



LeFrak completes largest high-rise multifamily solar panel installation in NJ

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Newport, NJ New York-based real estate developer LeFrak completed the largest solar panel installation on a high-rise multifamily residential building in New Jersey. The Beach, a 336-unit rental tower, is now home to a 180kW, 450-panel rooftop system that will offset 13% of the building's carbon emissions, equivalent to the carbon emitted by 179 acres of US forests in one year or removing 37 gasoline-powered cars from the road each year. In the last decade, LeFrak has invested well over \$100 million in energy conservation and decarbonization measures throughout its national portfolio, including nearly \$1 million to bring this installation to The Beach.

"LeFrak is committed to community development and promoting environmental sustainability," said Charles Burton, head of community relations for LeFrak. "We're proud to offer New Jersey's largest solar installation at a high-rise residential community. This initiative exemplifies our continued dedication to creating a well-rounded lifestyle for our Newport residents while doing our part to protect the environment. By integrating sustainable practices like this, we're helping shape a greener future, not just for our buildings, but for the communities around us."

"Newport's commitment to reducing its carbon footprint is a prime example of the smart, sustainable development we strive to achieve citywide," said Jersey City Mayor Steven Fulop. "A solar panel installation of this size in Jersey City sets the standard for future projects across the state and country. Our thanks to Newport for leading by example as a forward-thinking community within our city."

The new rooftop system offsets energy produced by electrical systems used in The Beach's common area spaces, including those that power elevators and lighting, as well as cooling and ventilation in the building's lobby and amenities. The design of The Beach's roof and the orientation of the building optimize the amount of solar power generated by the system. The system was installed by Sunkeeper Solar, a Brooklyn-based solar energy company.

"This is exactly what we should be seeing in Jersey City with the expansion of new high-rise residential development and the push for more sustainable development. Solar makes sense on multi-family buildings, and especially because Jersey City is vulnerable to the impacts of climate change, projects like this should become the bar for new development. Going solar saves consumers money, reduces air pollution and creates a more resilient energy grid — solar is a double green amenity," said Doug O'Malley, director of environment New Jersey.

As part of Jersey City's waterfront Newport neighborhood, created by LeFrak and Simon in the 1980s, The Beach offers 336 studio to four-bedroom rental homes spread across two towers and a collection of amenities including a coworking lounge, fitness center and outdoor pool. The building reached 75% leased in just 10 weeks when it opened in 2021 and continues to resonate with renters looking for a full-service waterfront lifestyle.

LeFrak continues to champion sustainability initiatives throughout their communities and developments across the country. Last year, LeFrak partnered with electric vehicle-sharing platform Envoy to offer Newport residents exclusive car-sharing benefits and access to a fleet of on-site electric vehicles, representing Envoy's first expansion into New Jersey.

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