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**ROCKEFELLER GROUP LAUNCHES ROSE HILL, ITS FIRST  
GROUND-UP RESIDENTIAL PROJECT IN MANHATTAN**



Rockefeller Group, which was formed over 90 years ago to develop and build Rockefeller Center, and has been one of the most trusted developers, owners and operators of large-scale urban development in the United States since, has launched its first ground-up residential project in Manhattan, Rose Hill. Rose Hill is currently under construction in NoMad at 30 East 29th Street, and has just been unveiled with the launch of the teaser site. 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. The 45-story tower, which was designed inside and out by CetraRuddy, will rise over 600' tall and is comprised of 123 condominium residences, as well as a vast selection of highly desirable amenities that will soon be revealed. CORE will launch sales for Rose Hill this spring.

Rockefeller Group oversees a prestigious portfolio which includes iconic midcentury towers like 1221 Avenue of the Americas (the former McGraw-Hill Building) and 1271 Avenue of the Americas (aka the Time & Life Building), as well as newer additions such as 745 Seventh Avenue in Times Square (the headquarters of Barclays Capital).



*Images via Pandiscio*