

1009 Court Street  
Sarasota, Florida

## CASE STUDY

### TRANSFORMATION

#### BEFORE



The Bank of America building in downtown Sarasota stands as the leading symbol of the city's transformation. The 14 story building, erected in 1969, dominates the skyline, standing tall over its neighbors as proud testimony to the city's rejuvenation.

Nevertheless, over the years its initial innovative architectural appearance, characterized by a dark green spandrel appearance, came to be overshadowed and outdated by newer smart but smaller constructions.

Karen Cowell, the property manager, was determined to maintain the Bank of America's preeminence by giving the building a state-of-art contemporary facade. After several attempts to achieve the desired "new look", using window film on the inside of the glass windows, it was recognized that the solution lay in having a specially constructed film installed to the exterior face of the building. A dramatic change in appearance was achieved with the installation of 45,000 square feet of LLumar RK 20 reflective window film. The clean reflective appearance embodies up to the minute modernity and firmly regains the Bank of America building's leadership role.



#### AFTER

The building's transformation is complemented with the installation of 20,000 square feet of solar control film on the inside of the windows of the rooftop dining room and the windows of the ground floor reception area, in place of the reflective external film. The film maintains the magnificent panoramic views of the dining room and establishes a welcoming feeling in the reception area by reducing heat and the sun's glare. Additionally the fine furnishings and artwork in the dining room are protected from damaging ultraviolet light.

Window film has not only transformed the building's appearance; it has made a major contribution to its operating efficiency. The highly reflective film significantly rejects solar heat resulting in a 30% reduction in temperature at the inside window sill thereby reducing air conditioning demand. The Sarasota utility company recognizes and rewards the energy savings produced by window film with a substantial use-reduction rebate. Additionally the new film requires less window washing, the cost for which was previously running at an annual cost of about \$30,000.

In commenting on the completed project, Karen Cowell said "The new look of the Bank of America is a major improvement for which we have received many compliments from our customers and local citizens. What is more it is a building improvement that will earn back its investment through a reduction in utilities and maintenance costs. We are very pleased."

