



Rose Associates enters 10 buildings into NYC's Carbon Challenge

July 28, 2014 - Green Buildings

Rose Associates has achieved all of the requirements to participate in the New York City Mayor's Carbon Challenge under what is known as the "portfolio approach." Earlier this year, Rose began its participation in the Carbon Challenge, an effort aimed at cutting citywide greenhouse gas emissions 30% by the year 2030.

"We have already entered 10 buildings and expect to enroll more during the second half of the year," said Ed Donnelly, director of technical services at Rose. "Buildings within Rose's growing Carbon Challenge Portfolio will realize reduced energy bills through access to advance technologies and developments within the energy and operations market."

According to Donnelly, these buildings will also get direct access to technical assistance and incentives, reduce local air pollution and improve neighborhood health.

The Carbon Challenge is part of PlaNYC, New York's ambitious 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.

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 group focuses 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.

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, and sustainability guides future developments of the firm.

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