



Case Study: Laidley Tower

Commercial & Industrial Program

\$13,704.85
Rebates Paid

\$24,790
Estimated Annual Savings

275,443
Annual kWh Savings

The Opportunity

Colliers International, a real estate management company in West Virginia, was looking to lower energy costs in its Laidley Tower building. The downtown Charleston high rise houses several companies and organizations, making it a perfect target for energy savings. To unlock these savings, Colliers reached out to Appalachian Power—who it has worked with before—and completed lighting upgrades through the Commercial & Industrial Program.

The Project

Colliers had the Laidley Tower parking garage and surface parking lot light poles converted to LED bulbs. This entailed replacing 175 W bulbs with 36 W LED lamps and 400 W metal halides with 75 W LED lamps.

The Results

The project is estimated to save \$24,790 annually. These savings, combined with \$13,704.85 in rebates from Appalachian Power, greatly offset the total cost of the project, which came out to \$27,409.77.

Environmental Impact

It wasn't just financial savings that Laidley Tower benefited from. It also saved 275,443 kWh. According to U.S. Environmental Protection Agency calculations, this is equivalent to:



20
Homes' yearly energy use



463,932
Miles driven by average car



I've been participating in this program for the past three years and keep going back for rebates and lower electric bills. Appalachian Power has really shown me that it pays to save and I encourage all property owners and facility managers to jump on board this incentive program.

Andrew Santee
Director of Real Estate Management Services (West Virginia), Colliers International



To learn more about how the Commercial & Industrial Program can help your company, visit [TakeChargeWV.com/Business](https://www.TakeChargeWV.com/Business).



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