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## HFZ Capital Group's Manhattan Condo Project Officially Effective

By Andie Lowenstein, Associate Editor

New York—HFZ Capital Group is excited to move forward as the firm's 25-story Hell's Kitchen condominium offering plan was declared effective.

The New York State Attorney General's office confirmed the leading real estate investment and development firm's property Fifty Third and Eighth, and closings will begin with purchasers scheduled to move into their new homes this month.

Situated at 301 West 53rd Street, [Fifty Third and Eighth](#) provides exceptionally designed residences ready for immediate occupancy in one of Manhattan's most vibrant neighborhoods, Hell's Kitchen.

"The property has experienced consistent popularity due to its diverse range of flexible layouts, uniquely customizable to fit the variety of lifestyles of modern buyers," said Ziel Feldman, chairman and founder of HFZ Capital Group. "We anticipate buyer interest to steadily increase especially now that closings and move-ins will begin. In today's market it is rare to have the ability to purchase and move-in quickly, and we have found our buyers are drawn to this immediate opportunity."



Fifty Third and Eighth contains 262 contemporary one-, two- and three-bedroom residences. Additionally, HFZ renewed the existing layouts of 61 residences to create generous one- and two-bedrooms with additional living and entertaining space. Represented exclusively by Douglas Elliman Development Marketing, the full-service property includes contemporary residences priced from \$975,000 to more than \$3.2 million.



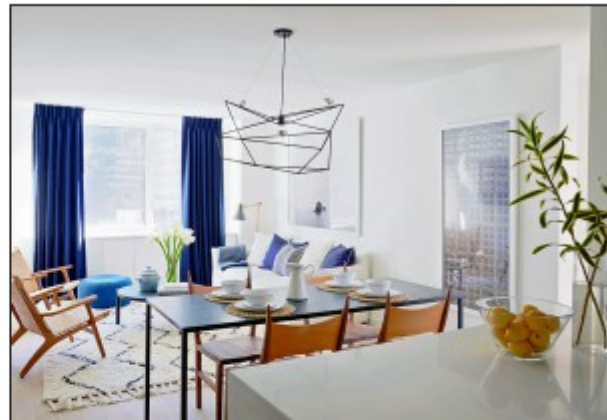
"There has been continued, fervent interest in the property, with no sign of sales slowing down," said Susan de Franca, president and CEO of Douglas Elliman Development Marketing. "Buyers have explicitly been drawn to the truly unique blend of attainable price points, including three-bedroom residences which start from \$1.72 million, the exceptional quality of finishes and bright, airy spaces all in a central area of Manhattan."

Based on the extraordinary vision of BP Architects, each residence is equipped with a premium level of finishes including white oak wood flooring, marble baths and custom cabinetry. Homes with western exposure will be flooded with natural light

year-round and sweeping views of the Hudson River. Those facing east receive panoramic views of the Manhattan cityscape.

Unit kitchens are supplied with white quartz countertops, white lacquer and polished chrome cabinets and top-notch appliances including a Bosch custom paneled refrigerator, Bertazzoni gas oven, stainless steel Bosch microwave, and a custom paneled energy efficient dishwasher. Two- and three-bedroom residences include Bosch washers and dryers.

Bathrooms highlight exceptional materials and refined finishes including Glassos white marble floors and walls, a stunning accent wall of mosaic Calacatta marble, Kohler faucets and shower sets, Toto toilets and custom designed vanities and medicine cabinets. Three-bedroom residences have a second bathroom feature wall of Bardiglio marble.



The neighborhood of Hell's Kitchen boasts an eclectic history rich in art and culture. It is well known for its proximity to an abundance of shopping, dining, entertainment and notable attractions, including Central Park, MoMA and the Theater District, and it's less than ten blocks from Lincoln Center, the cultural heart of Manhattan. There are countless transportation options within the neighborhood for easy accessibility within the City and surrounding areas.

The on-site sales gallery provides visitors with the chance to experience the one-, two- and three-bedroom furnished model residences.

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