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EXECUTIVE PROFILE

John Rosenthal

The quiet man

A laid-back social activist developer plans a landmark project over the Pike

BY MICHELLE HILLMAN
JOURNAL STAFF

It's opening day at Fenway Park and **John Rosenthal** just happens to own one of the busiest parking garages on Lansdowne Street.

But on this particular day Rosenthal discovers the street behind Fenway's Green Monster is being shut down, cutting his 340-space garage off to traffic and revenue. The garage in question is where Rosenthal, president of the real estate development firm **Meredith Management Corp.**, has erected anti-gun violence and anti-Bush billboards that face the Massachusetts Turnpike. It's the same garage he recently agreed to sell to the **Boston Red Sox** in return for a key development parcel where he's proposing to build one of the city's largest air rights projects. It's the same garage Rosenthal bought in 1992 for \$2.4 million with an eye toward development.

Back in his Newton office, where a napping Portuguese Water Dog named Wiley keeps the mood light, Rosenthal calmly excuses himself to answer the phone. He speaks to **Boston Police Department** Superintendent **Paul Joyce** and to a member of the Red Sox front office.

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FROM THE FILE

Title: President, Meredith Management Corp.

Age: 50

Education: Attended Syracuse University

Quote: "I'm going to spend many more hours of my life doing this and, frankly, this would have driven me crazy if I hadn't done some of the more soulful work."



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John Rosenthal, president of Meredith Management, pets his Portuguese Water Dog, Wiley, who helps keep the mood light at Rosenthal's Newton office.