



## **Rosenblum Cos. unveils \$23 million The News Apartments project**

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Troy, NY According to The Rosenblum Cos., the company's \$23 million mixed-use loft apartment project in the former home of the Troy Record will be named "The News Apartments."

The name and accompanying logo are meant to celebrate the property's original and only other use as longtime home of The Troy Record newspaper. The Record vacated the building in February 2015 after over a century of occupancy. The News is simultaneously a nod to the city's renaissance and positive role the developers hope the project will play in the city's ongoing resurgence.

These dual themes of past and future are reflected in the building design itself, which combines a historically sensitive renovation of The Record Building and construction of a new, complementary 95,000 s/f addition, collectively housing 101 new apartments and ground floor retail/office space. The details and character of the existing structure will be preserved, and The Record's operations over the decades will be referenced throughout using newspaper production equipment, photos, custom finishes, and more.

Construction on The News Apartments is underway with an expected completion by fall 2018, although apartments are scheduled to become available in phases beginning spring 2018.

Project team includes:

- Architect: Balzer + Tuck Architecture PLLC;
- Construction manager: BBL Construction Services;
- MEP: EC4B;
- Structural: Artisan Engineering; and
- Civil Engineering: The Chazen Cos.

Rendering, The News Apartments - Troy, NY

The News Apartments will also feature a combination of building amenities for tenants unique to multifamily buildings in the Capital Region's downtown districts, including a fitness center, entertainment lounge, rooftop deck, bicycle storage and repair, pet care, co-working space and onsite indoor and outdoor parking.

"For more than one hundred years, leagues of editors, reporters, artists, photographers, pressman, composers, mailers and carriers worked in The Troy Record building to capture and catalogue life in this vibrant city," said Seth Rosenblum, CEO of Rosenblum. "The News will weave together the property's unique historic fabric with all the conveniences of modern apartment living, so successive generations of city dwellers can write their Troy stories."

"The News Apartments is another unique project which will contribute to the ongoing revitalization of our proud city. The Rosenblum Companies \$23 million investment in this important cultural asset will add quality housing right in our vibrant downtown district while restoring and preserving an architectural gem," said Troy mayor Patrick Madden. "I'm very pleased to see the developers are paying homage to the building's storied past with today's announcement and acknowledging the importance of Troy's rich history in driving future economic growth across our community."

The Record Building project is the The Rosenblum Companies' third adaptive reuse of an underutilized building and second foray into multifamily development. In 2011, Rosenblum converted the former Livermore-Traendly auto dealership and repair shop built circa 1928 into 17 Chapel Boutique Condominiums, one of the first luxury condominium buildings in downtown Albany. 17 Chapel has been cited as a catalyst for that city's urban housing renaissance.

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