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Rockefeller Group's First Luxe Residential Tower in NYC



Rockefeller Group was formed to develop and build Rockefeller Center over 90 years ago, and now the leading national large-scale urban developer has launched Rose Hill, its first ever residential tower in its home city. The 45-story Rose Hill, currently under construction at 30 East 29th Street, is unlike any other new residential building in New York, boldly embracing its proud Art Deco DNA while creating a modern and younger new genre of luxury apartment buildings: one with in-home flex spaces, urban resort amenities and exciting collaborations.

The name Rose Hill is a nod to the location of the building in the most historic section of NoMad, once part of the 130-acre Rose Hill Farm estate.

“We are so excited to unveil Rose Hill and feel now is the right time and the right place for residences with this kind of authentic New York attitude and architectural distinction,” said

Meg Brod, Rockefeller Group's senior vice president and head of Development in the Northeast U.S. "We've developed a strong track-record of successful residential projects across the U.S. in recent years, but Rose Hill is our return to our roots – to Manhattan – where we're developing a project that can represent our legacy and stand the test of time, while benefiting from the enduring appeal of NoMad."

Designed inside and out by CetraRuddy -- the award-winning New York-based architecture and design firm behind some of the most successful and well-received residential buildings that blend modern design with historical elements — Rose Hill draws a direct connection back to Rockefeller Center with its heavy Art Deco influence of the 20th century. Rising over 600 feet in height and clad in an ornamental bronze façade, the contemporary design, although rooted in the past, speaks to today's modern New Yorker.



Featuring 123 residences from studios to 4-bedrooms, many with private outdoor space, layouts at Rose Hill include a selection of very unique floor plans tailored for a whole new generation of homebuyers -- many with unique and inventive flex room spaces that can be customized based on the resident's needs, and altered as their needs change.

"Destined to reshape the standard for condominium living in one of Manhattan's most exciting and vibrant neighborhoods, Rose Hill represents a new category of downtown urban living," said Shaun Osher, Founder and CEO of CORE, the exclusive sales and marketing firm for the building.

With sales by CORE, pricing begins from \$1.195 million.