

Florida East Coast Realty: Panorama Tower

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Siemens Intelligent Infrastructure Solutions create the perfect place to live and work

The tallest building on the East Coast south of New York, Panorama Tower features an array of exclusive amenities, services, and building features—from ocean views and an onsite hotel and pet spa, to a gourmet market and U.S. Post Office. With 85 floors and 2.5 million square feet of residential living and office space, the people who will live and work at Panorama Tower can virtually have it all.

Getting to this point, however, was no easy feat. Dean Warhaft, Chief Development Officer for Florida East Coast Realty, began sketching plans and doing early site work for this building in 2011, with physical work for the site kicking off in late 2012. “We decided to create a vertical city,” says Warhaft, “one that would allow for all the amenities of condominiums, but in a mixed-use building.”

Building a vertical city requires the right technology partner

The desired mixed-use nature of the building had a “huge impact” on the building technologies that would shape Panorama Tower, according to Warhaft. “We knew we would have hotel space, residential, and retail tenants, and all of those would have varying requirements that we might not know today. It was an already complicated building, but it would need to allow for future flexibility that would accommodate growth and unknowns.”

What wasn’t unknown to the Florida East Coast Realty team was the need for a partner who could help not only help deliver on the vision for Panorama Tower, but also to integrate the most advanced, intelligent infrastructure solutions into the building. Finding a technology partner who could design and implement fire and life safety, security, and building automation solutions for such a complex building became a key priority as the project started taking shape. So too was finding a partner with the financial strength and global expertise to weather a multi-year development project that would require technology integration with a wide range of building systems.

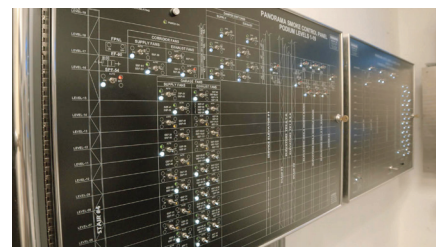
“The end user experience is paramount,” says Warhaft, whose vision for Panorama Tower blended technology into building features to create a seamless experience for residents and visitors alike. “In the end, it doesn’t matter if you build these places if people don’t want to be there. It doesn’t do any good. In this day and age, everything should feel like it just works together.”

Ultimately, Florida East Coast Realty selected Siemens as their technology partner, and the first priority was to get the fire and life safety systems well in hand.

Fire and life safety solution that solves for today while preparing for the unknown

The complexities of preparing the site while keeping the existing office towers open for business required a lot of teamwork to get Panorama Tower project up and running. “We had an urgent need to get the first 1.1 million square feet open as quickly as possible. In order to do that and to get the temporary certificate of occupancy from the City of Miami, we needed a path for getting an operational fire alarm system quickly—that was the earliest challenge we addressed with Siemens, and we were able to make it happen,” explains Warhaft.

Today, Panorama Tower hosts a comprehensive and efficient fire command center, which controls fire alarm, smoke control, and containment technologies from a single platform. “The work Siemens has done to create this command center is a career in and of itself; it’s truly amazing. It circles back to the concept of opening the building in phases and making sure we had operational panels that would





continue to function properly as we open new phases of the building. It was no minor feat," says Warhaft.

Part of the fire command center strategy was to integrate Siemens Desigo Modular with Global Voice configuration. With such a tall building and so many remote fire panels, technicians would typically need to visit each panel individually to make changes, for example, when ownership was ready to build out floor or change a layout for a new tenant. With Siemens solution, however, the technician can make the program changes from the Panorama command center and then automatically upload them to the remote panels as needed. It's a far more efficient service strategy that maintains control within the command center.

Protecting the people who live in, work in, and visit Panorama every day

A key component of Siemens intelligent infrastructure was the need to protect the people who would live in, work in, and visit Panorama every day. "There's a complicated dance here," says Warhaft. "You want everyone to be and to feel safe, but you don't want them to feel as though they're constantly being watched."

Siemens Preconstruction Services supported Panorama Tower with reviews of security plans; consultations; and recommendations for video surveillance, access control, visitor management, and command and control of the entire security operation. Having selected SiPass integrated as the access control solution for much of Panorama Tower, Florida East Coast Realty presented Siemens with two unique integration challenges: Otis Elevator Compass for elevator controls and SALTO Hospitality access control solution for the onsite hotel.

The Compass system had been selected for Panorama Tower because of its efficient methods for grouping passengers and dispatching elevators to their floors. "We have a bank of eight elevators for all 85 stories. To make the building function as seamlessly as possible, we needed to integrate this elevator dispatch system with access control, and we didn't want it to be difficult for the end user," notes Warhaft.

With this integration, residents and workers within Panorama Tower receive building credentials through the SiPass system, which enables them to enter the elevator and gain access only to floors they're allowed access to. For example,

a resident who lives on the 52nd floor would not be able to access the 70th floor. But in the case that the resident has a friend who lives on the 70th floor, Warhaft says, "We didn't want to make it difficult for these friends to visit each other." Thus, SiPass and Compass work together to enable proper elevator dispatch and access controls along with case-by-case exceptions.

Similarly, the integration between SiPass and SALTO enables hotel guests to gain access to the social room, which is located on the residential side of Panorama Tower. These temporary credentials can be issued on the guest's existing hotel card. "We couldn't do these things without Siemens intelligent building solution that's smart enough to handle it. The idea is that the end user should never have to care about the technology that makes all this happen," he says.

Comfort, command, and control with the right building automation solution

The Panorama Tower integrated building management system commands and controls the more than 1,500 pieces of mechanical equipment throughout the tower. This solution not only provides the visibility required for such a large space, it also has prepared Panorama for the evolution of building automation.

Says Operations Manager Lazaro Luna, "Smart systems are getting smarter and smarter. It is going to help prolong the life of a lot of equipment because it's helping us before issues actually happen; it's almost like a mind-reader. I believe these buildings will have a longer life expectancy."

Warhaft concurs, noting, "Siemens has been able to provide the proper building management system to allow our chief engineer and his staff to manage all of this equipment and understand what's going on with all aspects of the building at any time, from anywhere."

Reinventing the Miami skyline for decades to come

Although the building has just opened, residents of the apartment building have found the perfect place to live. "They are extremely satisfied with the access controls and how we've set them up. Building management also really likes the integration of Compass and SiPass systems and how that creates the end user experience we were looking for. These integrations and investments in technology will make for a more

efficient building, and I believe will help us retain tenants in the long-term," comments Warhaft.

Because today's new buildings are designed to last for a century, rather than 30-40 years, they require significantly more future-proofing, which requires a true partnership with a forward-looking technology partner. "You don't have a crystal ball," notes Warhaft. "You have to be ready for tenants and owners for decades to come, so you need to think about what can be done today to let the building handle any future architecture that we don't know tomorrow."

He admits that this level of anticipation brought some lessons learned that will be valuable to the next projects for Florida East Coast Realty. For example, the initial network plan for Panorama Tower included a singular fiber backbone to support all technology throughout the building. But with the selected building automation, security, and life safety technologies, Siemens recommended a redesign of this architecture to enable three separate high-speed networks—one for internet, one for cable and communications, and one dedicated for building management systems. "We effectively did a retrofit for a brand-new building, but today we have a solution that means the building will function properly. Siemens helped us work through a variety of scenarios, and we believe we have addressed the future needs of this building because they understood the backend architecture and communication to make it all work."

Florida East Coast Realty's groundbreaking project has already begun to reinvent the Miami skyline, and according to Warhaft, every project from this point forward will have to live up to Panorama Tower. "My favorite part about the project has been the relationships we've built. There has been a ton of stressful and trying times, but it is very satisfying to bring it to closure and know that all of these people were involved in creating something that will last for the next 100 years or more. It's very meaningful to me," he concludes.

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