

# Project Trends & Technologies



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## What Makes a New York City Hotel a “Must Stay”?

Now more than ever, it seems the world is drawn to the Big Apple. A record 55 million tourists are expected to visit New York City this year, more than quadruple the number of visitors to Washington, DC. With 11,000 new rooms under construction, hotel developers are busy trying to meet demand, capture a significant, long term share of the boom market, and predict what future travelers will require in their accommodations.

“The city’s 85 percent occupancy rate is an attractive draw for anyone in the hotel business,” says Eric Bass, Executive Vice President at **GB Lodging**. GB Lodging acquired 5 Beekman Street, NYC’s first high rise built in the late 1800s, and has Lilker Associates working on its conversion to a luxury hotel and condominium. “The city is experiencing unprecedented development in upscale four- and five-star hotels and mixed-use branded hotels.”

“Everyone is bullish on hotels, from hotel developers to investors worldwide. New and renovated hotel space tops everyone’s list,” says Bruce Lilker, Lilker Associate’s founding principal. “But costs drive the market. How quickly and efficiently a hotel can open is important.”

### Hotel as destination

For many high end travelers, where they stay is an integral part of the journey. Charging stations, in-room iPads, tea tastings, spa-like bathrooms, LED lighting, themed conference rooms and celebrity chefs are all aimed at creating a unique experience. Front desks are shrinking but lobbies are growing, as the reception area now serves as a restaurant/bar/social scene more than a check-in area.



*Dining at Park Central Hotel*

***“The city is experiencing unprecedented development in upscale four- and five-star hotels and mixed-use branded hotels.”***

Eric Bass  
GB Lodging



Park Central Hotel

Design duality is required to appeal to both seasoned travelers and Millennials, who represent the fastest growing travel sector and will be entering their peak earning, travel and spending phase over the next 15 years. Luxurious guest rooms are being combined with hip, eco-friendly sustainable design, free WiFi and open, shared spaces for “isolated togetherness,” a phrase coined to describe the preference for working on a laptop or text messaging in a public setting. Cookie-cutter is out, and adaptive re-use of historic buildings, like 5 Beekman, is in.

In addition to its landmarked façade and nine-story central atrium with Victorian iron railings, details like dragon-shaped gold brackets were restored and peeling paint was left in places to create an industrial-fresco look. “Two restaurants, four event spaces and rentable roof terraces will make The Beekman a lodging, dining and nightlife destination,” says Bass.

## Comfort reigns

“Amenities attract tourists, but style and comfort bring guests back year after year,” says Michael Pandolfi, Studio Leader and Senior Designer at renowned architectural firm **Jeffrey Beers International**. “The luxury hotel industry today is challenged with

more worldly and demanding guests. From the minute a guest walks in the door, the sensory experience must be exceptional.”

For the new WestHouse Hotel, carved from the walls within the celebrated Park Central Hotel, Beers created an intimate atmosphere with the lobby and reception area designed to feel more like an upscale residence than a hotel. Comfortable seating groups, soft lighting, art deco appointments, a fireplace and library welcome the traveler back from a day of sightseeing or business.

“LaSalle Hotel Properties invests in upscale, full-service hotels that meet particular criteria,” says Michael Barnello, President and CEO of **LaSalle Hotel Properties**, which owns both Park Central and the

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*“From the minute a guest walks in the door, the sensory experience must be exceptional.”*

Michael Pandolfi  
Jeffrey Beers International

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WestHouse. “This is an excellent addition to our 45-hotel portfolio. We have to keep our shareholders as comfortable as our guests.”

Behind the scenes, much of a guest’s comfort experience is a function of the mechanical, electrical and plumbing design, and that’s where Lilker’s expertise comes in. “There’s nothing sexy about what goes on inside the walls and ceilings,” says Lilker Senior Associate Vito Romano, “but if the air temperature is too hot or too cold, or the water pressure is weak, guests will be dissatisfied regardless of the amenities.”

For older buildings undergoing renovation, the modernization of MEP

systems can make or break a hotel stay. The invisible amenities—cooling system upgrades, HVAC, electric and motor systems upgrades, and lighting retrofits—enhance the physical environment and leave an indelible impression.

“It’s a challenge to work on an older hotel that’s been renovated many times over; there are a lot of layers,” said Sam Provisero, a partner at **JBS Project Management**. “The architecture, construction and MEP team had to work quickly, under pressure, to create two distinct hotels from one space while at the same time keeping Park Central open for business.”

## Targeting energy efficiency

Because of their 24/7 operations, hotels are by definition huge energy consumers. Recycling bins, green roofs, large windows that maximize daylighting, and renewable or recyclable building materials are in demand among hotel customers striving to reduce their carbon footprint on the road as well as at home.

Often related to comfort improvements, many energy saving opportunities lie beneath the surface and can only be identified in a professional energy audit. Building envelope improvements, insulation, low-flow fixtures, and building automation system improvements are just a few examples. “Acting on the measures identified in the energy audit, hotel developers can significantly lower their energy and water consumption through a combination of low/no cost and capital intensive initiatives in a relatively short payback period,” says Eric Oliver, Managing Director of **Lilker EMO Energy Solutions**, Lilker’s wholly owned subsidiary based in Falls Church, VA.



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# Hotels on the Rise

*Lilker Associates is providing MEP and energy consulting services for hotels and resorts across the country and beyond.*

## The Beekman

5 Beekman St., New York, NY

To assist **GB Lodging** and **GFI Development** in converting this 19th century landmarked building into a 285-room luxury hotel with a new 40-story condominium tower housing 68 residential units. Lilker is providing full MEP, fire protection, technology, infrastructure and sustainable design for the 340,000 sq. ft. project. The hotel will feature a 9-story atrium open to all the guest floors. The project architect is **GKV Architects**.



*The Beekman*

## Park Central New York and the WestHouse Hotels

870 Seventh Ave. & 201 West 55th St., New York, NY

Lilker worked with **JBS Project Management** and architect and designer **Jeffrey Beers** to create two distinctly New York hotels out of one building envelope for **LaSalle Hotel Properties**. Lilker provided MEP and fire protection services for the lobbies, restaurants, common areas and guest rooms.



*WestHouse Hotel—The Den*

## Hyatt Regency Jersey City on the Hudson

2 Exchange Place, Jersey City, NJ

Lilker was tapped by **Hyatt Hotels** for HVAC, electrical, plumbing and fire protection services on interior alterations of this 351-room, 4-star waterfront property. The scope of the project included ballrooms, boardrooms, meeting rooms, restrooms, lobbies, bar and restaurant interiors.



*Hyatt Regency Jersey City on the Hudson*

## Hotel and Resort Energy Audits

Contracted by the **SOL VISTA** building performance consulting group, Lilker EMO Energy Solutions conducted ASHRAE Level II energy audits at six prominent hotel and resort sites. Energy and water conservation measures, with potential savings of more than \$880 per guest room, were identified for:

- ◆ Westin Copley Plaza, Boston, MA
- ◆ Le Meridien, San Francisco, CA
- ◆ Marriott, Teaneck, NJ
- ◆ River's Edge, Portland, OR
- ◆ Park Central, New York, NY
- ◆ Rosewood at Little Dix Bay, British Virgin Islands



*Le Meridien*

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## On the Boards



### Bankstreet College of Education (BSCE), New York, NY

BSCE is a uniquely structured institution comprising an independent School for Children, a Graduate School of Education, a research and policy initiative, and an education/social service initiative. For the College's 142,000 sq. ft., 10-story educational facility at 610 West 112th St. in Morningside Heights, Lilker was selected by **Macro Consultants** to work with **Perkins & Will** to provide a comprehensive condition evaluation to identify corrective work required, corollary upgrades and optional improvements. Lilker is also providing mechanical, electrical, plumbing, sprinkler and fire safety studies, and MEP/FP evaluation for a master plan of a planned expansion.

### NYC School Construction Authority, New York, NY



Getting a jump on New York's citywide pre-K initiative, Lilker has been tapped to design MEP systems for three new schools in the Bronx and Brooklyn as sub-consultants to **di Domenico + Partners** and **CTA Architects**. Post-Sandy resiliency work continues with six new MEP infrastructure facility upgrade projects, including flood mitigation with standby generator installation for sump pump and life safety equipment, exterior flood barriers, interior space renovations and new electrical service and distribution. Lilker is also designing non-Sandy related MEP and life safety upgrades to schools throughout the city.

### 503/515 Fulton St., Brooklyn, NY

The scope of this 280,000 sq. ft., 7-story, mixed-use development includes rehab of the site's existing 200,000 sq. ft. land-marked Offerman Building, a new 70,000 sq. ft. retail addition and a 10,000 sq. ft. residential addition. Lilker is providing a complete MEP overhaul with all new upgraded building utility services, infrastructure and dedicated central plants. The



retail portion of the building is completed, and tenants, including Nordstrom Rack, H&M and TJ Maxx are open for business. Construction on the residences, consisting of 121 rental apartments, is estimated to be completed by mid-2015. Lilker is working with **GreenbergFarrow** architects and **ZDG Construction** for the developers, **United American Land**.

### MasterCard, NYC and Purchase, NY

Lilker Associates is working with **Gensler** on new space and renovations at MasterCard's headquarters in Purchase and its offices in New York City. In Purchase, Lilker is providing full MEP/FP services to accommodate 175 employees



in approximately 34,000 sq. ft. At 114 5th Avenue in Manhattan, Lilker will be engineering systems to accommodate office space, conference rooms, a Telepresence room, and break areas over three floors. Lilker's Technology Solutions Group (TSG) will provide engineering services for IT structured cabling infrastructure and audiovisual system design services for both sites.

## Lilker Announces New Lighting Division

We are pleased to announce the creation of a new division, **Lilker Lighting Group (LLG)**, directed by architectural lighting designer **David J. Cyr**. David comes to us from

George Sexton Associates, where he most recently headed up the New York office. His portfolio of lighting design and project management includes many prominent cultural, educational, commercial and residential projects— Lincoln Center, the National Dance Institute, the Queens Museum of Art, Thomas Aquinas College Chapel, the Tahari residence, and the FBI Technology Center, to name a few. David holds a Bachelor of Architecture, Bachelor of Science in Building Science and a Master of Science in Lighting from Rensselaer Polytechnic Institute.



The launching of **LLG** continues Lilker's strategy of providing a full gamut of engineering design services to support the architectural, development and construction community.

## We Welcome...

Lilker welcomes audiovisual designer **Lloyd Jeffords** to our **Technology Solutions Group (TSG)**.

Lloyd has more than 10 years of expertise on high-end AV and technology installations in commercial, educational and residential facilities, including Sony Music, Jazz at Lincoln Center, and the Armani Retail Exchange in London, Tokyo and three U.S. locations. He holds a Master of Arts in Scenic Design from the University of South Carolina, and a Bachelor of Fine Arts from the University of Florida in Lighting Design. Lloyd will be working directly with TSG Director John Hassett.