Tower achieved an ENERGY STAR score of 99 out of 100. The savings equated to a $13 million increase in Park Tower’s value, coupled with over $32,000 in rebates from Tampa Electric.

The project was awarded LEED EBO+M Gold certification. BOMA named Park Tower a 2013 BOMA Outstanding Building of the Year for the 250,000 to 499,999 square foot category, and a High Performance BOMA 360 building.
### Annual Energy Use
(Source EUI)

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<tr>
<td><strong>Energy Savings</strong></td>
<td>0 %</td>
<td>47 %</td>
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### Annual Energy Cost

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<tr>
<td><strong>Cost Savings</strong></td>
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Energy Savings: 47%

Cost Savings: $81,000