



NEWS

Rosenthal Calls for Crackdown on Croman's Hell's Kitchen Buildings



by **Catie Savage**
yesterday

Assemblymember Linda Rosenthal is calling on City agencies to take a harder look at properties associated with landlord Steven Croman, arguing that city records and tenant complaints show a continuing pattern of hazardous conditions, unpaid fines and unpermitted construction work across his Manhattan portfolio.



Steve Croman on W51st Street and 9th Avenue walking towards his offices at 424 W51st Street. Photo: Catie Savage

“Steven Croman’s horrific real estate reign must be met by the full force of law,” Rosenthal said in a June 3 statement. The longtime West Side lawmaker is urging the City to collect outstanding fines, re-inspect buildings with hazardous violations and identify properties that may qualify for takeover through the city’s 7A program, which allows courts to appoint independent administrators to manage severely distressed buildings.

Public property records indicate that entities associated with Croman own or control 13 residential properties in Hell’s Kitchen. Rosenthal’s office highlighted several of those buildings as examples of what it describes as a long-running pattern of neglect and code violations.

According to figures provided by Rosenthal’s office, 358 W51st Street has accumulated approximately \$76,000 in Department of Buildings fines, including penalties related to electrical, plumbing and construction work performed without permits, unrepaired facade cracks and the installation of a mobile boiler without

permits. Rosenthal's office also said the City has spent thousands of dollars on emergency repairs at the property, including mold remediation and repairs to defective self-closing fire doors.

The property at 722 10th Avenue has accumulated approximately \$35,000 in DOB fines related to fire safety and egress issues, sprinkler and alarm deficiencies, and violations the office said included the illegal conversion of residential units. HPD has also billed the property more than \$12,000 for emergency repairs performed by the City, according to the assemblymember's office.



345 W53rd Street



722 and 724 10th Avenue



358 W51st Street

Three Hell's Kitchen properties were called out specifically due to large outstanding fines. Photos: Catie Savage

Another Hell's Kitchen property, 345 W53rd Street, has accumulated approximately \$21,000 in fines for electrical, plumbing and construction work carried out without permits, according to figures provided by Rosenthal's office.

Rosenthal said she sees echoes of the problems that led to that earlier state intervention.

"I know it's been at least maybe five, seven years," she told W42ST when asked how long her office has dealt with complaints involving Croman-associated buildings.

The assemblymember said her office has repeatedly pushed state housing officials to investigate Croman's portfolio. Audits requested by Rosenthal resulted in rent reductions and the re-regulation of apartments that had been improperly removed from rent stabilization.



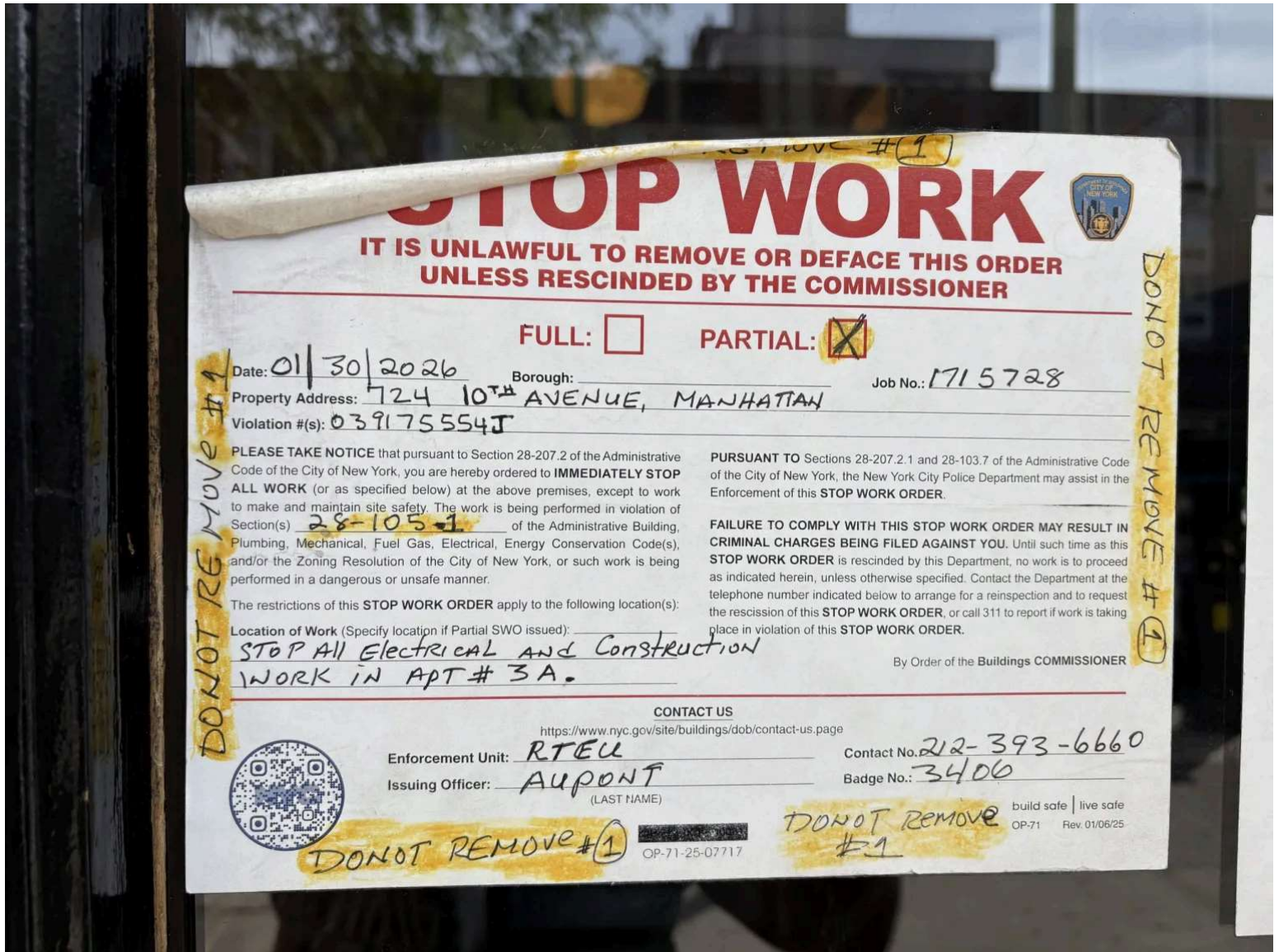
Assemblymember Linda Rosenthal is pushing for more oversight of Croman's portfolio by city and state agencies. Photo: Phil O'Brien

In 2017, Croman pleaded guilty to grand larceny, tax fraud and falsifying business records in a mortgage-fraud case. Separately, he reached a settlement with the New York Attorney General's office over allegations of tenant harassment, coercion and fraud, agreeing to establish an \$8 million restitution fund for tenants and submit his properties to oversight by an independent monitor.

"It's kind of shocking that he's operating with impunity now," Rosenthal said. "He continues to be a terrible landlord who harasses his tenants, doesn't provide upkeep of buildings. People have to live in unacceptable conditions."

Earlier this year, Rosenthal wrote to Con Edison after the utility threatened to terminate service at 722 10th Avenue over roughly \$20,000 in unpaid utility bills, arguing that tenants should not suffer because of their landlord's financial problems. In the letter, she described Croman as having "displayed little regard for the health and safety of his tenants over the years" and urged the utility to determine whether similar arrears existed elsewhere in his portfolio.

She later urged HPD to intervene at several buildings facing potential utility shutoffs, including 722 10th Avenue and 697 10th Avenue, and suggested the City evaluate whether some properties should enter the 7A program.



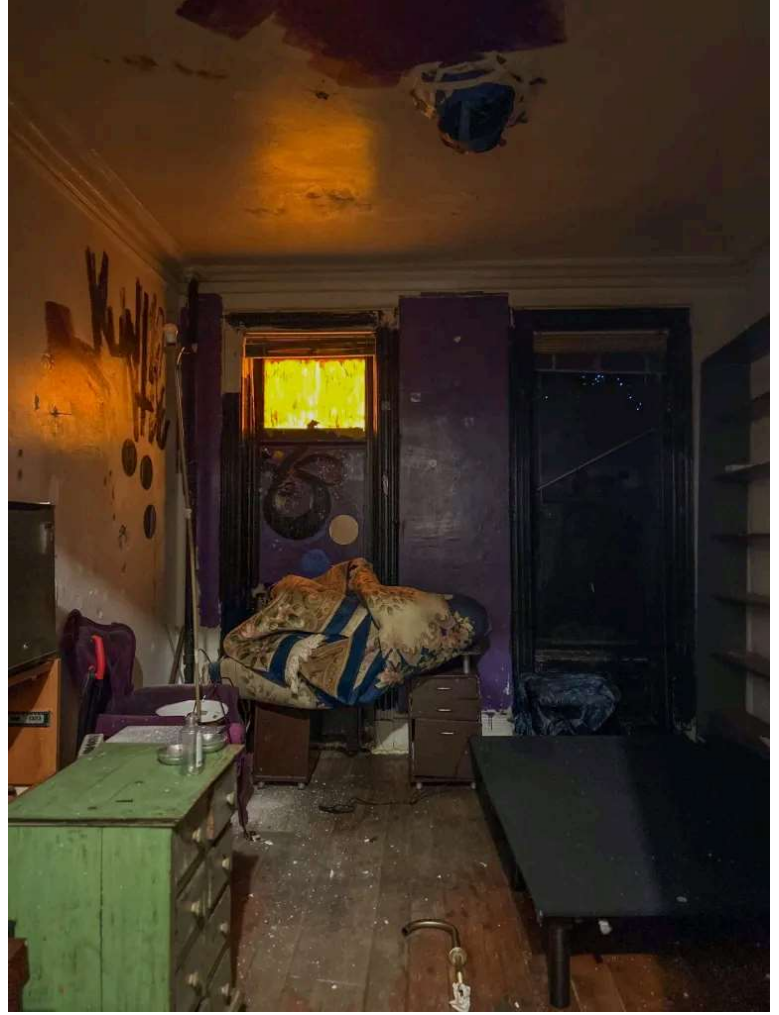
A stop work order notice on 724 10th Avenue between W49/50th Streets. Photo: Catie Savage

The latest calls for action follow years of complaints from tenants and advocates.

In December 2024, W42ST reported on four former Croman-owned tenements on W45th Street that were purchased by nonprofit housing provider Services for the Underserved. Arlo Chase, the nonprofit’s senior vice president of real estate, described conditions inside the buildings as among the worst he had encountered.

“A lot of the doors were off the hinges, bricks were loose, there were mice, vermin, rats,” Chase said at the time.

The buildings had accumulated hundreds of violations, and city agencies had repeatedly stepped in to perform emergency repairs after years of neglect.





Conditions at the former Croman properties at 351-357 W45th Street after they were purchased by the nonprofit Services for the Underserved.

Photos: Molly Stromoski for NYC HPD

Rosenthal said tenants across Croman's portfolio should know they are not alone. "Sometimes tenants think they're just fighting by themselves," she told W42ST. "They don't realize this is happening in multiple buildings by the same person."

She encouraged tenants experiencing problems to organize with neighbors and seek assistance. "Don't lose hope," Rosenthal said. "We have to band together. There's strength in numbers, there's strength in tenant associations and tenant coalitions."

Rosenthal said her office is continuing to work with tenant groups, including the [Stop Croman Coalition](#), and encouraged tenants across Croman's portfolio to come forward with concerns.

Croman tenants experiencing building conditions issues, unpermitted construction work, utility problems or other concerns can contact Assemblymember Linda Rosenthal's office at (212) 873-6368 or rosenthal@nyassembly.gov for assistance.

W42ST contacted representatives of Steven Croman and Centennial Properties, seeking comment on Rosenthal's claims and the violation figures cited by her office. This story will be updated if a response is received.



Marisa Redanty

yesterday

Great coverage!

It continues to amaze me how these "scum lords" get to continue degrading housing stock when we know we have an affordable housing crisis!

Yes we need to build BUT why not also organize a focused all hands on deck offense to restore these wasted apartments?



Richard E

yesterday

It seems that no matter what enforcement, civil or criminal – no changes are made. We have regulations and standards for restaurants, bars, hospitals etc. that would have them shut down, yet landlords are free to do what they want and ignore fines and penalties. Until the city starts levying bank accounts to claw fines from landlords, nothing will change.



Alberto

23 hours ago

Thanks for this piece... this is one of the most necessary functions of this publication and local journalism. Hats off to the great reporting.

Amazing that this MF walks the neighborhood unmolested after causing so many people so much grief... just sayin'...



Robbee

23 hours ago

Like everything these days...laws do not seem to matter or at least they do not touch a certain level of citizen. Disgusting. This should have been handled by now, derelict landlords have to be held accountable and their buildings taken over .



Cynthia Chaffee

13 hours ago

Thank you Catie for an excellent article and the Stop Croman Coalition thanks Assembly member Rosenthal, Erica Overton and Borough President Brad Hoylman- Sigal for their tireless work and support all these years..

Despite years of suffering, Croman tenants continue to be denied the protection and justice they deserve because the agencies entrusted with protecting tenants and safeguarding our rights have failed to protect us.

Croman tenants cannot afford another chapter of abandonment, neglect and abuse. To finally ensure that Steve Croman is held accountable and prevented from causing further harm, we respectfully urge Mayor Mamdani to intercede and take immediate action to protect vulnerable Croman tenants, enforce the law, and deliver the justice that has been delayed for far too long.

Cynthia Chaffee The Stop Croman Coalition

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