



## **Dunphy of Rockrose Development Corp. - Spearheading diverse projects throughout the city**

July 12, 2010 - Owners Developers & Managers

Patricia Dunphy, senior vice president of Rockrose Development Corp., has been a driving force in New York real estate for over 25 years. Since responding to a New York Times ad for a marketing position at Rockrose in 1983, Dunphy has thrived in both the residential and commercial sectors of the firm, successfully performing all aspects of real estate development including marketing, sales/leasing, planning and management. She has played a critical role in helping to shape Rockrose - one of New York's premier development firms - into the thriving real estate company it is today. Throughout its 40 years in business, the firm has acquired, built or repositioned 12.7 million s/f of residential, commercial and retail property, totaling approximately \$6 billion.

Dunphy has been integral to the company's overall success and her strong work ethic and commitment to excellence has been evident since her first day at the firm.

After graduating with a bachelor of arts from the University of Wisconsin, Dunphy spent three years at Lash Realty working in residential and commercial property sales in California before moving cross-country and joining Rockrose as a marketing manager. By 1990, after only seven years with the firm, she had already earned her New York State Real Estate Broker's License, completed various degrees at New York University School of Real Estate and was promoted twice, first to director of residential marketing and management and then to vice president and director of retail.

The developments Dunphy has overseen have helped define the City skyline. She led the marketing for major projects during the 1980s such as Eagle Court at 215 West 84th St., The Foundry at 42-38 Ninth St. in Long Island City, West Coast Apartments at 110 Horatio St., the Archive at 666 Greenwich St. and Midwest Court at 410 West 53rd St.

In the 1990s, as the vice president and director of Rockrose's retail/industrial division, Dunphy worked on office leasing for Carnegie Hall Tower at 152 57th St. She brought the first Whole Foods market to Manhattan at The Chelsea Mercantile. Personally committed to organic eating and humane raising of animals, Dunphy was familiar with Whole Foods from the West Coast. She selfishly wanted one for her own shopping!

Dunphy's favorite venture is her work on the Archive, the \$115 million restoration of the massive, 19th century historic building at 666 Greenwich. The groundbreaking project, which was completed in 1988 and created 479 apartments in the 11-story structure, continues to be one of her most memorable projects. "It was an exciting time in New York real estate and very rewarding to be part of a landmark project that was able to retain the historic charm of the building while updating it for use in the modern era," she said.

Her most recent accomplishments at Rockrose stretch from Long Island City to the South Street Seaport and Park Avenue South.

Under her leadership, the retail space in the Queens West development, at 47-05 Center Blvd. in

Long Island City, was recently fully leased. Specifically, two new leases - Skinny's Cantina and Emily's Salon and Spa - complete the 256,117 s/f total retail and garage offering at the base of Rockrose's 31-story luxury rental building. Skinny's, a Mexican taqueria, and Emily's Salon are both scheduled to open in the fourth quarter of 2010. The building already houses a CB Richard Ellis, which opened a retail and commercial leasing office last October in a 2,200 s/f space, a 9,000 s/f Duane Reade and a 19,000 s/f Food Cellar. The mixed-use building with a 221,477 s/f garage (825 parking spaces) was completed in conjunction with Architect Arquitectonica & SLCE in 2007 and has 394 luxury rental apartments and five high-speed elevators. The residential portion of the building is 98% leased.

"We effectively brought in the essential components to make a community: the butcher, the baker and the candlestick maker," said Dunphy about the successful rounding out and completion of the retail offerings that have helped make the Queens West development a success.

She has also showcased her versatility with her work on 300 Park Avenue South, penning the first lease with Wilhelmina last week. This is the first office building in the new Rockrose portfolio, which is comprised primarily of residential buildings and development sites. The 15-story, 180,000 s/f office building at the northwest corner of 22nd St., which was built in 1910, has been generating considerable interest for leasing opportunities. Each floor offers 12,671 s/f of space and TPG Architects is currently redoing the lobby.

Dunphy resides on the Upper East Side with her 14-year-old daughter. When she is not developing residential properties and marketing buildings, she can be found at the theater, or better yet, in the country, gardening and reading.

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