

## BENCHMARKING:

# CAPITAL GAINS

One Franklin Square  
Washington, DC

There are many reasons One Franklin Square is a star in Washington, D.C.: it's one of the few tall buildings in the District; its distinctive 24kt gold pinnacles make a noticeable punch in the skyline; and it was featured in the finale of Dan Brown's popular novel *The Lost Symbol*. However, if you look beyond the unique exterior, you'll see that One Franklin Square is an energy star, too.

With 839 **ENERGY STAR**® certifications under its belt and a company-wide policy requiring energy tracking, the real estate firm Hines, which owns and manages the building, knows the value of measuring its energy use and uses the information to achieve big savings.

When the company first benchmarked energy use at One Franklin Square in 1999 they found that it performed respectably well with an **ENERGY STAR** rating of 77 out of 100.

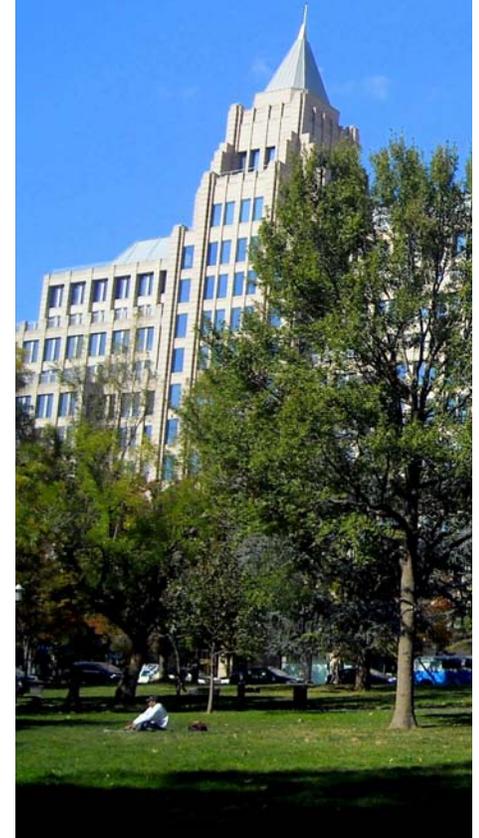
But they also knew that even small changes to improve performance add up quickly—and they have. As a result of energy improvements they have implemented since they started benchmarking, the company has reduced utility consumption by *six million kilowatt-hours* per year. And those savings continue to grow. Over the last 18 years utility rates have increased by 125% in the DC area, but Hines' tenants have only seen 19% of that thanks to these improvements.

Tracking and rating the energy performance of the building through benchmarking allowed Hines to determine how much energy the building was consuming and what improvements could be made.

Hines' Engineering Manager, Mark Jensen, said, "Any owner can spend a lot of capital on reducing overall utilities, but having the knowledge and experience to make operational changes that reduce utility consumption while maintaining tenant comfort and satisfaction, is paramount." Lowering utility costs also gives the building a better position in a competitive market. Today, One Franklin Square has further improved its **ENERGY STAR** rating to 89 and is LEED Gold certified.

### One Franklin Square Stats:

Address	1301 K Street, NW, Suite 1180 West, Washington, DC
Year Built	1989
Size	12 stories, 591,840 sq. feet
Type of Use	Office space and retail
Major tenants	Pricewaterhouse Coopers, LLP, Reed Smith LLP, SNR Denton, Xerox Corporation
Building Owner/ Property Manager	Hines
Certifications	LEED Gold, ENERGY STAR



“As utility rates continued to rise, the cost per square foot for utilities steadily declined due to operational changes and technology upgrades.”

**MARK JENSEN**  
Engineering  
Manager



Energy savings continued on back ▶

## How did they do it?

Most of the changes were hardly noticeable to tenants. In fact, they were able to reduce their utility charges by 13% in the first three years with no capital changes. Looking at the hourly energy needs of the tenants helped them to implement smart operational changes that required no financial investment at all. To increase their energy savings, Hines looked to other projects. Installing frequency drives on the pumps and motors throughout the building helped to ensure that these parts wouldn't be left running in off-hours. These drives have a lower startup cost and run on static pressure, offering a more efficient use of electricity. Switching from incandescent lighting to compact fluorescent bulbs added to energy savings in the common spaces. Tenants have also adopted more efficient lighting, swapping their incandescent bulbs for fluorescents through a Hines-sponsored exchange program.

Spending less on energy is a benefit that is passed directly onto tenants. One Franklin Square puts the spotlight on maintaining low operating costs while decreasing their overall environmental footprint.

### Savings Up Close:

- Operational changes.

Project Cost	\$0
Annual Savings	2,100,000 kWh
Payback	Immediate

- Added variable frequency drives throughout building.

Project Cost	197,500 (spread over 9 years)
Annual Savings	\$92,500
Payback	< 2.5 years

- Installed LED lighting in garage.

Project Cost	\$50,400
Annual Savings	\$10,853
Payback	< 5 years



Other energy saving measures included:

- > Refitting the 5-level garage with lower wattage lamps
- > Installing self-dimming light fixtures in stairwells
- > Transitioning to LED bulbs where possible



**GET STARTED  
SAVING  
TODAY:**

Washington, D.C.'s building energy benchmarking policy requires nonresidential and multifamily buildings over 50,000 sq. ft. and municipal buildings over 10,000 sq. ft. to report building energy use with the EPA's free online tool, **ENERGY STAR Portfolio Manager**.

### Need assistance benchmarking your building?

Contact the DC SEU at 202-525-7036 or [benchmarking@dcseu.com](mailto:benchmarking@dcseu.com)

The DC SEU also offers financial and technical assistance to help you save energy and money.

**DCSEU**

DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY

### Questions about DDOE's benchmarking regulation?

Contact DDOE at 202-671-3042 or [info.benchmark@dc.gov](mailto:info.benchmark@dc.gov)

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