



 **MITSUBISHI  
ELECTRIC**  
ELEVATORS & ESCALATORS

# PROJECT PROFILE

*G.H. Palmer Associates*

A key player in California real estate development and property management, G.H. Palmer Associates (G.H. Palmer) is a company known for luxury living. With a penchant for old-world and Italian Renaissance-themed buildings, G.H. Palmer has been developing high-end apartment complexes since 1978 and has a multitude of established properties and projects underway.

## Challenge

Provide smooth and reliable vertical transportation for luxury, apartment communities

## Solution

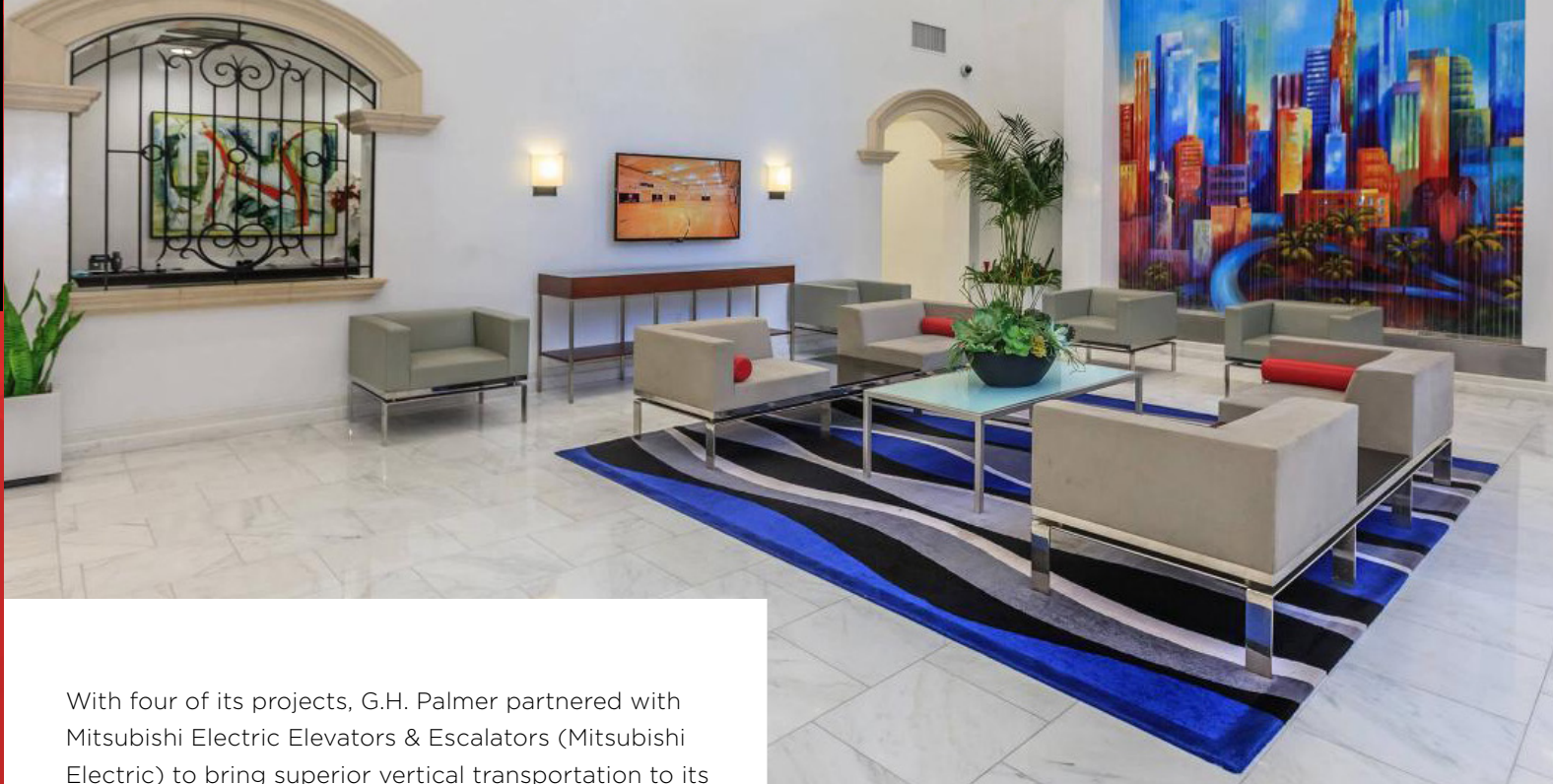
Diamond Trac® Machine-Room-Less and Direct Plunger Hydraulic Elevators from Mitsubishi Electric

## Result

Dependable, upscale elevators that serve both tenants and staff effectively with zero downtime

**Project Completed:** Ongoing

**Customer:** G.H. Palmer Associates



With four of its projects, G.H. Palmer partnered with Mitsubishi Electric Elevators & Escalators (Mitsubishi Electric) to bring superior vertical transportation to its lavish developments.

“At G.H. Palmer, we strive to provide a luxurious experience for all of our tenants,” said Jennifer Lincourt, director of purchasing, G.H. Palmer Associates. “Mitsubishi Electric has the high-quality we look for in an elevator. In all of our locations, they offer fast speed and a quiet ride.”

***“Our elevators are critical in getting residents to and from where they wish to go. If an elevator is down, their luxury experience is impacted. Mitsubishi Electric’s elevators are both reliable and high-end.”***

**Quality**  
in **Motion**<sup>™</sup>

## **Da Vinci Apartments, Los Angeles**

Built in 2016, LA’s Da Vinci Apartments offer luxury living on a grand scale. The sprawling, seven-story, mixed-use development takes up 1.3 million-square-feet. With 526 rental units and top-of-the-line amenities such as multiple pools, a basketball court, a theatre and a state-of-the-art fitness center, dependable elevators are critical for tenants moving around the property. To meet this need, G.H. Palmer installed six Diamond Trac<sup>®</sup> Machine-Room-Less (MRL) Elevators from Mitsubishi Electric.

### **Spotlight: Diamond Trac<sup>®</sup> Machine Room-Less Elevators**

Just as the name suggests, machine-room-less elevators don’t require a separate machine room to operate the elevator. Instead, all operating equipment is stored in the hoistway — a technological advancement in the industry and preferable for aesthetics. Also, to promote sustainable energy use, Mitsubishi Electric’s leading-edge technologies have made it possible for the elevators to conserve energy. The elevators are equipped with regenerative converter technology that repurposes power generated from movement into the building’s electrical network, saving up to 35 percent of energy usage and reducing CO<sub>2</sub> emissions.



With second-to-none quality, Diamond Trac elevators are gearless, delivering a world-class ride, maximum life cycle and exceptional reliability. Featuring a flexible design, these MRLs are ideal for mega properties, since they can be customized to accommodate a large capacity and can handle between two and 25 stops.

## Broadway Palace, Los Angeles

Following the success of Da Vinci's high-quality vertical transportation, G.H. Palmer installed eight Diamond Trac elevators into its Broadway Palace complex, located in downtown Los Angeles' historic district. Designed in the Beaux-Arts architecture style, the two-building development houses 649 units and offers residents the first-rate amenities they've come to expect from the G.H. Palmer brand such as personal Wi-Fi hotspots, sports courts, a sauna and steam room, rooftop garden and pool, as well as a karaoke lounge. "Our previous experience with Mitsubishi Electric's elevators made it an obvious choice for our other properties," explained Lincourt. "Our tenants appreciate the smooth ride and maintenance has been very streamlined on our end. Start-up is very easy; once the elevators are calibrated, we are good to go - we've had little to no issues regarding the install and maintenance."

## Latest G.H. Palmer Projects

The latest G.H. Palmer properties continue to rely on the quality and technological innovations of Mitsubishi Electric. Projected to open in 2019, Sea View Villas, adorning the southern coastline of Pacific Palisades, features two Diamond Trac Elevators for the luxury, 29-unit, boutique complex. In addition, the G.H. Palmer mega-property in Ontario, California, Paseos at Ontario, is home to 800 residential units and utilizes 14 Direct Plunger (Holed) Hydraulic Elevators.

## Spotlight: Direct Plunger Hydraulic Elevators

Hydraulic elevators offer a wide selection of standard and fully-customizable designs, appropriate for a variety of applications - whether simple or complex. Direct plunger hydraulic elevators are ideal for apartment complexes as they don't require difficult drilling, making for a simplified installation process. With a streamlined manufacturing and inventory supply system, Mitsubishi Electric is also able to accommodate any construction and installation schedule.

For a company like G.H. Palmer that's continuously pushing the envelope with grand-scale residential accommodations, modern elevators with reliability, easy maintenance and a worry-free installation make the difference - and Mitsubishi Electric delivers.



## Mitsubishi Electric Equipment:

- (6) Diamond Trac® Machine-Room-Less Elevators - DaVinci Apartments
- (8) Diamond Trac® Machine-Room-Less Elevators - Broadway Palace
- (2) Diamond Trac® Machine-Room-Less Elevators - Sea View Villas
- (14) Direct Plunger (Hold) Hydraulic Elevators - Paseos at Ontario