

How a 32 Unit Property in Santa Monica Future Proofed Its Garage with 32 Cost Effective EV Chargers



Promenade Gateway - Santa Monica, CA



Property Details:

- **Location:** Santa Monica, CA
- **Property Size:** 32 apartment units with over 40 residential parking spaces
- **Chargers Installed:** 32 Orange EV chargers (one per residential unit)
- **Notable Features:** Subterranean garage installation, OrangeNet Bluetooth mesh connectivity, part of a larger garage renovation initiative

Using a Garage Renovation to Future-Proof Property With Reliable EV Charging

When a landlord in Santa Monica decided to undertake a garage renovation project for their mixed-use property, they saw an opportunity to future-proof their investment. With 32 apartment units and over 40 residential parking spaces, it was important to cater to the needs of their target demographic, many of whom are likely to own electric vehicles (EVs) either now or in the future.

As the renovation plans took shape, the property owners were keen to include EV charging stations. This is where Orange EV chargers came into play.

“Our residents and prospective residents will value convenient EV charging, now and in the future. As long as we were renovating the garage, now was the time to add EV charging stations.”
Adam Mintz, Asset Manager



Significant Cost Savings

However, they faced a significant challenge: the cost. They didn't want to spend \$8,000 per charger, which was the going rate for many well-known brands.

Enter one of their analysts, who stumbled upon Orange while researching cost-effective alternatives. After a few months of discussions with the Orange sales team, the decision was made to install one EV charger for every residential unit.

A Smooth Installation Journey

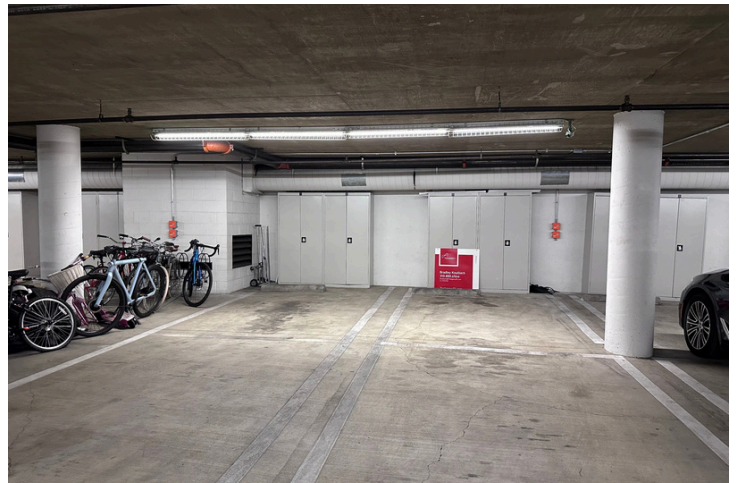
The installation process was easy and efficient. “The team was very good at coordinating and getting us a product when we needed it,” said Adam. This was crucial, given the tight timelines of their renovation project.

One of the standout features of Orange chargers was the Bluetooth connectivity rather than WiFi. Most chargers rely on WiFi or cell signal to charge, requiring additional networking. This was particularly important for their subterranean garage, which lacked internet connectivity.



Connectivity Without Networking Gear

Like any new technology, the Orange chargers experienced some teething issues. However, Orange’s responsiveness and accountability turned the situation around. The team swapped out the initially installed Gen1 chargers for the OrangeNet-enabled Gen2 models. With OrangeNet, each device builds its own network, making installation faster and more secure without needing repeaters or other networking gear. This resolved connectivity issues at the subterranean parking levels.



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A product that relies on data without having to wire up a whole garage was super important. That would have been a big infrastructure cost for us.”

Adam Mintz, Asset Manager

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As more people drive EVs over the next 10 years, installing Orange makes our properties more attractive for leasing at a fraction of the cost of other EV chargers.”

Adam Mintz, Asset Manager

Future-Proofing the Property

Ownership’s main goal was to make their apartments more marketable. For anyone considering installing EV chargers for their properties, Adam advised that they do a full cost-benefit analysis beforehand. This will help property owners get a complete handle on the fully loaded cost of installing EV charging so they understand the ROI and, more importantly, the time it would take to break even. “Ultimately”, he added, “It’s about keeping our property leased.”

