



Keith Hall, P.E., LEED AP, president.

## HALL ENGINEERING GROUP

Electrical-engineering design company sees the future in solar photovoltaics and tidal power

BY ASHLEY MORRIS

HALL ENGINEERING GROUP, INC. MAY only be about two years old, but its rapid success and growth is a result of nearly 20 tenured years of experience from co-owners and husband and wife Keith and Donna Hall in the electrical and technology industries. “We’ve been in the industry for many years, so it’s been a relationship business before the company was formed,” says Keith, whose firm resides in Tampa, Florida.

The LEED-accredited professional has worn all the industry’s hats—from contractor to owner to engineer—but prefers now to represent Hall Engineering and its reputable electrical-engineering design-consultation services for clients in the commercial, healthcare, institutional, maritime, sports and entertainment, telecom, and transportation realms. “Our success can be measured in the quality of the projects we’ve been given, the quality of our clients, and our growth,” says Keith. “We more than doubled our revenue in one year. We’re definitely in growth mode.”

Hall Engineering’s seamless system starts with a building owner or LEED construction project’s architect, who generally requests the company’s consulting prowess in power systems, low-voltage and fire-alarm systems, and lighting systems. The building’s budget and goals, such as alternatives for optimal designs (like the use of daylight harvesting), are discussed and the planning process then shifts to lighting, windows, skylights, furniture layouts, and lighting controls.

“We design and create the blueprints with the architects and mechanical and

structural engineers, then hand it all over to the contractors,” explains Keith. “Green business is just about everything that we do now. Even if it isn’t a LEED project, LEED philosophies influence the design. Energy-efficient lighting, transformers, solar PVs—every sizable lighting option. It’s becoming more of the norm.”

Hall Engineering mostly works with clients in Florida, a state that falls under more stringent energy and structural codes because of the hurricane zones, and the nearby Caribbean. Several projects currently in the design stage are:

- The Pinellas County Public Safety Complex, which should become LEED Silver certified. The 250,000-square-foot multi-facility will boast highly efficient lighting, daylight harvesting, and medium voltage systems.
- A large veteran affairs Polytrauma expansion project, which Keith says probably will not officially be accredited with a LEED rating but will be extremely sustainable. The 140,000-square-foot building will feature sophisticated lighting controls, daylight harvesting, and power monitoring with a nearly 30-percent energy savings, as required by the Energy Policy Act.
- Various ship-container yard designs that have high-mast pole lighting. “We developed very efficient fixtures and lighting controls to balance security, safety, and energy-efficiency needs,” says Keith.

For future projects, the continuing

Hall Engineering Group’s impressive portfolio includes various industries and multiple distinguished clients, including some of the following:

### NOTABLE CLIENTS

- Veterans’ Administration
- Tampa Bay Rays
- Halcrow
- Tampa Port Authority
- major Florida Theme Parks
- Pinellas County
- University of South Florida

### INDUSTRIES

- commercial
- healthcare
- institutional
- maritime
- sports and entertainment
- telecom
- transportation

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*Keith Hall, Owner*

challenge for Hall Engineering, and green business overall, is the education of clients on the return on investment in energy efficiency. “I hope that costs continue to decrease for clients, because the additional costs are hard for clients and government agencies to pay for,” says Keith. “We’re optimistic about the newer, greener technology like solar PVs and tidal power. We’re really striving to better educate our clients on the possibilities and returns on investments.”

Hall Engineering also strives to stay on the cutting edge of innovation. “We train, we teach, and we absorb knowledge from the industry,” says Keith. “I’m constantly reading trade journals and textbooks and talking to vendors in our industry. We’re very technically oriented, so the constant learning is based on a foundational knowledge of our strengths.”

And the company strives to be a daily example of green living in its headquarters, which was remodeled in September 2008 and reduced energy consumption by 30 percent. Green highlights include access to natural lighting in every space in the office, highly efficient luminaires, eco-friendly paints, refurbished office furniture, and a recycling program. “It’s like working in a garden every day,” says Keith. GBQ



*In conjunction with ARC3 Architecture in St. Petersburg, FL, Hall Engineering Group designed the criteria documents for a new 250,000-square-foot Public Safety Complex for Pinellas County, FL. It is being designed for LEED certification.*



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