

Multifamily Existing Buildings

CASE STUDY | ROSE MAY MANOR

A dramatic turnaround— and major energy savings to go with it

When Guy DeMascole purchased Scotch Grove Apartments in Pulaski, NY, the complex was in disrepair.

“When I saw it, I knew it could be a diamond in the rough,” Guy said. In collaboration with Annette, his wife and business partner, Guy launched into a comprehensive overhaul. Aesthetic and structural improvements were an important part of Guy’s vision for the complex north of Syracuse. But he had another goal: improving the buildings’ energy efficiency. Guy knew that keeping energy costs down—particularly in Pulaski’s frigid winters—would help him attract and keep tenants.

Pinpointing energy waste

An energy assessment revealed that the apartments had numerous causes of energy waste. Recommendations to address them included air sealing, adding insulation, replacing windows and sliding doors, upgrading light fixtures, replacing older refrigerators, and swapping in new washers and dryers. After Guy addressed the sources of energy waste in the two buildings, energy use dropped by 39 percent.

Amazing apartments

Scotch Grove Apartments is now called Rose May Manor. The complex’s units are in high demand as word has spread about their high-quality living space and low energy costs.

“My tenants come up to me and tell me all the time that they can’t believe how low their utility costs are,” Guy said. “They share their stories with me about how inexpensive it is, and it’s pretty amazing.”

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Annette and Guy DeMascole, Rose May Manor Apartments, Pulaski, NY

SNAPSHOT

Challenges

- Years of neglect left apartment complex in need of a top-to-bottom overhaul
- Energy assessment highlighted numerous causes of energy waste

Solutions

- Improved air sealing, upgraded windows and sliding glass doors
- Added insulation to exterior walls and attics
- Upgraded to energy-efficient lighting fixtures, refrigerators, washers, and dryers

Benefits

- Reduced energy consumption by 39 percent
- Reduced tenants’ energy cost, improved demand for units