

Going for the Gold



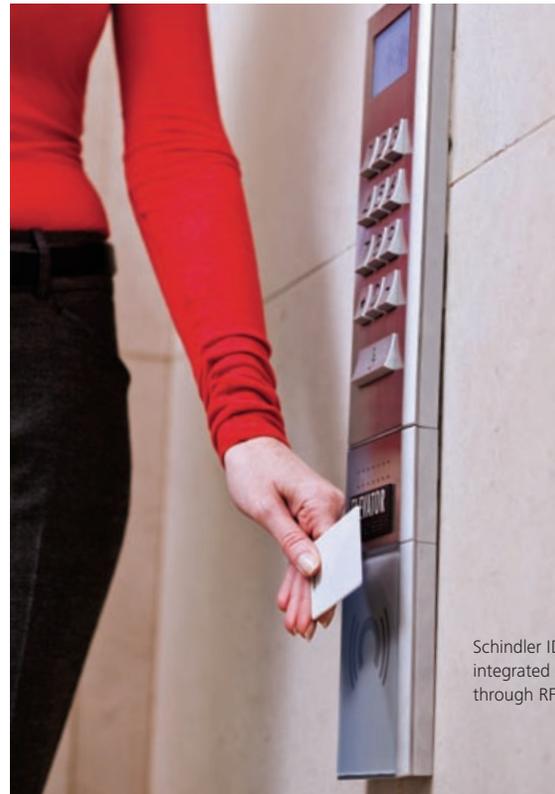
Photo below: San Francisco's weather is so mild, people spend a lot of time in the open air. Midday crowds gather in the plazas set on different levels between the Embarcadero Center towers. Photo left and below, credit: Timothy Hursley, 1989, Embarcadero Center Collection.

Situated in the heart of San Francisco's commercial district, the Embarcadero Center is one of the largest mixed-use complexes in the United States. It encompasses 4 million square feet of office and retail space, and is home to four office towers and three interconnected shopping levels. Acclaimed for its diverse business and entertainment facilities, the center features more than 70 retail shops, abundant restaurants, a multiscreen cinema and a wide range of services to meet visitors' needs.



A rich history

In the 1840s, the area was known as the eastern waterfront district of San Francisco, and it wasn't until 1849 that its population skyrocketed with the influx of treasure seekers during the California Gold Rush. Many of the fortune hunters, or 49ers as they were known, came to San Francisco by boat, and, by 1862, the docks where the vessels were moored became known as the Barbary Coast, famous for its dance halls, saloons and raucous atmosphere. In the 1920s, the region had lost much of its notoriety and settled down to be known as the more mundane San Francisco Produce District. The 1940s saw the area become a major military logistics center ... the name *embarcadero* means, "the place to embark." After the Loma Prieta earthquake in 1989, also known as the World Series Earthquake, a major redevelopment of the Embarcadero was undertaken. New plazas and squares were created, along with palm-lined boulevards that invited retail shops, offices, restaurants and tens of thousands of visitors each month.



Schindler ID offers fully integrated access control through RFID technology.

A tall order

Completed in 1981, Four Embarcadero Center, at 45 stories and reaching 571 feet, is the tallest of the interconnected buildings that make up the complex. Boston Properties, which owns and manages the building, decided to modernize the elevators as part of its efforts to secure LEED® Gold Certification. Schindler was selected to install energy-saving solid-state drives and Schindler ID® destination dispatching. The patented Schindler ID technology offers the ability to divide the building into zones with well-defined and personalized access controls. The building uses card readers to validate passenger access rights and assigns the appropriate elevator to bring passengers to their destinations sooner, with less crowding and greater comfort.

Schindler was selected for the upgrade based on a review of similar modernizations performed at other locations in San Francisco, and a record of proven performance in increasing the efficiency of elevator operation. New Schindler solid-state drives help conserve elevator energy in combination with the system's more energy-efficient destination-dispatch technology. The upgrade spanned about two years, a period when Boston Properties also began the process of seeking LEED Gold Certification for Four Embarcadero Center with a team led by Danny Murtagh, director of engineering. ▶



Photo above: The Ferry Building along the Embarcadero is an upscale gourmet marketplace, office building and ferry terminal. It is also home to San Francisco's well-known farmers' market, and its landmark clock tower can be seen from Market Street, a main thoroughfare of the city.

► **Group effort**

According to Murtagh, “It is one thing to build a new building that meets LEED requirements. While certainly not easy — it is a very different process to update an existing building. Four Embarcadero is 30 years old, and some of our older systems required modifications to achieve energy efficiency, whereas a new building would be more likely to have energy-compliant systems to begin with. Over the years, we made energy-efficient changes that definitely served us well, but obtaining LEED certification required a tremendous amount of research, implementation, improvements, documentation and a companywide commitment. The final result is a more marketable building and one that can compete very effectively with new construction.”

Boston Properties’ LEED team learned quickly that enlisting support from partners was going to be vital to its success. They drew upon resources that included contractors, consultants and service providers. The goal was to improve business sustainability in the company-owned assets and have improvements positively affect tenants over the long term. By operating the building in a more sustainable manner, they would become better stewards of the environment, while lowering operating expenses in energy, recycling, water and ongoing consumable materials.

The commitment to being more sustainable and energy efficient is not new to Boston Properties. Murtagh continued, “Over the years, the Embarcadero Center has gone from zero waste diversion toward 75 percent waste diversion with the implementation of our on-site recycling program that

began in 2007. The building now houses on-site compost collection and trash sorting. The team actively pursues Energy Star benchmarking that has demonstrated proven success in all of our San Francisco high-rise properties.”

Today, Four Embarcadero Center, at 30 years old, stands as an icon of energy efficiency and sustainability. Boston Properties has since begun the process of LEED certification at five additional San Francisco Bay Area buildings. ■

LEED is a registered trademark of the U.S. Green Building Council.

The Schindler ID variable algorithm is the most advanced in the industry and combines with leading-edge software to drive a powerful logic program that continually adapts to changes in elevator traffic patterns.

Elevator passengers at Four Embarcadero Center are brought to their destinations sooner, with less crowding and greater comfort.



Schindler ID’s access control features validate passengers’ access rights and call an elevator automatically.





One for All

Shortly after Schindler received the modernization assignment, the company was also awarded the contract to service and maintain all 75 elevators and 16 escalators in the four buildings that comprise the Embarcadero Center.

This includes:

Building One: 18 elevators and 4 escalators

Building Two: 19 elevators and 4 escalators

Building Three: 15 elevators and 4 escalators

Building Four: 23 elevators and 4 escalators

