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ValuSpace Personal Storage facility set for Brunswick

Company starts work at site in Brunswick

By Lauren Halligan, The Record

Friday, September 29, 2017



BRUNSWICK, N.Y.>> Following the opening of its first ValuSpace Personal Storage facility in Albany, The Rosenblum Companies has announced its plans to open a second in Brunswick.

The Albany-based Rosenblum Companies celebrated the grand opening of its the first ValuSpace Personal Storage site on Tuesday at 40 North Russell Rd. in Albany, and has already started construction on another facility of this kind at 850 Hoosick Rd. in Brunswick.

The Albany ValuSpace is a 630-unit, 88,000 square foot self-storage facility with units ranging from 25 square feet to 300 square feet, designed to address the varied needs of homeowners, renters and small businesses. In creating this \$7-million site, located off of Interstate 90, Rosenblum Companies aimed for it to be easily accessible, and in an area with popular retail businesses.

When looking for a second site in the Troy region, Rosenblum Companies did the same, ultimately deciding on a Hoosick Road property that formerly housed an auto repair shop.

The company's goal in starting this new storage facility chain is to raise the expectations of self-storage in the Capital Region, with an emphasis on in-person customer service.

The Brunswick site, on which construction began last week, is slated to have 500 units. The building will be 66,000 square feet and two stories high, including a brightly lit office staffed seven days a week, packing materials for sale along with complimentary coffee and bottled water for clients. It will also have advanced security features including code-controlled access, extensive high-resolution cameras, and alarmed doors.

“While ‘Class A’ is a description typically associated with office space, the high quality of condition, location and client experience it connotes is the goal for all of our properties,” said Seth Rosenblum, CEO of The Rosenblum Companies, in a press release. “We created ValuSpace to provide a Class A self-storage experience at a competitive price that benefits our customers while contributing to the city’s positive momentum.”

Rosenblum said he got into the storage industry because he saw the community needed it.

“Our company has been growing rapidly, diversifying - we’ve tripled in size over the last couple of years, and

really branching out into developing projects and products that the community needs,” Rosenblum said.

In evaluating its next steps, Rosenblum Companies was looking for a way to advance the market, and found that the answer was storage. “We saw a need with the self storage area within the Capital Region.”

Self-storage is an increasingly important complement to residential development, the release said. As many of the developer’s other projects are residential, such as the downtown Troy News apartments in the former Record building, Rosenblum was able to identify this need and address it with this new commercial project.

In the U.S., 9.4 percent of households utilize self-storage space and demand is growing, the release said. “The Baby Boomer generation in particular has accumulated more possessions than any previous generation; as Boomers become empty nesters and downsize their homes, they require places to store possessions and family keepsakes that will be passed down to the next generation(s).”

Furthermore, Rosenblum explained, there is a trend amongst Millennials to delay home purchases and remain in rentals longer, also creating a need for storage.

Beyond the need for space, Rosenblum said his company saw a need for a higher quality, customer-friendly experience within this market in the area.

A big part of this is location, the company said. “We are really looking to put these primarily multistory, temperature-controlled storage buildings in retail locations,” said Jeff Mirel, Rosenblum Companies executive vice president. Aside from being convenient for people, it adds a level of comfort and safety, as customers are often visiting the units after dark.

With grand opening specials, 25-square-foot units start at \$49 per month.

The ValuSpace Personal Storage facility in Brunswick, near Walmart, is expected to open in summer 2018.

Rosenblum Companies said a few more ValuSpace Personal Storage facilities are planned for the region, but they have not yet been announced.

More information about ValuSpace Personal Storage is available online at www.valuspace.com.

URL: <http://www.troyrecord.com/business/20170929/valuspace-personal-storage-facility-set-for-brunswick>

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