



## **Rockrose Development to build a rooftop terrace at 300 Park Avenue; Designed by Murdock Solon Archts.**

May 11, 2015 - Design / Build

Rockrose Development Corp. will add a landscaped rooftop terrace as a tenant amenity at its 300 Park Ave. office building in Midtown South.

The roof terrace, designed by Murdock Solon Architects, will encircle a three-skylight array that illuminates the building's top floor office space, which is presently available for lease.

Ted Traum, director at Rockrose, said, "More than ever, tenants are looking for amenity space in their next office location. Companies from all industries are seeing how valuable a building-exclusive roof deck can be in terms of maintaining employee satisfaction. We predict that this will be a tremendous hit."

Work on the roof deck will begin this spring, and the outdoor space will be ready for tenants when temperatures become warmer in spring 2016. At present, there are also plans for a film projection system for wide screen outdoor movies on summer weeknights. The terrace will also feature extensive plantings.

The architecture firm of Moed, de Armas & Shannon recently renovated and modernized the building's lobby, elevators, and common areas. Rockrose also installed lighting which illuminates the building's oversized arched windows at night, making the property a striking centerpiece of design in the Flatiron District. An art installation is installed in the building's lobby.

Ted Traum said, "Taken alone, the rooftop terrace will be a trend setting and welcome amenity for all tenants at the building. Taken together with the sky-lit office space just below it, the office/garden ensemble is unlike anything else in Midtown South. We believe this amenity, combined with an exclusive lobby branding opportunity and unique top floor availability will provide a future tenant an unparalleled office experience right off Madison Sq. Park."

The upper four floors at 300 Park Ave. South are available for lease.

The building was designed as an industrial printing plant by Starrett & Van Vleck, a famous architecture firm at the turn of the century. The firm, which was liquidated several decades ago, is noted for its design of the New York Stock Exchange, the Downtown Athletic Club and for numerous flagship department stores across the U.S., including Lord & Taylor and Bloomingdale's in New York City.

Asking rents at 300 Park Avenue South are in the \$80 per s/f range, and the building is 83% occupied.

Rockrose Development Corp is a family-owned and -operated real estate company with more than four decades of experience. Over the past decade, Rockrose has invested approximately \$1 billion developing, acquiring, repositioning and selling more than 3.3 million square feet of commercial space in 14 buildings located in Washington D.C. and New York City. The company also developed New York City's Carnegie Hall Tower.

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