



Rose Associates participates in New York City Mayor's Carbon Challenge; Establishes energy management services group

March 24, 2014 - Front Section

Rose Associates, the New York-based full-service real estate firm, has participated in The New York City Mayor's Carbon Challenge, an effort aimed at cutting citywide greenhouse gas emissions 30% by the year 2030. Rose has long been active in the area of energy conservation and has recently established an energy management services group to better serve clients in this area.

The Carbon Challenge is part of PlaNYC, New York's plan for sustainable growth that contains many initiatives related to green building and energy efficiency. As a participant, Rose joins some of the city's largest institutions - including hospitals and universities - all of whom are committed to complying with Local Law 87's energy audit and retro-commissioning process, among other initiatives.

"Participating in the Carbon Challenge is a natural way for Rose to advance our commitment to sustainable property management practices," said Ed Donnelly, director of technical services at Rose. "This effort helps us to educate property owners on the benefits of committing to energy savings measures. One nice byproduct, of course, is that reducing energy use results in cost savings. Those owners who commit to the effort realize a direct benefit."

Rose has recently launched a new division it calls the Energy Management Services Group. The group will focus on reducing energy use and emissions across Rose's portfolio, which is comprised of more than 100 residential properties and includes everything from new luxury high-rises to pre-war structures. In recent years, Rose has installed numerous co-generation systems and conducted many boiler conversions. Last summer, mayor Bloomberg recognized Rose as the first property manager in the city to implement a Power On Demand system.

"Our Energy Management Services group provides consulting and project management services for large and small residential energy projects," said Donnelly. "We've recently managed the installation of co-gen plants in such notable properties as The Churchill and Sutton Terrace."

Along with committing to green practices in its role as property manager, Rose makes efforts to be a mindful developer as well. Two of its recent, ground-up residential projects—"The Larstrand in Manhattan and The Maximilian in Long Island City"—are currently awaiting LEED certification.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540