



Case Study: City Centre Project

A new development can transform an area. It can bring new life to a city and rebuild a community that was once forgotten and overlooked. With the City Centre project in Ithaca, New York, they expect nothing less. Built near the densest part of downtown Ithaca, the space once housed a bank and a few offices. But with a vision in mind, the goal of the project is to transform the building into mixed-use development with housing, businesses, and entertainment space. The new building will provide a gateway to developing space within the city, allowing residents and guests walking access to areas where they live, work, and play.

A Closer Look at the City Centre Project

The City Centre is an eight-story residential apartment building covering 177,000 square feet, with 193 apartments as well as commercial space. The ground floor will house restaurants and offices, while other amenities in the building will include a business center, community areas, and a package delivery system. With residents and businesses already beginning to purchase space in the state-of-the-art building, the excitement and anticipation in the city of Ithaca is high for the opening of the City Centre.

The Goal: Focus on Advanced Technology and Energy Efficiency

The city of Ithaca, home to private research school Cornell University, has made a commitment to using and promoting only the most energy-efficient and technologically advanced HVAC systems. The city expected nothing less for the City Centre building.

From the beginning of the projects conceptual stage, the mechanical design team knew that VRF ([Variable Refrigerant Flow](#)) technology, which uses refrigerant in both heating and cooling as the energy transfer medium, should be utilized on the City Centre project. By utilizing the key strength of VRF technology, variable speed, inverter compressors, the VRF systems will work at only the necessary rate and time when they are required, and will therefore, provide significant energy savings.

The Solution: VRF and Carrier Enterprise

During the planning process, the team originally engineered the building around another competitor branded system. However, Mike Petcosky, a long-time Carrier dealer, leveraged his owner/developer relationship and offered Toshiba-Carrier equipment to meet and exceed some of the original engineering specified requirements.



Knowing how critical the advanced technology and energy-efficiency would be for the project, Mike worked with the Carrier Enterprise Northeast team to assemble a competitive design based around the [Toshiba-Carrier VRF equipment](#). The VRF team highlighted the independent controls for each room, providing both comfort and savings, as well as the innovative design to promote energy-efficiency and reduce overhead costs. Despite fierce competition from other competitive VRF brands and resistance from the project mechanical engineer, the Petcosky & Son bid was finally successful in securing the order.



Looking Ahead at the City Centre

Currently, the team is working with the contractor and owner/developer to complete the City Centre project, and are already receiving rave reviews for their work, with the city and residents eagerly anticipating the opening of the City Centre in the next few months. In fact, the energy-efficient and innovative Toshiba-Carrier VRF HVAC system has been a key selling point for many of the residents and businesses planning to move to the City Centre once it opens.