

Forever 21 Powers-Up Los Angeles County's Largest Single-Rooftop Solar System

5.1MW DC SunPower System Is LADWP's First Hybrid Net-Metered and Feed-In Tariff Solar Power System



Forever 21's 5MW PermaCity Solar System



LOS ANGELES, Jan. 21, 2015 /PRNewswire/ -- With the flip of a switch, PermaCity Solar and American fashion retailer Forever 21, powered-up a massive 5.1-megawatt (DC) high efficiency SunPower solar power system, crowning the construction project that employed many local workers.

The system at Forever 21's headquarters in the Lincoln Heights neighborhood of Los Angeles is now the largest single-rooftop solar power system in Los Angeles County and the third-largest in California.

The system makes Forever 21 the latest business to activate a system supported by the LADWP Feed-in Tariff (FiT) Program. It is the first project at one location to utilize both of LADWP's local solar programs—the FiT100 Set Pricing Program, and the Solar Incentive Program.

"We are thrilled to be a leader in the adoption of clean energy and proud to say that we have built the largest solar rooftop in Los Angeles," said Don Chang, founder and CEO of Forever 21. "As an LA based company, we wanted to contribute to the city's goal of increasing clean renewable energy and becoming a more green economy."

"We applaud Forever 21 for building the largest solar rooftop system in the city. It's a great example of how a business can use both of LADWP's customer-focused, local solar programs to generate solar power for their own use as well as to benefit the entire city with clean renewable energy," said Marcie Edwards, LADWP General Manager.

PermaCity premiered its SolarStrap™ racking product on Forever 21's roof. SolarStrap™ is manufactured in Los Angeles, it has no penetrations that could cause roof leaks; and, since, it does not rely on bulky ballast, it does not stress the buildings' structural integrity. SolarStrap™, was literally baked into the new TPO roofing allowing 15,512 SunPower modules to become part of the solar roof.

PermaCity designed and installed the system for Forever 21 with the help of West Hills Construction, using SunPower solar panels, the most efficient and reliable solar panels on the market today. SunPower panels deliver up to 36 percent more electricity than conventional solar panels.

"The solar system we constructed here will provide Forever 21 with the best solar technology available on the market today, designed to deliver reliable, emissions-free electricity over the next 25 years or more," said PermaCity CEO Jonathan Port.

Now completed, the system will generate enough energy to power approximately 1,450 Lincoln Heights homes. According to estimates, it will avoid the annual production of almost 13 million pounds of carbon dioxide – equal to the emissions created by burning 6 million pounds of coal, or the equivalent of taking 1,200 passenger cars off the roads.

Aerial Image of installation:

https://www.dropbox.com/s/7c2u75quutt282n2/PermaCity_Forever21.jpg?dl=0
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FOREVER 21

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PERMACITY SOLAR. www.permacity.com (<http://www.permacity.com/>)

LADWP Feed-in Tariff Program www.ladwp.com/fit (<http://www.ladwp.com/fit>) and www.cleanlasolar.org (<http://www.cleanlasolar.org/>)

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