

Midtown hotel to get new name, look

The Shoreham Hotel will likely be renamed the Affinia Shoreham next summer when new operator Denihan Hospitality Group launches a multimillion dollar renovation.


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The Shoreham Hotel at 33 W. 55th St. will likely be renamed the Affinia Shoreham.

Photo: CoStar Group Inc.

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The Shoreham Hotel, an independent boutique property in midtown, will likely be renamed the Affinia Shoreham next summer when its new operator launches a multimillion dollar renovation.

[Denihan Hospitality Group](#) signed a management agreement with the hotel's owner, Ark Partners, and has just taken over day-to-day operations of the hotel. Ark also owns The Mansfield and The Franklin [hotels in](#) Manhattan, both of which Denihan operates. The 177-room Shoreham at 33 W. 55th St. is a relative bargain in the city, with rates ranging from \$159 a night for a standard room to \$299 for a suite.

The hotel will remain open in the summer of 2013 during the renovation, which will include a transformation of what Denihan President David Duncan described as its "nondescript" restaurant and bar. "We will do a thoughtful repositioning of the restaurant," he said. Denihan owns or operates 12 upscale properties in the city, including seven Affinia-branded hotels and several independent properties such as The Benjamin, The James and The Surrey, all of which are associated with celebrity chefs. The new restaurant at the Shoreham will not get a [famous chef](#), Mr. Duncan said.

Denihan, which also operates [hotels in Chicago](#), Washington, D.C., and South Beach, is on track to double its portfolio over the next three to five years. It is run by brother-and-sister team

Patrick Denihan and Brooke Denihan Barrett, who are co-chief executives of the family-owned business. Ark Partners, a real estate investment firm, bought The Shoreham in 2004, when it launched a multimillion-dollar renovation that closed the property for 10 months. It reopened in October 2005. Ark is also building a 241-room hotel at 120 W. 57th St., which is expected to open next year.

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