



 **MITSUBISHI  
ELECTRIC**  
ELEVATORS & ESCALATORS

# PROJECT PROFILE

## *NoMad Los Angeles*

NoMad Los Angeles is a stunning property. Situated in the heart of downtown, the Hotel's owner, Sydell Group, purchased the historic Bank of Italy at Giannini Place with the idea of bringing the booming success of the original New York City location to Los Angeles.

"Our bread and butter is to go into these primary markets and find buildings that are unique and architecturally significant," said Ryan Bean, director of development, Sydell Group. "We've been successful at developing them."

### **Challenge**

Finding building systems for a historical bank turned luxury hotel

### **Solution**

Building systems from Mitsubishi Electric US, Inc.

### **Result**

A single provider for elevators and HVAC equipment with streamlined technical support

**Project Completed:** 2018

**Customer:** NoMad Los Angeles



Built in the 1920s, the 14-level hotel features 241 guest rooms, original, gold-leaf, hand-painted ceilings above the former banking hall turned lobby and several world-class dining venues from chef Daniel Humm and restaurateur Will Guidara. With lavish accommodations and amenities, the property required top-of-the-line mechanical systems and elevator refurbishing. After consulting with general contractor, R.D. Olson Construction, Inc., Sydell Group found an all-in-one solution for its building systems: Mitsubishi Electric US, Inc. (Mitsubishi Electric).

“We decided to engage Mitsubishi Electric in two areas for this project: elevators and HVAC,” said Joseph G. Cervantes, senior executive vice president of operations, R.D. Olson. “With a historical adaptive rehab project, you have to have technicians that know what they’re doing. We selected Mitsubishi Electric because of the support that we received through their sales representatives and company technicians.”

## **Elevator Modernization and Transformation**

However, for Mitsubishi Electric to be involved, Sydell Group had to be sure of the brand’s quality. “We had Mitsubishi Electric Elevator & Escalator’s senior vice

president and general manager meet with Sydell leadership,” said Cervantes. “They were originally considering other elevator brands but were sold on Mitsubishi Electric right after that meeting. Sydell Group relied on our recommendations and Mitsubishi Electric elevators are very competitive, especially for projects eight floors and above.”

With extensive experience servicing older vertical transportation systems, Mitsubishi Electric was the right fit for the job. The Elevator & Escalator Division modernized five elevators: four third-party, over-head traction elevators and one third-party, in-ground hydraulic elevator. One new, Mitsubishi Electric Diamond Trac® service elevator was also installed for staff.

With second-to-none quality, Diamond Trac® gearless elevators deliver a world-class ride, maximum life cycle and exceptional reliability. Equipped with regenerative-converter technology that repurposes power generated from movement into the building’s electrical network, Diamond Trac® elevators can use up to 35 percent less energy than a comparable traction elevator that does not have a regenerative converter. Fully restored and featuring new, modern designs, the vertical transportation at NoMad LA is something to be marveled at.

“In terms of their performance, they are incredible,” said Cervantes. “This was quite a bit of work that we awarded Mitsubishi Electric and they were right on



schedule the entire time. They also have a very good relationship with the city inspector. Los Angeles has its own rigorous elevator inspection process and so that relationship was a huge benefit.” NoMad LA now has an ongoing service contract with Mitsubishi Electric Elevators & Escalators to ensure operation continues smoothly.

## Energy-Efficient and Space-Saving VRF Technology

When selecting an HVAC system, Sydel Group wanted Variable Refrigerant Flow (VRF) technology for energy efficiency and minimal disturbance to the building, as it’s a National Historic Landmark. R.D. Olson recommended one brand over all others: Mitsubishi Electric Cooling & Heating CITY MULTI®. “We looked into other VRF competitors as well,” said Bean. “However, when we looked at the support offering and popularity within the hospitality market, Mitsubishi Electric had what we needed. Their equipment has been installed in many luxury market hotels.”

Since Sydel Group couldn’t make many fenestrations to the exterior of the historic building, Mitsubishi Electric’s two-pipe system design was ideal for minimal building disturbance. “Other brands utilize a four-pipe system that’s constantly heating and cooling and requires so much more space than just the overhead ceiling,” said Bean. “Developing an existing building becomes much easier with VRF.”

Along with limiting modifications to the historic building, the VRF system also helped save usable space. With the hotel built to the lot line, there was no space to build a

centralized plant of cooling towers, boilers and chillers. “With VRF’s small footprint, we were able to add a pool, rooftop bar, restrooms and restaurant; having revenue-producing outlets up there is a great benefit,” said Bean.

Ultimately, Talent Air installed R2-Series, Y-Series and S-Series systems using PEFY Ceiling-Concealed Ducted Indoor Units and PVFY Multi-Position Ducted Air Handlers throughout the hotel and six PKFY Wall-Mounted Indoor Units in the audio-visual rooms. The heating and cooling system is controlled through the AE-200A Centralized Controller. Since installation, both guests and Sydel Group have benefited from the comfort and energy efficiency of the technology, as Mitsubishi Electric VRF uses the precise amount of energy needed to meet each zone’s heating and cooling requirements. NoMad LA was able to satisfy requirements for the CalGreen Building Code, which includes some of the highest energy-compliance standards in the United States. “It’s a testament to the equipment,” said Cervantes. “The truth is, Mitsubishi Electric VRF is a far superior product than its industry competitors. And to that point, we have not heard one single complaint from engineering or hotel management about the system. It’s working the way it was designed.”

## A Single Solution for Building Systems

For this commercial project, partnering with Mitsubishi Electric on a variety of building systems made sense for Sydel Group. Bundling systems allows building owners to have one source for all support, repair and maintenance needs, while reducing energy costs as Mitsubishi Electric building systems use the minimal energy required, and lengthens equipment life, providing reliability for a building’s mechanical, vertical and electrical systems.

Partnership ensures proper care and maintenance of all systems, improving a building’s return on investment over



time. For NoMad LA, Sydell Group received an excellent extended warranty on the VRF system by working with a Diamond Contractor — a mechanical contractor specifically trained to work on Mitsubishi Electric CITY MULTI or Zoned Comfort Solutions® systems. Both the compressor and parts are guaranteed for 10 years. For the vertical transportation systems, NoMad LA receives ongoing support through its service contract. A set maintenance schedule and unparalleled technical support from Mitsubishi Electric Elevators & Escalators improves guest experience, making sure NoMad LA's visitors can move around the property with no issue.

Ultimately, creating a single solution for building owners and developers has made quite the impression. In March 2019, R.D. Olson won the 2018 Gold Hospitality Award hosted by the Los Angeles Business Journal Real Estate Awards. NoMad LA was the winning Project of the Year. In addition, NoMad LA was named one of the winners of the 2019 Los Angeles Architectural Awards. R.D. Olson Construction received this award on behalf of the project in July 2019. "We really feel that Mitsubishi Electric is a team player," noted Cervantes. "They're setting the standard for partnership and support and that's why we try to use them as much as possible on our jobs."



## Elevator Equipment Installed

- (1) Mitsubishi Electric Diamond Trac® Service Elevator

## Modernization

- (4) Third-Party Overhead Traction Elevators
- (1) Third-Party In-Ground Hydraulic Elevator

## Service

- Ongoing Service Contract with NoMad LA

## HVAC Equipment Installed

- (21) PURY-P168YLMU-A R2-Series Outdoor Units
- (2) PUHY-P168YLMU-A Y-Series Outdoor Units
- (1) PUMY-P48NHMUR4 S-Series Outdoor Unit
- (3) PUMY-P60NKMU S-Series Outdoor Units
- (6) PKFY-P18NHMU-E2 Wall-Mounted Indoor Units
- (269) PEFY-PNMSU-E Ceiling-Concealed Ducted Indoor Units
- (20) PVFY-P12NAMU-E Multi-Position Air Handlers
- (305) PAC-YT53CRAU-J Simple MA Remote Controllers
- (3) AE-200A Centralized Controllers
- (4) AE-50A Expansion Controllers