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Hidroock Realty Receives Award For Lobby Renovations at 53 West 36th Street

Posted by Susan Piperato

NEW YORK, NY—**Hidroock Realty Inc.**, a Manhattan-based private real estate firm, is pleased to announce its selection as winner of the 2009 Property Improvement Award from the Fashion Center Business Improvement District. The award is in recognition of its significant renovations at 53 West 36th Street, New York, New York.

"We are honored to be selected to receive the prestigious Property Improvement Award from the Fashion Center BID and we are proud of our accomplishments at the 53 West 36th Street property," said Eddie Hidary, Vice President at Hidroock Realty. "With a \$3 million dollar building-wide renovation project, we were able to effectively improve the building's overall look and feel, as well as its efficiency, including a complete redesign of the lobby, front entrance and façade. We are really pleased with the work that has been done to completely transform this building into a modern and sleek office environment and we look forward to completing similar projects in the future."

For the past 10 years, the Property Improvement Award has been given to outstanding real estate professionals in the New York area in recognition of new growth and significant investments in the New York real estate market. Previous recipients of this award include prestigious real estate companies such as Newmark Knight Frank (for its 520 Eighth Avenue building) and Wien & Malkin (for its 1359 Broadway building). The lobby at 53 West 36th Street boasts new stone flooring, wood and frosted glass wall panels, and stainless steel front entrance doors that allow the natural light to shine through. In addition, underneath the wall panels is LED strip lighting, and a modernized elevator system with new cabs.

Located in the Times Square South submarket of New York City, this 72,000-square-foot 12-story office building is just a few steps off Avenue of the Americas, and within close proximity to some of New York's largest hotspots including New York Penn Station, Madison Square Garden, Times Square and the Port Authority Bus Terminal. Built circa 1920 with renovations completed in 2008, the building is 99% occupied with great tenants who value a terrific location, quality management and affordable rents.

"As an experienced property owner and manager, we remain committed to providing our tenants with the absolute best level of service and state-of-the-art amenities that are available, in order to meet their evolving needs, particularly in this competitive submarket," concluded Robert Kaplan, Hidroock's Leasing Director.

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