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## **The HB Nitkin Group to give facade facelift to 215,000 s/f: To Cromwell Square Shopping Center**

November 21, 2012 - Retail

Upon forming their firm in 1985, Helen Nitkin and her late husband, Bradley, had specific goals about the ownership of their properties in Conn. Their objective was to create the highest value of their significant investment by constant attention to the maintenance of their property and its tenancy.

Cromwell Square, which was purchased in the mid 1980s, was renovated soon after purchase but twenty years later was in need of a new look and image. This year, the 215,000 s/f shopping center went through a major upgrade. All of the stores from Subway to Citizen's Bank received a new facade, roof and signage. It was important to recognize that in order to remain competitive in the marketplace, the property required renovation. The look is modern, clean and clearly the feed back from the existing tenants has been very positive. One ultimate goal was to attract new tenants and the firm is now negotiating several new leases with the expectation that new retailers will be in place this coming spring.

"We, as a firm work very closely with our tenants and place a great value on managing our properties to the highest level in any given market and feel we have accomplished this here," said Helen Nitkin, principal owner of The HB Nitkin Group. "This is a significant property in our portfolio and we work toward making a positive impact in the markets where we own."

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