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## **FOR IMMEDIATE RELEASE**

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### **DOWNTOWN BUILDING GETS NEW OWNER, NEW LOOK, NEW RETAIL TENANTS**

**Pittsburgh, PA** – After nearly a century of being known simply as 225 Ross Street, the approximately 26,000-square foot office building is getting a facelift and a new name.

Local consultant and developer Dominic (Nic) Applegate, the CEO and partial owner of Applegate Snayd Industries, Inc., purchased 225 Ross Street in February 2009 and changed the building's title to C.I. Applegate Building in memory of his father. The building, which was constructed in 1910 and renovated in 1988, features six stories of office space and nearly 4,700 square feet of street-level retail. Applegate has partnered with Grant Street Associates to market the available space in the building.

“The Applegate Building’s proximity to the new Hilton Garden Inn makes it a prime location for retail expansion, particularly for food and beverage services,” remarked Jared Imperatore, the retail brokerage & leasing manager spearheading the property’s marketing. Imperatore and colleague J.R. Yocco of Grant Street Associates already have executed lease agreements with Subway and Crazy Mocha Coffee Company for the building’s first-floor retail space.

Imperatore and Yocco enlisted the help of the Pittsburgh Downtown Partnership in rejuvenating the building’s appearance, utilizing the organization’s Paris to Pittsburgh program. Initiated through the generosity of the Colcom Foundation in an effort to enliven the streets of downtown Pittsburgh, the Paris to Pittsburgh program has issued grants totaling nearly \$175,000 and spurred more than \$530,000 in private investment, according to the PDP’s Sean Luther.

Luther, Economic Development Specialist with the PDP, said that the primary goal of the program is to create an even more vibrant and attractive downtown through incentives for business and property owners to enhance their streetscapes and make them more pedestrian-friendly in design and function.

Applegate plans to add new signage, awnings, outdoor seating areas and a garage door that will open the Crazy Mocha location to the retail storefront on Third Avenue. Additional upgrades include power-washing the exterior brick and adding window flower boxes and large stationary flower pots near the entrances to each retail space.

“Due to the business and property owners’ efforts to increase indoor/outdoor space and enliven both Ross Street and Third Avenue through high design elements such as signage and landscaping, the Paris to Pittsburgh Advisory Board was pleased to commit \$29,110 toward this excellent investment in the Golden Triangle,” Luther said.

Imperatore believes the new urban look and feel of the building will make it a daily destination for many of the nearly 12,000 people who work within a three-mile radius of the building. Renovation work has begun on the building with occupancy for Crazy Mocha and Subway expected in late summer 2009.

The C.I. Applegate Building is among several Paris to Pittsburgh projects scheduled for 2009. Other recipients of funding include August Henry’s, Fat Tommy’s Pizzeria, The Century Building, Grille on Seventh and a new business opening this fall on Penn Avenue in the Cultural District.

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