

one business profile



Peterson Properties

Businesses demonstrating the Power of One®—with effective energy choices

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Interior LED lighting installed in Maple Square at Nevada Bob's Golf in Duluth saves energy and lowers utility costs for the tenant business.

Commercial Properties Shine with LED Lighting

Commercial real estate developer Joseph Peterson says lighting has always held a fascination for him. So when a chance encounter with representatives from Minnesota Power's Power of One® Business program found him engaged in a discussion of LED exterior and parking lot lighting, his interest was piqued.

That unexpected meeting occurred in McKenzie's Bar & Grill, a popular restaurant in Hermantown Square, one of Peterson's commercial properties. The energy analysts for Minnesota Power were there to meet another commercial customer, who happened to be a friend of Peterson's. They planned to visit a business in the area where LED exterior lights were being used. Peterson tagged along and was sold.

LED technology has advanced quickly in recent years to become the lighting of choice in a growing number of applications. Its advantages include brightness, long life, energy efficiency, durability and design flexibility. LEDs also operate well at low temperatures, making them ideal for outdoor use in cold-climate regions.

Since 2012, Peterson and his partner, Steve Paulson, have installed LED exterior and parking lot lighting at three key properties: Hermantown Square, Maple Square and the new Sugar Maple Crossing (which also features high efficiency furnaces with electronically commutated motors). In addition, they have updated interior lighting in some common areas and retail spaces to LED.

"We work with Minnesota Power right from the beginning of projects to make sure we do what we can to reduce costs and be energy efficient. These are investments in facilities that save money on energy bills and long-term maintenance—plus, I love the lights!"

*Joseph Peterson
Commercial real estate developer*

"Every project we've done with Minnesota Power has been an absolute pleasure. They make it easy and get back to us quickly with answers. I have recommended their services to a lot of people."

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The developer of Hermantown Square replaced exterior building and parking lot lights with LEDs. Energy-efficient lighting in shared spaces gives the property one of the region's lowest common area maintenance (CAM) rates.



(l to r) Developer Joseph Peterson with Craig Kedrowski of Minnesota Power and Joe Frauensuh and Tanuj Gulati of Energy Insight, Inc.

Minnesota Power has assisted by providing product information, project design assistance, energy- and cost-saving projections and rebate calculations. Projects to date have resulted in energy savings of more than 163,000 kWh per year and demand savings of nearly 43 kW per month. They have qualified for around \$26,500 in Power of One® Business rebates.

The new lighting also is attractive to tenants, giving them higher visibility and lower common area maintenance (CAM) rates.

“Our buildings stand out, and the light is safe and welcoming at night,” Peterson said. “We pass the cost savings on to

our tenants with some of the lowest CAM rates in the region. It is gratifying to see the business tenants we work with succeed, and I’m very proud that energy savings are part of that.”

Peterson plans to convert outdoor lighting at the Anytime Fitness building on Miller Trunk Highway to LED in the near future. Another property development is being planned that will also incorporate energy-efficient lighting and technologies.

“When Joe (Peterson) and Steve (Paulson) go to buy a new property, we sit down and talk,” said Tanuj Gulati of Energy Insight, Inc., a commercial energy conservation consultant for Minnesota Power. “It really is about customer relationships and providing upfront design assistance so lighting and systems are set up correctly for the space.”

“Working with a customer who has foresight and knowledge and who wants to do projects right goes a long way,” agreed Joe Frauensuh, also of Energy Insight, Inc. “When we have a foot in the door before construction begins, we can direct customers toward the greatest energy savings.”

“Every project we’ve done with Minnesota Power has been an absolute pleasure,” Peterson said. “They make it easy and get back to us quickly with answers. I have recommended their services to a lot of people.”



LEDs operate well at low temperatures, making them an ideal outdoor lighting choice in winter climates.

For more information:

Take the first steps toward managing energy use and costs at your business. Learn more about Power of One®, Minnesota Power’s commercial, agricultural and industrial energy conservation program, and fill out your free online pre-application form.

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