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Rose Associates Inc. records 8972723

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Description is written in: English.

Describing Archives: A Content Standard

Avery Architectural and Fine Arts Library

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Summary Information

Repository:	Avery Architectural and Fine Arts Library
Creator:	Rose, Elihu, 1933-
Creator:	Rose Associates, Inc
Title:	Rose Associates Inc. records
ID:	8972723
Date [inclusive]:	1935-2004
Date [bulk]:	1935-1983
Physical Description:	5 document boxes
Physical Description:	1 manuscript box
Physical Description:	4 print boxes
Language of the Material:	English .
Abstract:	Rose Associates, Inc. is a prominent New York real estate development firm. The collection contains construction photographs, brochures, newspaper clippings, advertising materials, and other records related to the construction of apartment complexes overseen by the historic firm between 1920 and 1980. Notable projects within the collection include the Madison Belvedere, Park Gramercy, Georgetown Plaza, and Metropolis.

Preferred Citation

Rose Associates, Inc. Records, 1935-2004, (bulk 1935-1983), Department of Drawings & Archives, Avery Architectural and Fine Arts Library, Columbia University.

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Biographical / Historical

Rose Associates was founded in the 1920s by brothers Samuel B. and David Rose. The company originally managed properties in the Bronx and has grown to oversee more than 31,000 apartments in New York. This collection focuses mainly on the properties managed by Samuel B. and David Rose, as well as Frederick Phineas Rose and Elihu Rose, between 1920 to 1980. There is also limited information on later projects. Some of the most notable properties included in this collection are the Madison Belvedere, Park Gramercy, and Metropolis.

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Scope and Content

The Rose Associates collection consists primarily of construction photographs, brochures, newspaper clippings, and other records of the construction of apartment complexes overseen by Rose Associates. The collection also includes advertising materials from these projects. There is limited information on later projects.

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Scope and Content

[Series I: Corporate Records/Background Material](#) covers the informational materials of Rose Associates, building fact sheets, and various photographs for their properties from 1990-2000.

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Scope and Content

[Series II: Project Records](#) is made up of 3 subseries. [Subseries 1: General](#) contains construction photographs, floorplans, and advertising materials for apartment complexes in Manhattan, including 4 E. 89th Street, Park Gramercy, and the Sheffield. It also has records for similar projects in the Bronx, notably Schuyler Village. Architects are listed when known, but there are many cases where this information was not available. [Subseries 2: Albums](#) includes newspaper and magazine clippings for 1180 Company, Banker's Trust Building, and Walden Terrace.

[Subseries 3: Ledgers](#) contains records of construction costs for a number of projects including the Keystone Building, 1180 Avenue of the Americas, 280 Park Avenue, and Georgetown Plaza. Several of the ledgers are organized by holding corporation instead of project.

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Arrangement

This collection is arranged in two series: Corporate Records and Project Records.

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Administrative Information

Publication Statement

Avery Architectural and Fine Arts Library

Revision Description

File created. EAD was imported spring 2019 as part of the ArchivesSpace Phase II migration. 2011-10-25 2019-05-20

Restrictions on Access

This collection is available for use by appointment in the Department of Drawings & Archives, Avery Architectural and Fine Arts Library, Columbia University. For further information, please email avery-drawings@library.columbia.edu.

Immediate Source of Acquisition

Source of acquisition--Elihu Rose. Method of acquisition--Donated;; Date of acquisition--2011. Accession number--2011.007.

Processing Information

Processed; Elizabeth Gollnick 2011.

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Related Materials

Related Material

<http://nyre.cul.columbia.edu/>Real Estate Brochure Collection at Avery Architectural & Fine Arts Library

Related Material

[Boak & Raad architectural drawings, 1949-1958](#), Department of Drawings & Archives, Avery Architectural and Fine Arts Library, Columbia University

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Controlled Access Headings

- Apartment houses -- New York (State) -- New York
- Architects -- New York (State) -- New York
- Buildings -- New York (State) -- New York
- Real estate management -- New York (State) -- New York
- Real estate business -- New York (State) -- New York
- New York (N.Y.) -- Buildings, structures, etc

- Manhattan (New York, N.Y.) -- Buildings, structures, etc
- Albums (books)
- Brochures
- Ledgers (account books)
- Photographs
- Rose Associates, Inc
- Eastmore Realty Corporation
- Gramercy Development Corporation
- Jackson Development Corporation

Publication Date

1935-2004

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General Note

The Rose Associates, Inc. Records were donated to Avery Architectural & Fine Arts Library by Elihu Rose in 2011

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Collection Inventory

Series I: Corporate Records/Background Material

Title/Description	Instances	
Brochures and Manuals, undated Scope and Contents (4 folders)	box 01	folder 01 to 04
Building Fact Sheets, 1963-1998 Scope and Contents (2 folders)	box 01	folder 05 to 06
Floor Plans Booklet, undated	box 01	folder 07

Scope and Contents

Includes floor plans for the following apartments:
 60 East 8th Street, 63 East 9th Street, 245 East 40th Street, 300 East 40th Street, 211 East 53rd Street, 322 West 57th Street, 333 West 57th Street, 20 East 68th Street, 240 East 76th Street, 45 East 89th Street, and 7 Lexington Avenue

Hannah Leah Rose Settlement, 1955 Nov box 09

Scope and Contents

Portfolio of plans

Photographs, David and Frederick Rose, undated box 01 folder 08

Scope and Contents

3 items

Photographs, Various Properties, undated box 09

Scope and Contents

14 items

Publication Media Printed Information, 1997 box 01 folder 09

Scope and Contents

Memoranda, Newsletters, Clippings, Maps, and Statistic charts

Real Estate Forum, 1960 Nov, 1962 Apr, 1966 Nov box 01 folder 10

Scope and Contents

3 items

Westcroft Realty Corp. (Hartsdale, NY), undated box 01 folder 11

Scope and Contents

Brochure : 2 items

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Series II: Project Records

Subseries 1: General

Title/Description	Instances	
110 West 57th Street (New York, NY), undated	box 01	folder 12

Scope and Contents

Architect William I. Hohaus

Scope and Contents

Brochure : 1 item

215 East 79th Street (New York, NY), ca. 1960s	box 01	folder 13
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Scope and Contents

Brochures, Offering Statement, and 1 Photograph

22 Saw Mill River Road (Hawthorne, NY), 1984	box 01	folder 14
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Scope and Contents

Matthew J. Warshauer P.C. Architects

Scope and Contents

Brochure : 2 items

45 East 89th Street (New York, NY), 1967-1969	box 01	folder 15 to 18
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Scope and Contents

Associate Architects: The Office of Philip Birnbaum and Oppenheimer, Brady and Lehrecke

Scope and Contents

Photographs : 143 items (4 folders)

45 East 89th Street (New York, NY), 1969, undated	box 01	folder 19
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Scope and Contents

Associate Architects: The Office of Philip Birnbaum and Oppenheimer, Brady and Lehrecke

Scope and Contents

Brochures and Flyers requesting tenant participation in a survey

45 East 89th Street (New York, NY), undated	box 01	folder 20
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Scope and Contents

Associate Architects: The Office of Philip Birnbaum and Oppenheimer, Brady and Lehrecke

Scope and Contents

Floor plans

45 East 89th Street (New York, NY), 1977	box 01	folder 21
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Scope and Contents

Associate Architects: The Office of Philip Birnbaum and Oppenheimer, Brady and Lehrecke

Scope and Contents

Thank you notes, children's drawings, and 16 photographs of kindergarten class who temporarily occupied 45 East 89th Street during the gas shortage.

99-61 67th Road (Forest Hills, Queens, NY), 1946-1947	box 01	folder 22
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Scope and Contents

Photographs : 41 items

Allegro, 62 West 62nd Street (New York, NY), undated	box 01	folder 23
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Scope and Contents

Brochure : 1 item

Andrew Jackson, 35-20 Leverich Street (Jackson Heights, Queens, NY), undated	box 01	folder 24
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Scope and Contents

Brochure : 1 item

Banker's Trust Building, 280 Park Avenue (New York, NY), 1960-1962	box 01	folder 25
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Scope and Contents

Photographs : 77 items

Boswell, 84-10 37th Avenue (Jackson Heights, Queens, NY), 1952	box 01	folder 26
--	--------	-----------

Scope and Contents

Photograph : 1 item

Branford House, Westchester, Croes, Noble and Gleasons Avenues (Bronx, NY), 1962	box 01	folder 27
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Scope and Contents

Brown & Guenther, Architects

Scope and Contents

Brochure

Fenimore House, 199 East Hartsdale Avenue (Hartsdale, NY), undated	box 02	folder 08
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Scope and Contents

Brochure and Floor Plan

Garth Manor, 281 Garth Road (Scarsdale, NY), undated	box 02	folder 09
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Scope and Contents

Brochures and Floor Plans

Georgetown Plaza, 60 East 8th Street (New York, NY), 1965-1967, undated	box 02	folder 10
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Scope and Contents

41 Photographs, Brochures, and Floor Plans

Goodhue House, 20 East 35th Street (New York, NY), undated	box 02	folder 11
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Scope and Contents

William M. Dowling, Architects

Scope and Contents

Brochures and Floor Plans

Hartridge House, 111 East Hartsdale Avenue (Hartsdale, NY), undated	box 02	folder 12
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Scope and Contents

Brochure and Floor Plan

Hawthorne, 211 East 53rd Street (New York, NY), undated	box 02	folder 13
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Scope and Contents

Architects: Boak and Raad

Scope and Contents

4 Photographs, Brochures, Promotional Material, And Floor Plan

Heathcote Court, 85 Wiltshire Road (Scarsdale, NY), undated	box 02	folder 14
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Scope and Contents

Floor Plan

Homestead, 80 East Hartsdale Avenue (Scarsdale, NY), undated	box 02	folder 15
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Scope and Contents

Brochures and Floor Plans

Kingsbridge Gardens, 234th Street and Kingsbridge Ave., Corlear Ave., and Broadway (Bronx, NY), 1962-1966	box 02	folder 16 to 18
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Scope and Contents

Pomerance & Breines

Scope and Contents

1 Bound Report, "A Limited Profit Housing Project
Supervised by the Housing and Redevelopment
Board of the City of New York", Papers, Floor Plans,
and 113 Photographs (3 folders)

Leyland House, 945 Underhill Avenue (Bronx, NY), 1960s, 2001	box 02	folder 19
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Scope and Contents

Brochures, Promotional Material, Clippings,
Specifications, Floor Plans and Offering Summary
(2001_

Madison Belvedere, 10 East 29th Street (New York, NY), 1990s	box 02	folder 20
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Scope and Contents

Brochures and Clippings

Madison Green, 5 East 22nd Street (New York, NY), 1981-1983	box 02	folder 21 to 24
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Scope and Contents

Photographs : 224 items (4 photographs)

Madison Green, 5 East 22nd Street (New York, NY), undated	box 02	folder 25 to 26
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Scope and Contents

Architect: Philip Birnbaum, P.C.

Scope and Contents

Brochures and Floor Plans (2 folders)

Marlborough House, 245 East 40th Street (New York, NY), 1969, 1970s	box 02	folder 27 to 28
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Scope and Contents

Brochures, Floor Plan, Papers, and 149 Photographs
(2 folders)

Metropolis, 150 East 44th Street (New York, NY), 1980s, 2000s	box 03	folder 01
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Scope and Contents

Brochures and Clippings

Nathan Hale Gardens, 3411 Irwin Avenue (Bronx, NY), 1962, undated	box 03	folder 02 to 03
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Scope and Contents

Floor Plan and 144 Photographs (2 folder)

Oakwood, 99-21 67th Road (Forest Hill, Queens, NY), undated	box 03	folder 04
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Scope and Contents

Leo Stillman, Architect

Scope and Contents

Floor Plans and 1 Negative

Olmstead House, 69-01 35th Avenue (Jackson Heights, Queens, NY), undated	box 03	folder 05
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Scope and Contents

Architects: Samuel Paul & Seymour Jarmul

Scope and Contents

Brochures and 19 Photographs

Parc Vista, 801 15th Street South (Arlington, VA), 1990s	box 03	folder 06 to 08
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Scope and Contents

Floor Plans, Promotional Material, Memorandum
and other papers, 2 Disk Drives, 4 Photographs, 4
Transparencies (3 folders)

The Park Gramercy, 7-9 Lexington Avenue (New York, NY), 1950s	box 03	folder 09
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Scope and Contents

Architect: Boak & Raad

Scope and Contents

Brochures, Floor Plan, Clipping, 3 Photographs, 1
Blueprint of Dental Suite for Drs. W.D. Berg & C.
Blackarsh (1951)

Park Terrace Gardens, Park Terrace West (New York, NY), 1970s box 03 folder 10

Scope and Contents

Albert Goldhammer, Architect

Scope and Contents

Brochures, Documents, Floor Plans, 1 Photograph

Randall House, 63 East 9th Street (New York, NY), 1950s box 03 folder 11 to 12

Scope and Contents

Boak & Raad, Architects

Scope and Contents

Brochures, Floor Plans, Press Release, and 19
Photographs (2 folders)

Rockwood, 20 East 68th Street (New York, NY), 1954-1965 box 03 folder 13

Scope and Contents

Boak & Raad, Architects

Scope and Contents

Brochures, Promotional Material, Correspondence,
Floor Plans, 2 Photograph and 1 Negative

Scarborough Manor (Briarcliff Manor, NY), undated box 03 folder 14

Scope and Contents

Brochure

Schuyler House, 1220 Croes Avenue (Bronx, NY), 1960s box 03 folder 15

Scope and Contents

Brochures, Floor Plans, Clippings

Sheffield, 322 West 57th Street (New York, NY), 1978-1979, 2001-2004 box 03 folder 16 to 17

Scope and Contents

Brochures, Clippings, 2 Bound Portfolios, and 51 Photographs (2 folders)

Spruceridge House, 241-245 East 25th Street (New York, NY), 1964	box 03	folder 18
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Scope and Contents

Floor Plans and Project Analysis

Stewart Heights, 25 and 35 Stewart Place (Mount Kisco, NY), undated	box 03	folder 19
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Scope and Contents

Architect: Lawrence Rothman Assoc.

Scope and Contents

Brochures, Newspaper Clippings

Tower 53, 159 West 53rd Street (New York, NY), undated	box 03	folder 20
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Scope and Contents

Brochures, Floor Plans

Tower 58, 58 West 58th Street (New York, NY), undated	box 03	folder 21
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Scope and Contents

Brochures, Floor Plans

Walden Terrace, 64th Avenue at 98th Street (Forest Hills, Queens, NY), undated	box 04	folder 01
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Scope and Contents

Brochures, Plans, Clippings, 22 Photographs

Westmore, 333 West 57th Street (New York, NY), 1974-1986	box 04	folder 02
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Scope and Contents

Brochures, Floor Plans, Plans, Job Orders, Photograph

Whitebrook, 325 Main Street (White Plains, NY), undated	box 04	folder 03
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Scope and Contents

Photographs: 14 items

Wingate, 201 East 37th Street (New York, NY), 1960, undated	box 04	folder 04 to 05
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Scope and Contents

Leo Stillman, Architect

Scope and Contents

Construction Records and Floor plans (2 folders)

Winthrop Gardens, 2440 Olinville Avenue (Bronx, NY), undated	box 04	folder 06
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Scope and Contents

Floor plans

Subseries 2: Albums

Title/Description

Instances

Loose Material from Unidentified Album, 1961-1965	box 04	folder 07
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Banker's Trust, 1960 Oct to 1961 Nov	box 06	folder 01 to 25
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Scope and Contents

Magazine Clippings, Newspaper Clippings, and
Radio TV Reports (25 Folders)

1180 Company, 1961 Sep to 1962 Nov	box 07	folder 01 to 11
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Scope and Contents

Magazine Clippings and Newspaper Clippings (11
folders)

Walden Terrace, 1948 Jan to 1949 Apr	box 07	folder 12 to 30
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Scope and Contents

Newspaper Clippings (19 folders)

Advertising - Mitchell Lama, 1962 Sep - 1965 Feb	box 08	folder 01 to 31
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Scope and Contents

Magazine Clippings and Newspaper Clippings,
Comparative Analysis Pre-War Apartments,
Documents, Housing Permit 334-346 West 59th
Street, Photographs, Real Estate Conference (1948
Apr 22) (31 folders)

Ezra Stoller Associates Portfolio, undated	box 09	
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Scope and Contents

Photographs of properties including 1 Battery Park Plaza. Keystone Building,

Subseries 3: Ledgers	
Title/Description	Instances
1000 Grand Concourse (Bronx, NY), 1935-1936 Scope and Contents Construction Records	box 05
280 Park Avenue (New York, NY), 1961-1964 Scope and Contents Construction Records	box 05
331-45 West 57th Street, 334-46 West 58th Street (New York, NY), 1940-1941 Scope and Contents Construction Corporation: 57th Street Construction Corp. ; Construction Records	box 05
58 West 58th Street, 45 East 89th Street, Seamen's Bank, undated Scope and Contents Construction Records, Contract Records	box 05
84-10 34th Avenue (Flushing, Queens, NY), 1950-1951 Scope and Contents Construction Corporation: Jackson Dev. Corp., Stonewall Development Corp., Fenton Holding Corp. ; Construction Records	box 05
Barnes, 1933 Scope and Contents Construction Records	box 05
Eastmore House, 240 East 76th Street (New York, NY), 1955-1956 Scope and Contents Construction Corporation: Eastmore Reality Corp. ; Construction Records	box 05
Evergreen, Nathan Hale, Kingsbridge, 1961-1962	box 05

Scope and Contents

Construction Records, Contract Records

The Homestead, Georgetown Plaza, The Churchill,
undated box 05

Scope and Contents

Construction Records, Contract Records

Jackson Manor, 35-20 Leverich Street (Jackson Heights,
Queens, NY), Olmstead House, 69-01 35th Avenue
(Jackson Heights, Queens, NY), Hall Manor Tower (New
York, NY), 1961 box 05

Scope and Contents

Construction Records, Contract Records

Keystone Building, 99 High Street (Boston, MA) and
Bankers Trust Company, 1180 Avenue of the Americas
(New York, NY), 1964-1969 box 05

Scope and Contents

Construction Records, Contract Records

Leland House, Branford House, Winthrop Gardens,
undated box 05

Scope and Contents

Construction Records, Contract Records

Marlborough House, undated box 05

Scope and Contents

Construction Records, Contract Records

The Park Gramercy, 7-9 Lexington Avenue (New York,
NY), 1950-1951 box 05

Scope and Contents

Construction Corporation: Gramercy Development
Corp. ; Construction Records

Park Terrace Gardens, 70 Park Terrace West (New York,
NY), 1939-1940 box 05

Scope and Contents

Construction Records

Repar Realty Corp., Rockwood Realty Corp., 1954-1955 box 05

Scope and Contents

Construction Records

Thornley Realty Corp. and Rostin Realty Corp., 1946-1947 box 05

Scope and Contents

Construction Records

Tryon Gardens, Inc., 1937-1938 box 05

Scope and Contents

Construction Records

Untitled Ledger (Bronx, NY), 1929 box 05

Scope and Contents

Construction Records

Walden Terrace, 64th Avenue at 98th Street (Forest Hills, Queens, NY), 1948-1949 box 05

Scope and Contents

Construction Corporation: Nipark Realty Corp. ;
Construction Records

Wentworth, 331-45 West 57th Street and 334-46 West 58th Streets (New York, NY), 1932 box 05

Scope and Contents

Construction Corporation: Academy Home Planners ;
Construction Records

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