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Rockefeller Group to Make Manhattan Residential Debut *Developer Behind Rockefeller Center Launches Sales for New Condo Property*



Rendering of Rose Hill (credit: Rockefeller Group)

The Rockefellers famously built the iconic Center in Midtown Manhattan that bears their name – most likely recognizable to young people as the setting for the TV sitcom *30 Rock* – in the 1930s.

Its family legacy also lives on via the Rockefeller Group, a development company that works mainly on commercial projects (ironically, it no longer employs any actual Rockefellers). The organization had not made its presence felt in New York of late since co-developing a Seventh Avenue office building in 2001,

But the Rockefeller Group is now making its first foray into the Manhattan residential market via Rose Hill, a 123-unit condo development at 30 East 29th Street that launched sales in late May, *The New York Times* previously reported.

The 45-story building will feature an Art Deco motif with a bronze-coated facade and chevrons that pay homage to popular styles from the era when Rockefeller Center was completed.

Once construction is complete, the condo tower will measure 605 feet in height. Its apartments range from studios to four-bedrooms starting at \$1.2 million. Among its features are high ceilings and Miele appliances, and some will have their own private terraces. Building amenities include an indoor pool, fitness center, a private lobby bar, and a communal terrace on the 37th floor.

Architecture and interior design firm CetraRuddy intentionally took a throwback approach with the Rose Hill design, reflecting the history of both the Rockefellers and New York City in general. Rose Hill itself was the name of a farm estate purchased in the mid-1700s that eventually became the Manhattan neighborhood that today ranges from 23rd Street to 32nd Street between Third and Madison avenues.

The building is expected to open by fall 2020. Sales are currently being managed by CORE.