

## The Watermark Multifamily Case Study

### PROFILE

Location	501 Beale Street in San Francisco
Square Footage	149,000
Type of Building	Multifamily Townhouses and Tower
Energy Efficiency Upgrades	Lighting



### DESCRIPTION

The Watermark is a 22-story residential property located in downtown San Francisco, built in 2006. It consists of three parking garage levels, two-story townhouse units on Beale St. and Bryant St., and condominiums in the tower above. Amenities include: full-service concierge, fitness center, outdoor full-sized heated lap pool and spa, with a patio and barbecue overlooking the Bay.

Through SF Energy Watch, the property management replaced 85 metal halide lamps with CFLs in the parking garage, potentially saving \$19,209 per year at current electricity rate. The temperature of the swimming pool was also lowered by 2 degrees, saving an undetermined number of therms per day.

Having an audit conducted was very helpful because it uncovered other energy saving opportunities. The staff of the Department of the Environment assisted The Watermark step-by-step with the rebate process. The whole process was very satisfactory.

Since its participation in the SF Energy Watch Program The Watermark has seen a great reduction in energy usage, showing a steady decline in kilowatt-hours per day and therms per day.

“We are very happy with the efficiency upgrades. I see the motion sensors as an every-day confirmation of our commitment to lowering energy usage. It doesn’t hurt that the homeowners see the lowered energy costs as a sign of good stewardship of both the environment and the budget.”

-Doug MacAbee, Manager

### SAVINGS SNAPSHOT

Total Project Cost	\$4,531
Program’s Incentive	\$3,111
Customer’s Co-Pay	\$1,420
<b>Annual Savings</b>	<b>\$19,205</b>
kW Reduction	9.82
Payback	< 1 month

### BENEFITS

- Direct savings to the bottom line
- Timely turnkey services
- Great reduction in energy usage

SF Energy Watch  
(415) 355-3769  
[www.sfenergywatch.org](http://www.sfenergywatch.org)

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