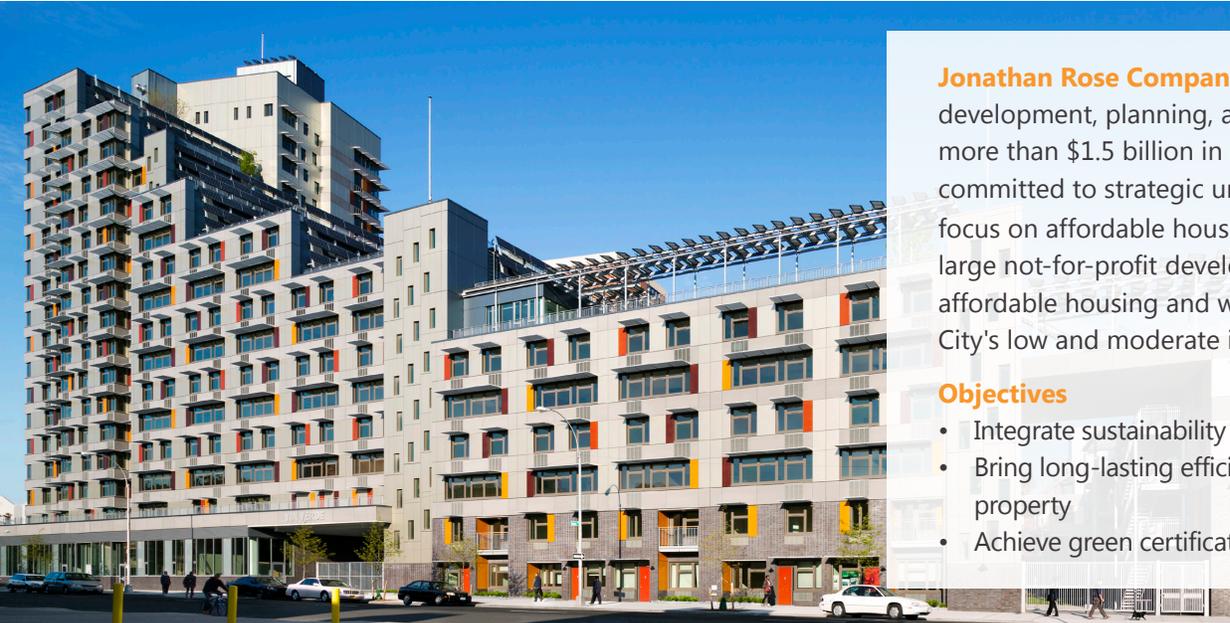


Designing a Landmark Via Verde



Jonathan Rose Companies is a real estate development, planning, and investment firm with more than \$1.5 billion in global assets and is committed to strategic urban development, with a focus on affordable housing. **Phipps Houses** is a large not-for-profit developer, owner, and manager of affordable housing and works to address New York City's low and moderate income housing conditions.

Objectives

- Integrate sustainability early on in the design
- Bring long-lasting efficiency and affordability to the property
- Achieve green certifications

Challenge

Via Verde is a mixed-use, 222-unit, 300,000-square foot building located in the Bronx, New York. It was co-developed by Jonathan Rose Companies and Phipps Houses in partnership with Dattner Architects and Grimshaw Architects. With commitment to sustainability being one of the major objectives, Jonathan Rose Companies sought to push the envelope for affordable housing with a strategy that would maximize their long-term investment and community impact.

"When you're designing a new building, the possibilities are endless. We needed someone with the depth of knowledge in sustainable technology and design that could steer us toward the most practical and impactful solutions," said **Jonathan Rose, Founder**.

Solution

Bright Power joined the Via Verde team early in the design phase as the energy efficiency, solar energy, and sustainability experts and leaders on the team. The goal was to fully integrate sustainability from the start. Bright Power began with energy modeling to establish a

performance baseline. The subsequent recommendations aimed to elevate the building's overall performance and affordability and included energy savings analyses and cogeneration feasibility – ensuring incentive compliance with NYSERDA's Multifamily Performance Program (MPP) New Construction (NC) Program. Through Bright Power's work, Via Verde achieved Enterprise Green Communities (EGC), ENERGY STAR, and Leadership in Energy and Environmental Design (LEED) certifications.

In addition, Bright Power designed and installed a **cascading 66kW solar photovoltaic (PV) system** across the top of the building and down its facade. To truly integrate with the building aesthetic, Bright Power designed a mounting system that enabled the panels to appear vertical without sacrificing their efficiency, which was crucial to securing performance-based incentives and achieving our goals. The system included a real-time solar energy production dashboard that is displayed in the building's lobby.

"The solar system not only contributes to overall efficiency, it also serves as a yearround reminder to our residents that they are a part of a healthy, sustainable community," said **Jonathan Rose**.



"Bright Power was able to turn our vision of sustainability into reality."

Jonathan Rose
Founder
Jonathan Rose Companies

Results

Via Verde was a winner of the New Housing New York Legacy Project (NHNY) competition, an initiative which set out to bring innovative, sustainable design to affordable housing. The inclusion of energy efficiency and unique sustainability elements enabled Via Verde to see positive results and become known for its impressive achievements over the years.

Via Verde has received many awards including **AIA's Multifamily Housing Award, Society of American Registered Architects NY's Sustainability in Design Award, and NYC Brownfield Partnership's Big Apple Brownfield Green Building Award.**



Sustainability Features

- EGC certification
- LEED Gold certification
- ENERGY STAR certification
- 66 kW solar PV system
- Heating system includes: condensing boilers, heat recovery ventilation system, continuous insulation barrier
- Cogeneration system
- LED lighting
- High-performance windows
- Green roof
- Community vegetable gardens
- Green interior finishes
- Rainwater harvesting

Our Role

- Energy modeling
- Energy efficiency consulting
- Solar PV design & installation
- Comprehensive commissioning
- Battery storage design & installation
- Financial savings analysis
- Solar production monitoring dashboard
- NYSDA MPP NC incentive procurement in partnership with AEA

66 kW

SOLAR PV SYSTEM

70,000 kWh

OFFSET PER YEAR

126 barrels of oil

OFFSET PER YEAR

2,000 lbs

CARBON OFFSET PER YEAR