

# Rudin Rethinks Energy with NYSERDA

## Case Study

Tenant Name:  
Rudin Management,  
Corporate Services

Building Owner:  
Rudin Management

Location:  
345 Park Avenue, NYC

Project Size:  
39,800 ft<sup>2</sup>

“We were interested in surpassing the current energy code by creating a high-performance space that really worked for everyone involved. So it was an easy fit for us.”

—John J. Gilbert III, COO, EVP,  
RUDIN Management Co., Inc.

## Overview

Rudin Management, one of New York’s top real estate firms, partnered with “NYSERDA’s Commercial Tenant Program to give its new 39,800-square-foot office space on Park Avenue a major upgrade. With a focus on their corporate efficiency and sustainability goals, Rudin worked with OLA Consulting Engineers to develop an energy and financial analysis to determine which energy efficiency upgrades would best suit the needs and vision of the company.

## Actions

Rudin worked with OLA Consulting Engineers to plan and execute an energy analysis. The engineering firm managed most of the process, and Rudin’s team dedicated less than eight hours throughout the entire project. The resulting energy action plan identified several options for energy saving measures to be incorporated into the construction and design of the space. The plan included energy savings estimates and return on investment calculations that helped Rudin select which measures to implement.

## Results

Rudin chose a package of energy efficiency measures that included lighting, HVAC, and controls that would meet the energy savings and financial goals of the company while also exceeding current energy codes. Through the installation and use of [Nantum’s Tenant Fractal](#), an operating system using machine intelligence, Rudin has been given floor-by-floor insight into real-time energy usage, space temperature, and occupancy tracking. By implementing the energy efficiency measures in the buildout, Rudin is experiencing an estimated 20% in energy savings compared to its pre-existing use baseline.

# Measures and Estimated Annual Savings



Measure Description

Electric Savings (kWh)

Electric Savings (\$)

## HVAC

Variable air volume (VAV) boxes

177,934

\$32,740

Supplemental cooling

26,499

\$4,876

Glazing film

10,645

\$1,959

Supply air dampers

117,754

\$21,667



## Lighting & Electrical

Lighting power density

30,491

\$5,636

Lighting controls

25,968

\$4,786

Plug load management

25,301

\$4,655

**Total Annual Savings**

**414,592**

**\$76,319**

***Estimated Payback: Approx. 6 years!***



Rudin now has the knowledge and experience to integrate the recommended upgrades into its other properties and office spaces in order to realize savings and benefits elsewhere. Rudin can showcase its high-performing office space to prospective and current tenants interested in energy saving upgrades. Since participating in the project, Rudin has taken the lead in promoting greater energy efficiency and providing tenants with support through firsthand experience and knowledge of the process. Bill Rudin, CEO of Rudin and Chairman of the Association for a Better New York, said about the Carbon Challenge, “We look forward to working with these other large commercial owners and our tenants to continue to drive deep reductions in greenhouse gas emissions in our buildings, ensuring that our City is at the forefront of innovative and progressive thinking to fight climate change.” Rudin continues to make energy efficiency and sustainability a top priority to set itself apart from competitors.

## The NYSERDA Commercial Tenant Program

Through the **Commercial Tenant Program**, NYSERDA shares up to 100% of energy analysis costs. The program helps commercial building owners, managers, and tenants capitalize on their energy efficiency investments and turns energy saving commitments into highly functional, customized office spaces.

**Discover how to reduce costs and energy use in your commercial spaces with NYSERDA.**

Contact us today at [commercialprograms@nyserdera.ny.gov](mailto:commercialprograms@nyserdera.ny.gov).

