

FORT LAUDERDALE'S 110 TOWER EARNS LEED GOLD CERTIFICATION FROM U.S. GREEN BUILDING COUNCIL

110 Tower is the Only LEED Gold Multi-Tenant High-Rise Opportunity for Commercial Tenants in Downtown Fort Lauderdale

Published Wednesday, May 11, 2011 7:00 am

by [Jennifer Becker](#)

FORT LAUDERDALE'S 110 TOWER EARNS LEED GOLD CERTIFICATION FROM U.S. GREEN BUILDING COUNCIL

110 Tower is the Only LEED Gold Multi-Tenant High-Rise Opportunity for Commercial Tenants in Downtown Fort Lauderdale

FORT LAUDERDALE, Fla. (May 9, 2011)— Genesis Capital Partners XI, Ltd. and Transwestern today announced that 110 Tower, the 30-story, 391,473 square-foot 'class-A' office building located in Downtown Fort Lauderdale's Central Business District (CBD), has been awarded LEED Gold certification for Existing Buildings by the U.S. Green Building Council. 110 Tower is currently the only option for tenants seeking a LEED Gold certified building within a multi-tenant high-rise office tower in Downtown Fort Lauderdale.

LEED (Leadership in Energy and Environmental Design) is the nation's preeminent program for the design, construction and operation of high performance green buildings. Less than 300 buildings worldwide have received 110 Tower's high-level distinction.

"110 Tower is an iconic figure in Downtown Fort Lauderdale. Rather than to rest on its well established laurels, a strategic shift has been established," said Ellen Rivera, senior property manager, 110 Tower. "As we enter into a more socially-conscious era, each of us bares a responsibility to take ownership of our environment and the resources necessary to run both our business and personal lives. 110 Tower has set itself apart and taken ownership of that responsibility. We recognize that while our tenants will certainly enjoy 110 Tower's ideal location and associated amenities, they can do so with the comfort of knowing their businesses operate in a socially conscious environment."

"By becoming LEED Gold certified, we have made the financial commitment in order to afford our tenants and our surrounding neighbors the long-term benefits this lofty certification provides. This capital investment also leads to lower operational costs associated with the building and likely will translate to reduce common area maintenance fees that would otherwise be experienced in an office building of this magnitude," added Andrea Lopez, vice president management services, southeast region, Transwestern.

110 Tower's LEED Gold certification is based on the actual operating performance of the existing building, rather than its design. The rating system addresses all levels of the building's operation, such as exterior building site management programs, water and energy use, environmentally preferred products and practices for cleaning and alternations, sustainable purchasing policies, waste stream management and ongoing indoor environmental quality. 110

Tower's onsite property management team utilized the expertise of Transwestern Sustainability Services, a LEED consulting firm based in Milwaukee, to achieve their goals for 110 Tower.

Six months ago, 110 Tower achieved an ENERGY STAR® rating from the Environmental Protection Agency (EPA), the only building in the Central Business District to earn the recognition. In order to achieve the heightened standards of LEED Gold from USGBC, GenCap Partners and Transwestern incorporated a number of enhanced eco-friendly strategies, resulting in an even greater environmental impact. These features included:

- **Energy Efficiency:** The Tower's Energy Star score was 86, placing it in the top 14% of similar buildings nationwide. The building emits 33% less greenhouse gas emissions than an average building, and is saving more than \$198,000 on utility bills annually.
- **Sustainable Site:** A highly reflective roof surface and an 8,798 square-foot vegetated roof area reduces the urban heat island effect, and minimizes the impacts of microclimates on humans and wildlife.
- **Water System Efficiency:** The implementation of a water efficiency program, including plumbing fixture retrofits, accomplished a 35% reduction of water use in all fixtures.
- **Green Cleaning:** The Tower utilizes products and equipment that are toxin-free to preserve air quality in the building.
- **Recycling:** Implementation of a waste stream audit and occupant education programs to increase the amount of recycling and waste diversion in the building.
- **Purchasing:** The Tower uses a green office supply purchasing program to minimize the environmental impacts related to energy use, resource depletion, and waste.

“Buildings are a prime example of how human systems integrate with natural systems,” said Rick Fedrizzi, President, CEO & Founding Chair, U.S. Green Building Council. “110 Tower efficiently uses our natural resources and makes an immediate, positive impact on our planet, which will tremendously benefit future generations to come.”

The largest building in the CBD, 110 Tower is also in the midst of a comprehensive \$24 million renovation program that includes upgrades the ground floor lobby and other interior spaces, improved building mechanical systems, and a unique exterior lighting system. New and existing amenities include a two eateries, a health club with pool, bank, and conference center. To learn more, please visit www.110Tower.com. For leasing information, contact Walter Robinson, Laurel Oswald or Jennifer Lee of Transwestern at (954) 607-1083.

About Transwestern

Transwestern is one of the largest privately-held commercial real estate firms in the United States. A diversified operating company, Transwestern is active in the real estate service, development and investment management businesses. Transwestern creates value for clients through innovation, penetrating market intelligence and legendary service delivered by teams of local market experts. The firm has product specialties including office, industrial, retail,

multifamily and healthcare, as well as a wholly-owned research affiliate, Delta Associates. Transwestern leads the industry in sustainability and has received multiple ENERGY STAR® awards from the Environmental Protection Agency (EPA).

About GenCap Partners

GenCap Partners, Inc. is a real estate investment, advisory firm based in Dallas, Texas. The firm provides specialized real estate advisory, asset management and development services to domestic and international institutions in core markets nationwide. GenCap focuses on creating value and superior returns for its clients through investments in office, multifamily and industrial products. The GenCap Group brings substantial experience in sourcing, underwriting, structuring and managing real estate investment and development transactions. GenCap's strategic approach to real estate balances opportunistic, core and value added approaches to the market to meet the unique risk profiles of its diverse clientele. GenCap currently manages over \$400 million on behalf of its European private and institutional clientele.

About U.S. Green Building Council (USGBC)

The Washington, D.C.-based U.S. Green Building Council is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings. With a community comprising 80 local affiliates, more than 18,000 member companies and organizations, and more than 155,000 LEED Professional Credential holders, USGBC is the driving force of an industry that is projected to contribute \$554 billion to the U.S. gross domestic product from 2009-2013. USGBC leads an unlikely diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, teachers and students.

Buildings in the United States are responsible for 39% of CO2 emissions, 40% of energy consumption, 13% water consumption and 15% of GDP per year, making green building a source of significant economic and environmental opportunity. Greater building efficiency can meet 85% of future U.S. demand for energy and a national commitment to green building has the potential to generate 2.5 million American jobs.

About LEED

The U.S. Green Building Council's LEED green building certification system is the foremost program for the design construction and operation of green buildings. Over 32,000 projects are currently participating in the commercial and institutional LEED rating systems, comprising over 9.6 billion square feet of construction space in all 50 states and 114 countries. By using less energy, LEED-certified buildings save money for families, businesses and taxpayers; reduce greenhouse gas emissions; and contribute to a healthier environment for residents, workers and the larger community.

USGBC was co-founded by current President and CEO Rick Fedrizzi, who spent 25 years as a Fortune 500 executive. Under his 15-year leadership, the organization has become the preeminent green building, membership, policy, standards, influential, education and research organization in the nation. For more information, visit www.usgbc.org.