



Hidrock Realty brings Aroma Caf © to 35 West 36th Street: 4,000 s/f total

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According to Hidrock Realty, Inc., a grand opening of Aroma Cafe was recently celebrated, under a new, approximately 4,000 s/f lease at 35 W. 36th St.

The tenant's buildout of the space features hardwood floors, a mixture of pendant and recessed lighting, lofted ceilings, an ADA-compliant bathroom, and a sushi bar to support the restaurant's quick and convenient, market-like offerings of kosher pizza, sushi and falafel, as well as other menu items.

"35 W. 36th St. is a great site to debut our casual but upscale service to an underserved market," said Avi Mizrachi of Aroma Cafe.

"The Garment District's existing office workers and commuters, as well as future tenants of the building and the block, promise an eager clientele for our services. Hidrock Realty has also been extremely accommodating by providing us with top-of-the-line amenities," said Mizrachi.

The building is located on 36th St. between Fifth and Sixth Aves., in the center of the Garment District and near Times Sq., Herald Sq., Macy's and other stores.

In addition, the property is conveniently accessible by public transportation, with 14 subway lines (A, C, E, 1, 2, 3, B, D, F, V, N, Q, R, W) within two blocks, a PATH station three blocks away at Sixth Avenue and 33rd Street and easy walking distance to both Penn Station and Port Authority.

"The area is underserved by eateries, and several hotels are planned for the block, promising strong clientele for Aroma's," said Robert Kaplan, leasing director for Hidrock Realty. "The restaurant, in turn, adds value for existing and prospective tenants at 35 W. 36th St., as it fills a need and complement's the neighborhood's modern, artful mood."

Hidrock Realty has owned the 12-story, 79,200 s/f newly renovated office property since 2007.

Hidrock Realty is a private real estate firm with properties throughout the East Coast. Based in Manhattan, the company provides fully integrated real estate services, including joint venture acquisitions, asset management, property management, office and retail leasing, and commercial and residential development.