



August 9, 2016

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NEW YORK | OFFICE

L&L Creates “Smart Building” In East Midtown

NEW YORK CITY—L&L Holding Co. has struck up a partnership with an electrical contractor to build an intelligent commercial office tower—or...



Construction of 390 Madison Ave. is underway, and the core and shell are slated for completion near the end of '17.

BY [RAYNA KATZ](#)

NEW YORK CITY—L&L Holding Co. has struck up a partnership with an electrical contractor to build an intelligent commercial office tower—or what some would call a ‘smart building’—at 390 Madison Ave.

The property will feature an array of connected technologies that aggregate data from various building systems to improve energy and operational efficiencies. Construction is underway, and the core and shell are expected to be completed near the end of 2017.

L&L's partner on the project, Schneider Electric, will equip the 32-floor, 900,000-square-foot building with its high-tech building management system, an integrated security system and a converged network infrastructure specifically designed for the property.

The building management system includes continuous monitoring-based commissioning tools to audit and optimize energy consumption, in real-time, as well as alert facility professionals of system anomalies that require attention, before they impact tenants and their utility bills.

The building also will feature an optimization platform that communicates with all building systems via a "converged network" to optimize energy consumption and utility spend on a daily basis, the partners reveal.

According to the announcement of the property's debut, "These integrated systems and new technologies ultimately will represent a uniquely unified system whereby operating engineers and tenants can easily access consolidated data to identify and take immediate action on opportunities that improve building efficiency."

"390 Madison represents a new intersection of real estate and corporate culture," says Jeffrey Davis, VP of development, L&L Holding Co. "We've considered the inclusion of collaborative amenity spaces in the building design and connected technologies that will drive new experiences for tenants. By collaborating with Schneider Electric, we're able to create this environment and offer tenants future-proof office space that can evolve as their needs change."

Adds Dave Rellinger, general manager for Schneider Electric's Buildings Business, "Today's tenants expect commercial office buildings to not only be sustainable, collaborative and aesthetically pleasing, but they also expect seamless integration with new technologies they use in their everyday lives.

"We are working closely with L&L Holding to design a space for the tenant of the future, who will control their building environment with the touch of a finger on their phone or tablet," he continues. "We are providing our clients with a vendor-agnostic network infrastructure designed to be ready for any technology a landlord or tenant may choose to adopt."

The converged network approach, L&L and Schneider's explain, offers a number of unique benefits, including the sharing of data without costly gateways or complicated workarounds, less physical space required for technology infrastructure, a streamlined reporting interface and less burden on IT staff.

In addition, they contend, the intelligent building environment will lower tenant costs and help them achieve their energy conservation and sustainability goals.