

# NYC businessman shares his eco-friendly approach to building

The owner of one of NYC's most prestigious pieces of real estate discusses why he installed solar panels on its roof.

Text: Kasumi Abe



The reasons for installation are “environmental conservation,” “marketability” and “savings.”

Meet Dan Neiditch, the building owner who installed solar panels on the roof of the Atelier, one of New York City's premier pieces of Manhattan real estate, which boasts views of the Empire State Building and the Statue of Liberty, and is home to a number of well-known celebrities. Explaining why he installed solar, Dan says, “I wanted to save on the building's energy consumption and contribute to the protection of the environment. A ‘go green’ building has increased marketability. Not only that, but national and state governments offer rebates that amount to a savings of \$100,000.” Dan grew up in a family that was passionate about charity work. For him, taking an active part in protecting the global environment was a matter of course.

When building work on the 47 story Atelier neared completion, it became clear the budget was insufficient, thereby requiring the interior to be fitted with LED lights. That marked Dan's first step toward developing more eco-friendly buildings. Four years later, he decided to install solar panels, after the government initiated a solar rebate program. Continuing his sustainability initiative, he plans to install more panels on the side of the building, in order to reap further cost and energy savings. “It is well received by many of the environmentally-conscious residents,” Dan says, adding, “Solar panels are good for the earth and I share the advantages of installing them with other building owners. There are many large businesses that are reluctant, but I emphasize that solar power is reliable. I sincerely hope that my experience will influence others into incorporating even a slightly more earth-friendly approach to their daily lives and the way they think.”

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635 West 42nd St., New York, NY 10036  
[www.river2riverrealty.com](http://www.river2riverrealty.com)

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