



STEVEN
KRATCHMAN
ARCHITECT, PC

For Immediate Release

Construction Underway at Troy Towers in Union City, N.J.

Steven Kratchman Architect's Visionary Master Plan Guiding Renovations at 22-Story Luxury High-Rise

UNION CITY, N.J. (Nov. 1, 2022) – Construction has begun on the extensive renovations of the façade and pool deck at [Troy Towers](#), a 22-story residential co-op building at 380 Mountain Road in Union City, N.J. The work marks the start of the initial phase of a visionary [master plan](#), created by [Steven Kratchman Architect P.C.](#), for upgrading and renovating the property.

In 2021, the Troy Towers board of directors retained the award-winning Tribeca-based architecture and design firm to prepare a comprehensive plan which reimagines the future of the luxury high-rise, and prioritizes short- and long-term projects in conjunction with ongoing repair work.

Built in 1966, the apartment building offers breathtaking views overlooking the Lincoln Harbor Marina, the Hudson River, Hoboken, and New York City. The team at Steven Kratchman Architect worked closely with the board to design a multi-tiered program that will transform the community, enhance the resident experience and increase shareholder value.

“Creating a broader conceptual vision for the property is a natural extension of our process,” said Steven Kratchman, the firm’s owner and founder. “This master plan will serve as a guide over the next five to 10 years, allowing the board and shareholders to approach potential projects systematically as they upgrade the property to meet current and future needs.”

Initial exterior enhancements focus on addressing the deterioration of the iconic Trojan bas relief featured on Troy Towers’ central façade. Kratchman proposed options including repairing the existing sculpture and rethinking the facade while reinterpreting the Trojan in a more contemporary light. The board chose to go with a new “ladder” design constructed of metal with warm wood tones. Stretching from the 12th floor to the second floor and incorporating the building’s address, the design will enliven the façade and become the new “face” of the property.

Also underway is the first phase of renovations to the pool area, which is expected to be completed by Spring 2023. A new stainless-steel pool will be installed in the existing footprint with water features designed to appeal to the community's multigenerational resident profile. The upgraded deck will feature ample sunning space, boomerang pergolas to create shade and define an outdoor "room," and see-through glass railings to capture the views. Plans for two new amenity-rich pool decks will be submitted to the town for approvals in the coming weeks.

The scope of work also involves revitalizing Troy Towers' front entrance and lobby and refreshing its interior amenities. "This is a '60s-era building that lacks the aesthetics and amenities found in the area's newer luxury multifamily product," said Kratchman. "These projects will begin to reinvigorate the property, incorporating contemporary living trends to meet resident demands."

Steven Kratchman Architect specializes in repurposing and reinvigorating existing spaces with design concepts that are both sophisticated and practical. The 20-year-old firm works with developers, property owners and managers of commercial and residential properties throughout Northern New Jersey, New York City and the Hudson River Valley. Notable projects include New Jersey's Apogee multifamily community; Manhattan's Martinique Hotel and the Harmonie Club; and numerous country homes, townhomes, and apartments.

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