Hearst Headquarters

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New York City, New York

Background

Hearst Corporation is a 119 year old, privately held, multimedia company operating a variety of media outlets. In 2004, the Hearst Corporation began construction on a 43-story, 856,650 square foot office building inside of the six-story facade of their former headquarters, in New York City. The Hearst Corporation contacted the New York State Energy Research and Development Authority (NYSERDA) for assistance in improving energy efficiency in the building.

Recommendations

Steven Winter Associates (SWA), a technical assistance firm under contract to NYSERDA, completed an energy analysis study of the Hearst headquarters under NYSERDA's New Construction Program. Cost-shared commissioning assistance was also conducted to ensure the long-term efficiency of the building.

The following energy efficient-measures were identified and installed:

- Premium Efficiency Motors
- Direct Digital Controls
- High Efficiency Chillers
- High Performance Glazing
- Occupancy Sensors
- CO_2 Sensors for Offices and Meeting Rooms
- Daylight Dimming Controls

Incentives and Results

As a result of the measures implemented to improve energy efficiency, Hearst headquarters is one of seven buildings to receive the Green Building Tax Credit in New York State. NYSERDA awarded the Hearst headquarters an incentive of **$400,000** under its New Construction Program, **$40,000** for achieving a LEED Gold rating, and **$100,000** for Daylight Dimmer Controls. After being granted the maximum incentive of **$540,000**, the Hearst headquarters will realize:

- Annual energy savings of 2,311,120 kWh
- Peak demand savings of 1,075 kW in the summer and 618 kW in the winter
- Annual cost savings of $405,640
- 25% less energy use than a code compliant building

NYSERDA
New York State Energy Research and Development Authority

For more information about these services,
contact NYSERDA toll free 1-866-NYSERDA, locally (518) 862-1090,
e-mail: **info@nyserda.org**, or visit **www.nyserda.org**
www.nyserda.org/programs/New_Construction/default.asp

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