

NEW YORK YIMBY

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Rockefeller Group's Rose Hill Residential Tower Tops Out In NoMad, Manhattan



Construction progress at Rose Hill (Credit: Will Femia)

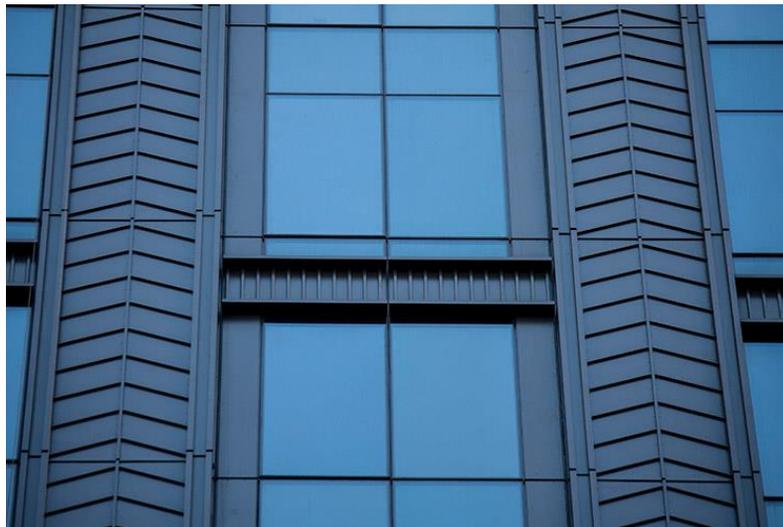
The Rose Hill residential tower at 30 East 29th Street now stands more than 600 feet above NoMad, Manhattan where construction has officially topped out. Designed by CetraRuddy Architecture for the Rockefeller Group, the 45-story building will contain 123 condominiums ranging in size from one to four bedrooms.

Closings are expected to launch in 2020 and will begin at \$1.2 million.

CetraRuddy describes the design of the development as an Art Deco aesthetic interpreted in modern vocabulary. From the exterior, those references are clearly present in the building's geometric, bronzed-toned façade and decorative lighting elements that will illuminate both the base and the crown of the structure.



Rendering of the northern elevation. Courtesy of Rockefeller Group



Construction progress on the Rose Hill Facade. Credit: Will Femia

Within, the residences were inspired by loft-style apartments with a focus on maximizing layout flexibility for future occupants. Art is incorporated throughout the building including a sculpted bronze screen and wall mural in the lobby, a resident-owned art collection in a library space curated by Strand Books, and a decorative mosaic wall at the pool deck.

Additional amenities include a fitness center with private studios, an exclusive lobby-level bar and lounge that will debut as The Blue Room, a landscaped garden courtyard, and package facilities with cold storage. Additionally, the entire 37th floor of Rose Hill will be home to a private residents' club offering enviable views of Manhattan.

“Rose Hill has been designed to appeal to a whole new generation of home-buyers in one of New York’s most vibrant neighborhoods, and we’ve already been seeing a tremendous response in the market,” said Shaun Osher, founder and CEO of CORE, the exclusive sales and marketing firm for the building. “Since launching sales earlier this year, the reception has been overwhelming and it’s no surprise given the building is being developed by one of the world’s most revered developers, its extraordinary caliber of design, and comprehensive lifestyle offering.”



Views from atop Rose Hill. Credit: Will Femia