



## HOSPITALITY PROJECT PROFILE

# THE MARLTON HOTEL

- NEW YORK CITY

### CHALLENGE

A large nine-story building located in the heart of Greenwich Village in New York City, the Marlton has a storied history, serving as home to some of the most famous and influential artists and writers of the modern era, such as Jack Kerouac and Neal Cassady. Built in 1900 and purchased in 2013 by Sean MacPherson, co-owner of New York City's Bowery Hotel, The Jane Hotel, and a bevy of other properties on both coasts, the vision for the Marlton was that of an upscale, boutique hotel where textures and details are layered with a fastidious and eclectic eye. The design required keeping many of the original features including herringbone-wood floors, intricate crown molding, marble bathrooms, and brass fixtures. The building had no central air conditioning system, so MacPherson and team sought an efficient HVAC system that would not only preserve space, but also create an atmosphere for individual guest comfort.



## CRITERIA

The Marlton offers guests modern conveniences with old-world charm, thanks to the hotel's expertly curated design and fixtures, dark woodwork, antique rugs and original crown molding. The hotel's management set out to establish a list of defining characteristics and settled on three main criteria for the new HVAC system. First, the system needed to be highly economical and efficient in terms of its energy consumption. Secondly, the building's owners wanted to preserve the architectural integrity and charm of the design details while maximizing the limited space available. Lastly, the system had to provide superior occupant comfort.

## SOLUTION

The Marlton team turned to local New York-based HVAC experts, Klima New York, to design the optimal solution that would deliver on the requirements. After carefully reviewing the HVAC options, Klima specified

the award-winning LG Multi V™ IV Variable Refrigerant Flow (VRF) system, known for its incredible energy efficiency, high performance and flexibility in system design and installation options.

With its industry-leading efficiency, the Multi V series addressed the Marlton's ask of an energy efficient system. Boasting features like Smart Load Control and Active Refrigerant Control energy use is optimized based on the demands of the system and accounts for changes in ambient temperature to regulate performance for efficiency and comfort. The LG system also allows for multiple rooms to be maintained by a single outdoor unit which not only frees up valuable wall and floor space in each room but also allows for the energy to be more efficiently distributed across the system.

In addition to its top-notch efficiency, the Multi V system worked for the Marlton because its design flexibility worked with the building's architectural features. In the

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**- ERIC ROSENFELD,  
GENERAL MANAGER,  
THE MARLTON HOTEL**

guest rooms the returns were discretely hidden amongst the crown-molding while in other areas duct-free units were used to avoid having to cover up the Marlton's ornate features with soffits for ductwork. Additionally the design of the LG system maximized space which was critical. Unlike





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**- JAMES MORAN,  
SALES ENGINEER,  
KLIMA NEW YORK**

many traditional systems which would require a mechanical room the Multi V systems do not which enabled the Marlton to use the space downstairs which would have otherwise served as a mechanical room as a kitchen for the restaurant. Similarly the compact footprint of the outdoor units combined with their quiet operation meant that the outdoor units

could reside on the roof but still allow the Marlton to use and repurpose the rest of rooftop to create an open, airy space for guests to sun bathe, lounge and relax in the heart of downtown New York City.

Lastly the zoned capabilities of the LG VRF system meant that the guest spaces and common areas could be independently and appropriately controlled and conditioned for superior occupant comfort.

#### **RESULTS**

The design flexibility combined with the high performance and energy efficiency of the LG VRF solution thoroughly addressed the building’s requirements in a cost-effective manner without sacrificing comfort. For nearly the same cost as a traditional system, The Marlton Hotel now has a highly reliable, energy-efficient HVAC solution that delivers comfort and conveniences for its guests.

The LG VRF system allowed for a flexible design with minimal ductwork to deliver a non-invasive, space-saving HVAC system.

“Our company chose VRF because as we are in downtown New York, where space is at an all-time premium; we needed to save space and LG VRF system allowed us to do that,” said Eric Rosenfeld, General Manager at The Marlton Hotel. “I personally think the best aspect of the system is the fact that the design has been integrated with the functionality, so we didn’t lose any of the architectural integrity. We were able to preserve many of the building’s original and thoughtful design details.”

“Besides space saving and design flexibility, efficiency is the best feature for the hotel,” said James Moran, Sales Engineer at Klima New York. “Generally, the LG Multi V VRF system will provide substantial savings over conventional air conditioning systems.\* That return alone on a hotel and hospitality application represents quite a return on investment in a relatively short time. That made the choice for an LG VRF system the right one.”

\* Actual energy savings may vary based on system configuration, application and environmental elements.