

# 285 MADISON AVENUE ELEVATOR MODERNIZATION PROJECT

MAGNETEK QUATTRO® AC ELEVATOR DRIVES



**PROJECT** 285 Madison Avenue  
New York City, New York

**CONTRACTOR** Centennial Elevator Industries, Inc.

**CONTROL MANUFACTURER** Motion Control Engineering® (MCE)

**CONSULTANT** BOCA Group

**PRODUCT** Quattro AC Elevator Drives

Centennial Elevator Industries, Inc. provides high-quality maintenance, repair, and modernization installation services for vertical transportation engineering needs in the New York City Metropolitan Area.

MCE is the largest, most successful independent elevator control manufacturer in the world and pioneered the development of non-proprietary, universally serviceable elevator controls. MCE and Imperial Electric are part of the Elevator & Drive Systems division of Nidec Corporation.

BOCA Group is one of the nation's largest and most experienced vertical transportation consulting companies. Since their founding in 1995, many of the largest and most reputable owners and developers have trusted BOCA Group to solve their toughest challenges before, during and after building construction.

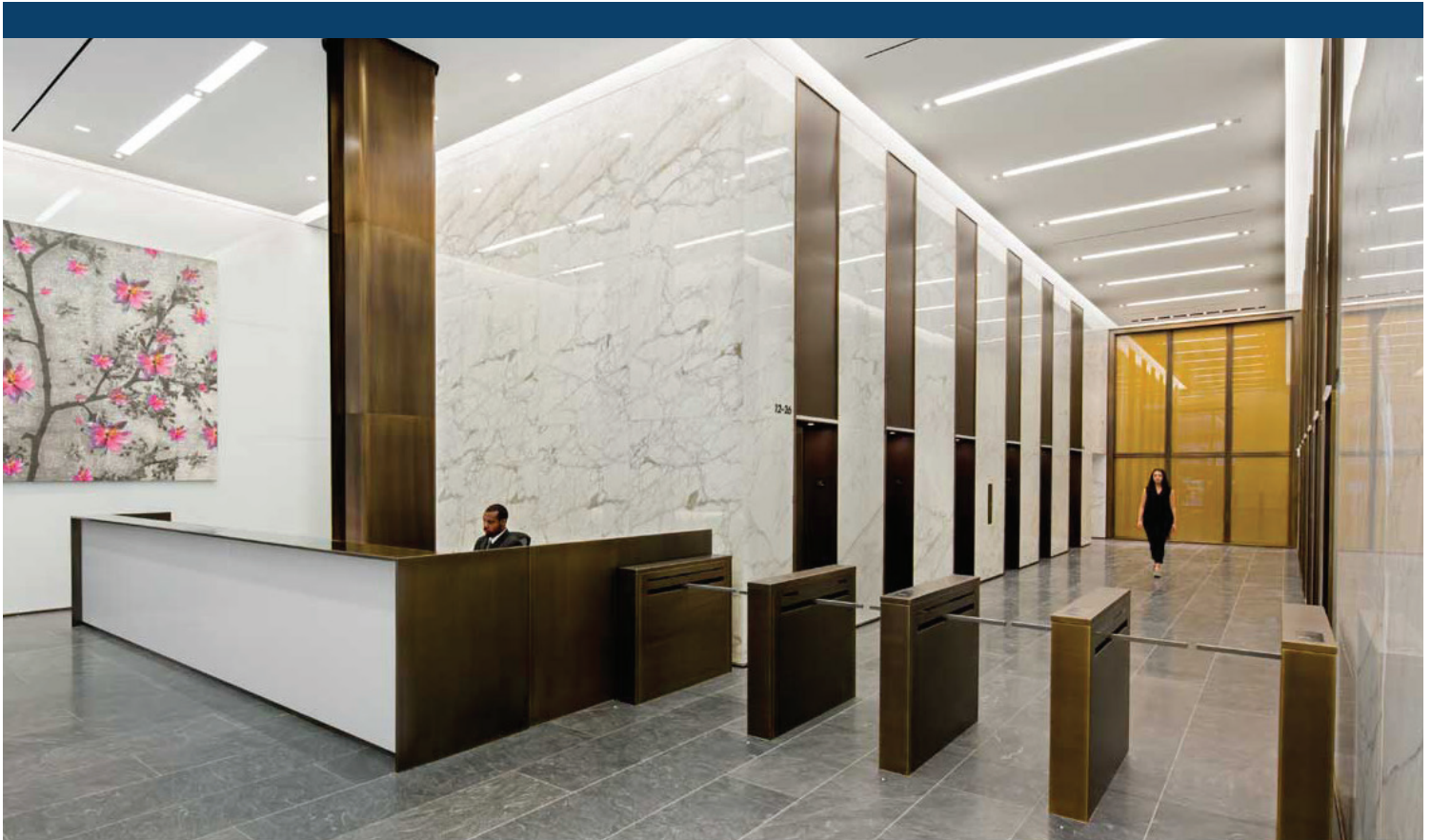
RFR Holding LLC, in partnership with Green Oak, acquired the property at 285 Madison Avenue in 2012. Immediately following the acquisition, the property's managing agent, RFR Realty LLC, initiated a project to reposition and revitalize the property by updating the interior infrastructure, along with its electrical and mechanical systems, while maintaining the building's classic design. In addition to an entirely new lobby area, roof lounge, and floor renovations, 285 Madison required a modernization of all the elevator cabs and lifting systems. The DC hoist motors for elevator operation were original to the 1929 construction, and the elevators themselves had not been updated for 30 years.

The modernization included replacements of elevator platforms, buffers, door equipment, gearless machines, car controllers, and other mechanical components for improved operation. Cab interiors were upgraded to include new fixtures, ceilings, and glass sidewalls. Partnering on this project were Centennial Elevator Industries, Inc., one of New York's largest elevator companies, Motion Control Engineering (MCE), an industry pioneer in elevator control, BOCA Group, a premier elevator consulting company, and Magnetek, Inc., a leading elevator drive designer and manufacturer.



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Maintaining the highest levels of functionality, comfort, and safety were vital for the new elevator systems. MCE iControl traction controllers, gearless machines from MCE's sister company Imperial Electric, and Magnetek Quattro® AC elevator drives, were ideally suited for the project, particularly due to the demanding installation schedule. In an effort to improve energy efficiency and promote "green" building operations, existing motor generator sets were replaced with 12 of Magnetek's Quattro AC drives, the first of their kind to be installed in the US. Quattro AC drives harness regenerative energy to deliver up to 42% in energy savings over non-regenerative drives used in gearless applications. Magnetek's Quattro AC has been successfully installed in cities worldwide, including London, Toronto, and Melbourne.

Quattro AC drives are the latest evolution in Magnetek's line of technologically advanced, green elevator drives that offer clean harmonics, lower installation costs, and superior ride quality. The elevator drives' precise, accurate control provides smooth acceleration and deceleration, resulting in significantly improved performance.

"We wanted all the behind-the-scenes mechanical and electrical systems to live up to the same level of quality as the renovated areas available to our tenants," said Jerry Schumm, executive vice president of RFR. "The Quattro AC elevator drives integrated seamlessly into our building. They have been a great success, providing reliable service and performance for our elevators."

The installation of Quattro AC drives into 285 Madison's elevator systems has resulted in faster floor-to-floor times, improved responsiveness, and qualification for gold-level LEED certification, along with additional energy-efficiency building credits. Magnetek's "green" elevator drives contribute to more efficient operations, matching the building's modern, streamlined design. Full building renovations will be completed in early 2015, featuring a convenient direct-to-roof elevator for tenant access to the beautiful rooftop lounge.



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ELEVATOR

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