



Rockrose Development finalize two more deals at 300 Park Avenue South; Leased 26,974 s/f to M. Booth, represented by Rosenthal of Grubb & Ellis

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The leasing continues at steady pace at 300 Park Ave. South, an office tower owned by Rockrose Development Corp. that is celebrating its 100th birthday this year with a building-wide makeover.

On the heels of finalizing multi-floor space commitments in recent weeks with the Whitney Museum and the Leo Burnett ad agency, Rockrose has leased out three more full floors, bringing the total space leased at the 15-story building to 108,000 s/f in the past few months.

The most recent deals involve Rizzoli International Publications which will move this spring from the third floor to the 13,487 s/f fourth floor under a new long-term lease renewal agreement, and public relations firm M. Booth & Associates, which is nearly doubling its existing offices at 300 Park Ave. South by leasing both the 11th and 12th floors comprising 26,974 s/f.

Michael Burgio of Cushman & Wakefield represented Rizzoli in its long-term lease renewal.

M. Booth was represented in its renewal/expansion move by Richard Rosenthal of Grubb & Ellis. Andy Peretz, Jolien Peters and Mikael Nahmias of Cushman & Wakefield represented the building owner.

An owner/builder/manager with a reputation for architectural excellence, sensitivity to neighborhoods, and creative approaches to management, Rockrose Development Corp., founded in 1970, has developed over 10,000 residential units and has built or acquired over 3 million s/f of office space.

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