



110 Tower Lights Up City Skyline

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By Carl Cronan



FORT LAUDERDALE, FL-The owner of the 110 Tower office building pledges to invest \$31 million in renovations to pursue green certification for the 30-story office building. The effort starts with the recent installation of 33,480 light-emitting diodes that allow for programmable colors along with energy savings.

Dallas-based GenCap Partners Inc. and its leasing and managing agent, Houston-based Transwestern, renamed the 391,473-square-foot class A building at 110 SE Sixth

St., formerly known as AutoNation Tower, after the namesake tenant relocated to 200 Las Olas Circle, also in Downtown Fort Lauderdale. Advanced Power Technologies was contracted to install 1,116 linear feet of LED nighttime lighting, which can change colors to reflect holidays and other events.

GenCap will pursue Leadership in Energy and Environmental Design certification for existing buildings from the US Green Building Council. "We are pleased to have the continued support of the business community and city officials as we move forward with the rebranding and capital improvements of 110 Tower as the premiere class A building in the CBD," says Walter Robinson, senior vice president with Transwestern in Miami.