

CITYREALTY

March 8, 2019

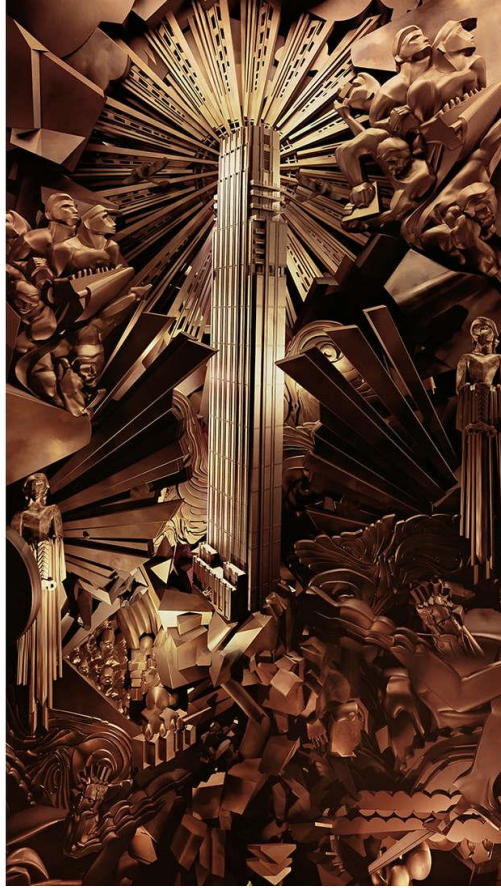
**Latest Renderings of Rose Hill, Art Deco-Inspired NoMad Condominium and Rockefeller Group's First Foray into Residential**



*All renderings of Rose Hill via Pandiscio Green and Recent Spaces*

For all the impact it has had on New York with Rockefeller Center, the Time and Life Building, and 1221 Avenue of the Americas, it would seem incredible that Rockefeller Group has not been at the helm of any residential buildings. That is about to change with Rose Hill, a 46-story skyscraper currently taking shape in a historic section of NoMad.

The building is named for its location on the former Rose Hill Farm estate, and CetraRuddy is designing an Art Deco-inspired facade as well as the interiors. However, new renderings appear to be inspired by modern art to show the project's marriage of history and the future.



*Still from commercial video by Marco Brambilla*

Further details on the apartments and amenities are being kept under wraps for now, but Rose Hill's central and desirable location is readily evident. Hot spots like Blue Smoke, Marta, ILILI, and NoMad's recent influx of nightlife and dining are a short walk away. When leaving the neighborhood can't be avoided, it is around the corner from the 28th Street 6 subway stop and a short walk from the R and W stop on Broadway.

An offering plan does not list a sellout price, but some neighbors might offer clues. The four availabilities at the Morris Adjmi-designed 30 E 31 all entered contract starting at \$1.65 million. Down the street, listings at Sky House start at \$1.8 million. And listings in the nearby, Rafael Vinoly-designed 277 Fifth Avenue start at \$1.935 million.



*Google Earth aerial map of Rose Hill*