

The current proposal is:

**Item 7, LPC-20-07949**

**610 Fifth Avenue, 620 Fifth Avenue, 626 Fifth Avenue, 630 Fifth Avenue,  
636 Fifth Avenue, 1 Rockefeller Plaza and 30 Rockefeller Plaza,  
Borough of Manhattan**

## **How to Testify**

**Via Zoom:** <https://us02web.zoom.us/j/87880258370?pwd=L01nTWJsYVRkeXgxZE9pWmVtTTM3UT09>

**Meeting ID:** 878 8025 8370

**Password:** 248257

**By Phone:** 1 646-558-8656

**US (New York)** 877-853-5257 (Toll free)

**US** 888 475 4499 (Toll free)

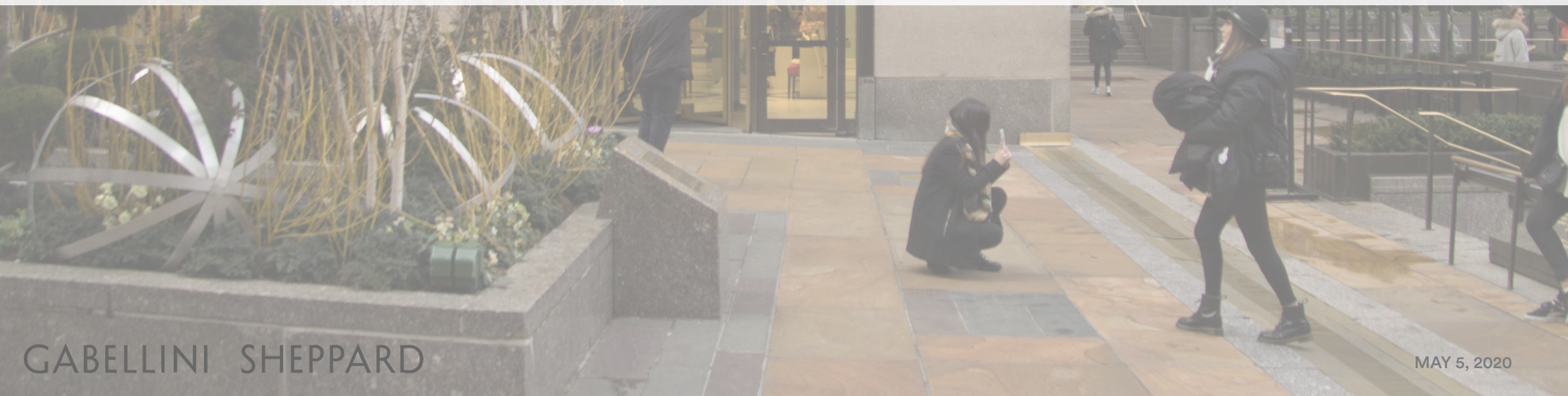
**Note:** If you are providing testimony, please **only join Zoom** when the item you are testifying on is currently being presented. Thank you.



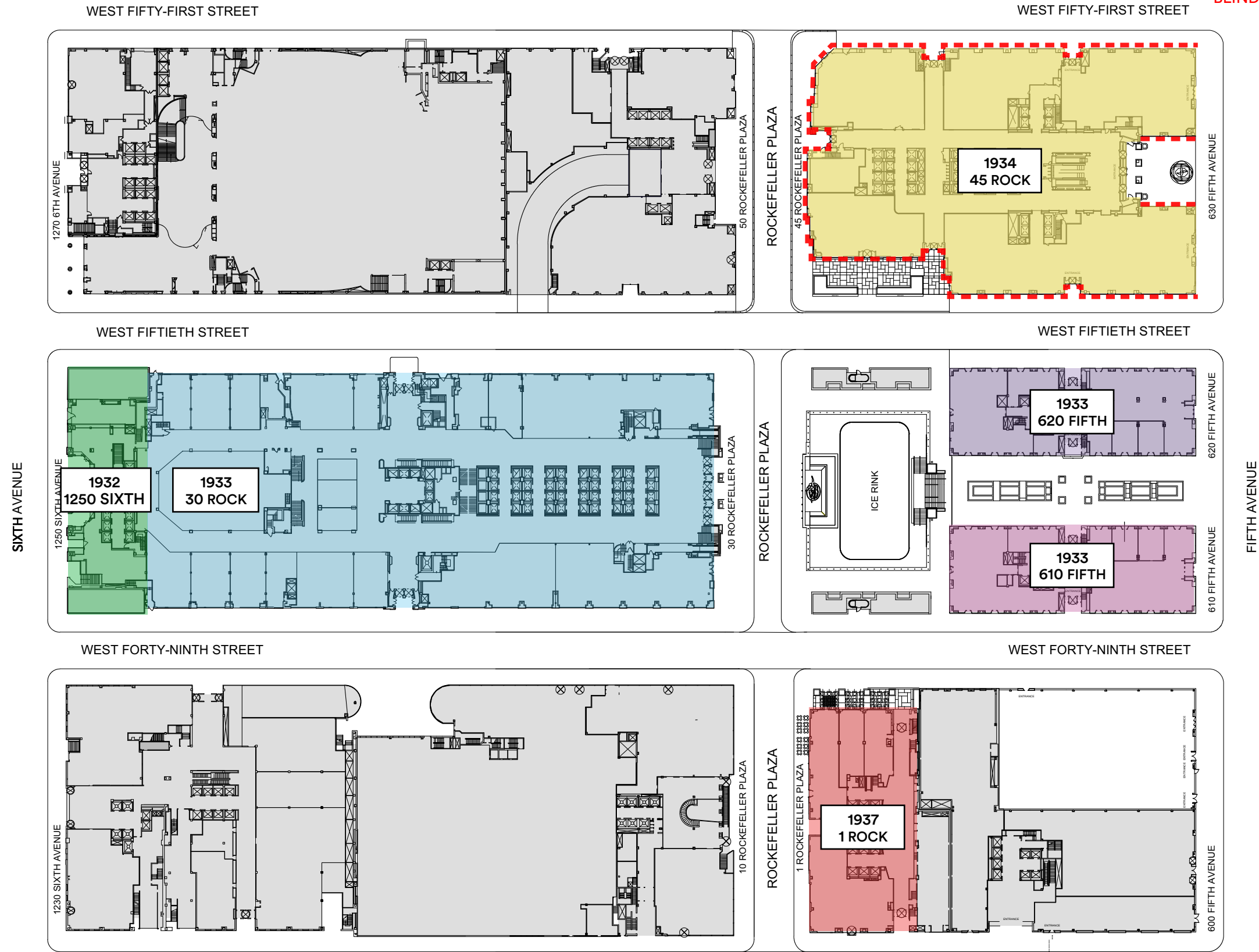
## **STOREFRONT MASTERPLAN EXPANSION & RETAIL SIGNAGE;**

610 & 620 FIFTH AVENUE, 1 ROCKEFELLER PLAZA, 30 ROCKEFELLER PLAZA,  
45 ROCKEFELLER PLAZA & 1250 AVENUE OF THE AMERICAS

LANDMARKS PRESERVATION COMMISSION - PUBLIC HEARING

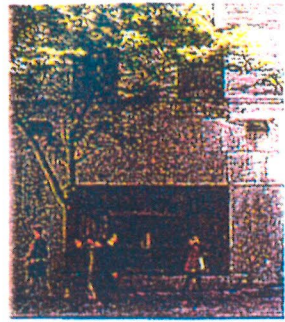


--- NOTE: PREVIOUSLY APPROVED (1998)  
 45 ROCKEFELLER PLAZA STOREFRONT  
 MASTERPLAN REFERENCED, AS PER BEYER  
 BLINDER BELLE'S SUBMISSION

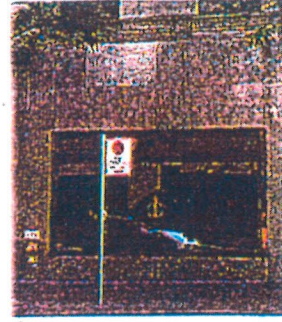


LOCATION OF PROPOSED STOREFRONTS FOR MASTERPLAN IMPROVEMENT CONCEPT

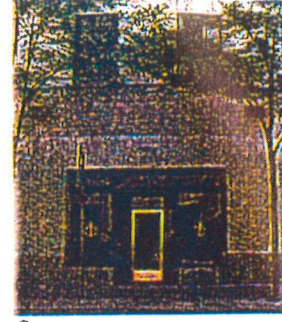
WEST 50TH STREET



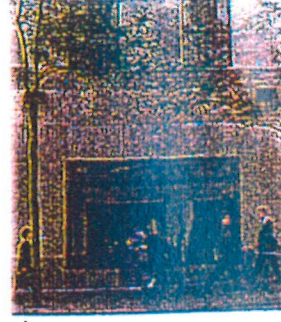
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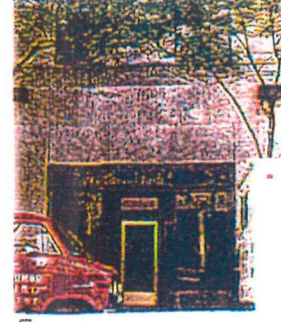
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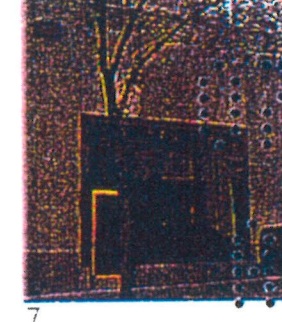
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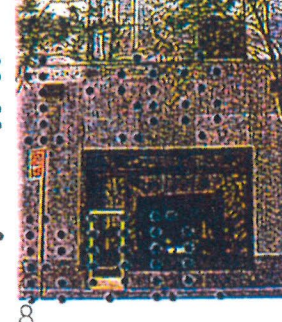
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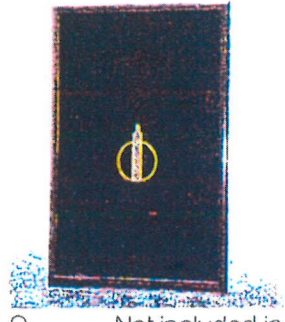
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7



8



9 Not included in Master Plan



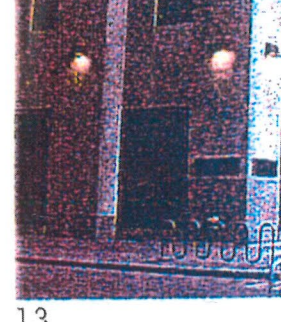
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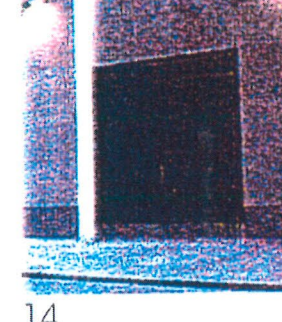
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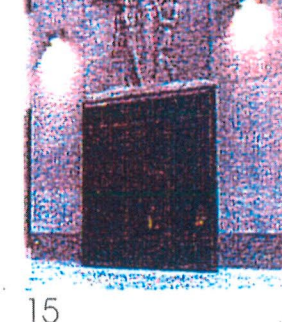
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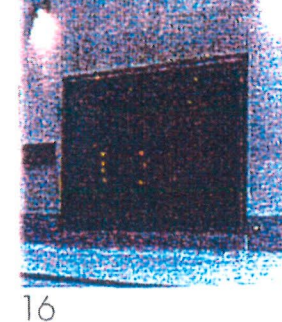
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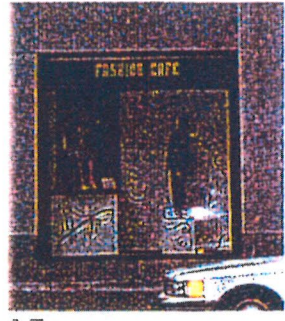


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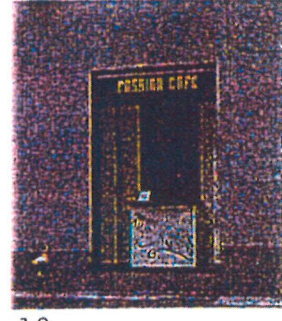


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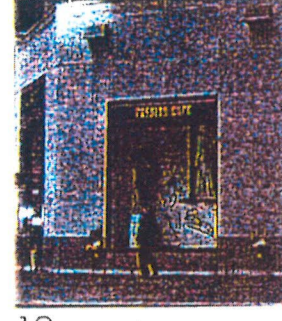
ROCKEFELLER PLAZA



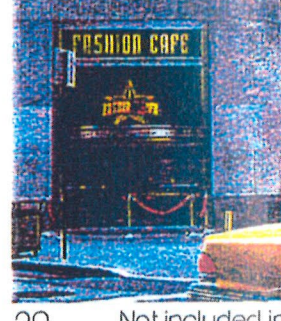
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18



19



20 Not included in Master Plan



21



22

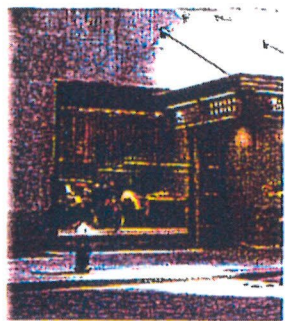


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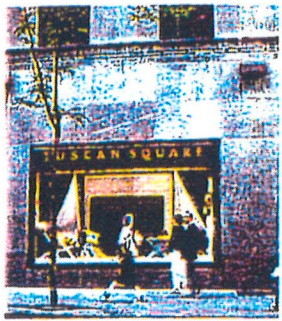


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WEST 51ST STREET



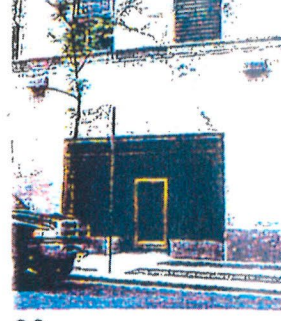
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26



27



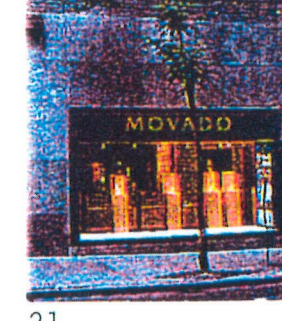
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29



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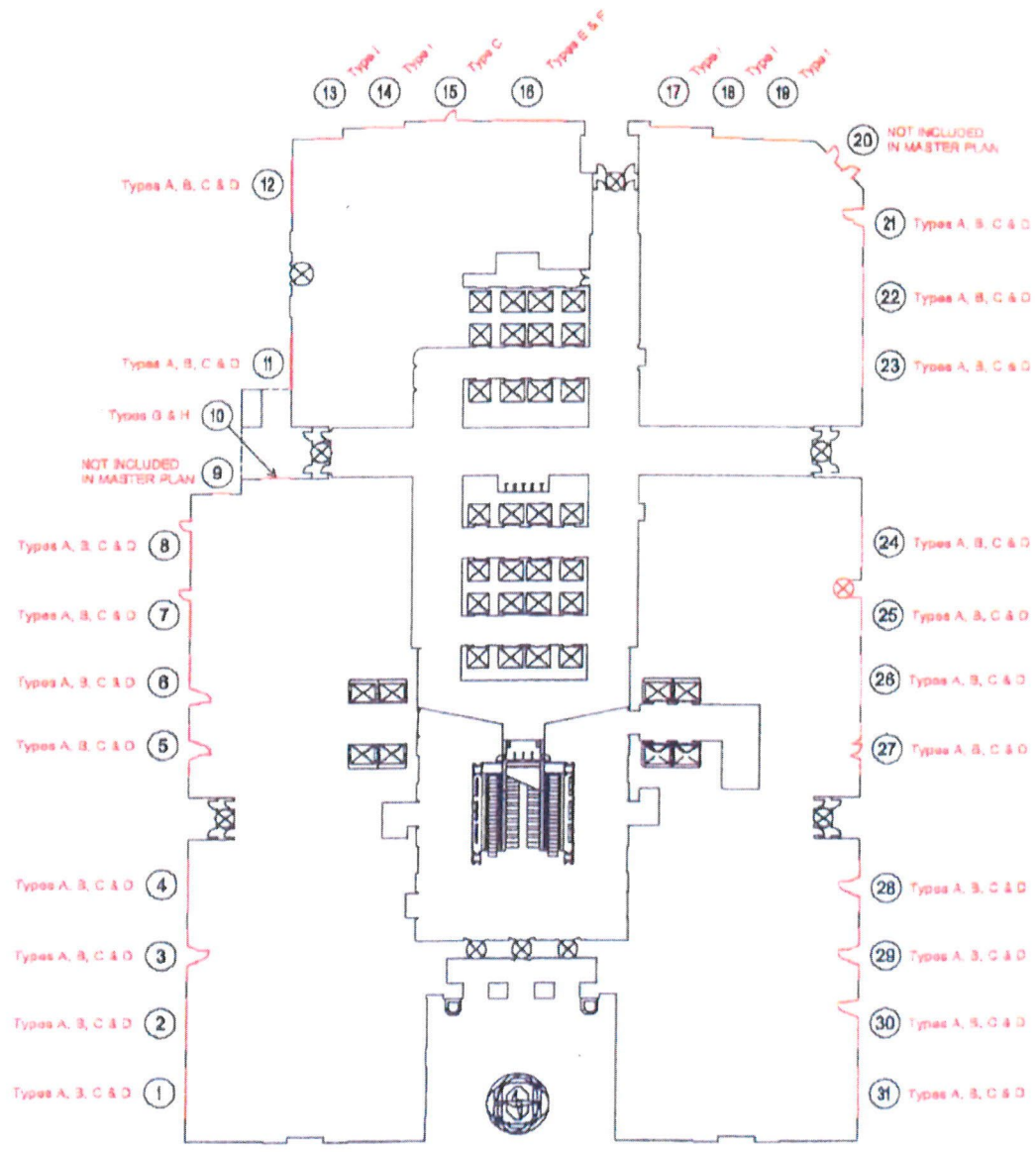
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EXISTING STOREFRONTS

630 FIFTH AVENUE - STOREFRONT MASTER PLAN

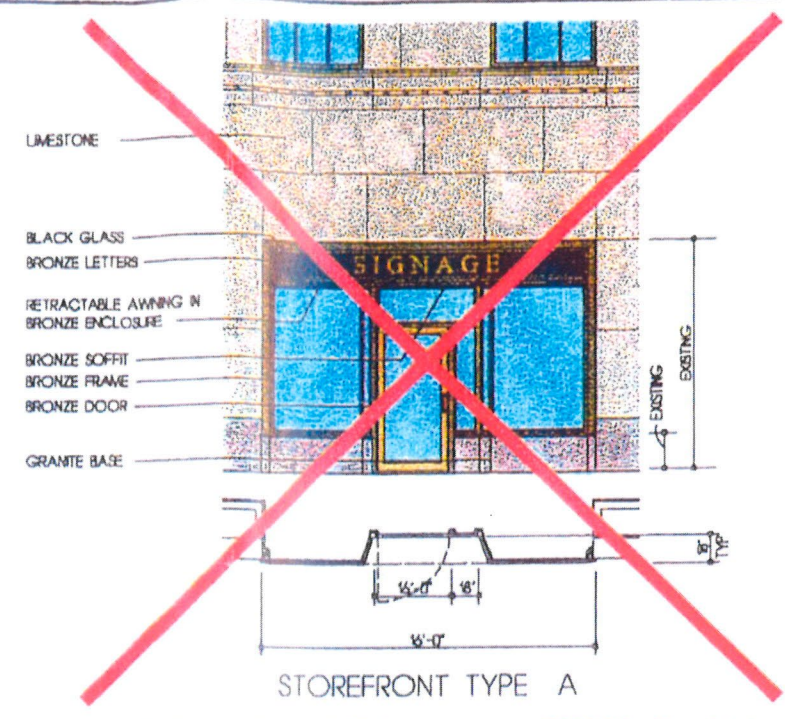
ROCKEFELLER CENTER

Owner: RCPI Trust — Developer/Managing Agent: TishmanSpeyer Properties, L.P.

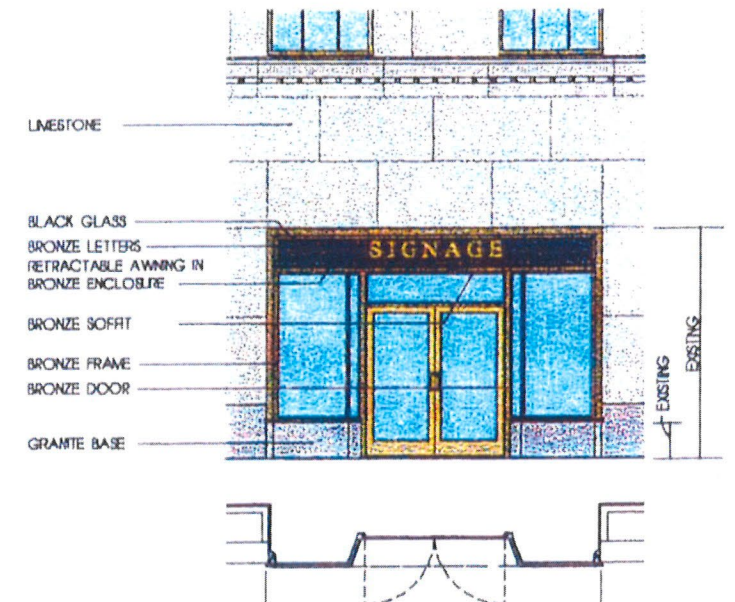
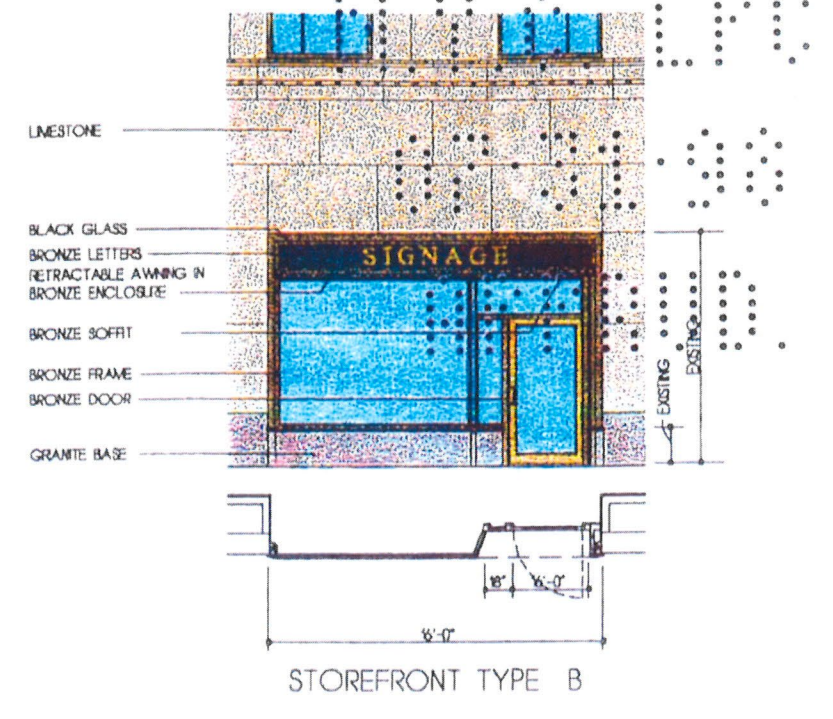
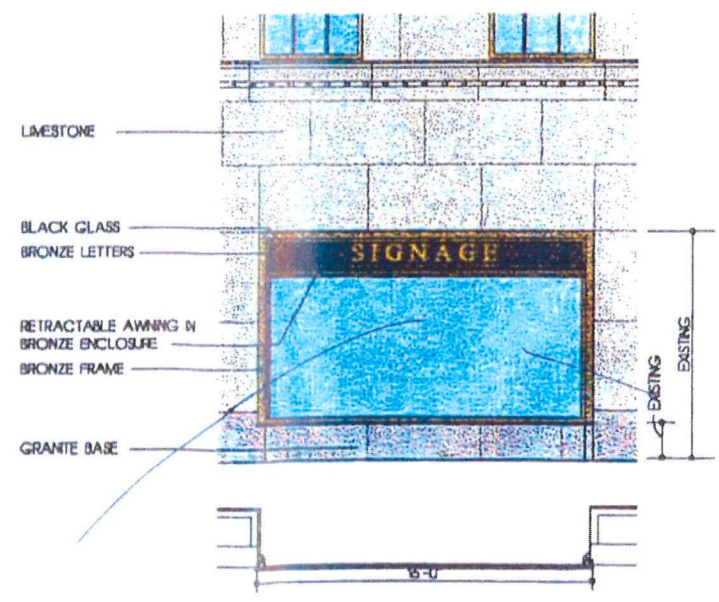


630 5th AVE.  
KEY MAP  
NOT TO SCALE

STOREFRONTS IN RED ARE DOCUMENTED ON SHEETS LPC-INT-1 AND LPC-INT-3  
OPTIONS FOR NUMBERED STOREFRONTS ARE SHOWN ON THIS SHEET  
NO CHANGES ARE PROPOSED FOR BUILDING ENTRANCES



NOT INCLUDED IN MASTER PLAN



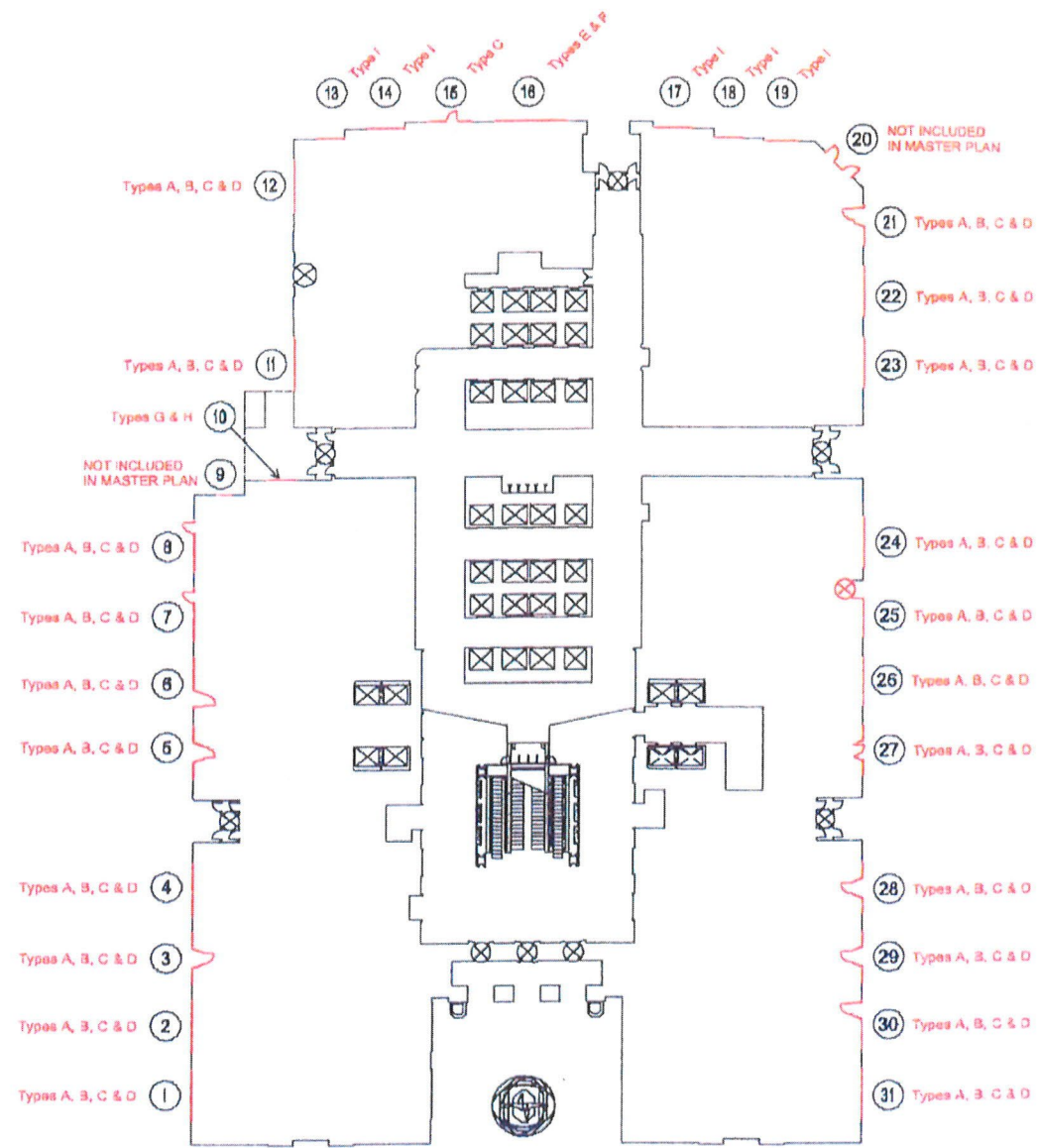
### 630 FIFTH AVENUE - STOREFRONT MASTER PLAN

# ROCKEFELLER CENTER

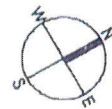
Owner: RCPI Trust - Developer/Managing Agent: TishmanSpeyer Properties, L.P.

**Beyer  
Blinder  
Belle**  
Architects & Planners LLP  
41 East 11 Street  
New York, New York 10003  
212 777 7800

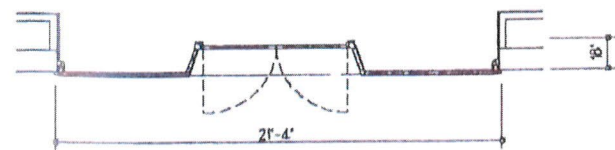
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Project Number: 1917  
Drawing Number: LPC-INT-4  
Date: July 14, 1998



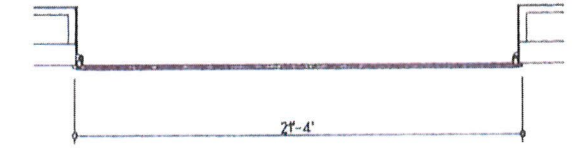
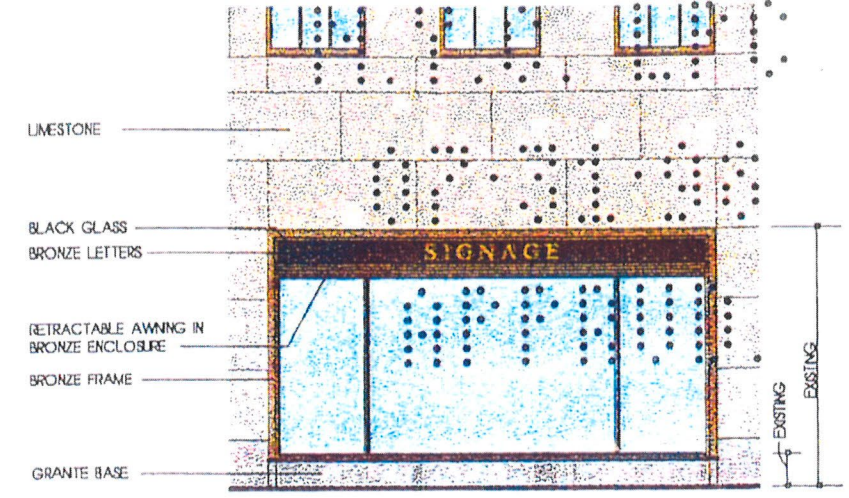
630 5th AVE.  
KEY MAP  
NOT TO SCALE



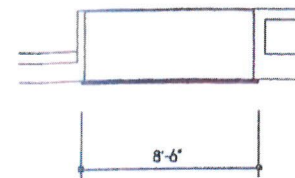
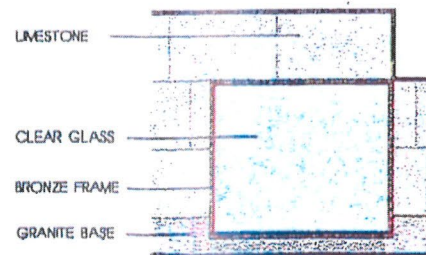
STOREFRONTS IN RED ARE DOCUMENTED ON SHEETS LPC-NT-1 AND LPC-NT-3  
OPTIONS FOR NUMBERED STOREFRONTS ARE SHOWN ON THIS SHEET  
NO CHANGES ARE PROPOSED FOR BUILDING ENTRANCES



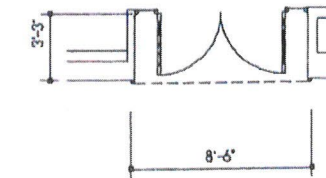
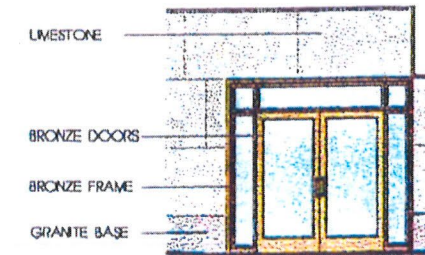
STOREFRONT TYPE E



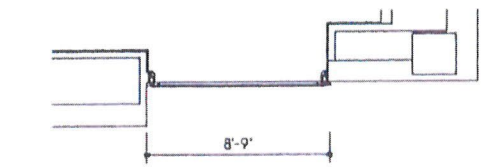
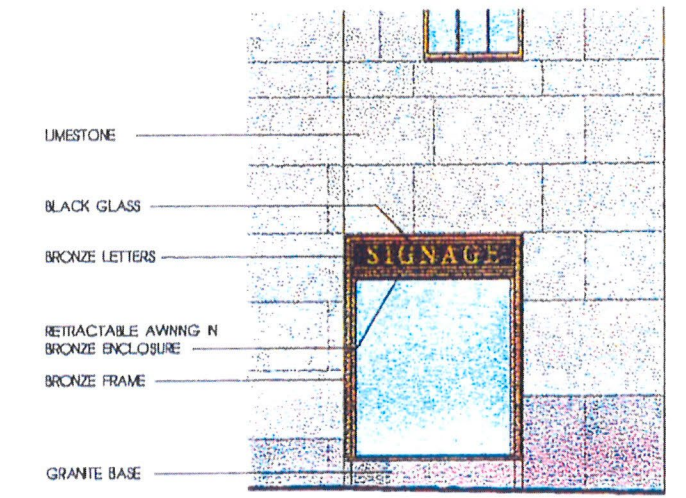
STOREFRONT TYPE F



STOREFRONT TYPE G



STOREFRONT TYPE H



STOREFRONT TYPE I

630 FIFTH AVENUE - STOREFRONT MASTER PLAN

# ROCKEFELLER CENTER

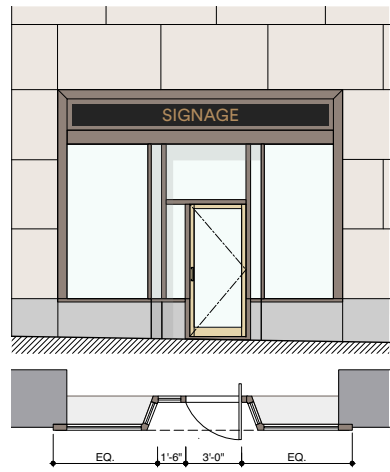
Owner: RCPI Trust - Developer/Managing Agent: TishmanSpeyer Properties, L.P.

**Beyer  
Blinder  
Belle**  
Architects & Planners LLP  
41 East 11 Street  
New York, New York 10003  
212 777 7800

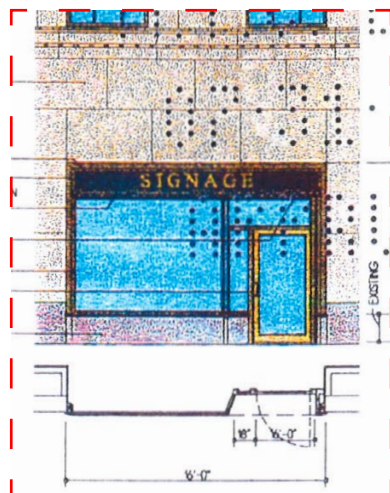
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Project Number: 1017  
Drawing Number:  
LPC-INT-5  
Date: July 16, 1998

**STOREFRONT MASTERPLAN MATRIX**

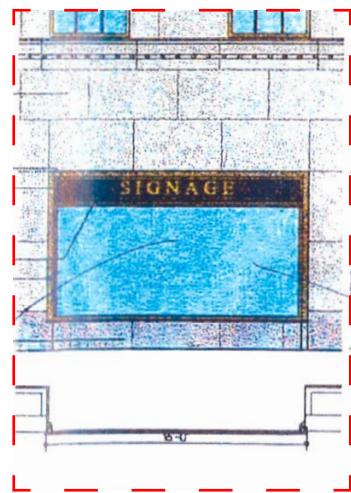
— — — **NOTE: PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION**



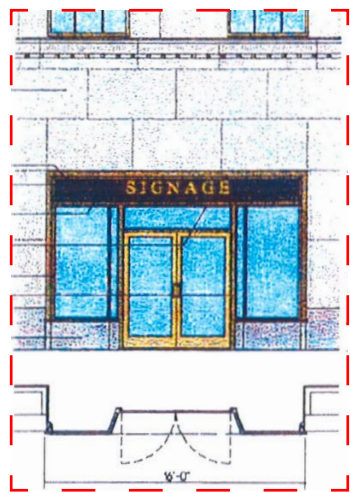
STOREFRONT TYPE A



STOREFRONT TYPE B  
(TYPE B1 MIRROR IMAGE)



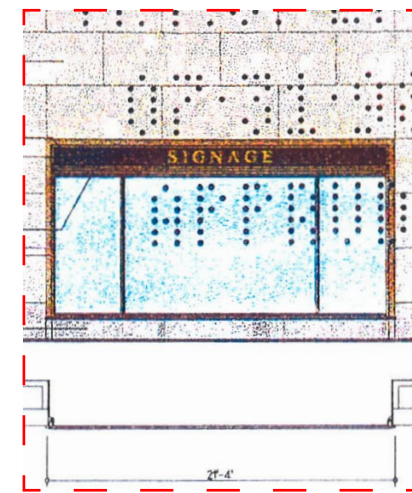
STOREFRONT TYPE C



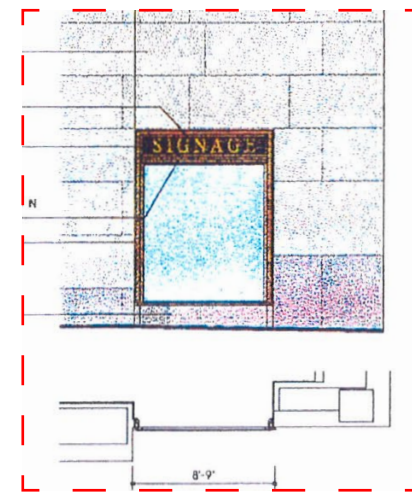
STOREFRONT TYPE D



STOREFRONT TYPE E

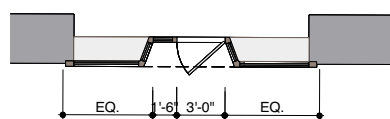


STOREFRONT TYPE F

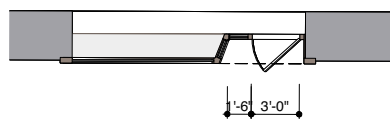
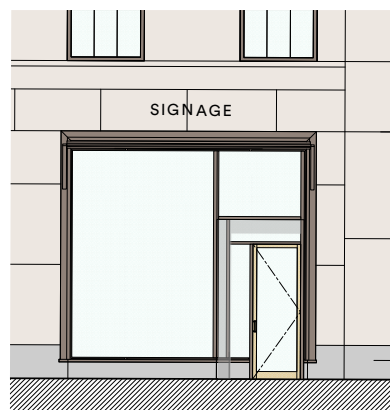


STOREFRONT TYPE I

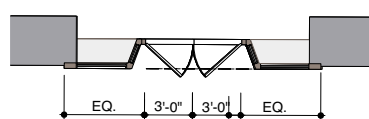
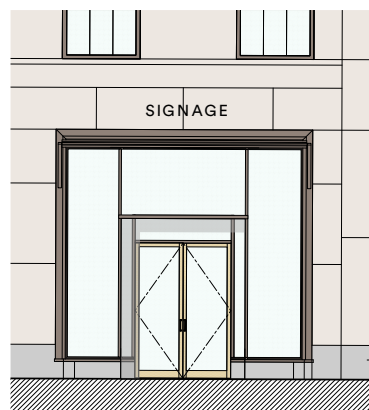
**FIFTH AVENUE STOREFRONTS**



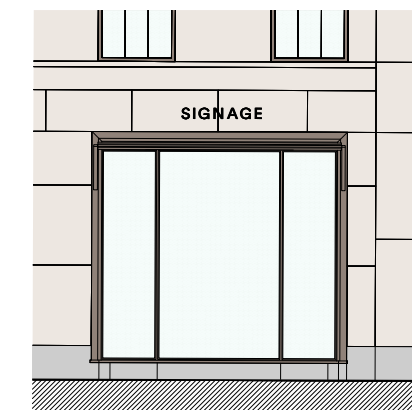
STOREFRONT TYPE A1



STOREFRONT TYPE B2  
(TYPE B3 MIRROR IMAGE)

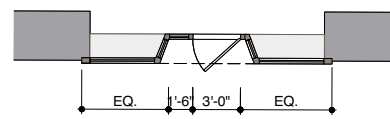


STOREFRONT TYPE D1

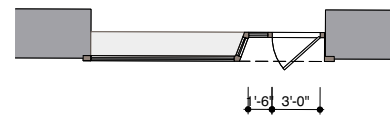


EXISTING STOREFRONT TYPE F1

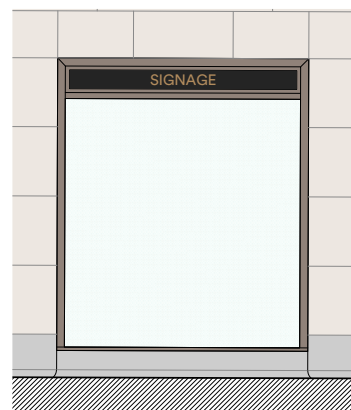
**610 & 620 - WEST ELEVATION**



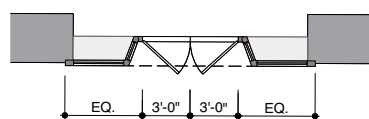
STOREFRONT TYPE A2



STOREFRONT TYPE B4  
(TYPE B5 MIRROR IMAGE)



STOREFRONT  
TYPE C1



STOREFRONT TYPE D2



610 Fifth Avenue, view of north facade storefronts, 1935. (NYHS)



1. 610 & 620 Fifth Avenue, view of storefronts, ca. 1934 (© 2020 Rockefeller Center Archives)



2. 620 Fifth Avenue, view of storefronts, ca. 1939 (© 2020 Rockefeller Center Archives)



3. 610 Fifth Avenue, view of storefronts, ca. 1937. (MCNY)



1. 620 Fifth Avenue, view of storefronts, 1934. (MCNY)



2. 45 Rockefeller Plaza (630 Fifth Avenue), view of Fifth Avenue storefronts, 1936. (MCNY)



3. 45 Rockefeller Plaza (630 Fifth Avenue), view of Fifth Avenue storefronts, 1950. (MCNY)

610 FIFTH AVENUE

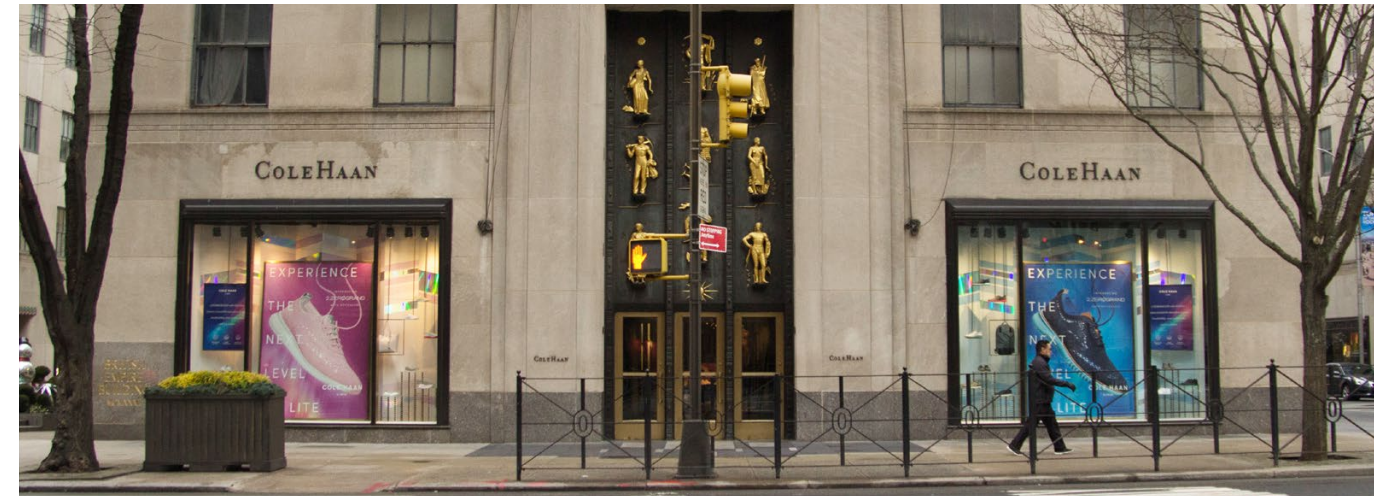


1

2

FIFTH AVENUE

620 FIFTH AVENUE



3

4

FIFTH AVENUE

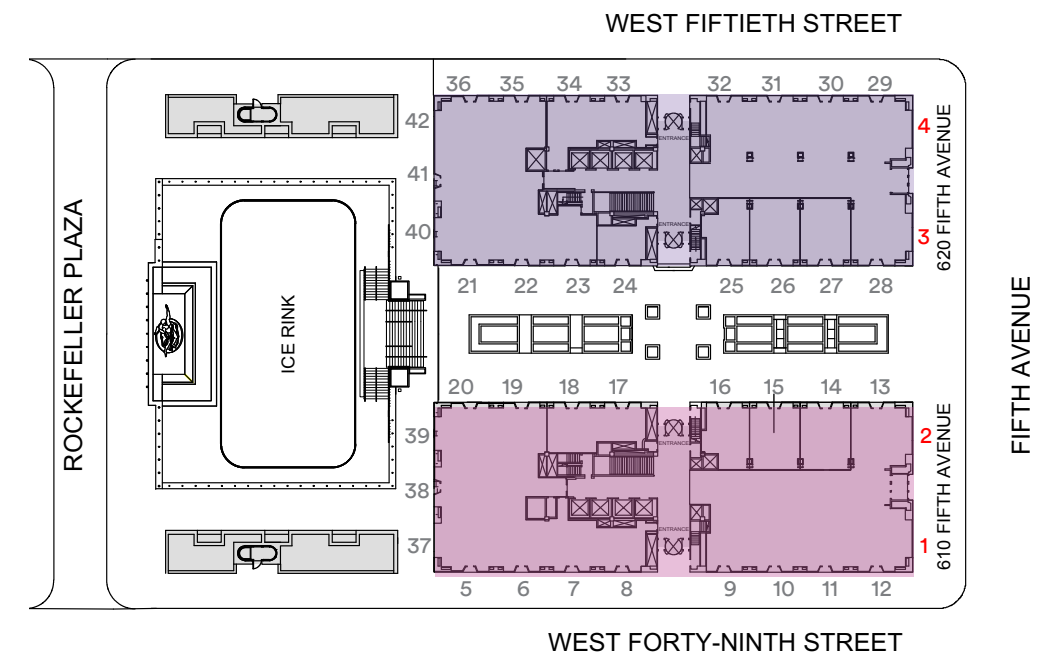


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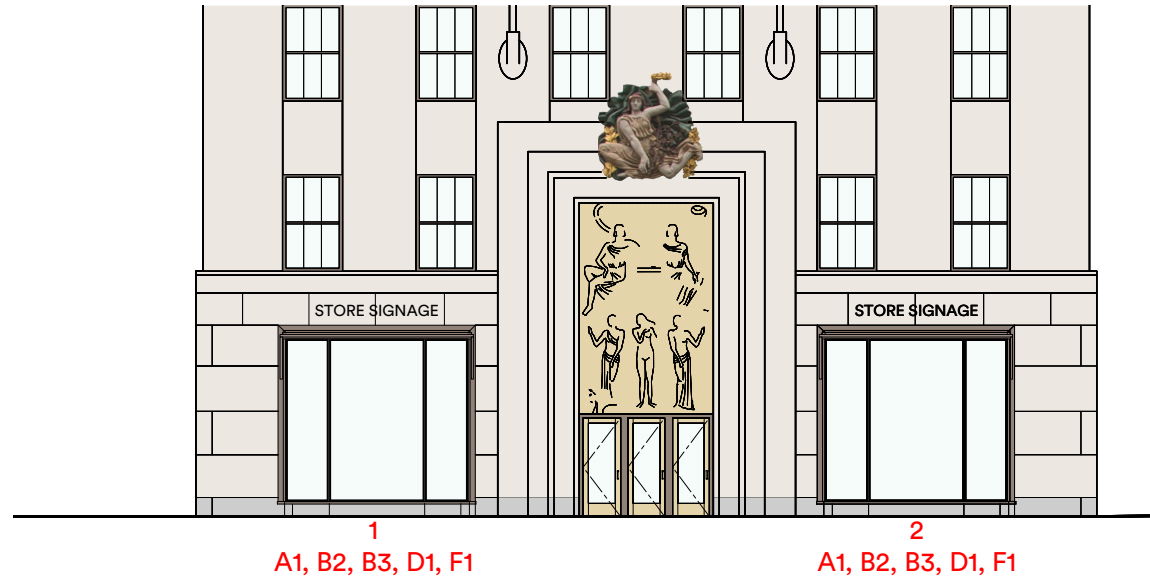
**TYPICAL STOREFRONTS**  
610 FIFTH AVENUE - FIFTH AVENUE ELEVATION

4

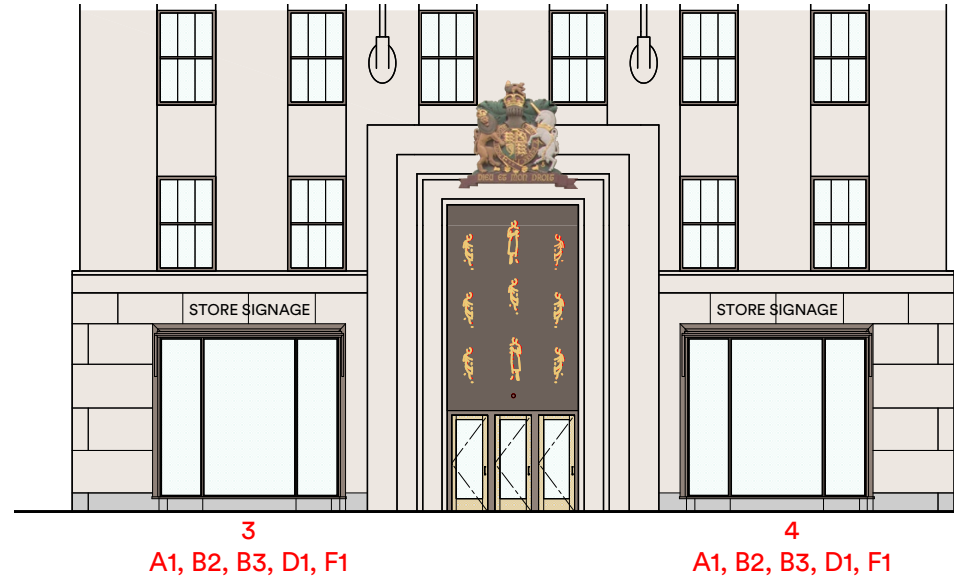
**TYPICAL STOREFRONTS**  
620 FIFTH AVENUE - FIFTH AVENUE ELEVATION



**610 & 620 FIFTH AVENUE**

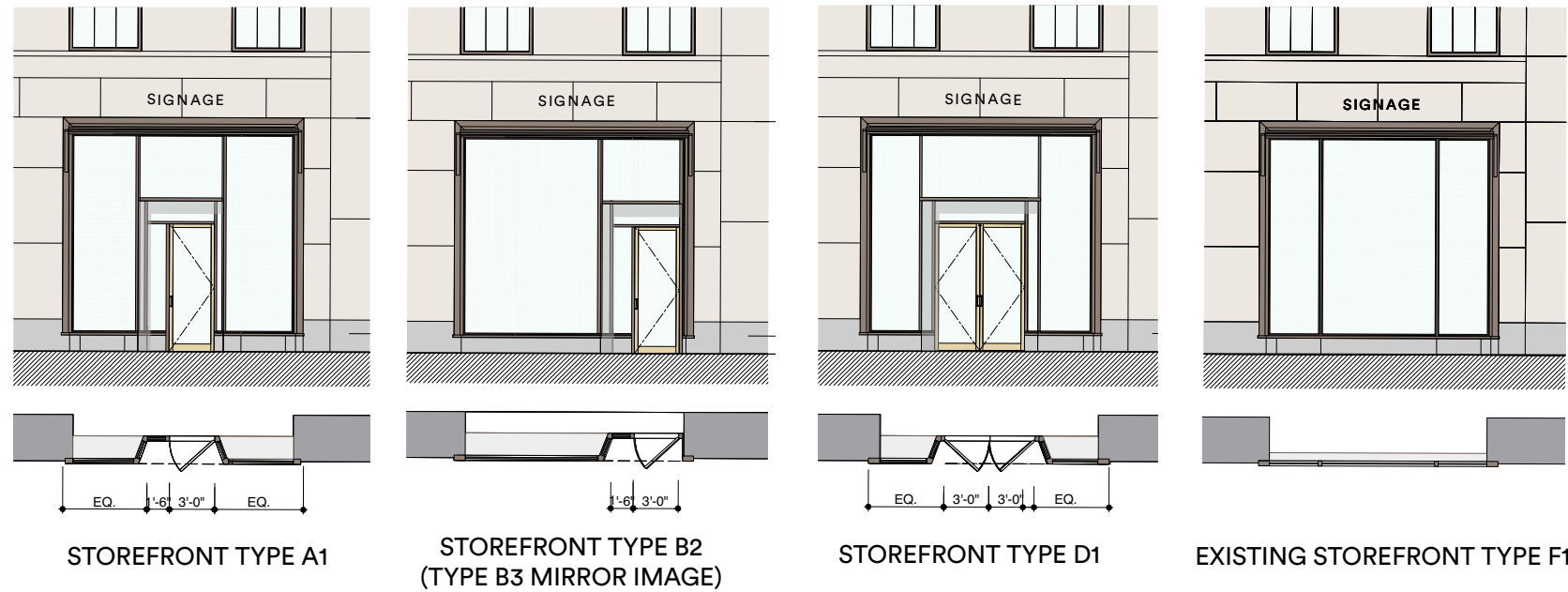


**1** 610 FIFTH AVENUE - EXISTING FIFTH AVENUE ELEVATION  
SCALE: 1/16" = 1'-0"

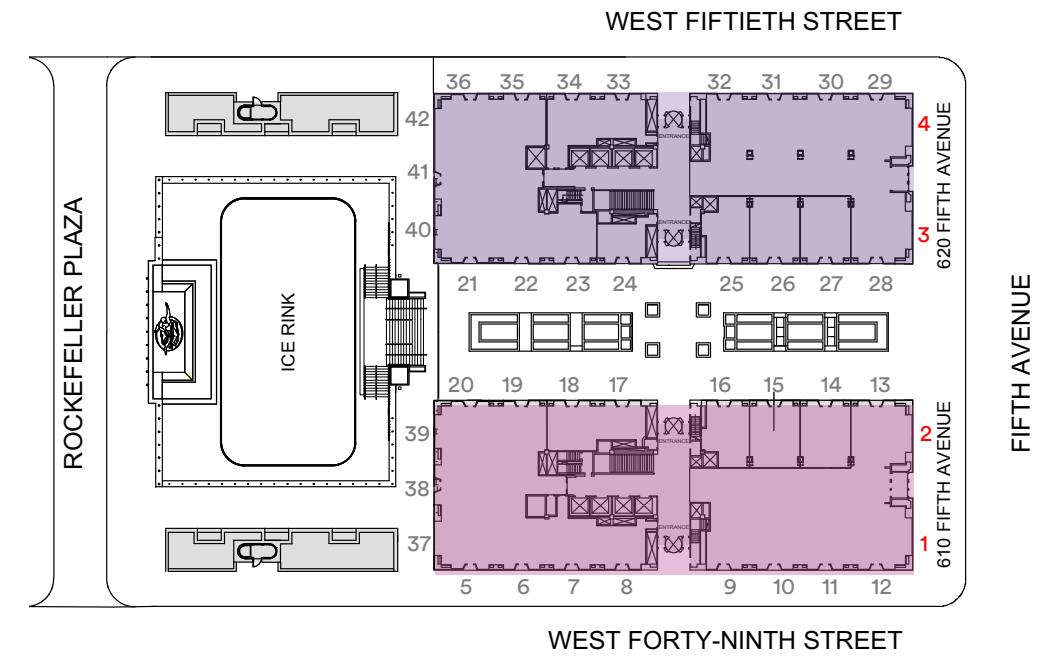


**2** 620 FIFTH AVENUE - EXISTING FIFTH AVENUE ELEVATION  
SCALE: 1/16" = 1'-0"

**PROPOSED STOREFRONTS OPTIONS**



**NOTE:** - EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.  
- EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.  
- EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.



**610 & 620 FIFTH AVENUE**

45 ROCKEFELLER PLAZA (630 FIFTH AVENUE)



39

38

FIFTH AVENUE

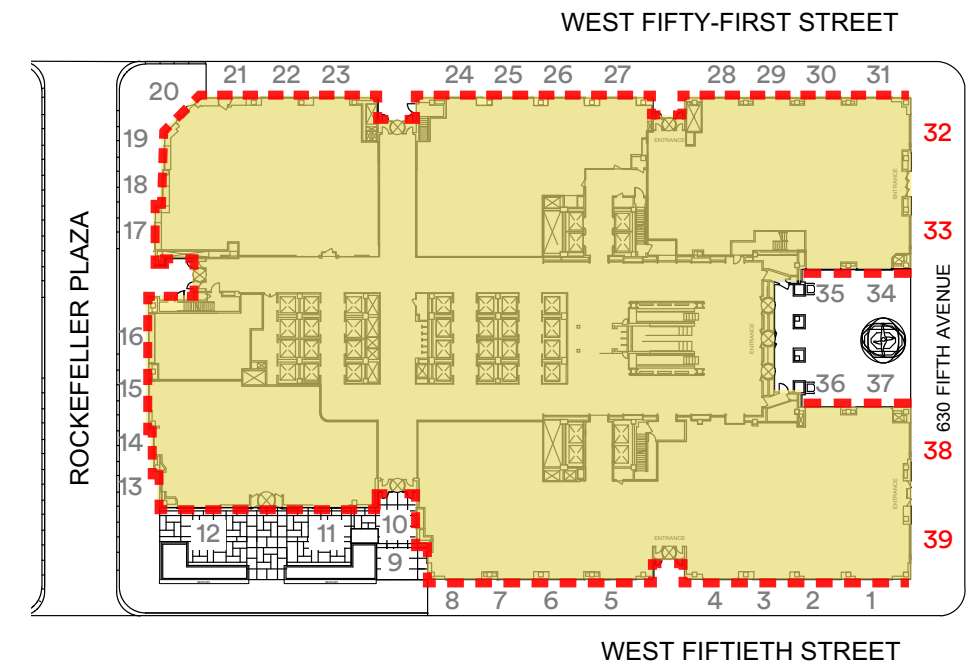
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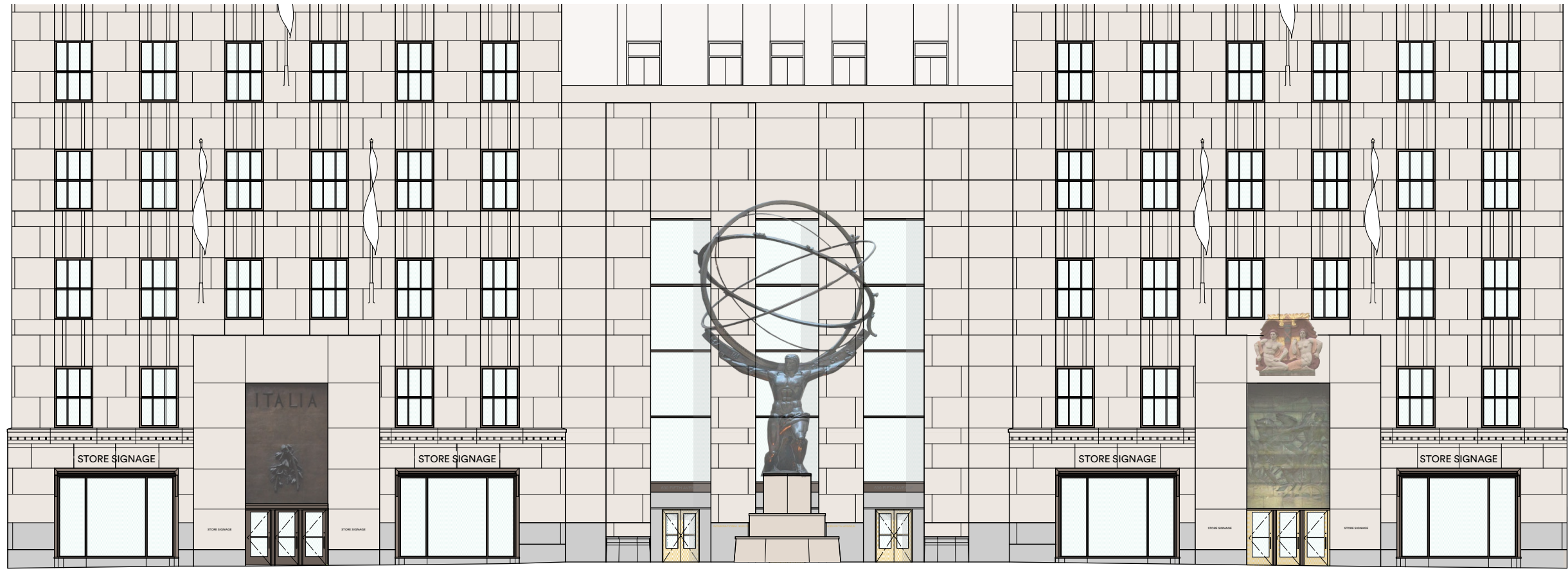


**39** TYPICAL STOREFRONTS  
45 ROCKEFELLER PLAZA - FIFTH AVENUE ELEVATION

**33** TYPICAL STOREFRONTS  
45 ROCKEFELLER PLAZA - FIFTH AVENUE ELEVATION



45 ROCKEFELLER PLAZA



39  
A1, B2, B3, D1, F1

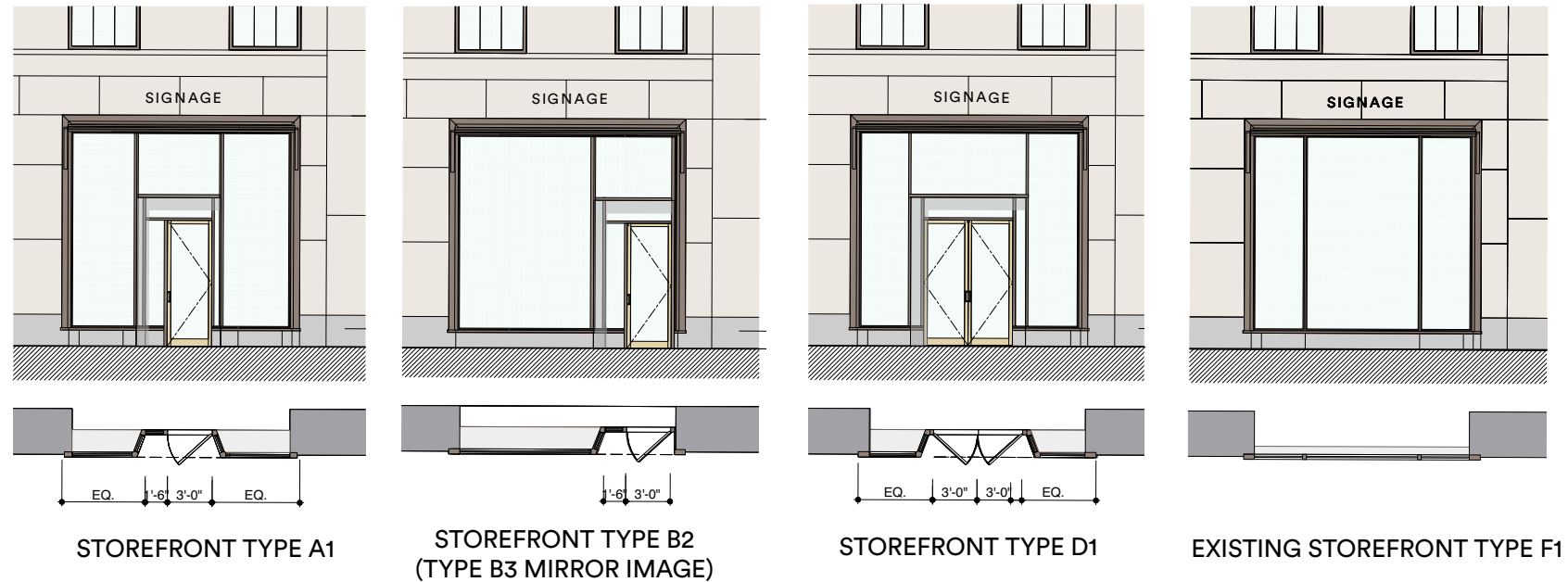
38  
A1, B2, B3, D1, F1

33  
A1, B2, B3, D1, F1

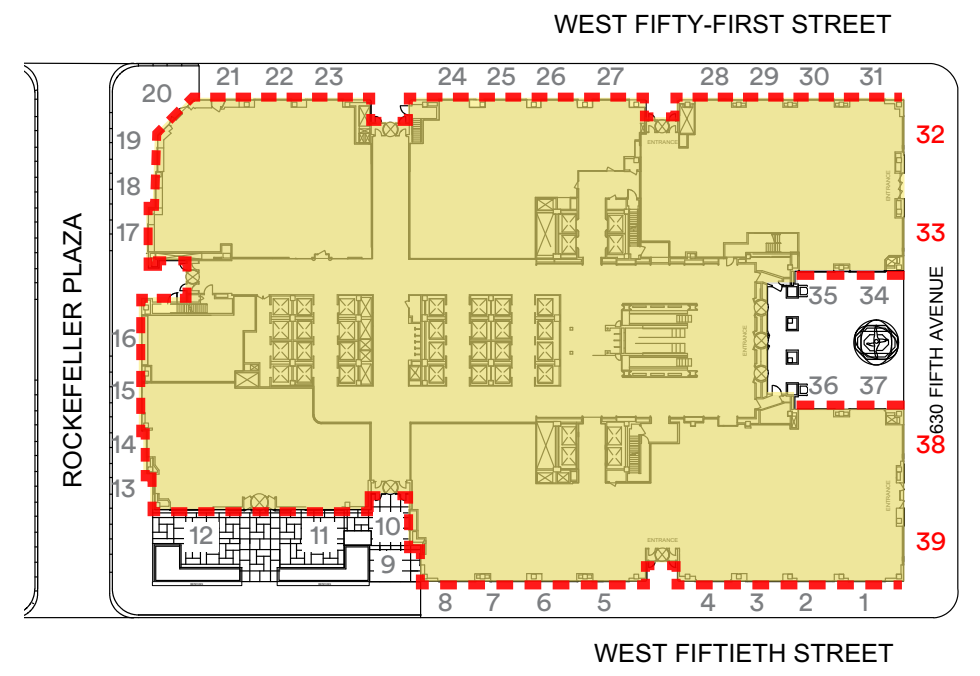
32  
A1, B2, B3, D1, F1

**1 45 ROCKEFELLER PLAZA - EXISTING FIFTH AVENUE ELEVATION**  
SCALE: 1/16" = 1'-0"

**PROPOSED STOREFRONTS OPTIONS**



**NOTE:** - EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.  
- EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.  
- EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.



**45 ROCKEFELLER PLAZA**

# 45 ROCKEFELLER PLAZA (630 FIFTH AVENUE)

## SOUTH FACADE



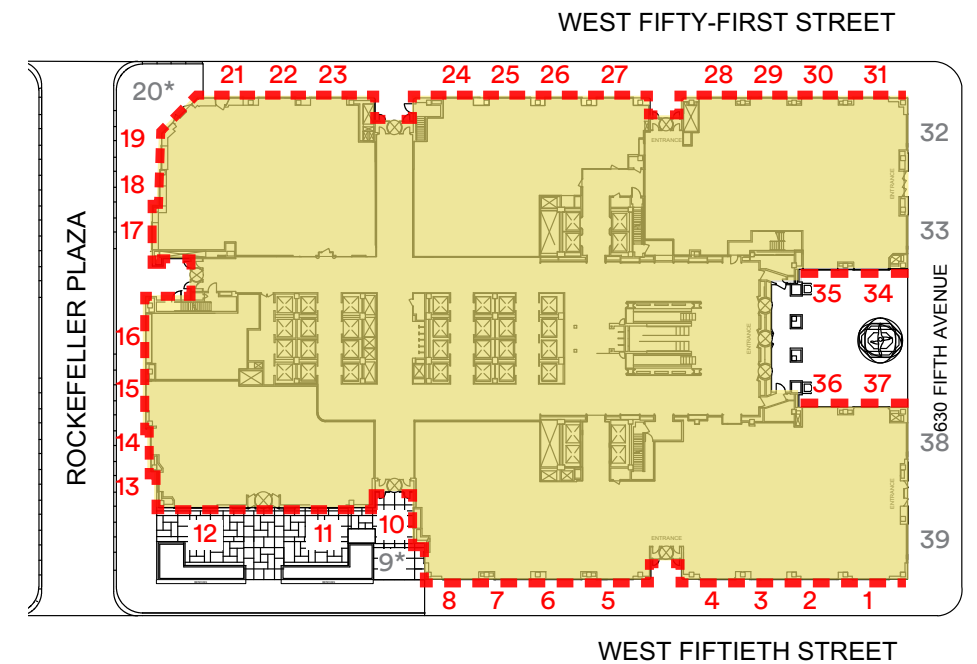
## NORTH FACADE



## NORTH / SOUTH FACADE (ATLAS COURT)



## WEST FACADE



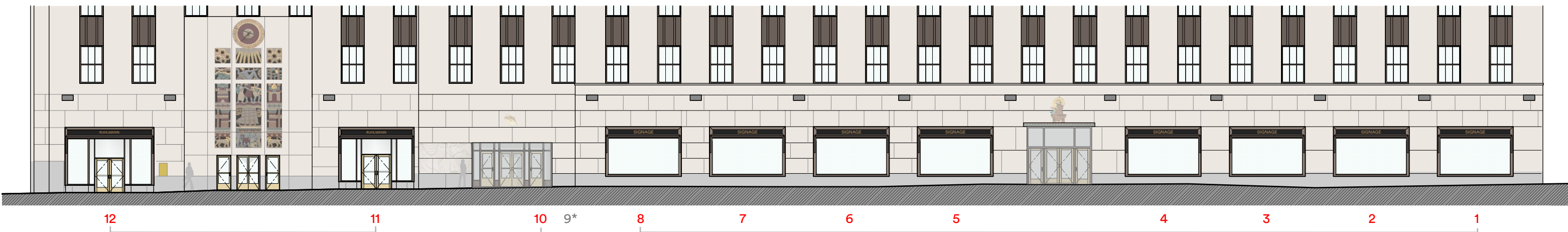
## 45 ROCKEFELLER PLAZA

\*NOT INCLUDED IN MASTERPLAN



A, B, B1, C, D

**1 45 ROCKEFELLER PLAZA - EXISTING W51ST STREET ELEVATION**  
SCALE: NTS



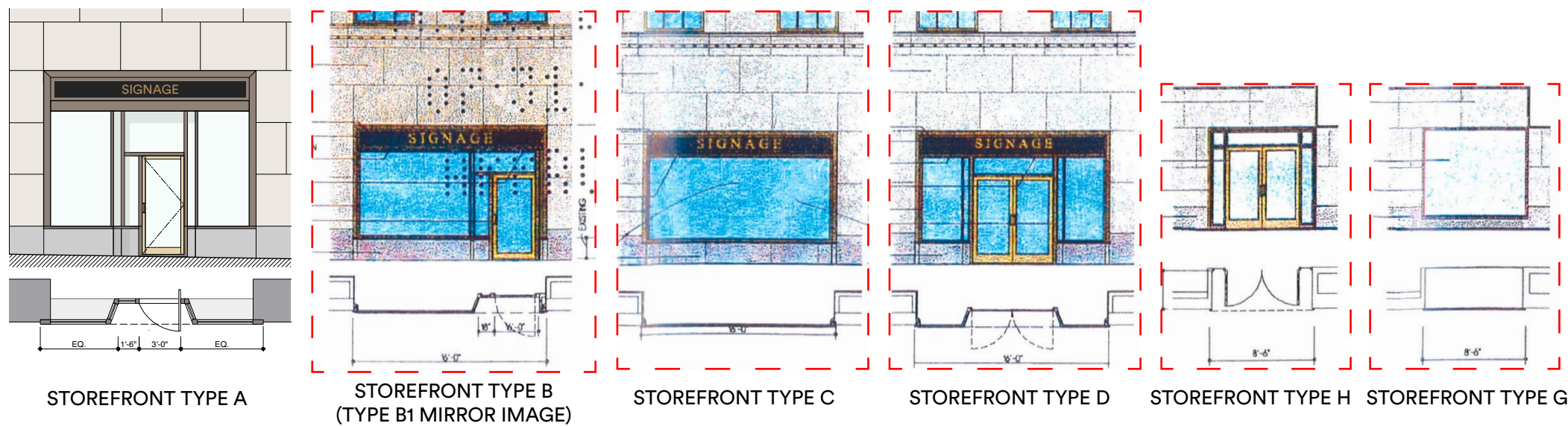
A, B, B1, C, D

A, B, B1, C, D

A, B, B1, C, D

**2 45 ROCKEFELLER PLAZA - EXISTING W50TH STREET ELEVATION**  
SCALE: NTS

**PROPOSED STOREFRONTS OPTIONS**



STOREFRONT TYPE A

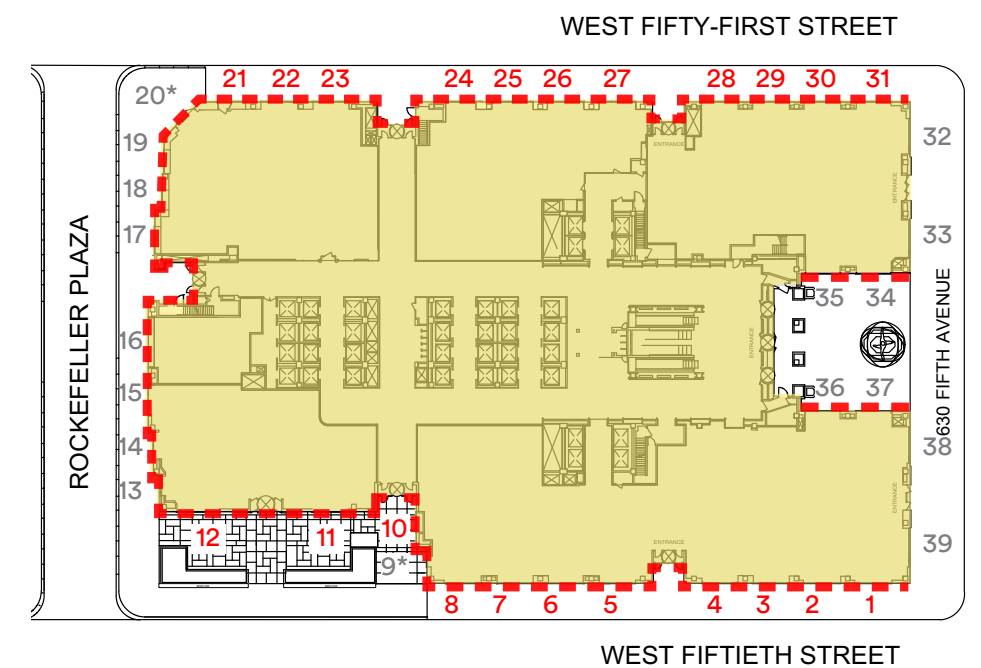
STOREFRONT TYPE B  
(TYPE B1 MIRROR IMAGE)

STOREFRONT TYPE C

STOREFRONT TYPE D

STOREFRONT TYPE H

STOREFRONT TYPE G



**45 ROCKEFELLER PLAZA**

**NOTE:** - EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.  
- EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMMODATE NEW DOORWAY AT PROPOSED LOCATIONS.  
- EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.

**NOTE:** PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION



**1 45 ROCKEFELLER PLAZA - EXISTING 50TH STREET ELEVATION**  
SCALE: 1/16"=1'-0"

A2, B4, B5, C1, D2

**PROPOSED STOREFRONTS OPTIONS**

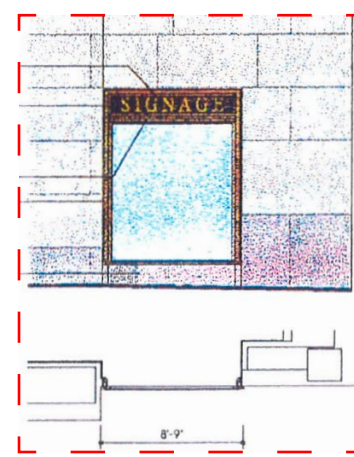


STOREFRONT TYPE A2

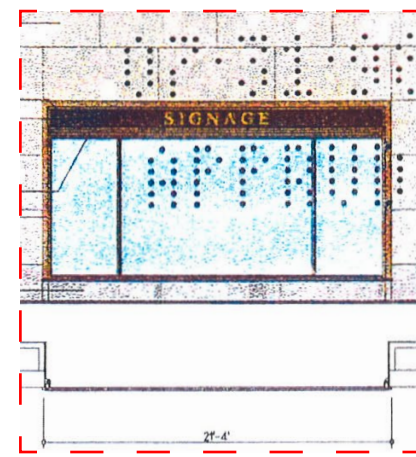
STOREFRONT TYPE B4  
(TYPE B5 MIRROR IMAGE)

EXISTING STOREFRONT  
TYPE C1

STOREFRONT TYPE D2



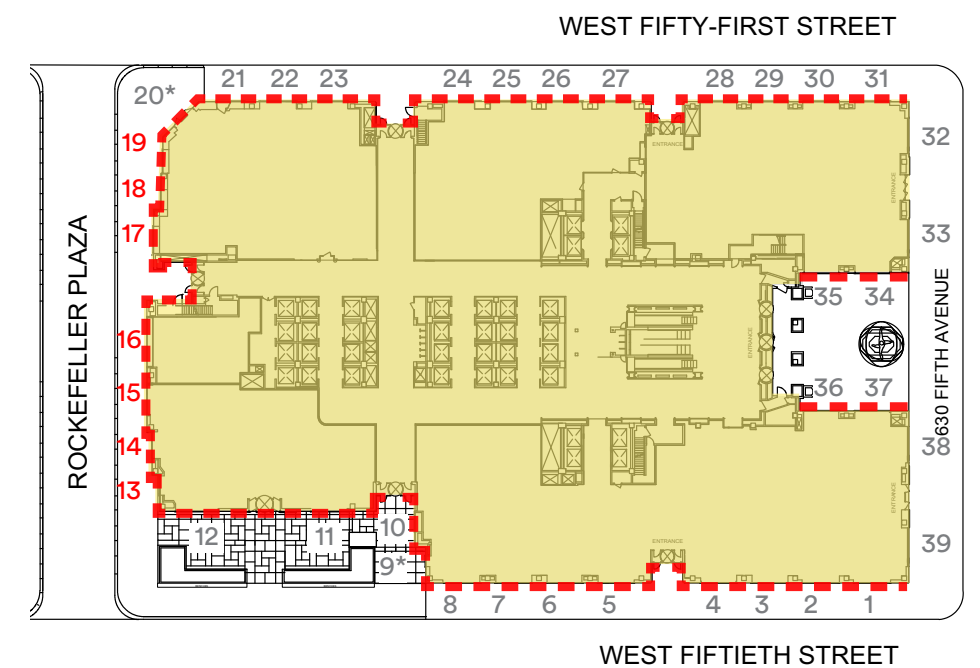
STOREFRONT TYPE I



STOREFRONT TYPE F



STOREFRONT TYPE E



**45 ROCKEFELLER PLAZA**

**NOTE:** - EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.  
- EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.  
- EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.

**NOTE:** PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION

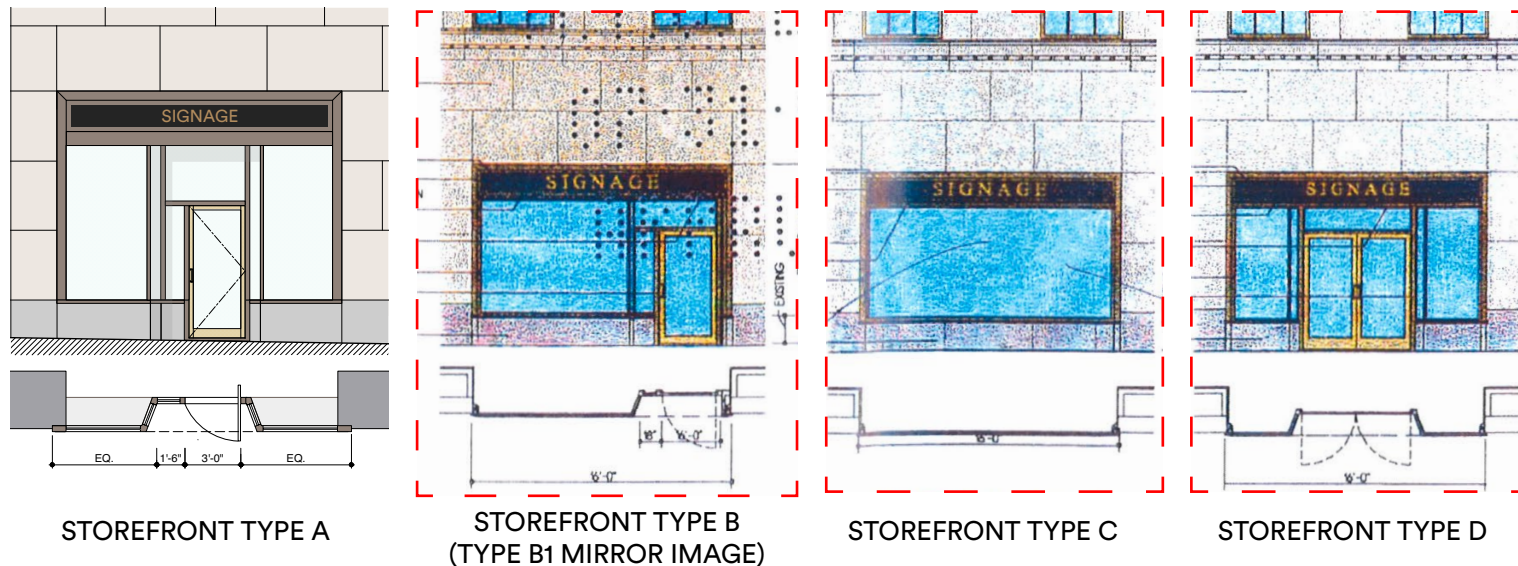


**1 ATLAS COURT - EXISTING NORTH ELEVATION**  
SCALE: 1/8"=1'-0"

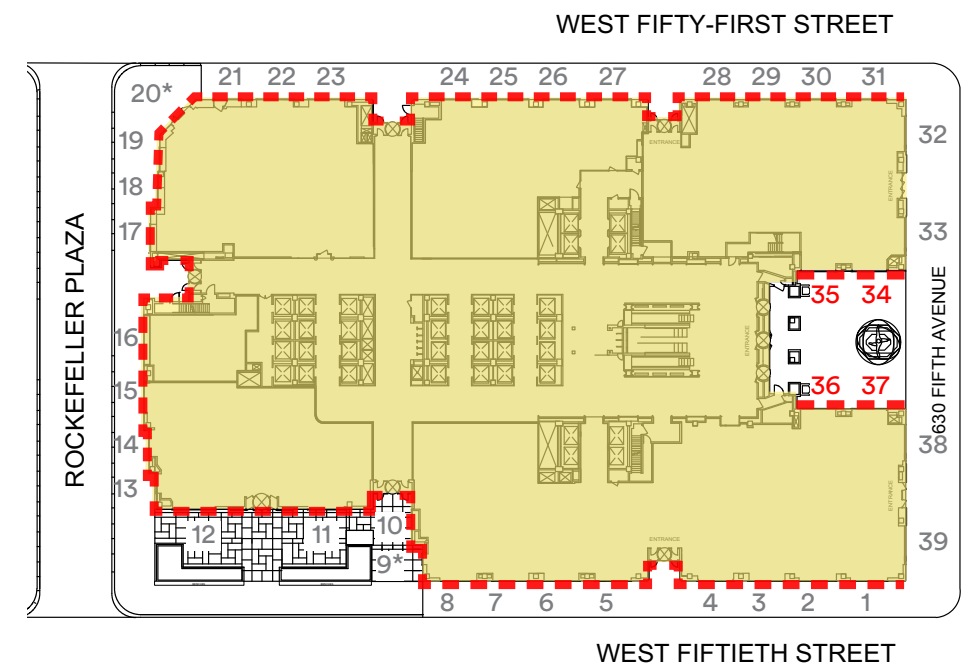


**2 ATLAS COURT - EXISTING SOUTH ELEVATION**  
SCALE: 1/8"=1'-0"

**PROPOSED STOREFRONTS OPTIONS**



**NOTE:** - EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.  
- EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMMODATE NEW DOORWAY AT PROPOSED LOCATIONS.  
- EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.



**45 ROCKEFELLER PLAZA**

**NOTE:** PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION



**12** EXISTING CONDITIONS  
45 ROCKEFELLER PLAZA - W50TH STREET ELEVATION



**16** EXISTING CONDITIONS  
45 ROCKEFELLER PLAZA - ROCKEFELLER PLAZA



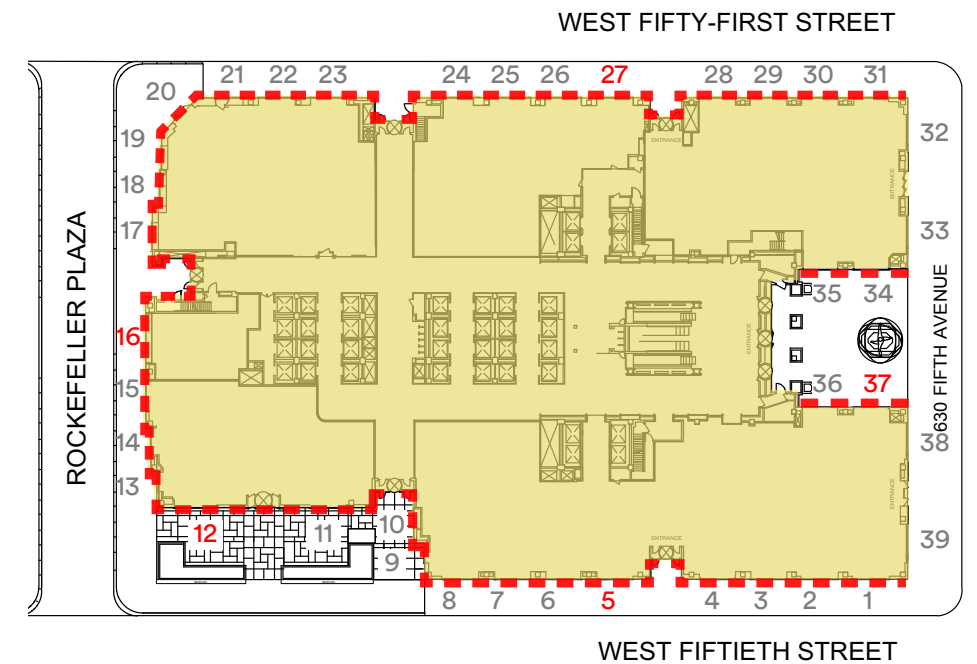
**27** EXISTING CONDITIONS  
45 ROCKEFELLER PLAZA - W51ST STREET ELEVATION



**5** EXISTING CONDITIONS  
45 ROCKEFELLER PLAZA - W50TH STREET ELEVATION



**37** EXISTING CONDITIONS  
45 ROCKEFELLER PLAZA - ATLAS COURT

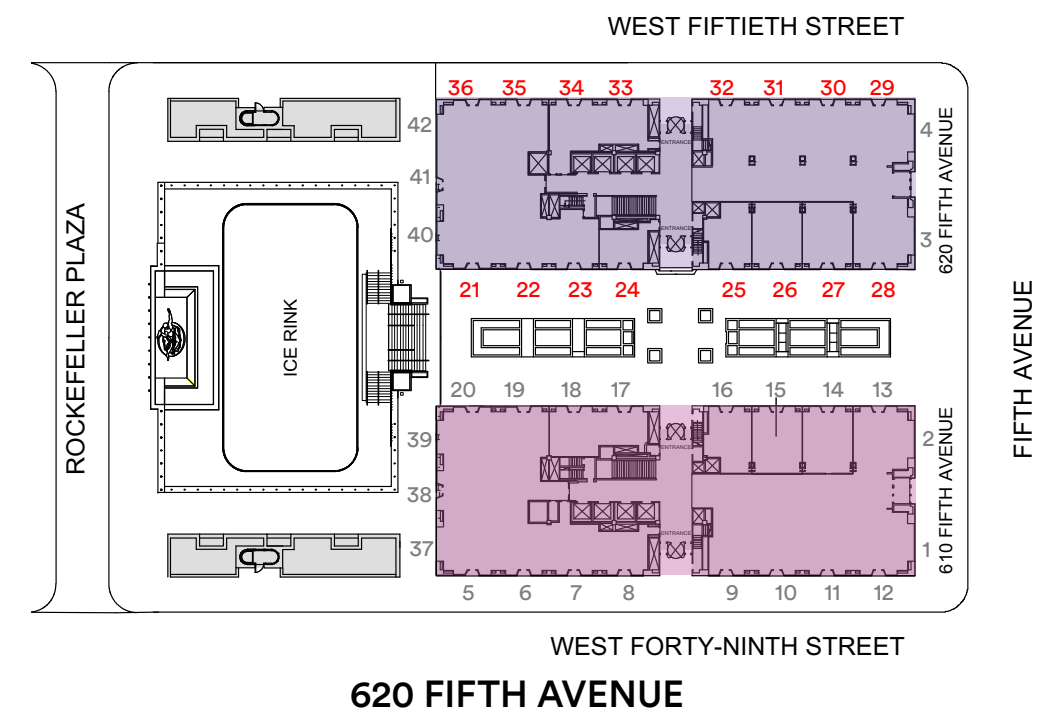


**45 ROCKEFELLER PLAZA**

620 FIFTH AVE - CHANNEL GARDENS



620 FIFTH AVE - W50TH STREET



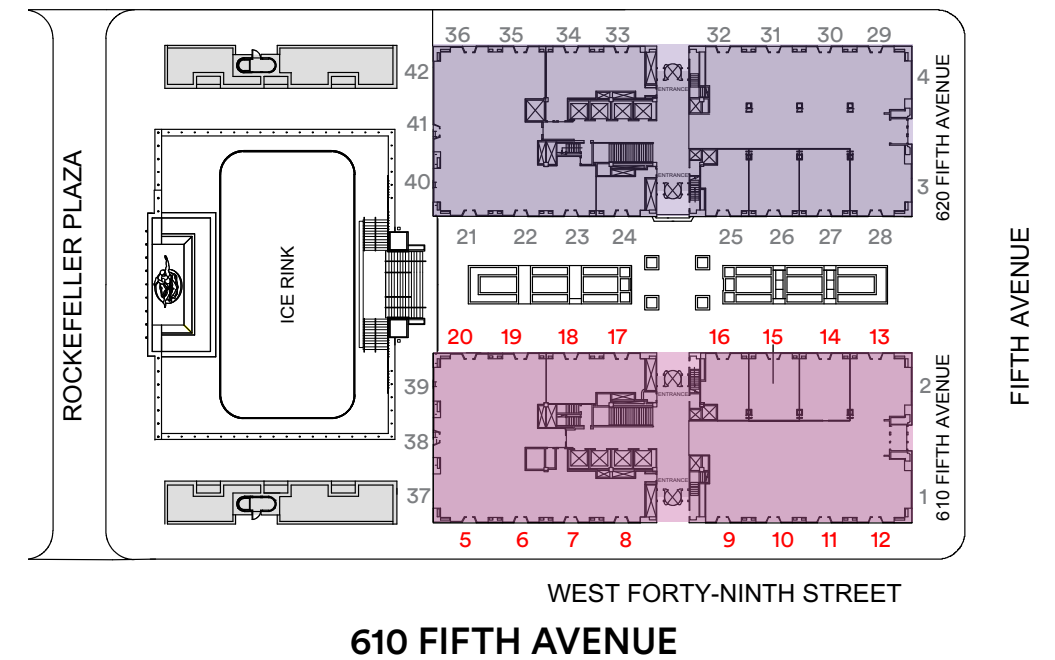
610 FIFTH AVE - W49TH STREET



610 FIFTH AVE - CHANNEL GARDENS



WEST FIFTIETH STREET





**22** EXISTING CONDITIONS  
620 FIFTH AVENUE - CHANNEL GARDENS ELEVATION



**27** EXISTING CONDITIONS  
620 FIFTH AVENUE - CHANNEL GARDENS ELEVATION



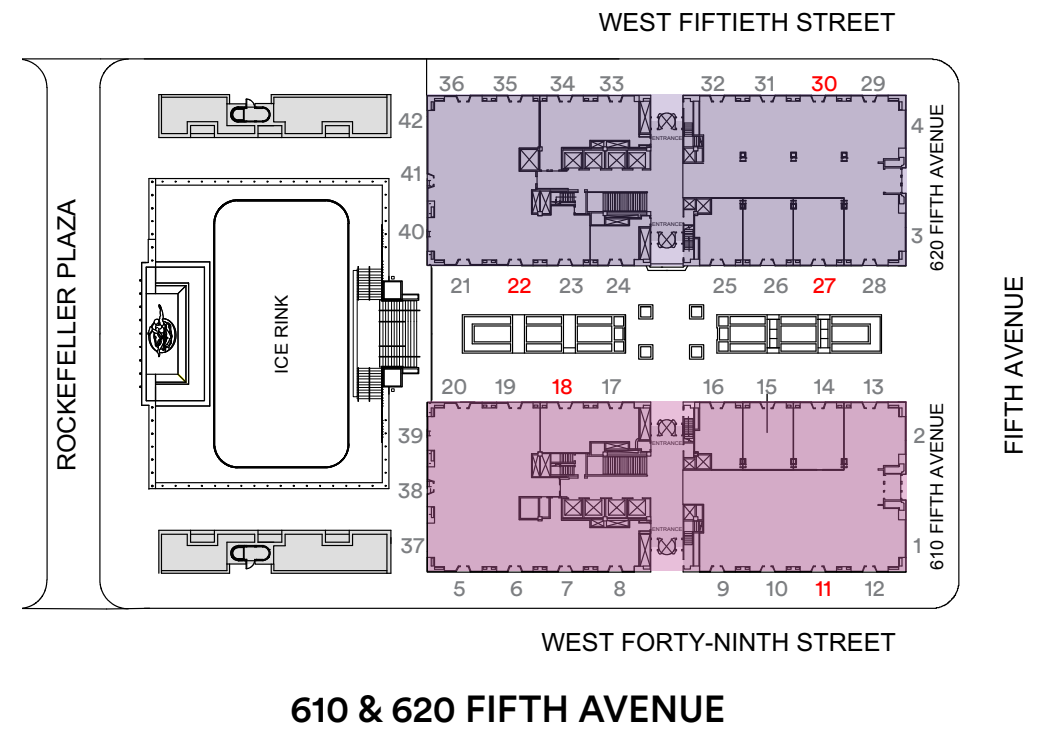
**30** EXISTING CONDITIONS  
620 FIFTH AVENUE - W50TH STREET ELEVATION



**11** EXISTING CONDITIONS  
610 FIFTH AVENUE - W49TH STREET ELEVATION



**18** EXISTING CONDITIONS  
610 FIFTH AVENUE - CHANNEL GARDENS ELEVATION



**610 & 620 FIFTH AVENUE**



1 620 FIFTH AVENUE - EXISTING CHANNEL GARDENS ELEVATION  
SCALE: 1/16" = 1'-0"

A, B, B1, C, D, F



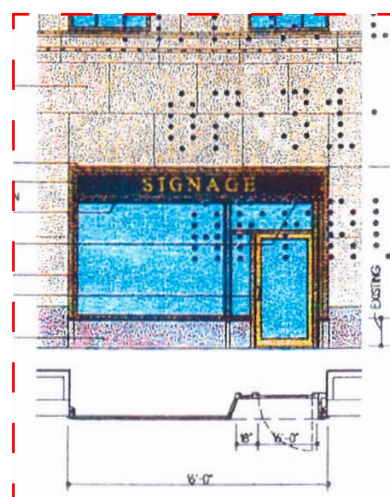
2 620 FIFTH AVENUE - EXISTING W50TH STREET ELEVATION  
SCALE: 1/16" = 1'-0"

A, B, B1, C, D, F

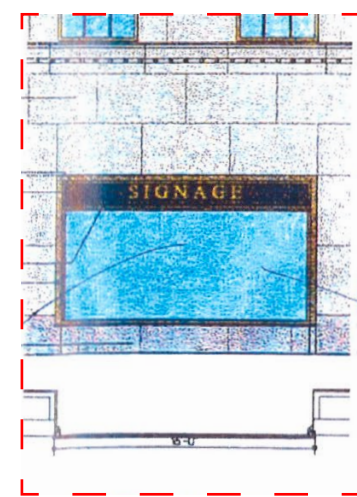
PROPOSED STOREFRONTS OPTIONS



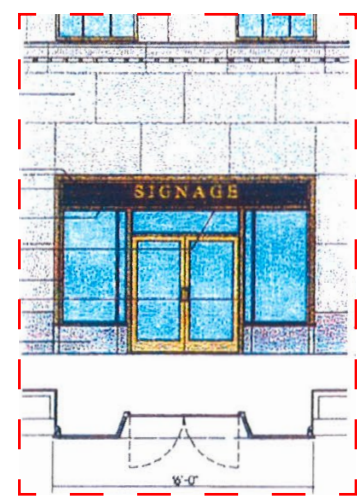
STOREFRONT TYPE A



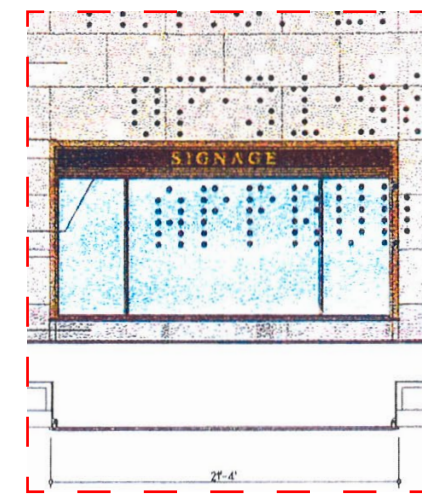
STOREFRONT TYPE B  
(TYPE B1 MIRROR IMAGE)



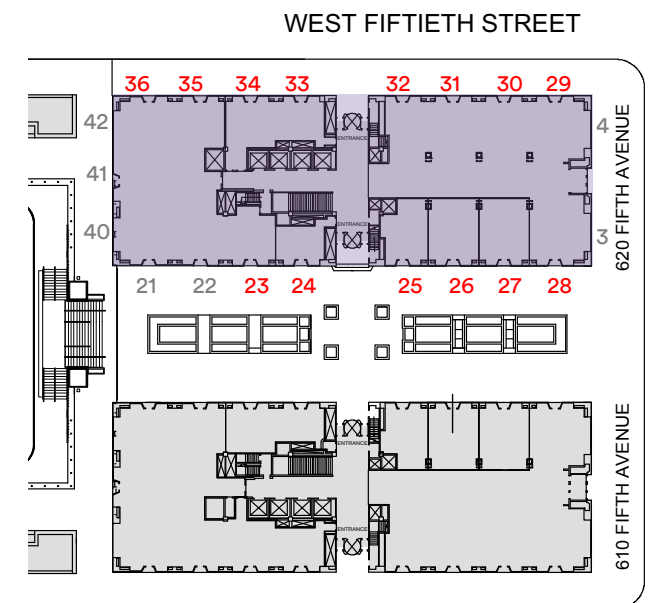
STOREFRONT TYPE C



STOREFRONT TYPE D



STOREFRONT TYPE F



WEST FIFTIETH STREET  
WEST FORTY-NINTH STREET  
620 FIFTH AVENUE

- NOTE:
- EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.
  - EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMMODATE NEW DOORWAY AT PROPOSED LOCATIONS.
  - EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.

NOTE: PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION



1 620 FIFTH AVENUE - EXISTING CHANNEL GARDENS ELEVATION  
SCALE: 1/16" = 1'-0"

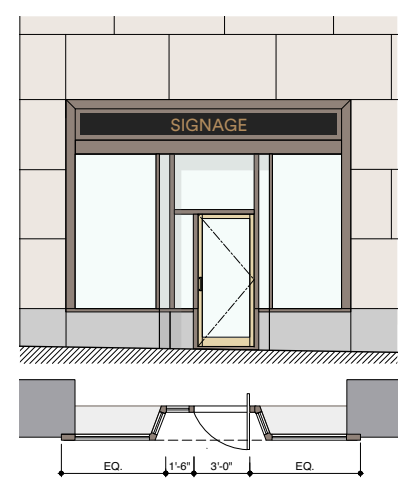
A, B, B1, C, D, F



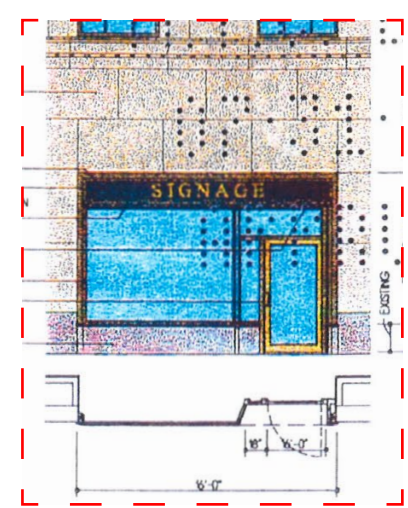
2 620 FIFTH AVENUE - EXISTING W50TH STREET ELEVATION  
SCALE: 1/16" = 1'-0"

A, B, B1, C, D, F

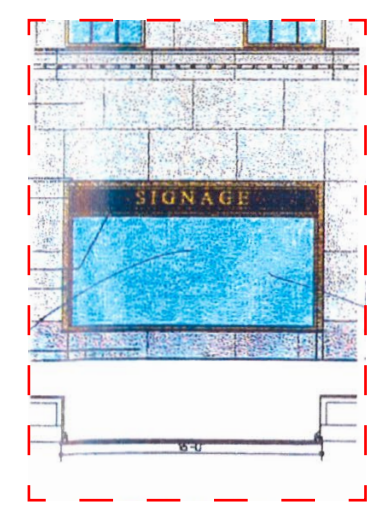
PROPOSED STOREFRONTS OPTIONS



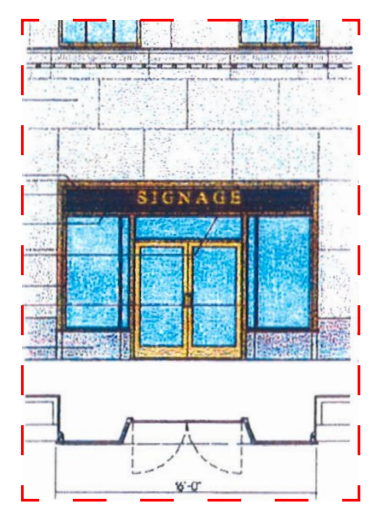
STOREFRONT TYPE A



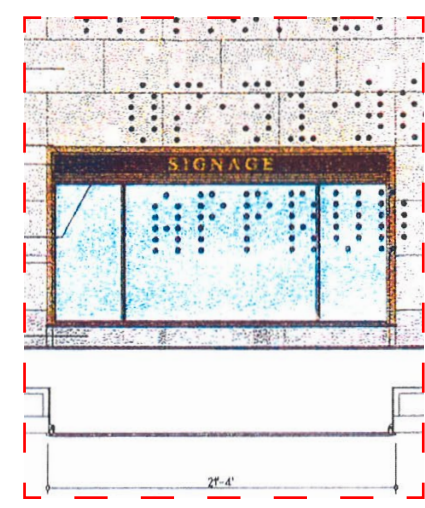
STOREFRONT TYPE B  
(TYPE B1 MIRROR IMAGE)



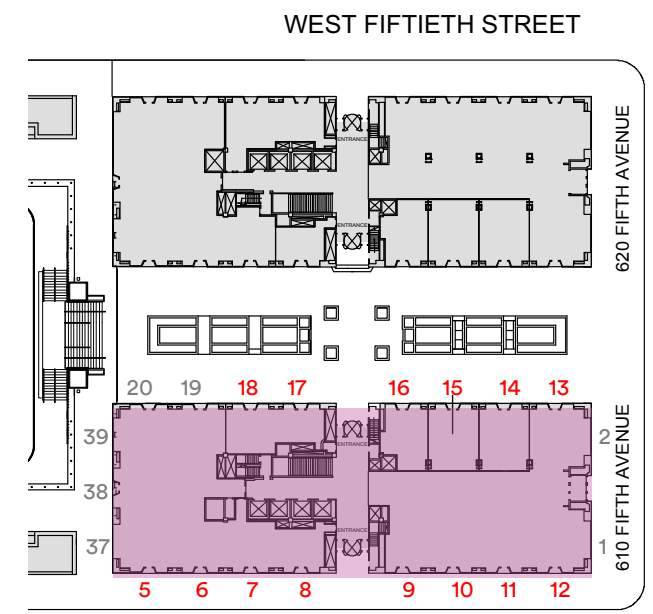
STOREFRONT TYPE C



STOREFRONT TYPE D



STOREFRONT TYPE F



**NOTE:** - EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.  
- EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.  
- EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.

— — — **NOTE:** PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION

620 FIFTH AVE - WEST FACADE



42

41

40

610 FIFTH AVE - WEST FACADE



39

38

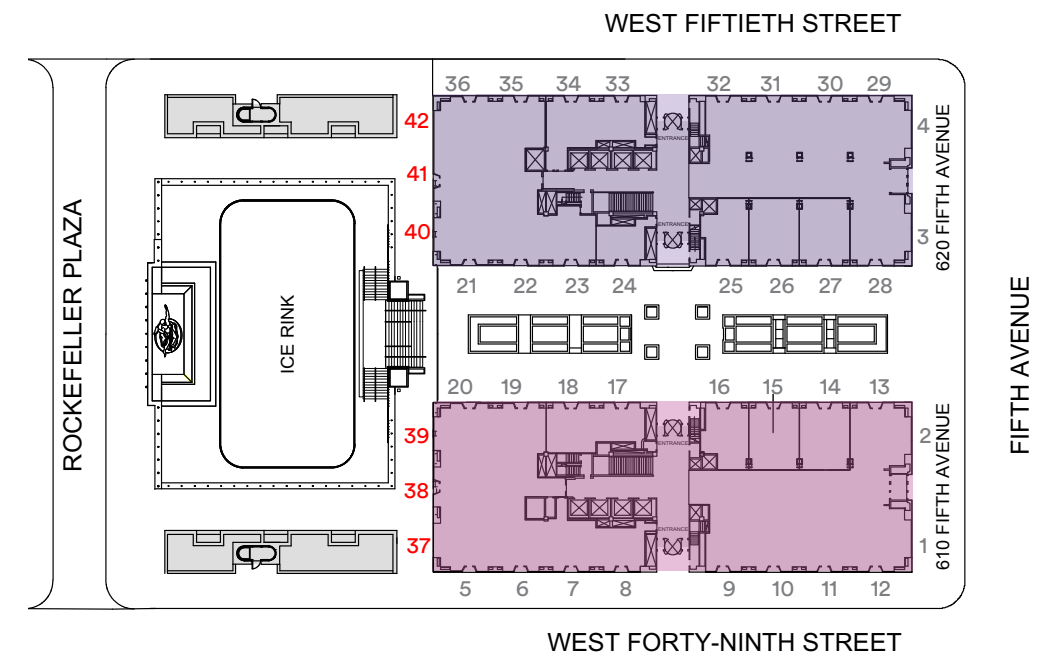
37



**41** EXISTING CONDITIONS  
620 FIFTH AVENUE - ROCKEFELLER PLAZA ELEVATION



**38** EXISTING CONDITIONS  
610 FIFTH AVENUE - ROCKEFELLER PLAZA ELEVATION



**610 & 620 FIFTH AVENUE**



42  
C

41  
A2, B4, B5,  
C1, D2

40  
A2, B4, B5,  
C1, D2

21  
A2, B4, B5,  
C1, D2

22  
A2, B4, B5,  
C1, D2

19  
A2, B4, B5,  
C1, D2, F2

20  
A2, B4, B5,  
C1, D2

39  
A2, B4, B5,  
C1, D2

38  
A2, B4, B5,  
C1, D2

37  
C

1 620 FIFTH AVENUE - WEST ELEVATION  
SCALE: 1/16" = 1'-0"

2 620 FIFTH AVENUE - SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"

3 610 FIFTH AVENUE - NORTH ELEVATION  
SCALE: 1/16" = 1'-0"

4 610 FIFTH AVENUE - WEST ELEVATION  
SCALE: 1/16" = 1'-0"

PROPOSED STOREFRONTS OPTIONS

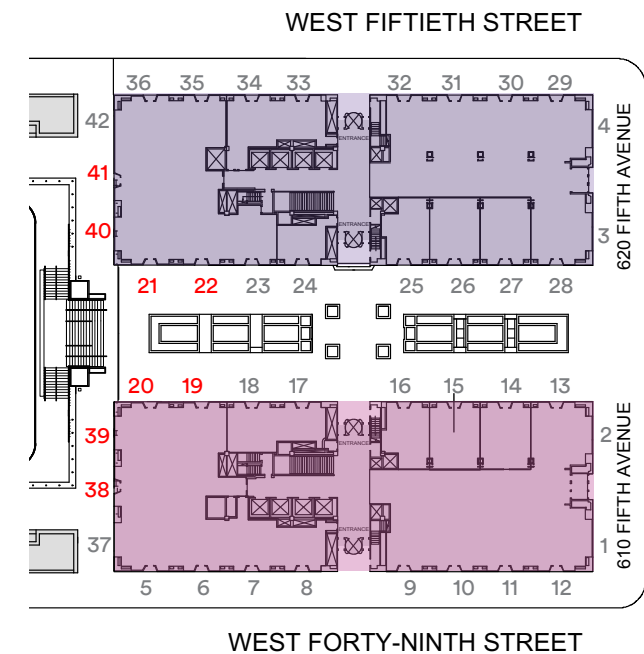


STOREFRONT TYPE A2

STOREFRONT TYPE B4  
(TYPE B5 MIRROR IMAGE)

EXISTING STOREFRONT  
TYPE C1

STOREFRONT TYPE D2



610 & 620 FIFTH AVENUE

- NOTE:**
- EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.
  - EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.
  - EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.



42  
C

41  
A2, B4, B5,  
C1, D2, F2

40  
A2, B4, B5,  
C1, D2, F2



21  
A2, B4, B5,  
C1, D2, F2

22  
A2, B4, B5,  
C1, D2, F2



19  
A2, B4, B5,  
C1, D2, F2

20  
A2, B4, B5,  
C1, D2, F2



39  
A2, B4, B5,  
C1, D2, F2

38  
A2, B4, B5,  
C1, D2, F2

37  
C

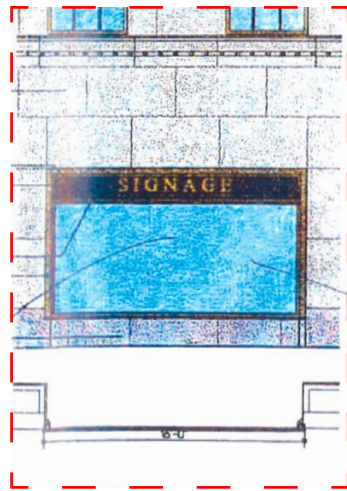
1 620 FIFTH AVENUE - WEST ELEVATION  
SCALE: 1/16" = 1'-0"

2 620 FIFTH AVENUE - SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"

3 610 FIFTH AVENUE - NORTH ELEVATION  
SCALE: 1/16" = 1'-0"

4 610 FIFTH AVENUE - WEST ELEVATION  
SCALE: 1/16" = 1'-0"

PROPOSED STOREFRONTS OPTIONS



STOREFRONT TYPE C

- NOTE:**
- EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.
  - EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.
  - EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.

- — **NOTE:** PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION



610 & 620 FIFTH AVENUE

NORTH FACADE



1 2 3

W48<sup>TH</sup> STREET

WEST FACADE



4 5 6 7 8 9

ROCKEFELLER PLAZA

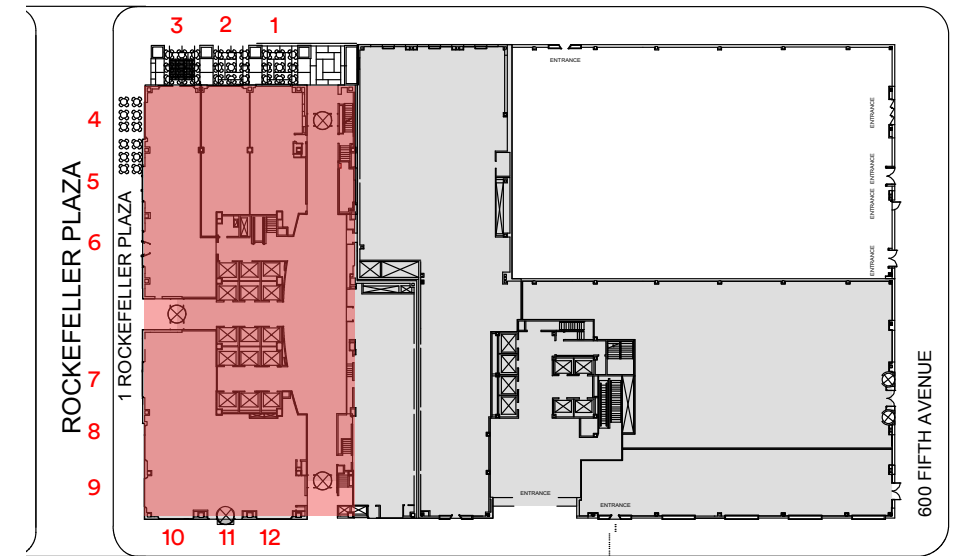
WEST FORTY-NINTH STREET

SOUTH FACADE



10 11 12

W49<sup>TH</sup> STREET



WEST FORTY-EIGHTH STREET

1 ROCKEFELLER PLAZA



**2** EXISTING CONDITIONS  
1 ROCKEFELLER PLAZA - ROCKEFELLER PLAZA ELEVATION



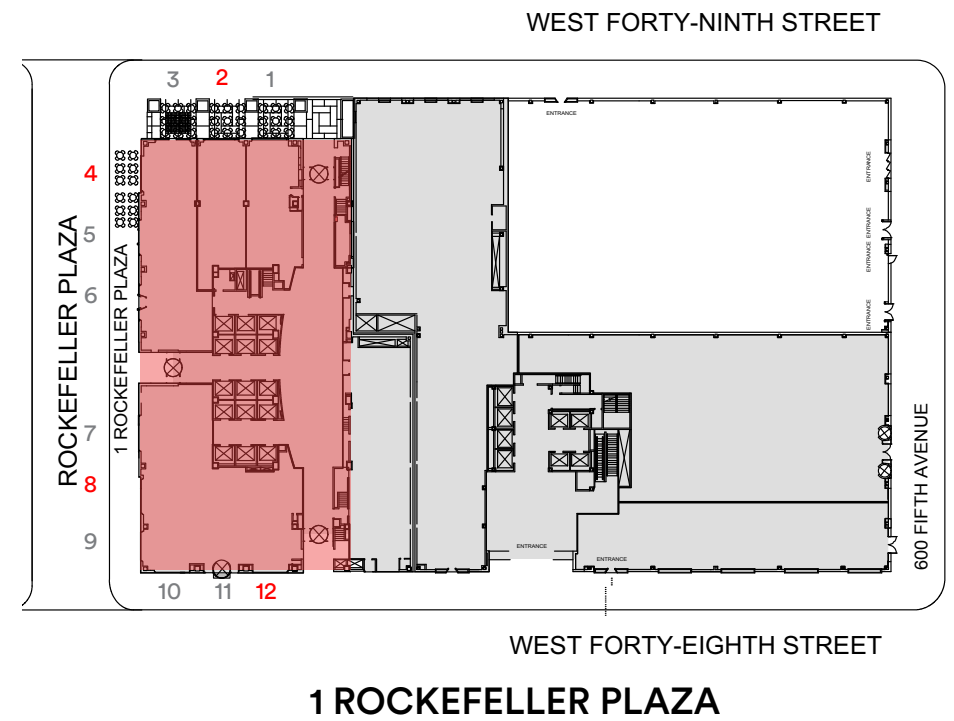
**4** EXISTING CONDITIONS  
1 ROCKEFELLER PLAZA - ROCKEFELLER PLAZA ELEVATION



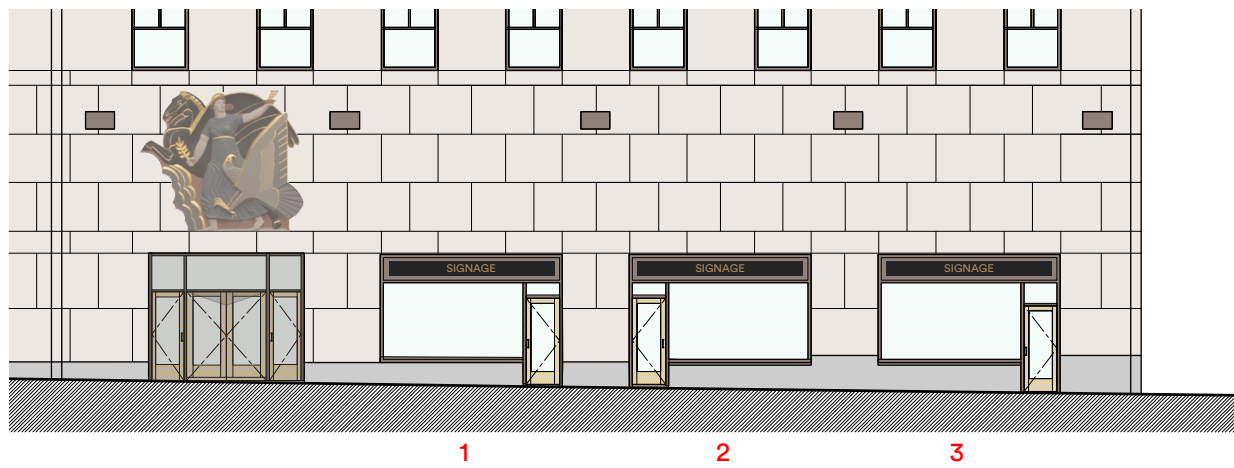
**8** EXISTING CONDITIONS  
1 ROCKEFELLER PLAZA - ROCKEFELLER PLAZA ELEVATION



**12** EXISTING CONDITIONS  
1 ROCKEFELLER PLAZA - ROCKEFELLER PLAZA ELEVATION



**1 ROCKEFELLER PLAZA**



**1** 1 ROCKEFELLER PLAZA - EXISTING NORTH ELEVATION  
SCALE: 1/16" = 1'-0"



**3** 1 ROCKEFELLER PLAZA - EXISTING SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"

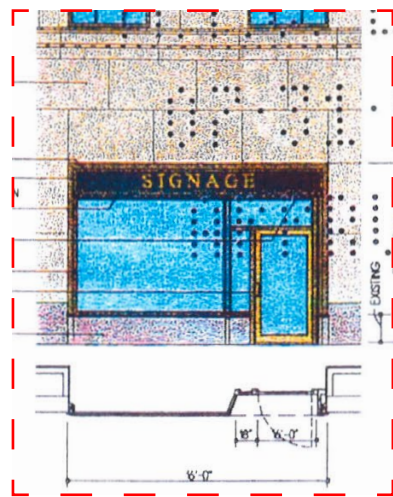


**2** 1 ROCKEFELLER PLAZA - EXISTING WEST ELEVATION  
SCALE: 1/16" = 1'-0"

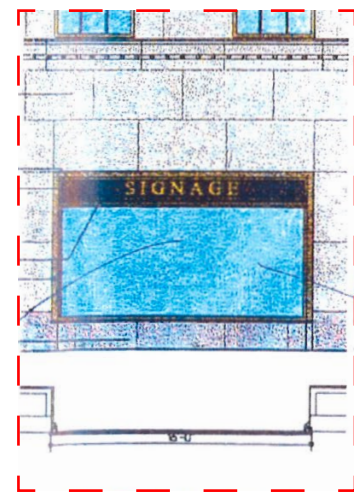
**PROPOSED STOREFRONTS OPTIONS**



STOREFRONT TYPE A



STOREFRONT TYPE B  
(TYPE B1 MIRROR IMAGE)

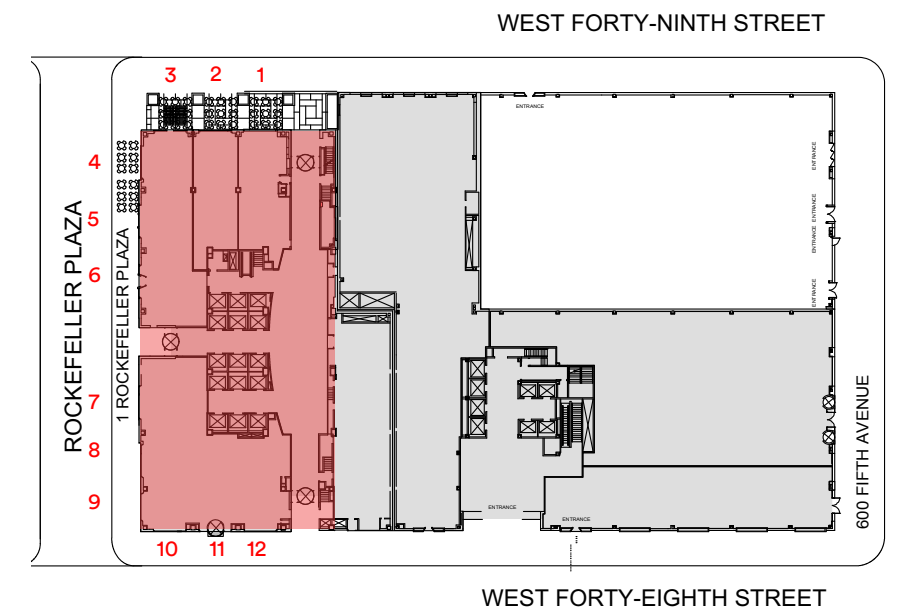


STOREFRONT TYPE C



STOREFRONT TYPE D

ALL LOCATIONS:  
A, B, B1, C, D

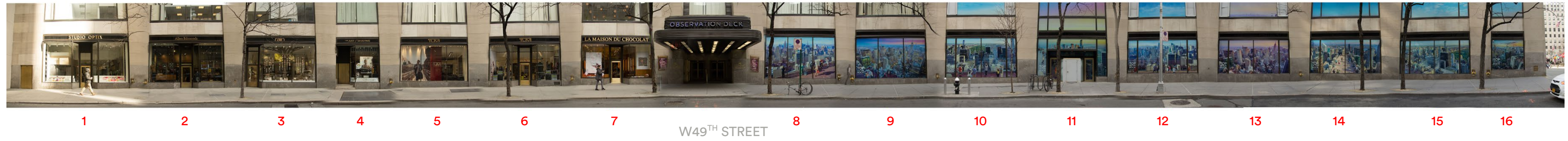


**1 ROCKEFELLER PLAZA**

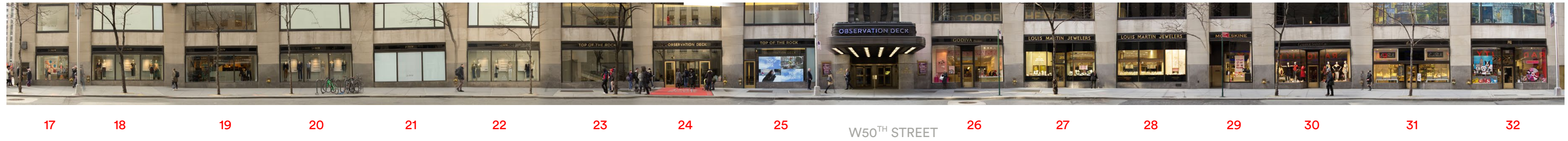
- NOTE:**
- EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.
  - EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.
  - EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.

— — **NOTE:** PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION

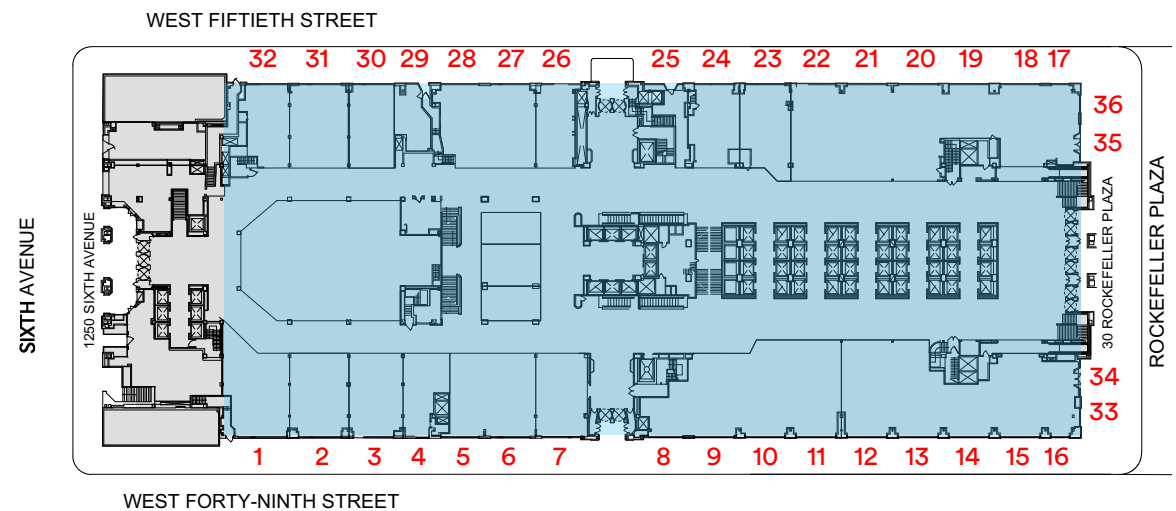
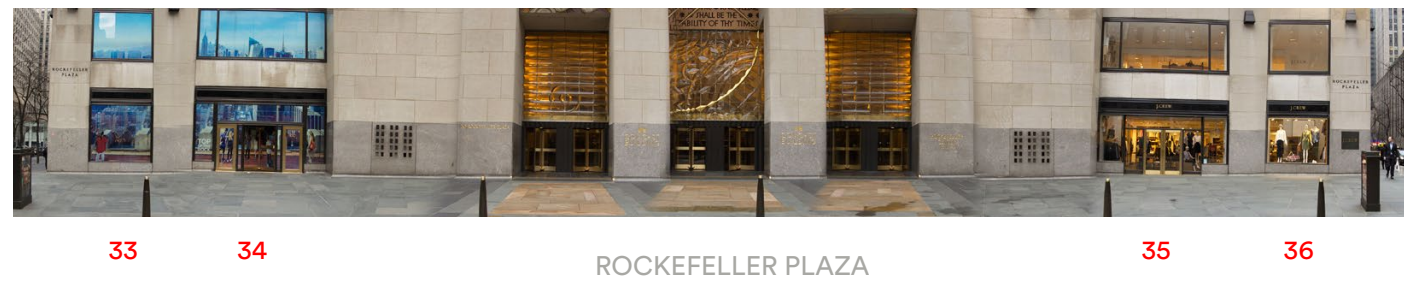
SOUTH FACADE



NORTH FACADE



EAST FACADE



30 ROCKEFELLER PLAZA



**3** EXISTING CONDITIONS  
30 ROCKEFELLER PLAZA - W49TH STREET ELEVATION



**5** EXISTING CONDITIONS  
30 ROCKEFELLER PLAZA - W49TH STREET ELEVATION



**18** EXISTING CONDITIONS  
30 ROCKEFELLER PLAZA - W50TH STREET ELEVATION



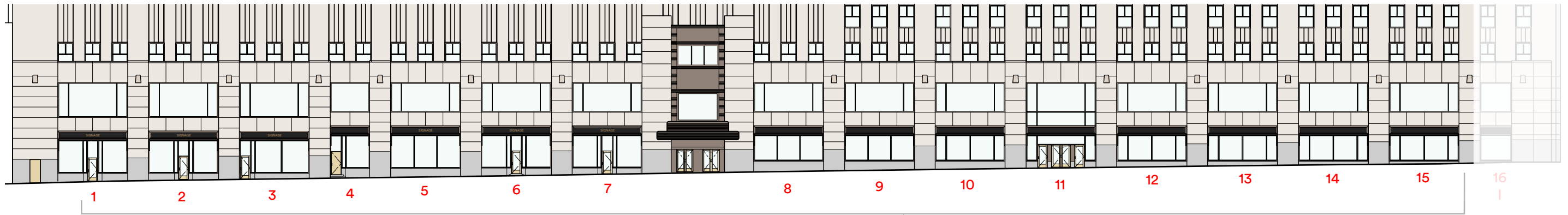
**27** EXISTING CONDITIONS  
30 ROCKEFELLER PLAZA - W50TH STREET ELEVATION



**34** EXISTING CONDITIONS  
30 ROCKEFELLER PLAZA - ROCKEFELLER PLAZA ELEVATION

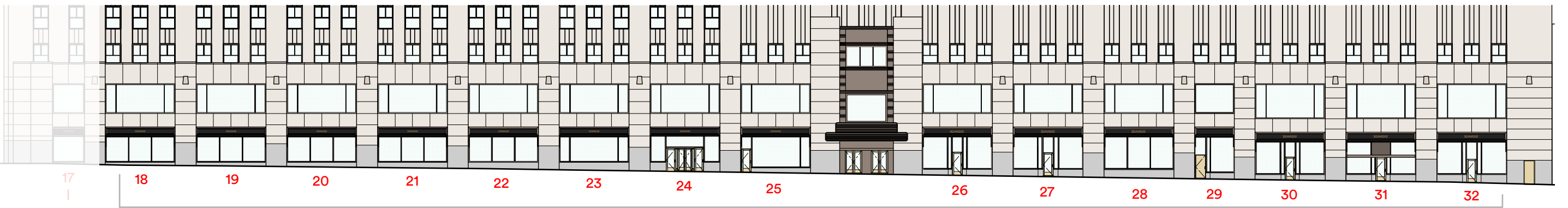


**30 ROCKEFELLER PLAZA**



**1** 30 ROCKEFELLER PLAZA - EXISTING SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"

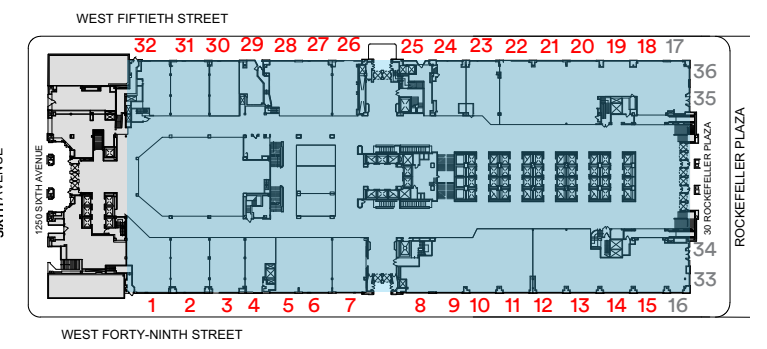
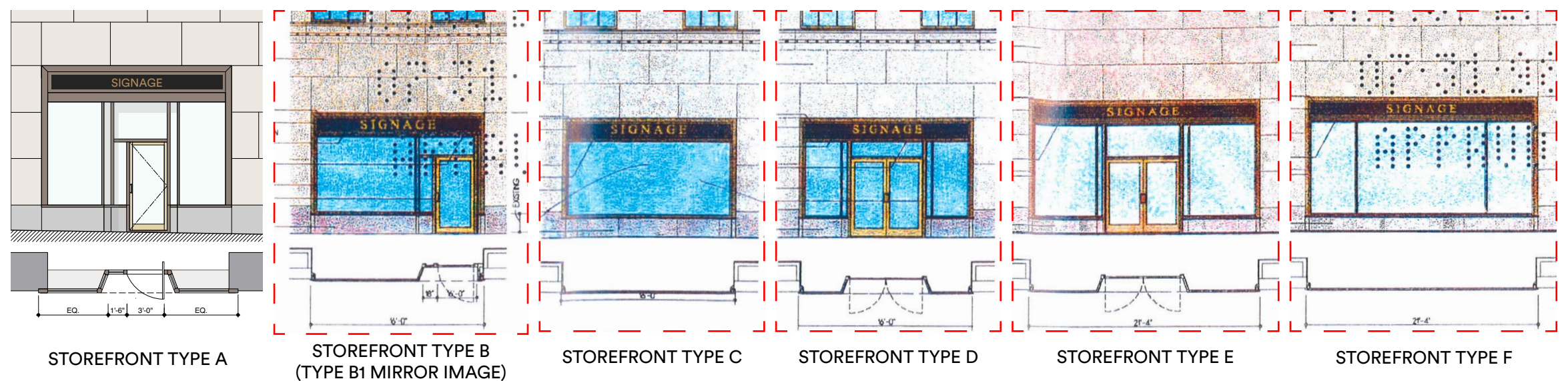
A, B, C, D, E, F



**2** 30 ROCKEFELLER PLAZA - EXISTING NORTH ELEVATION  
SCALE: 1/16" = 1'-0"

A, B, C, D, E, F

**PROPOSED STOREFRONTS OPTIONS**



**30 ROCKEFELLER PLAZA**

- NOTE:**
- EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.
  - EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.
  - EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.

— — **NOTE:** PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION



**1 PARTIAL EXISTING SOUTH ELEVATION**  
SCALE: 1/32" = 1'-0"

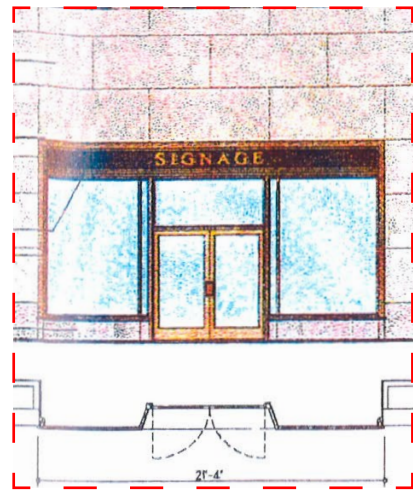


**2 EXISTING EAST ELEVATION**  
SCALE: 1/32" = 1'-0"

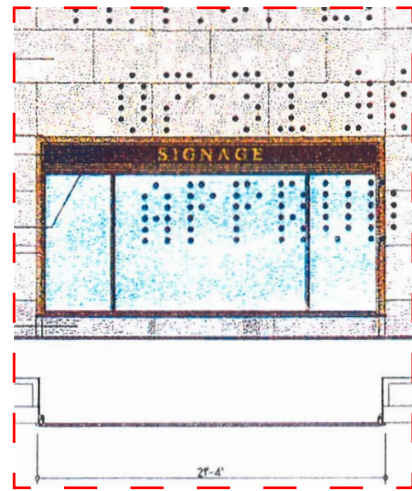


**3 PARTIAL EXISTING NORTH ELEVATION**  
SCALE: 1/32" = 1'-0"

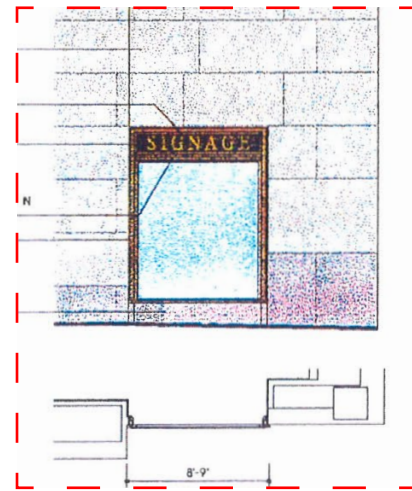
**PROPOSED STOREFRONTS OPTIONS**



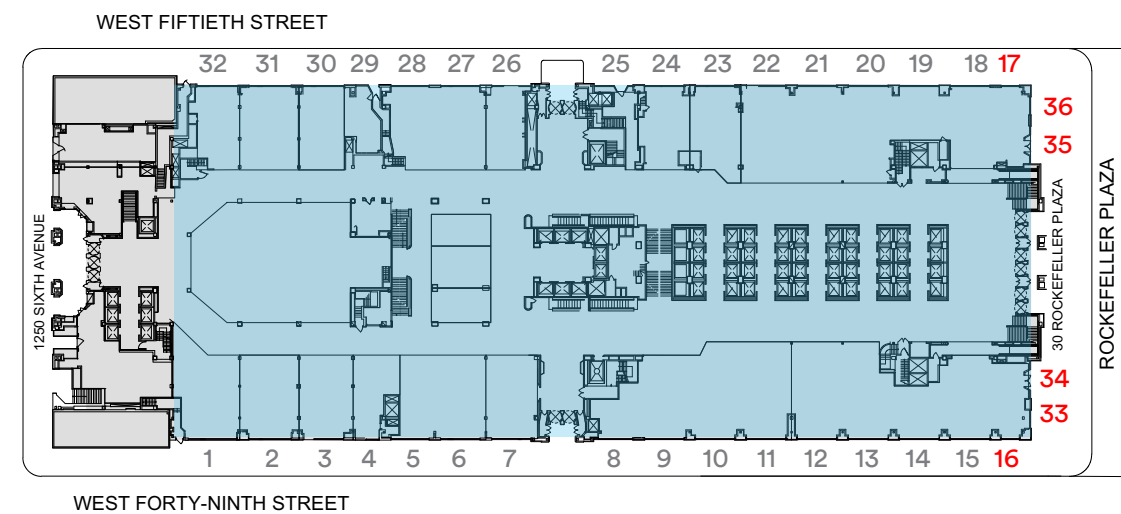
STOREFRONT TYPE E



STOREFRONT TYPE F



STOREFRONT TYPE I



**30 ROCKEFELLER PLAZA**

--- NOTE: PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION

WEST FACADE



1

2

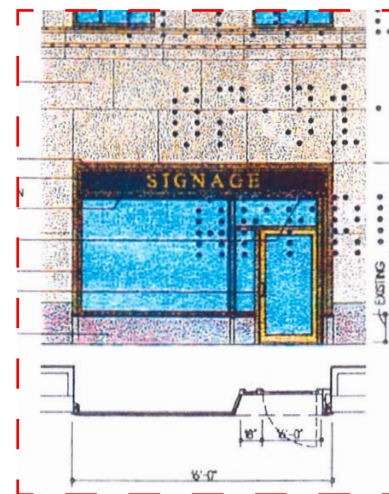
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AVENUE OF THE AMERICAS

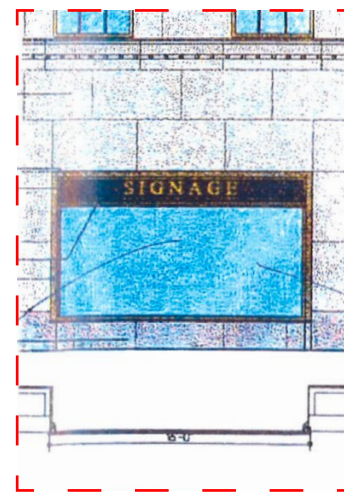
PROPOSED STOREFRONTS OPTIONS



STOREFRONT TYPE A



STOREFRONT TYPE B  
(TYPE B1 MIRROR IMAGE)



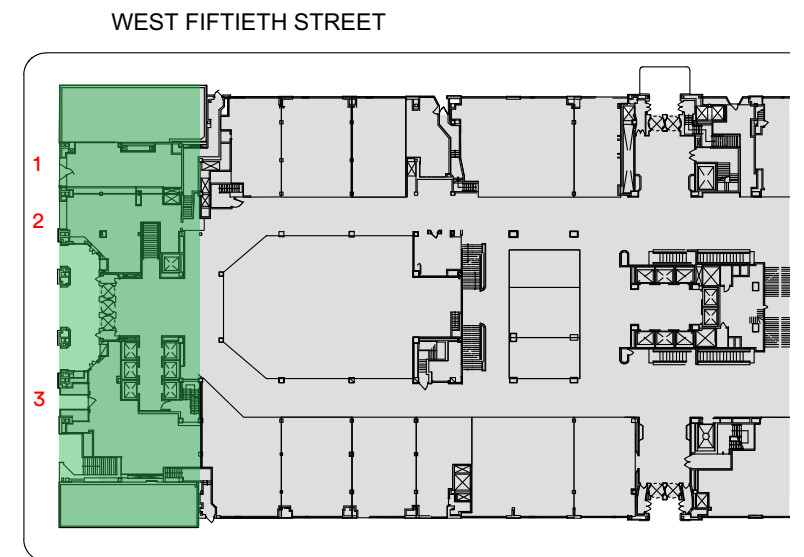
STOREFRONT TYPE C



STOREFRONT TYPE D

ALL LOCATIONS:  
A, B, B1, C, D

SIXTH AVENUE



WEST FORTY-NINTH STREET

1250 AVENUE OF THE AMERICAS

- NOTE:**
- EXISTING MASONRY OPENINGS & BLACK SIGNAGE ASSEMBLY TO REMAIN. GLASS TO BE REMOVED AND REPLACED IN KIND.
  - EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMODATE NEW DOORWAY AT PROPOSED LOCATIONS.
  - EXISTING BRONZE PERIMETER STOREFRONT ASSEMBLY TO REMAIN WHERE FEASIBLE AND BE REPLACED IN KIND AS REQUIRED.

— — **NOTE: PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION**



**1** EXISTING CONDITIONS  
1250 AVENUE OF THE AMERICAS - WEST ELEVATION



**2** EXISTING CONDITIONS  
1250 AVENUE OF THE AMERICAS - WEST ELEVATION

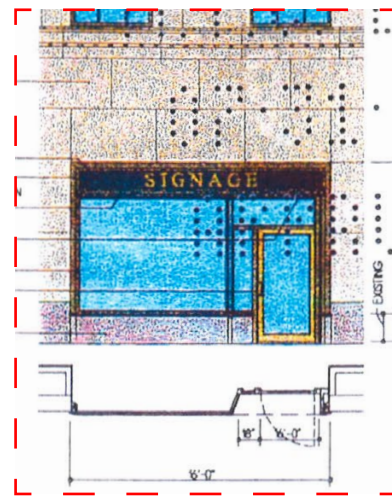


**3** EXISTING CONDITIONS  
1250 AVENUE OF THE AMERICAS - WEST ELEVATION

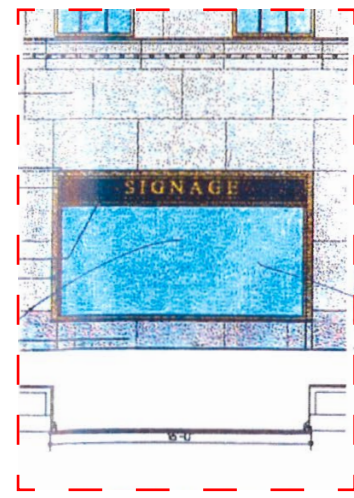
**PROPOSED STOREFRONTS OPTIONS**



STOREFRONT TYPE A



STOREFRONT TYPE B  
(TYPE B1 MIRROR IMAGE)



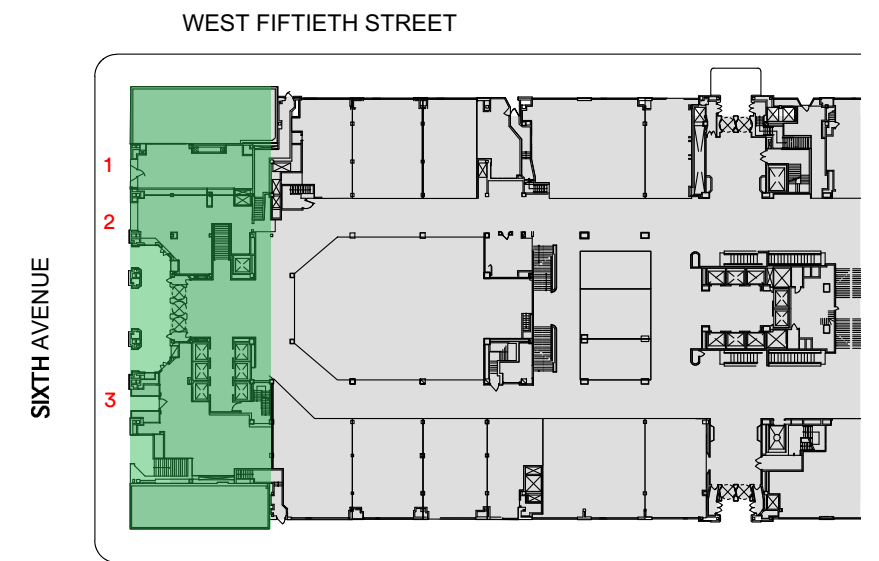
STOREFRONT TYPE C



STOREFRONT TYPE D

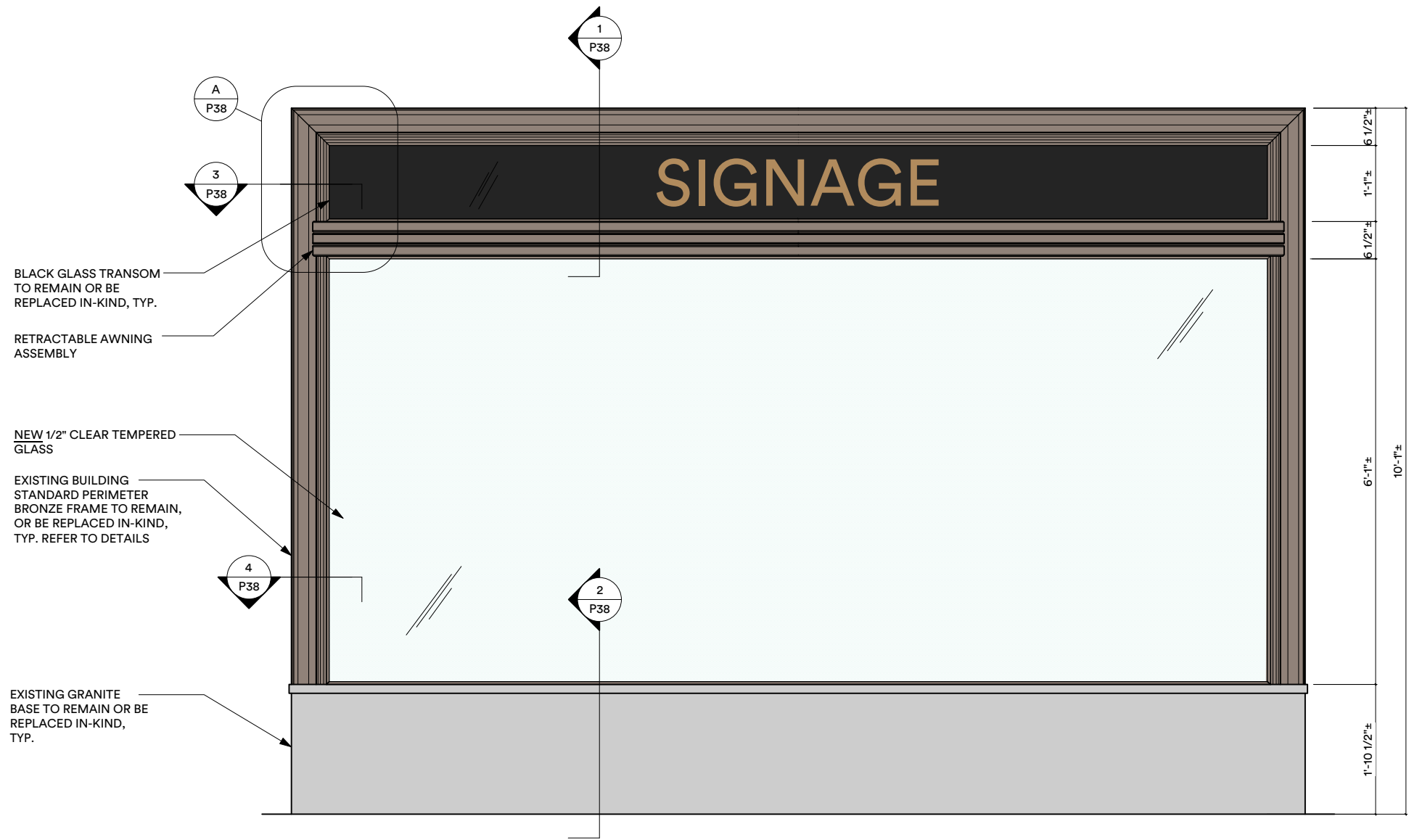
ALL LOCATIONS:  
A, B, B1, C, D

— NOTE: PREVIOUSLY APPROVED (1998) 45 ROCKEFELLER PLAZA STOREFRONT MASTERPLAN REFERENCED, AS PER BEYER BLINDER BELLE'S SUBMISSION

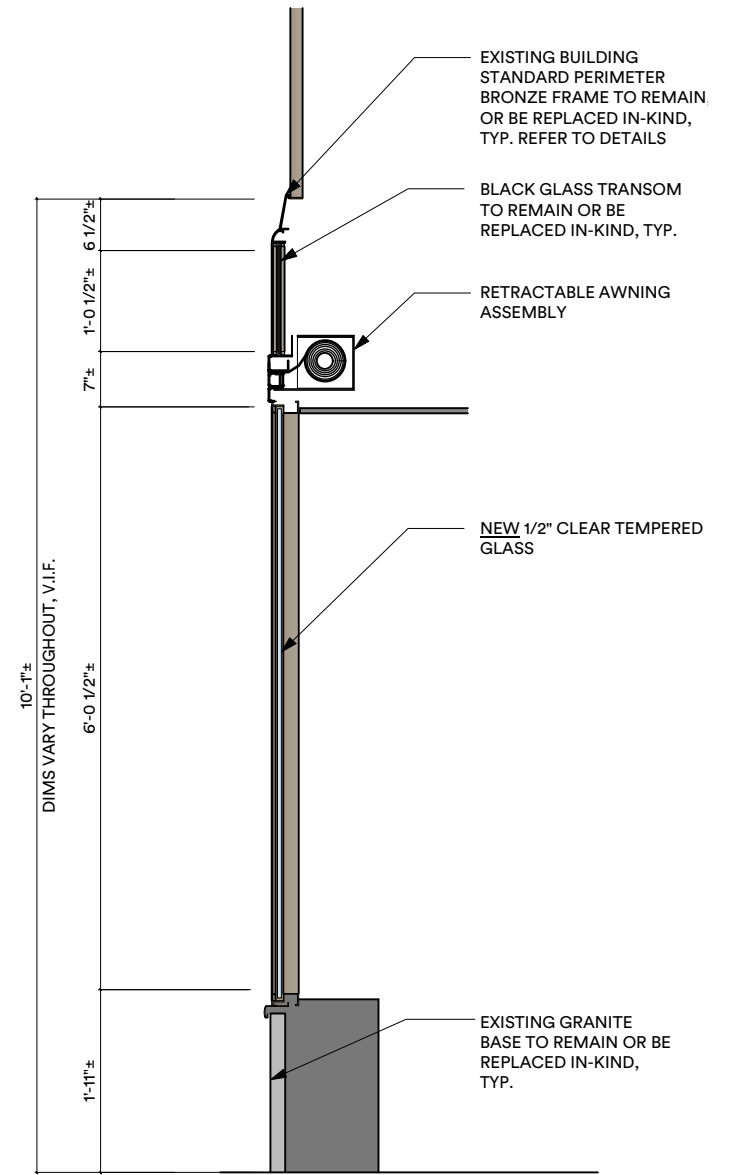


WEST FORTY-NINTH STREET

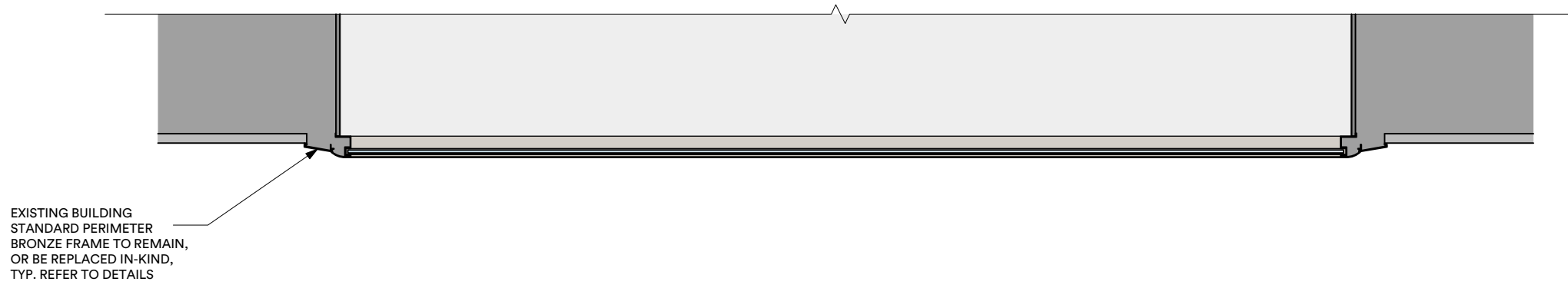
**1250 AVENUE OF THE AMERICAS**



**1** ELEVATION - FIXED WINDOW  
SCALE: 1/2"=1'-0"

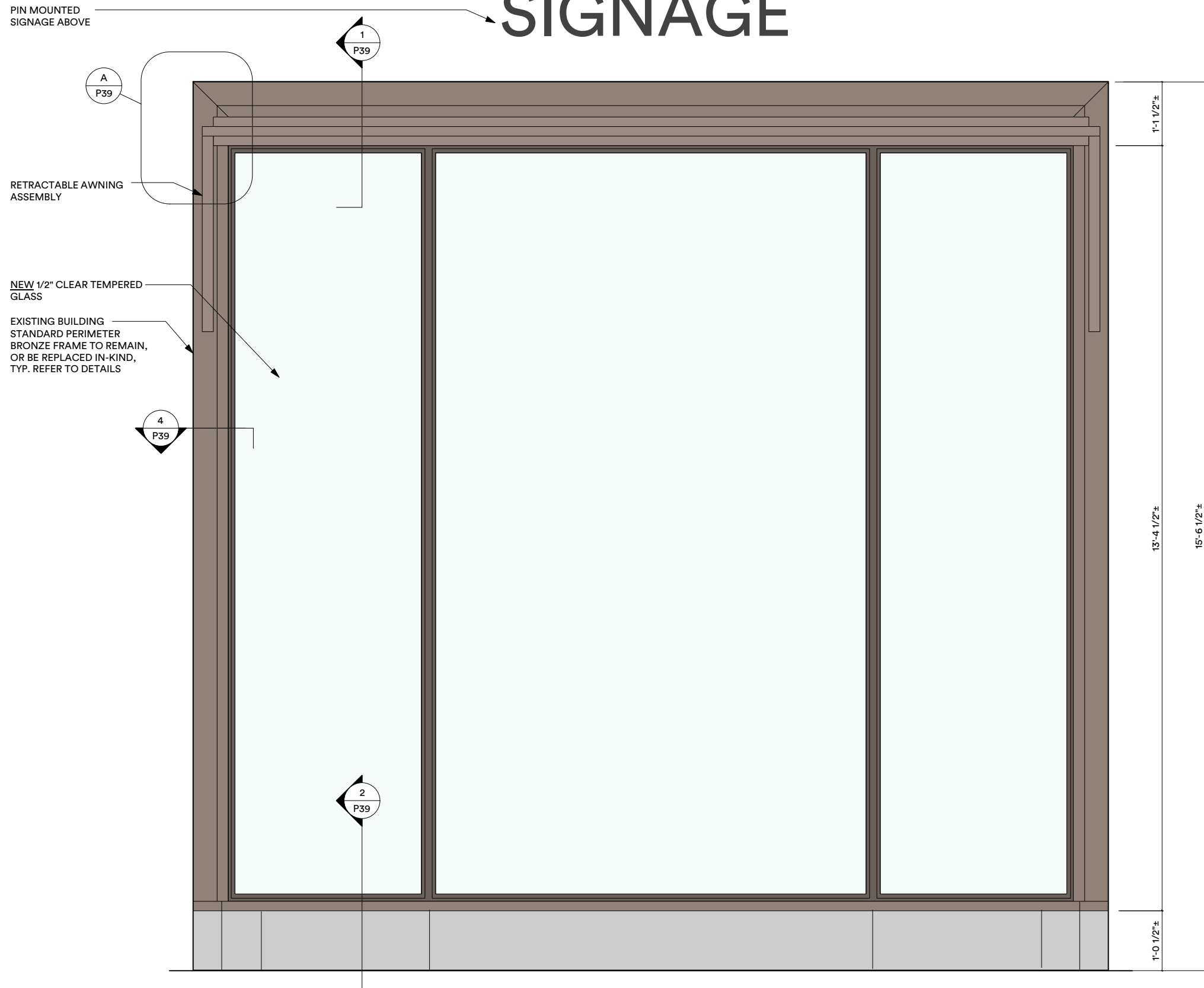


**2** SECTION  
SCALE: 1/2"=1'-0"

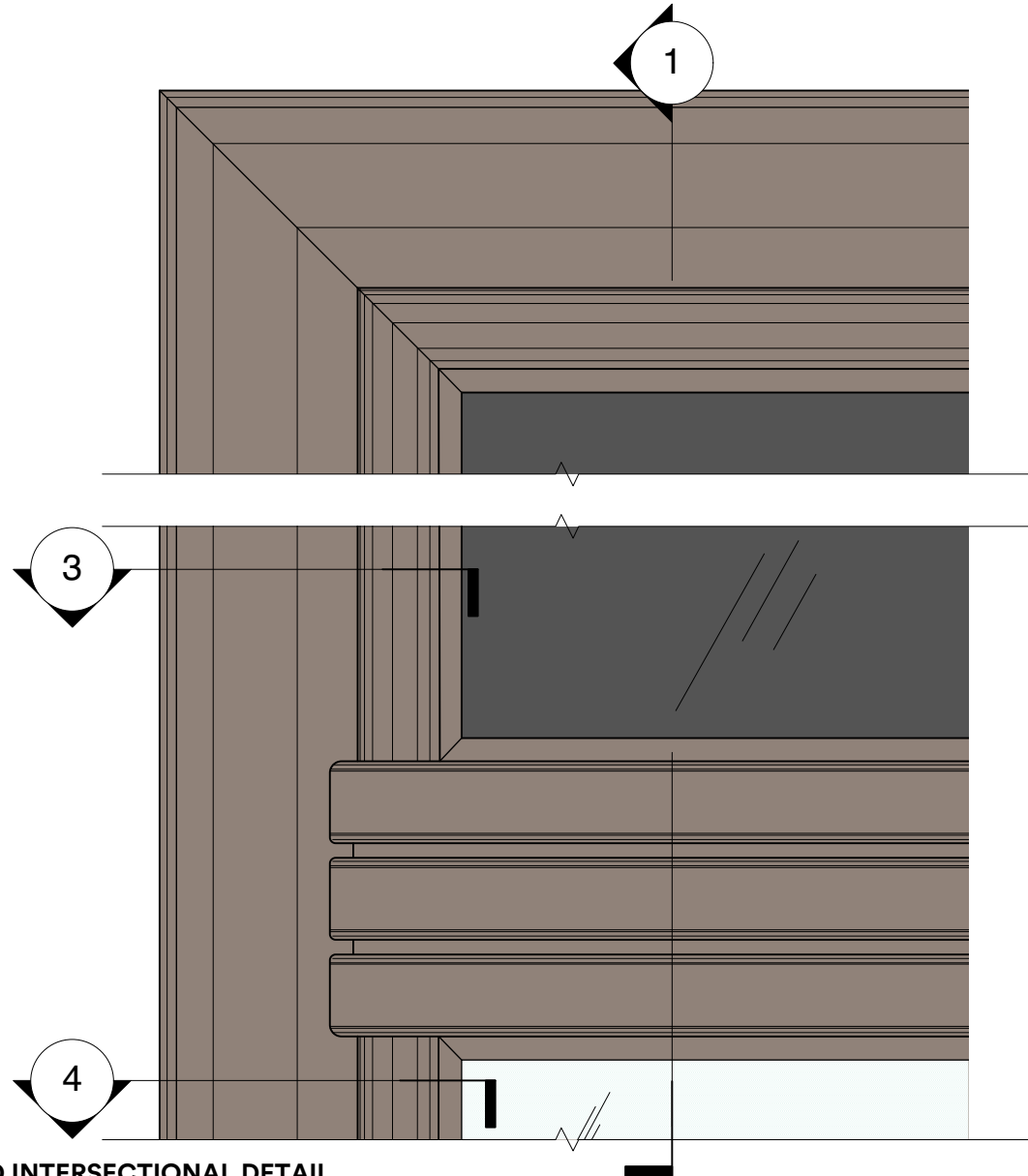


**3** PLAN - FIXED WINDOW  
SCALE: 1/2"=1'-0"

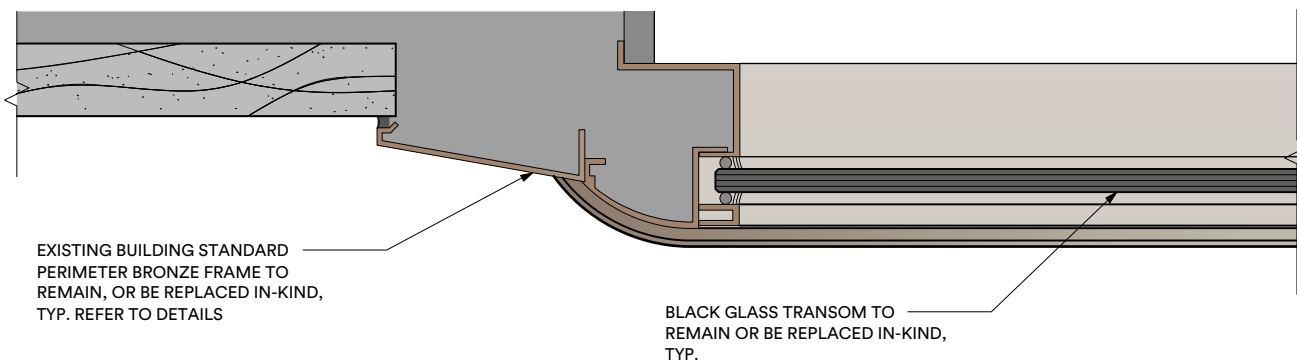
# SIGNAGE



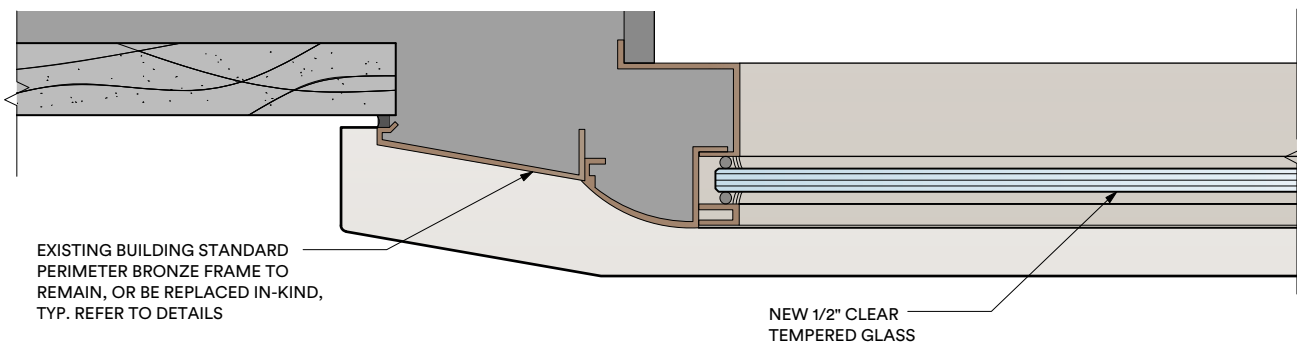
**1** ELEVATION - FIXED WINDOW  
SCALE: 1/2"=1'-0"



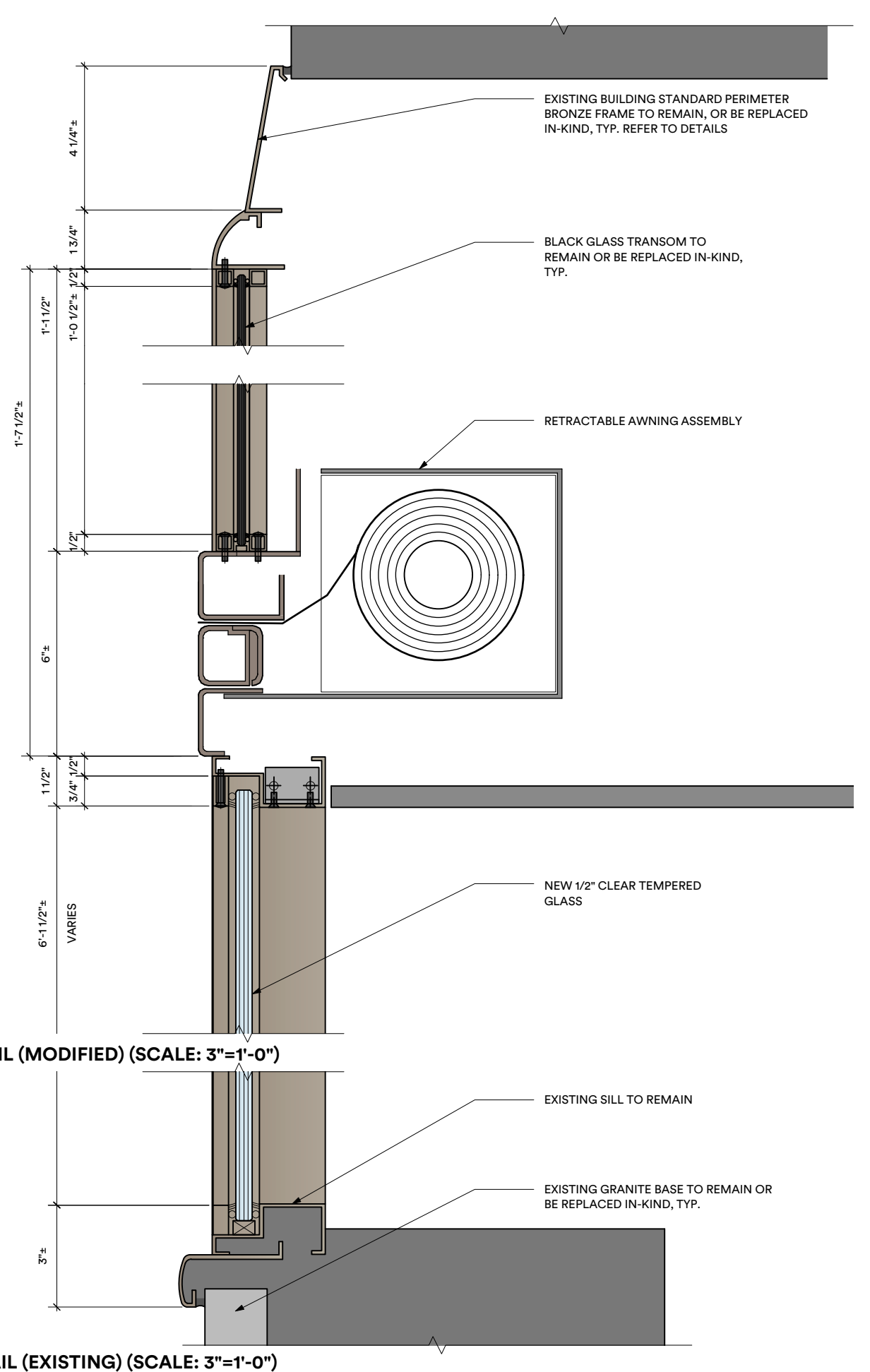
**A. ENLARGED INTERSECTIONAL DETAIL**

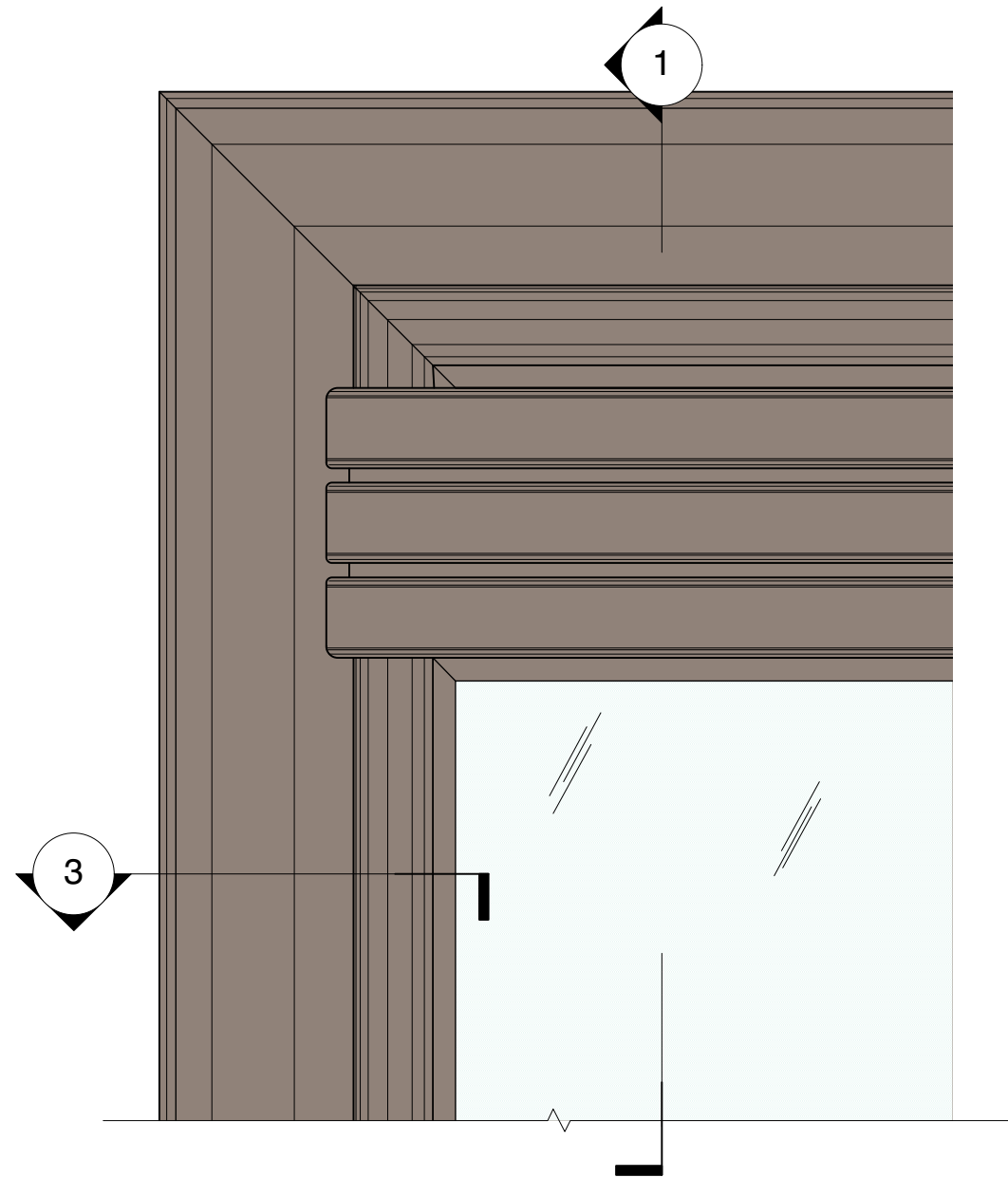


**3. JAMB DETAIL @ SIGNBAND (SCALE: 3"=1'-0")**

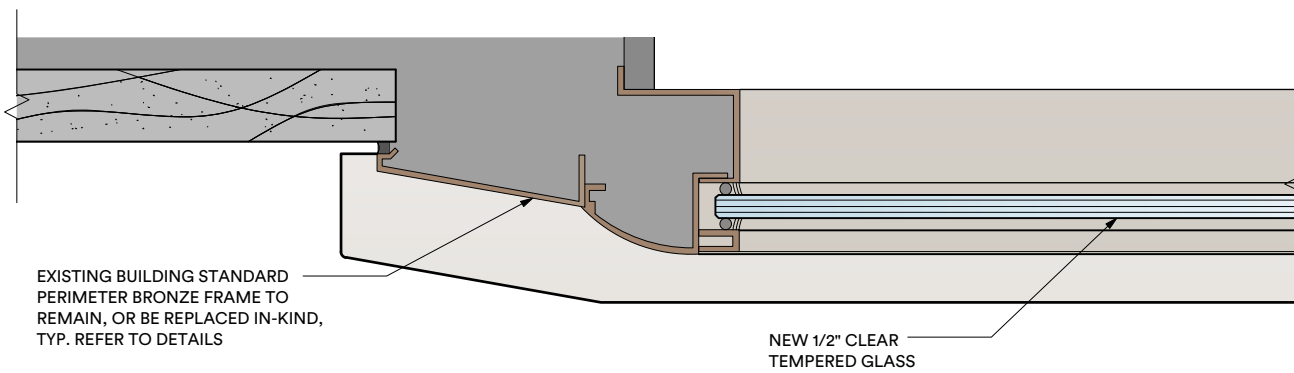


**4. JAMB DETAIL @ SILL (SCALE: 3"=1'-0")**

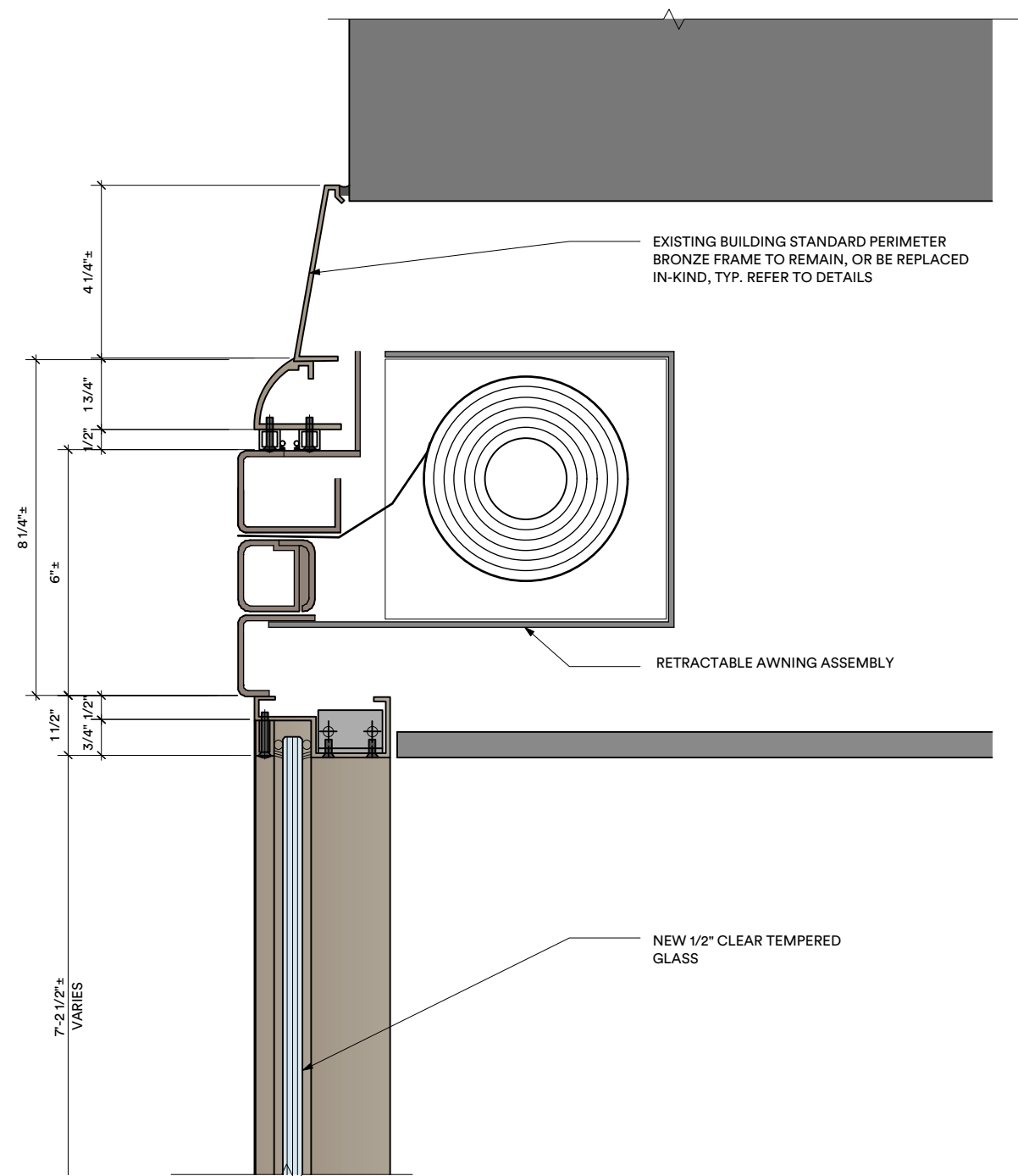




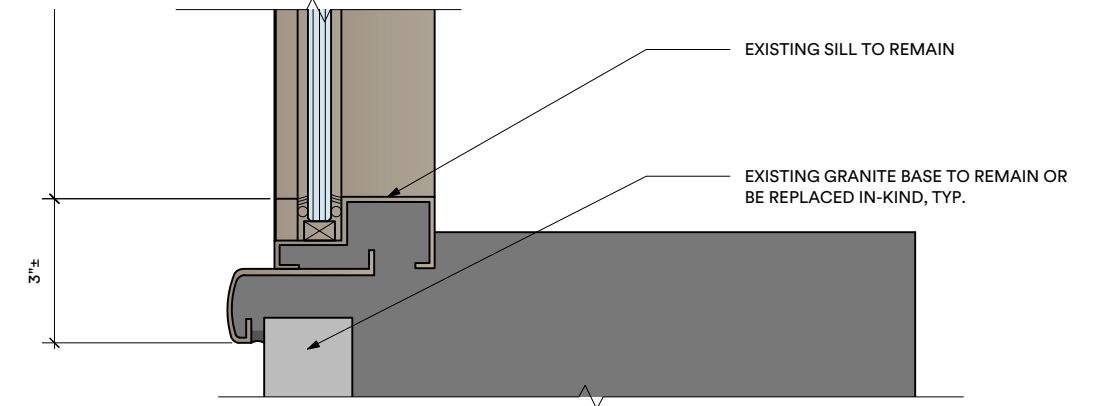
**A. ENLARGED INTERSECTIONAL DETAIL**



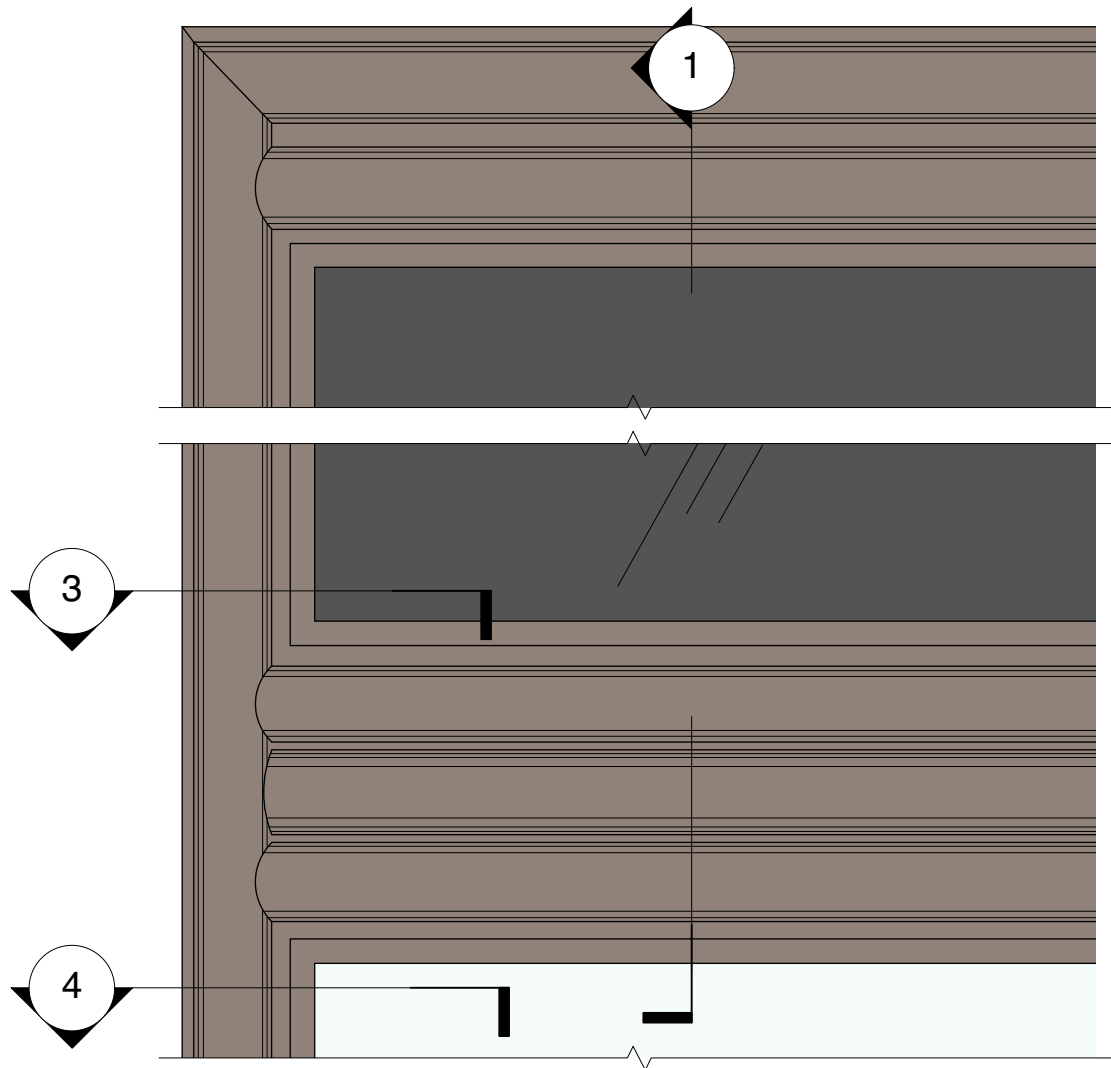
**3. JAMB DETAIL @ SILL (SCALE: 3"=1'-0")**



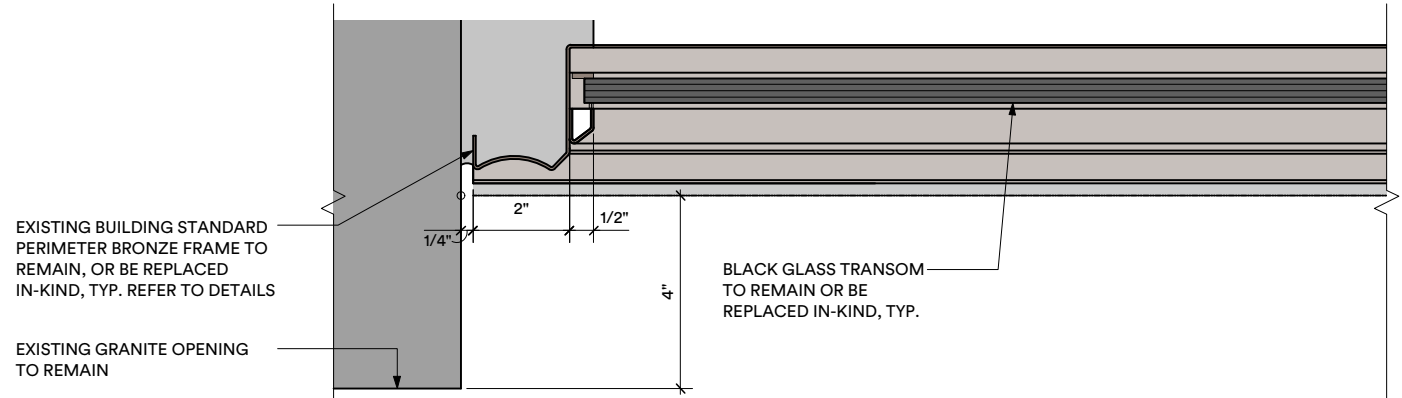
**1. HEAD DETAIL (MODIFIED) (SCALE: 3"=1'-0")**



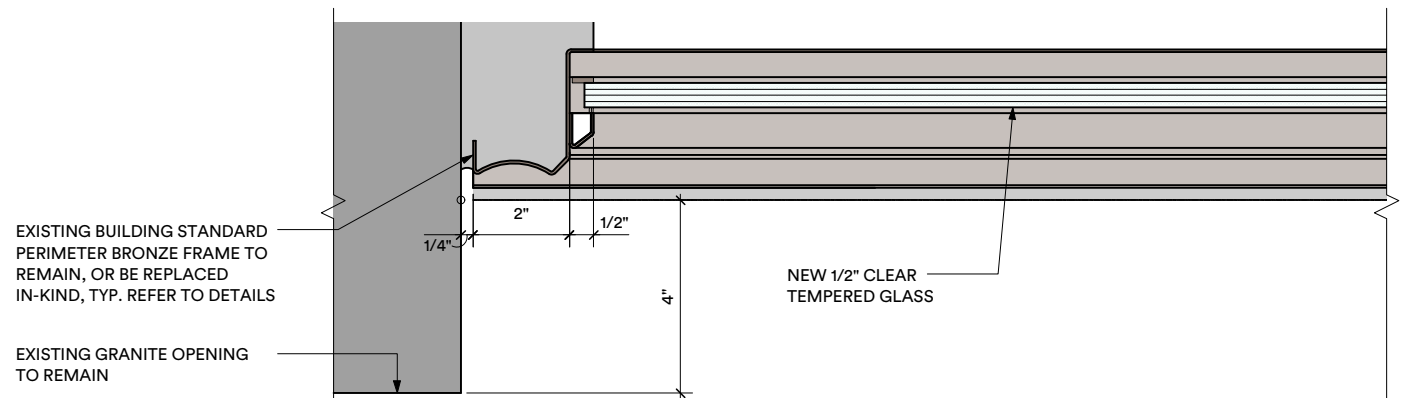
**2. JAMB DETAIL (EXISTING) (SCALE: 3"=1'-0")**



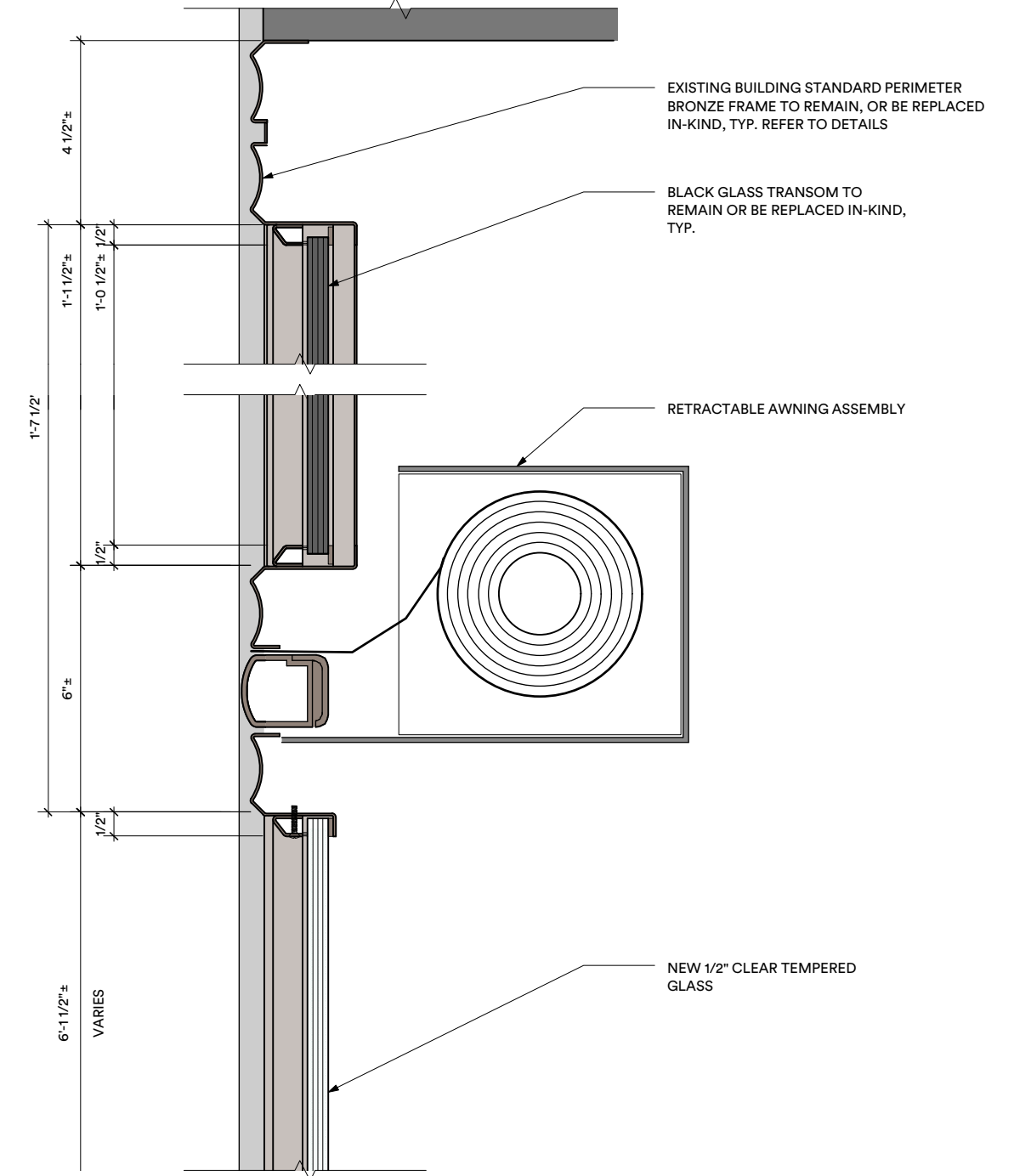
**A. ENLARGED INTERSECTIONAL DETAIL**



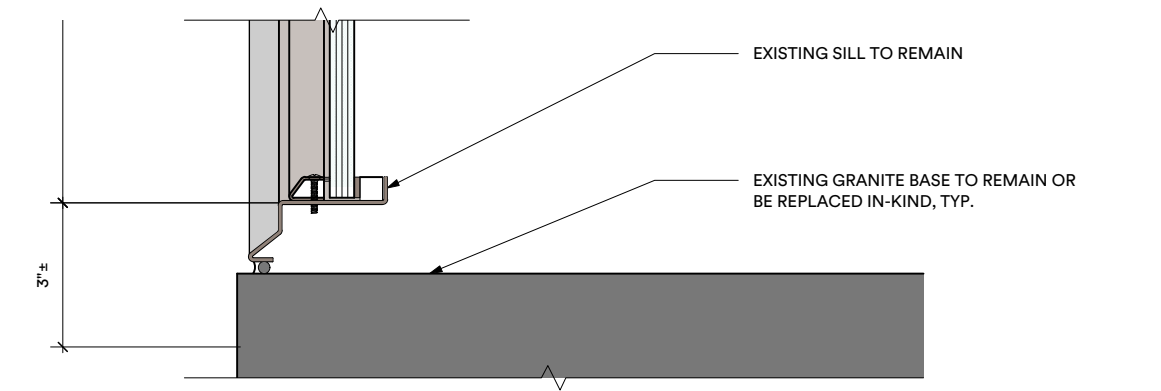
**3. JAMB DETAIL @ SIGNBAND (SCALE: 3"=1'-0")**



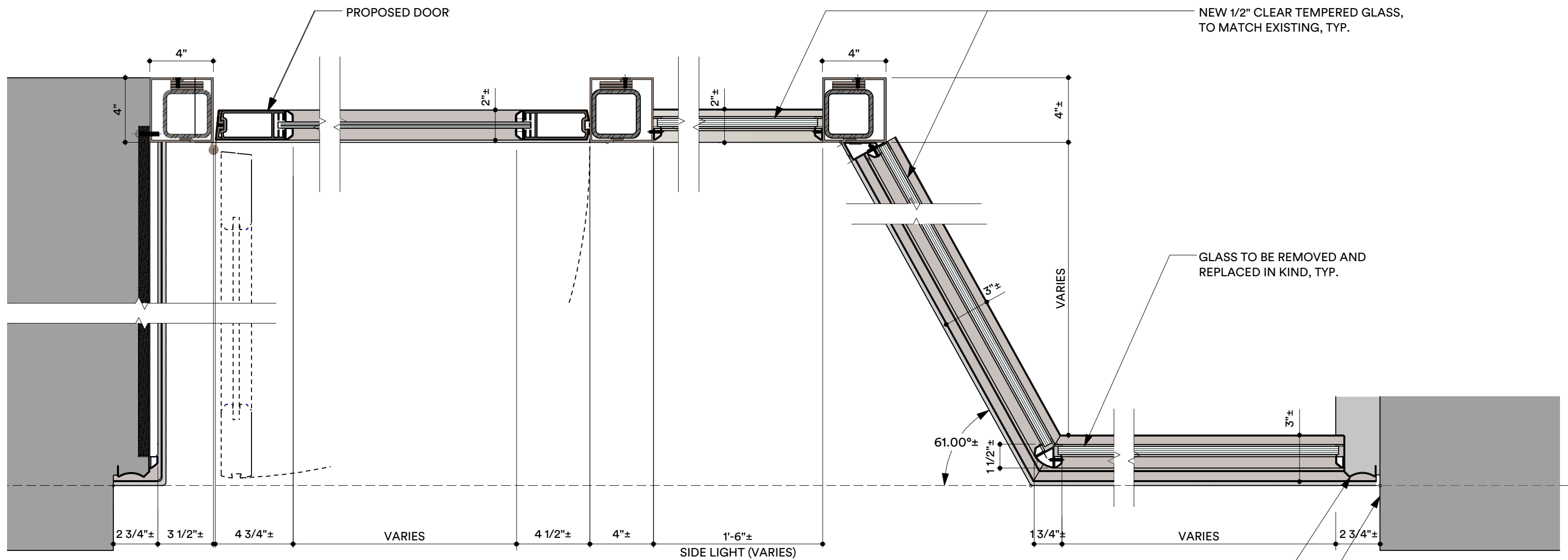
**4. JAMB DETAIL @ SILL (SCALE: 3"=1'-0")**



**1. HEAD DETAIL (MODIFIED) (SCALE: 3"=1'-0")**



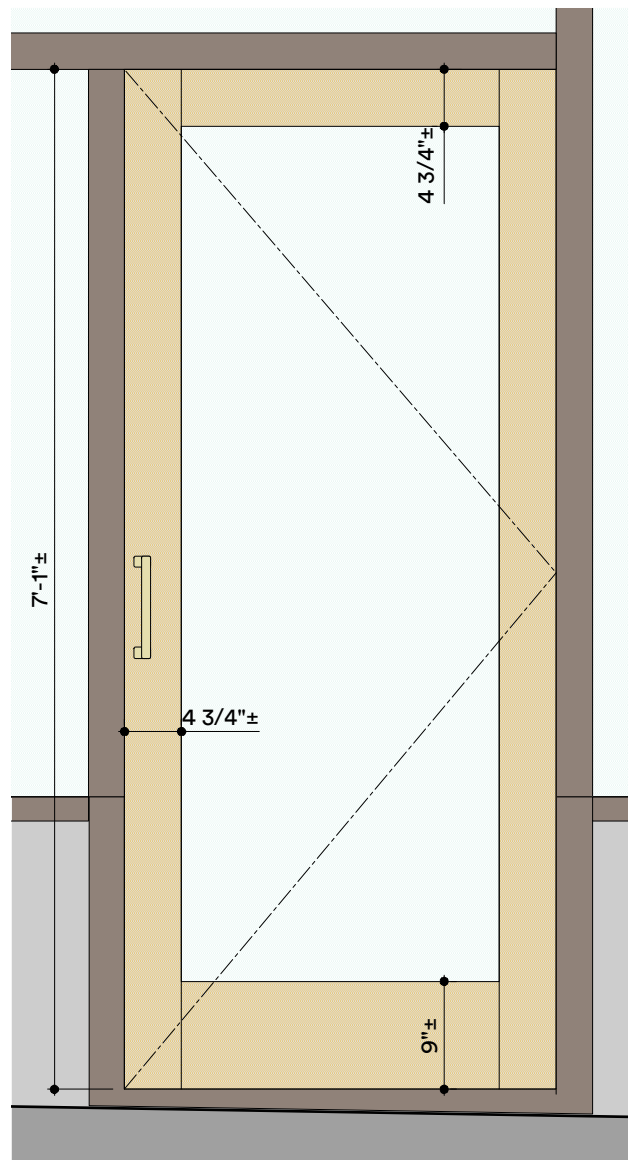
**2. JAMB DETAIL (EXISTING) (SCALE: 3"=1'-0")**



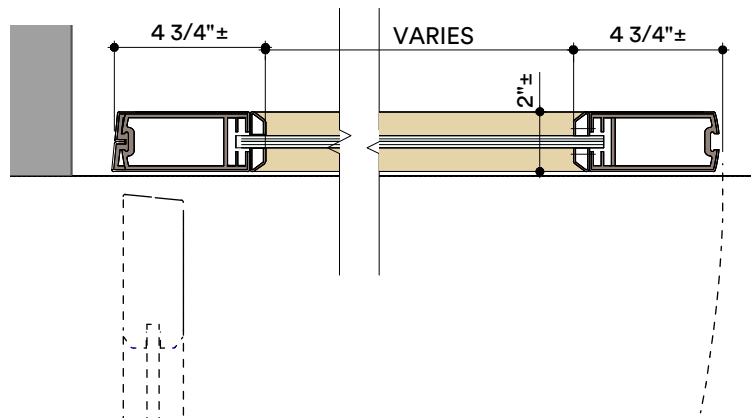
**1** 30 ROCKEFELLER PLAZA - EXISTING PLAN DETAIL  
 SCALE: 1 1/2"=1'-0"

EXISTING BRONZE BUILDING PERIMETER ASSEMBLY FRAME TO REMAIN WHERE FEASIBLE OR BE REPLACED IN-KIND, TYP.

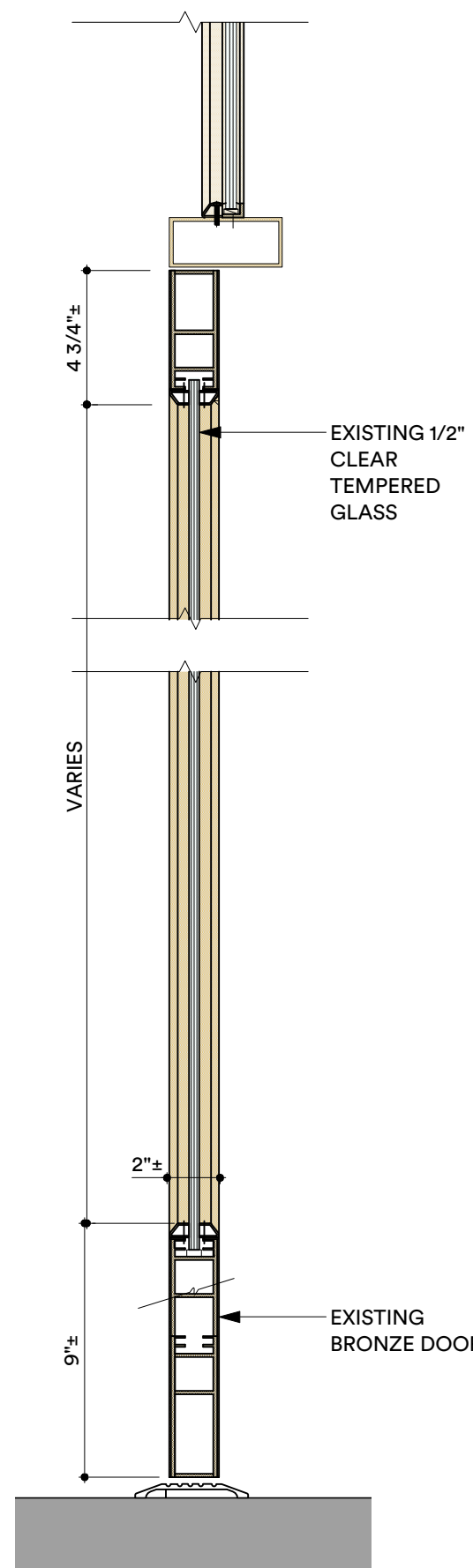
EXISTING MASONRY OPENING TO REMAIN. EXISTING STONE BASE & BRONZE PERIMETER TO BE REMOVED TO ACCOMMODATE NEW DOORWAY



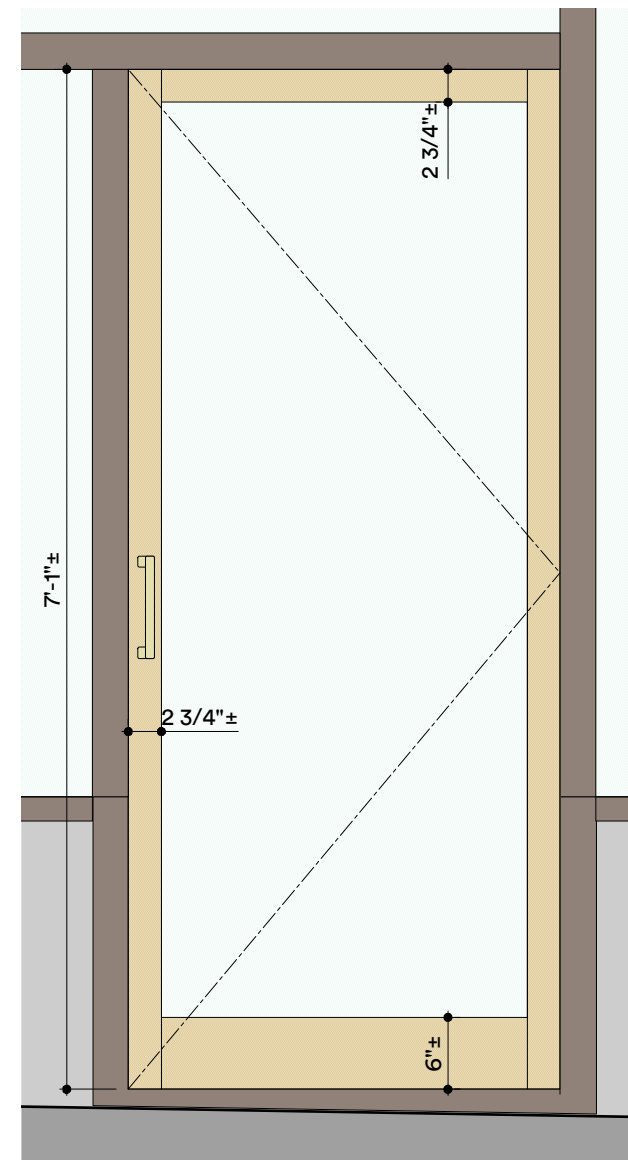
**1** EXISTING DOOR - ELEVATION DETAIL  
SCALE: 3/4"=1'-0"



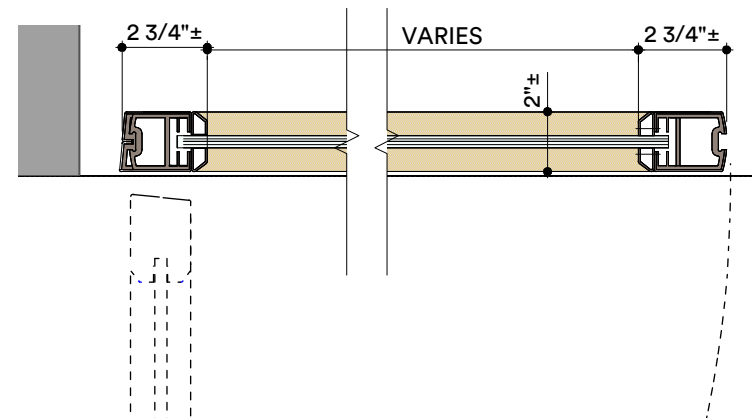
**2** EXISTING DOOR - PLAN DETAIL  
SCALE: 2"=1'-0"



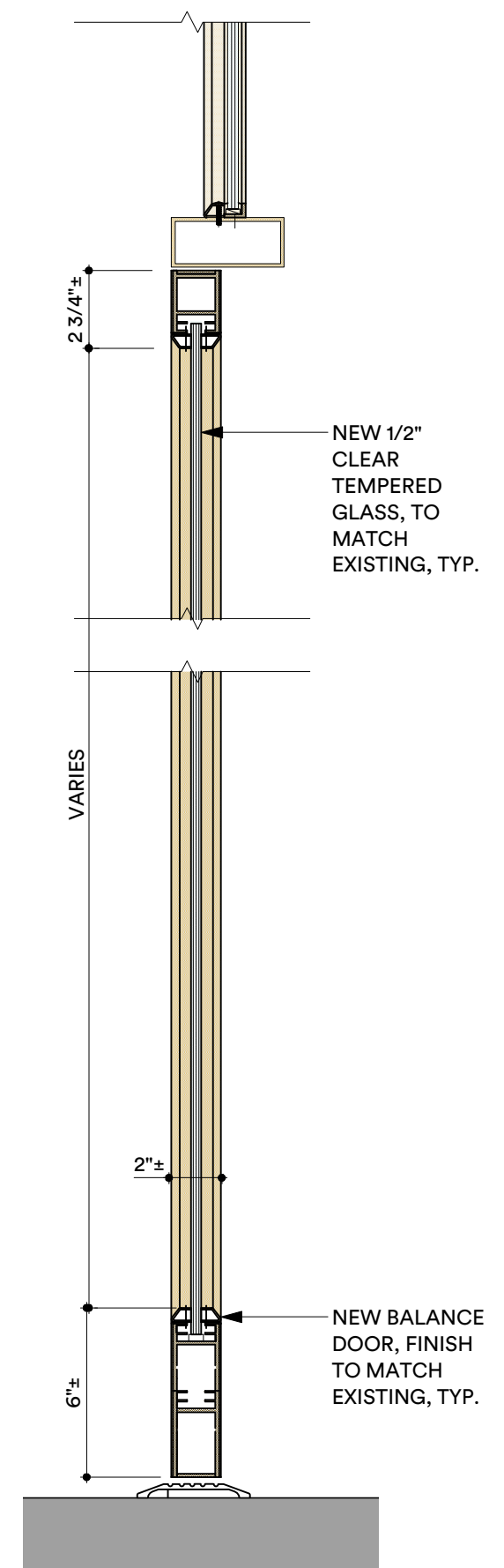
**3** EXISTING DOOR - SECTION DETAIL  
SCALE: 2"=1'-0"



**4** PROPOSED DOOR - ELEVATION DETAIL  
SCALE: 3/4"=1'-0"

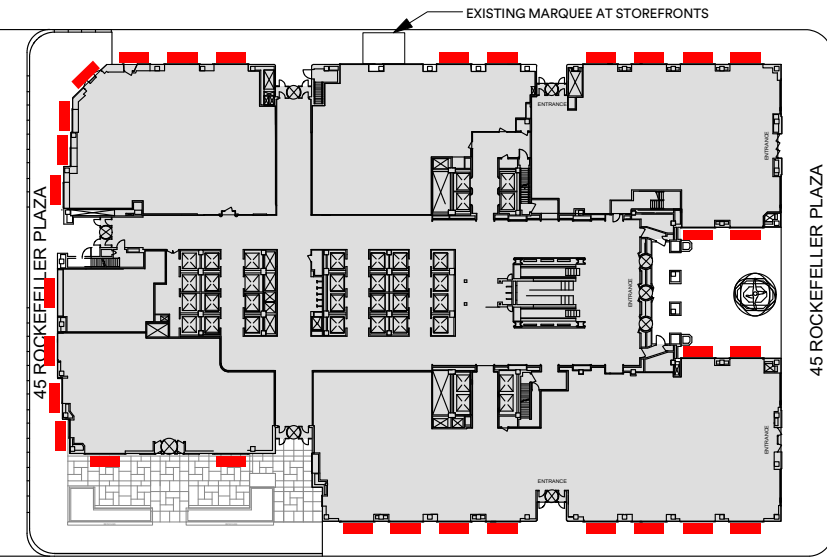
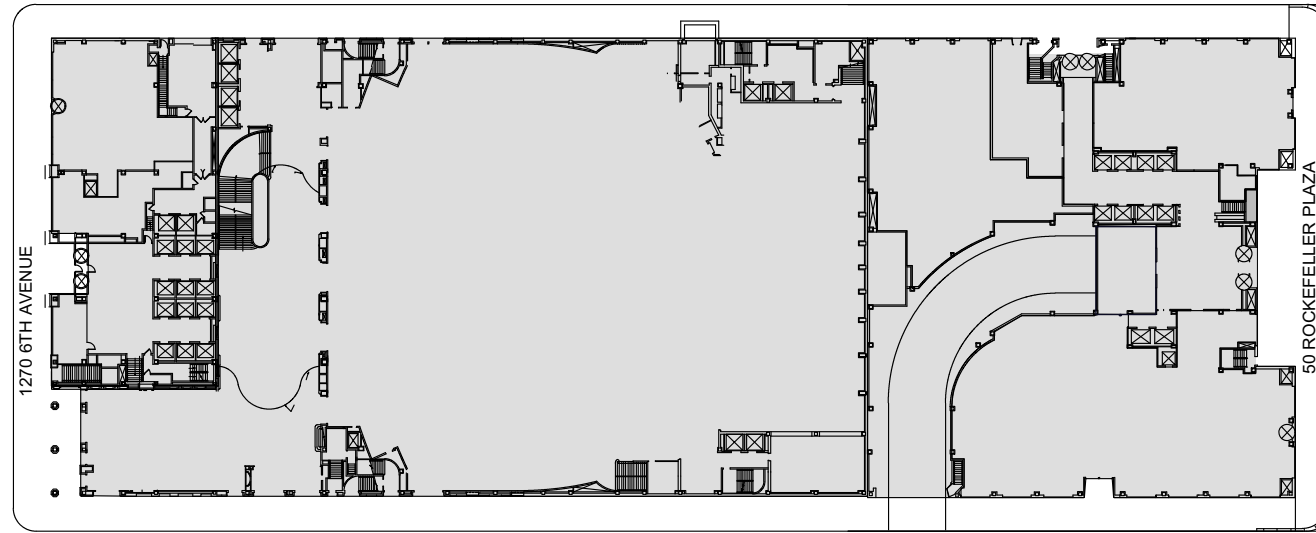


**5** PROPOSED DOOR - PLAN DETAIL  
SCALE: 2"=1'-0"

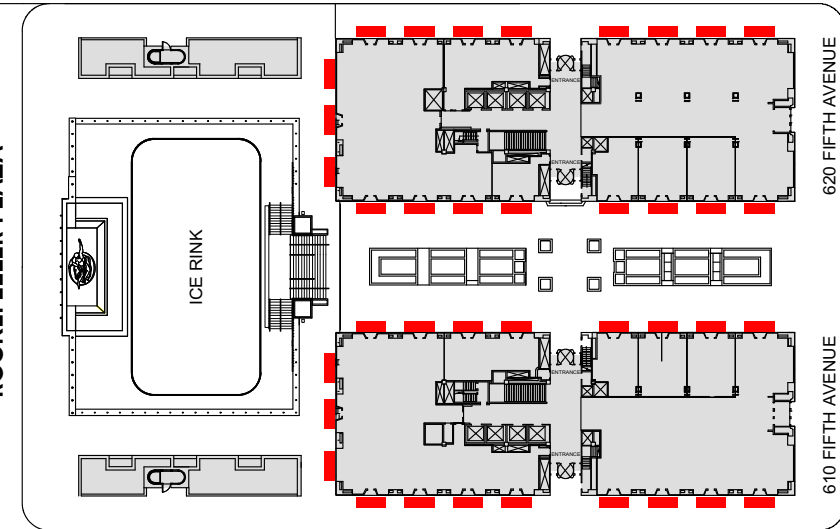
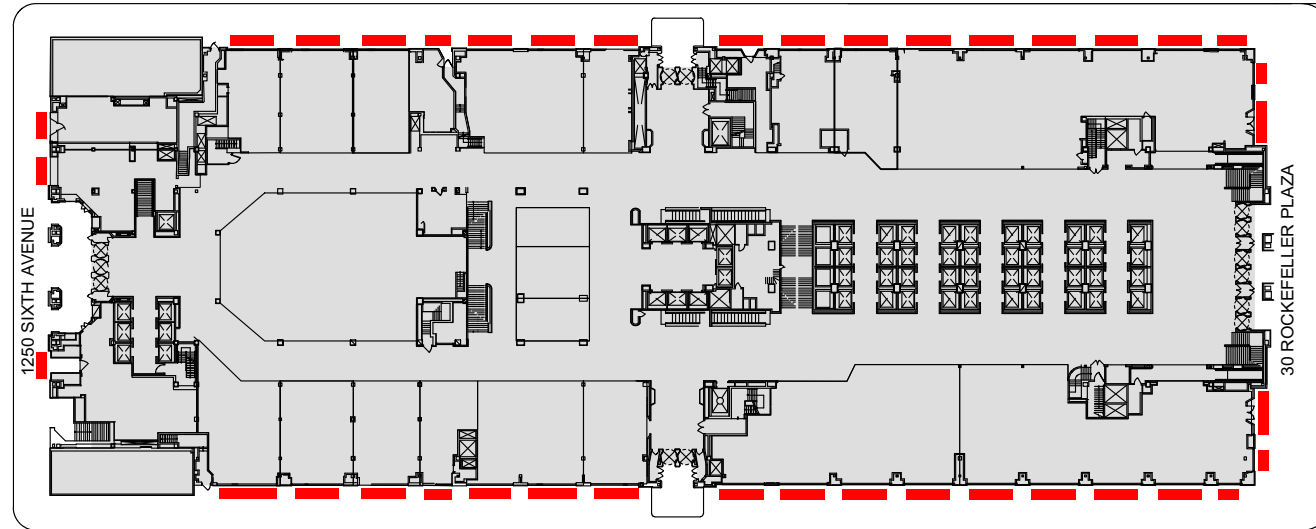


**6** PROPOSED DOOR - SECTION DETAIL  
SCALE: 2"=1'-0"

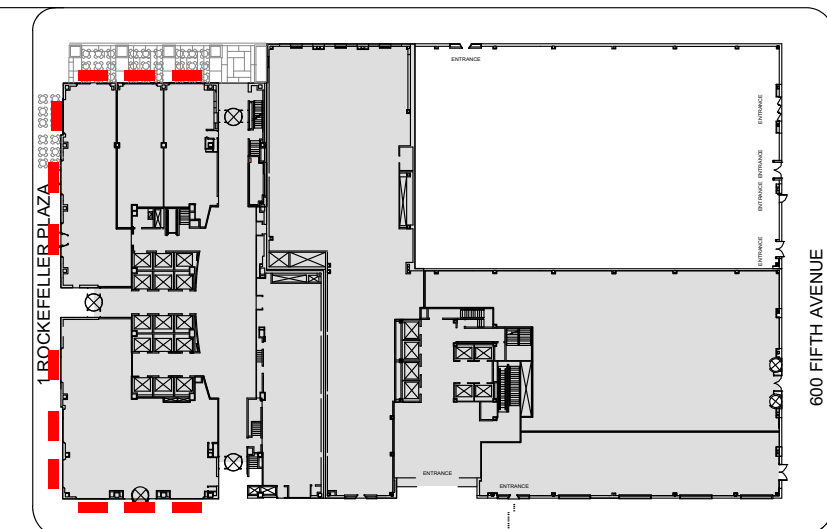
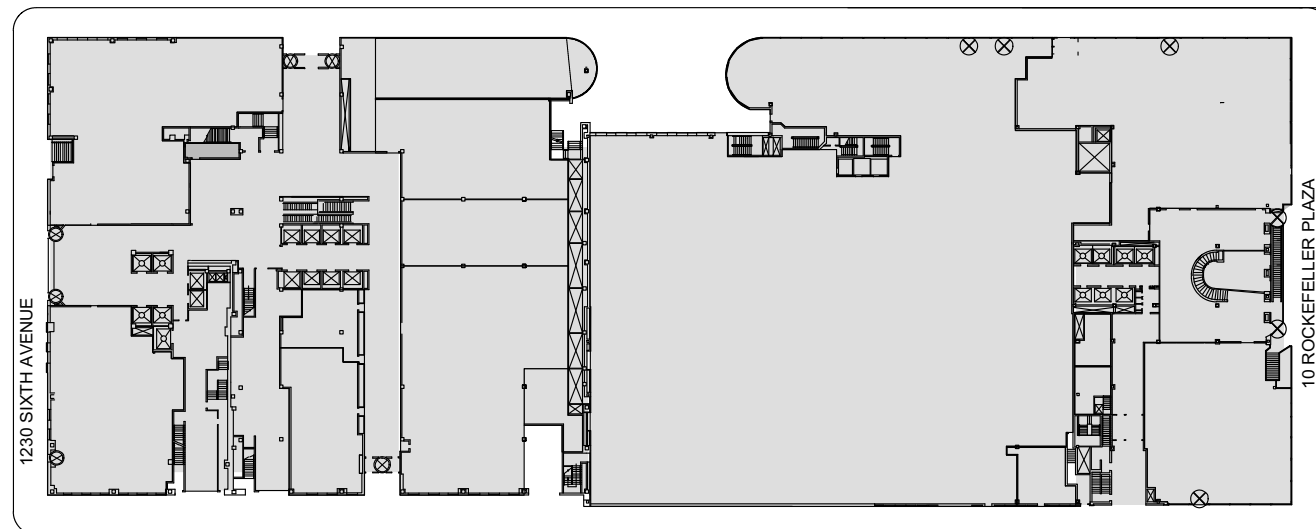
WEST FIFTY-FIRST STREET



WEST FIFTIETH STREET



WEST FORTY-NINTH STREET



WEST FORTY-EIGHTH STREET

■ LOCATION OF EXISTING BLACK TRANSOM STORE SIGNAGE



**1** EXISTING W51TH STREET STOREFRONT  
SCALE: NTS



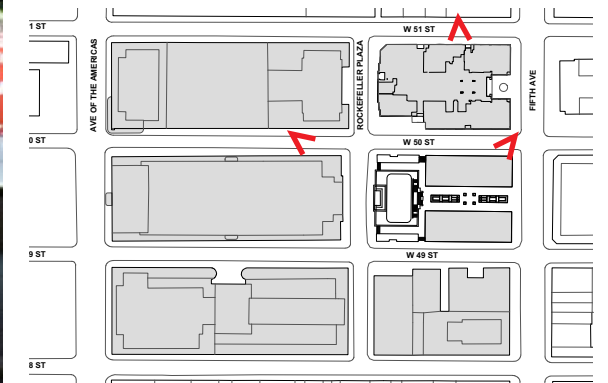
**2** EXISTING W50th STREET STOREFRONT  
SCALE: NTS



**3** 30 ROCKEFELLER PLAZA - W50TH STREET STOREFRONT  
SCALE: NTS



**4** 620 FIFTH AVENUE - W50TH STREET STOREFRONT  
SCALE: NTS



ROCKEFELLER CENTER KEY PLAN



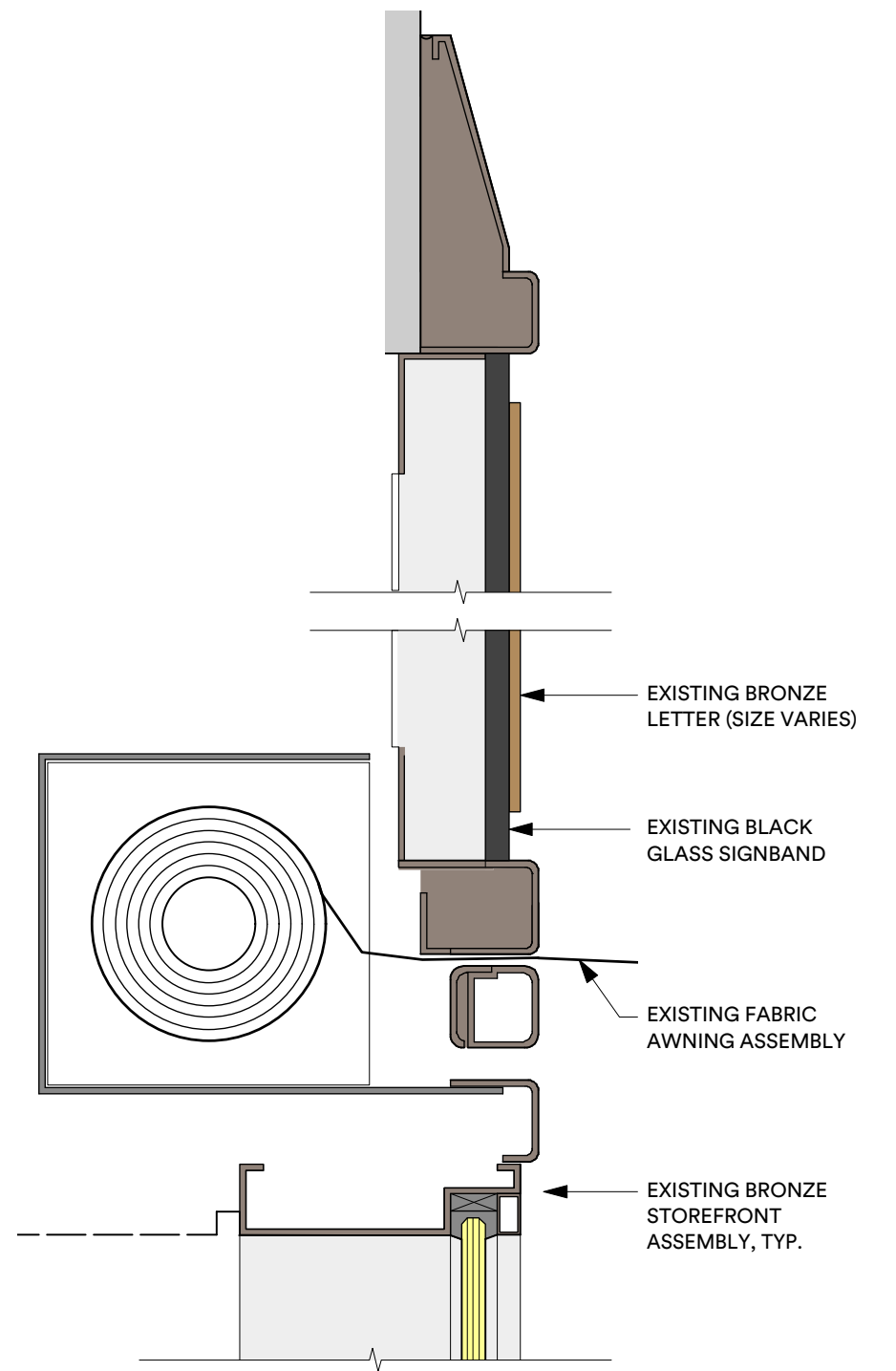
EMPIRE STATE BUILDING - FIFTH AVENUE AND WEST 34TH STREET



**BERGDORF GOODMAN - FIFTH AVENUE AND WEST 57TH STREET**



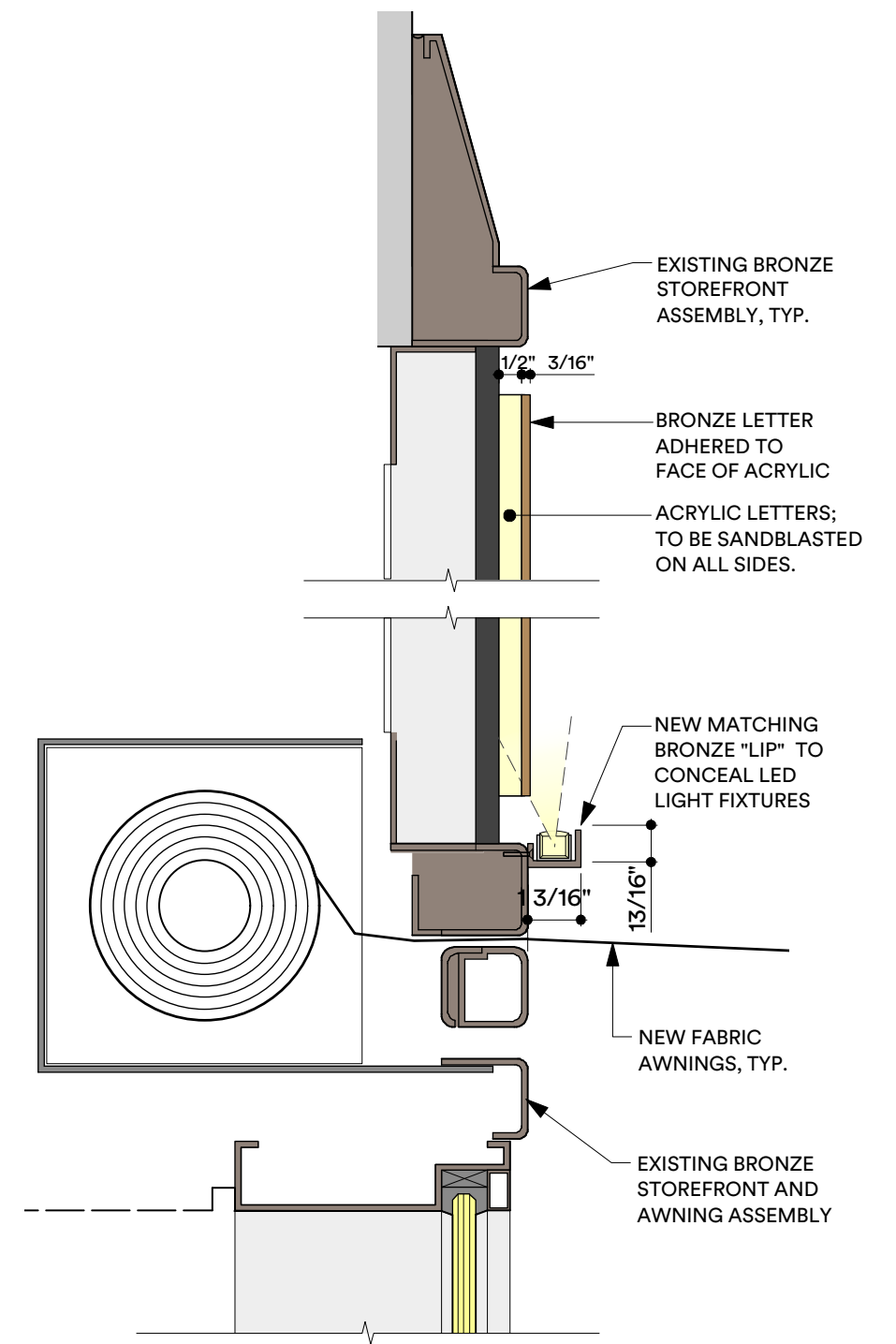
**1** EXISTING STOREFRONT: ELEVATION  
SCALE: 3" = 1'-0"



**2** EXISTING STOREFRONT: DETAIL  
SCALE: 3" = 1'-0"



**1** EDGE LIT & FACE LIT BRONZE LETTER - ELEVATION  
SCALE: 1/2" = 1'-0"



**2** SECTION DETAIL  
SCALE: 3" = 1'-0"

The current proposal is:

**Item 7, LPC-20-07949**

**610 Fifth Avenue, 620 Fifth Avenue, 626 Fifth Avenue, 630 Fifth Avenue,  
636 Fifth Avenue, 1 Rockefeller Plaza and 30 Rockefeller Plaza,  
Borough of Manhattan**

## **How to Testify**

**Via Zoom:** <https://us02web.zoom.us/j/87880258370?pwd=L01nTWJsYVRkeXgxZE9pWmVtTTM3UT09>

**Meeting ID:** 878 8025 8370

**Password:** 248257

**By Phone:** 1 646-558-8656

**US (New York)** 877-853-5257 (Toll free)

**US** 888 475 4499 (Toll free)

**Note:** If you are providing testimony, please **only join Zoom** when the item you are testifying on is currently being presented. Thank you.



PROMENADE

kate spade ♠ NEW YORK

kate spade ♠ NEW YORK

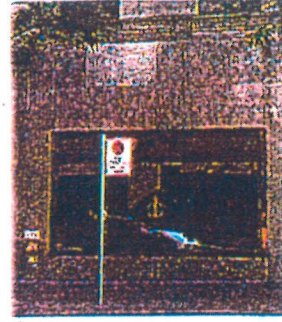
APPENDIX

GABELLINI SHEPPARD

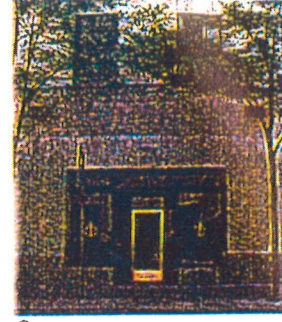
WEST 50TH STREET



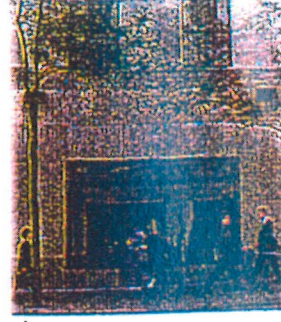
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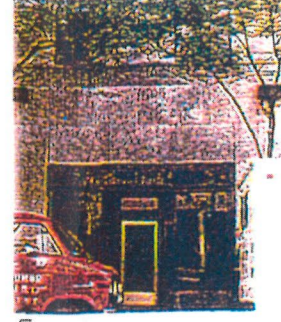
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3



4



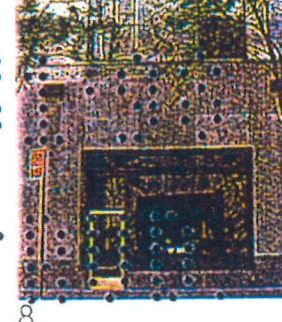
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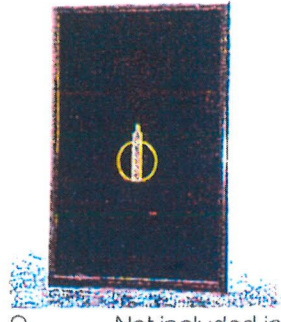
6



7



8



9 Not included in Master Plan



10



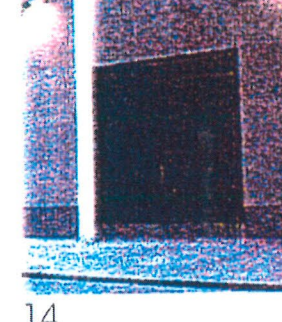
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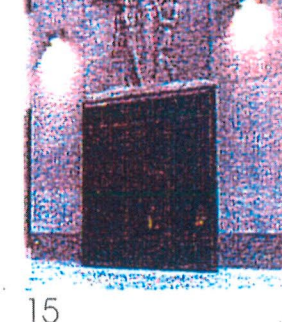
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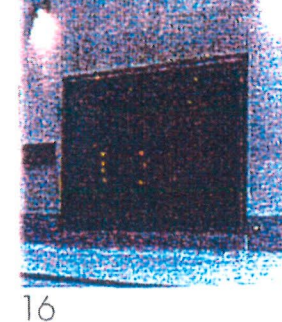
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14

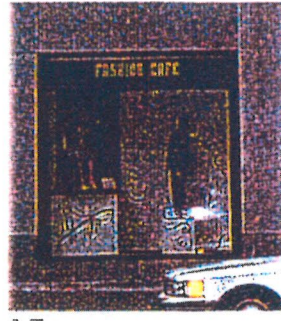


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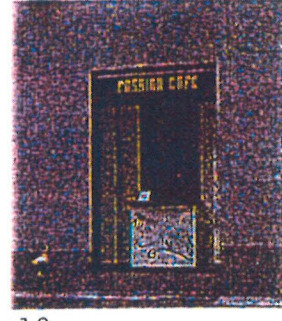


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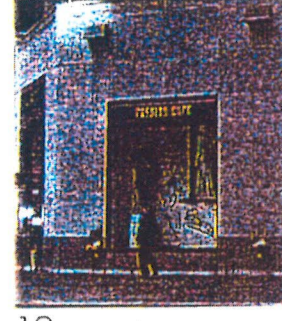
ROCKEFELLER PLAZA



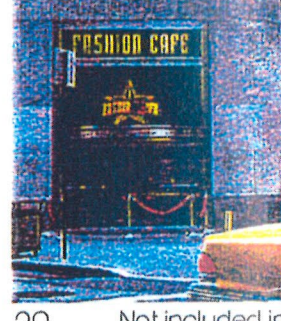
17



18



19



20 Not included in Master Plan



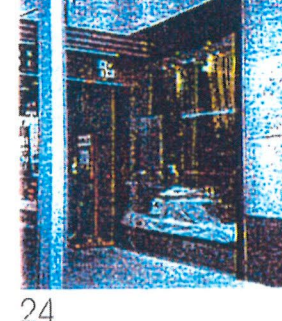
21



22



23

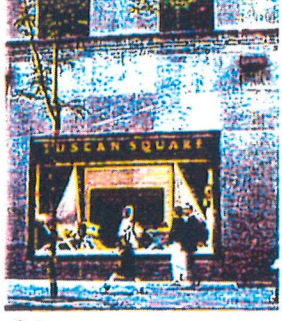


24

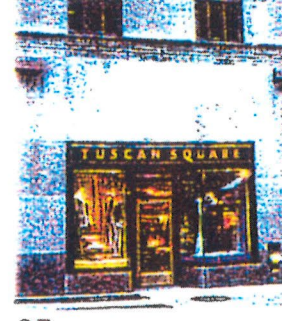
WEST 51ST STREET



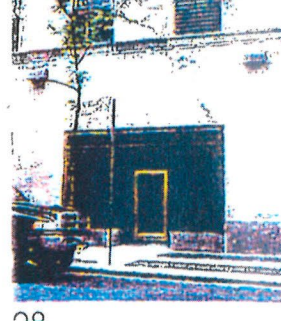
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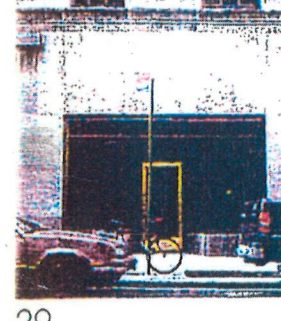
26



27



28



29



30



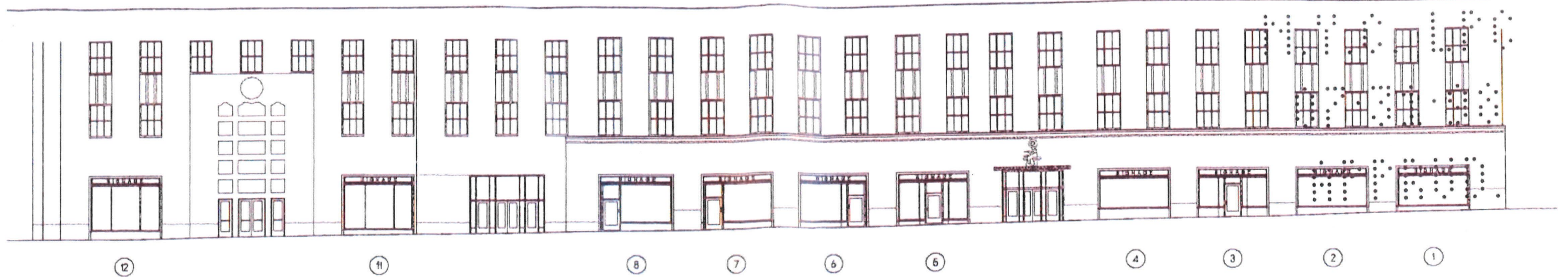
31

EXISTING STOREFRONTS

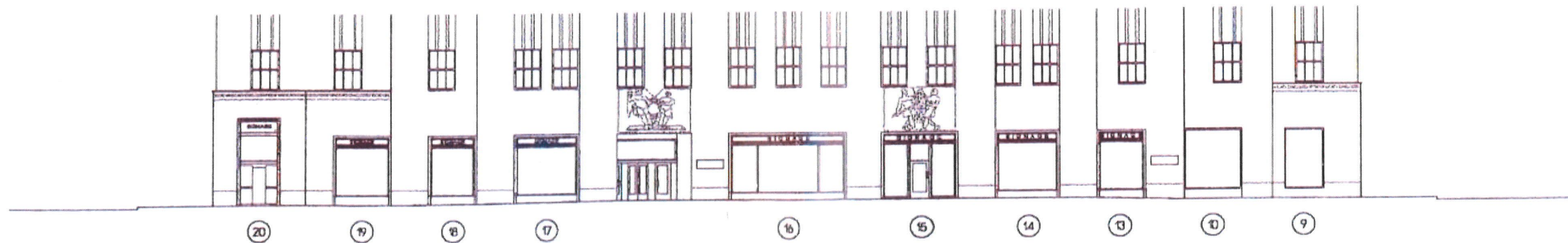
630 FIFTH AVENUE - STOREFRONT MASTER PLAN

ROCKEFELLER CENTER

Owner: RCPI Trust — Developer/Managing Agent: TishmanSpeyer Properties, L.P.

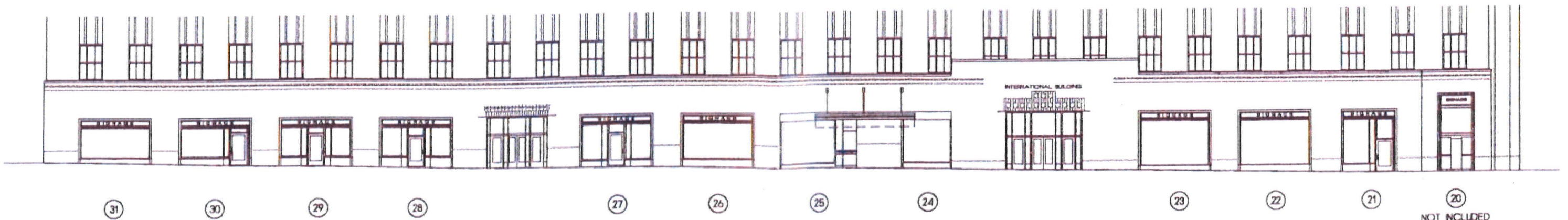


WEST 50th STREET STOREFRONTS



NOT INCLUDED  
IN MASTER PLAN

ROCKEFELLER PLAZA STOREFRONTS



NOT INCLUDED  
IN MASTER PLAN

WEST 51st STREET STOREFRONTS

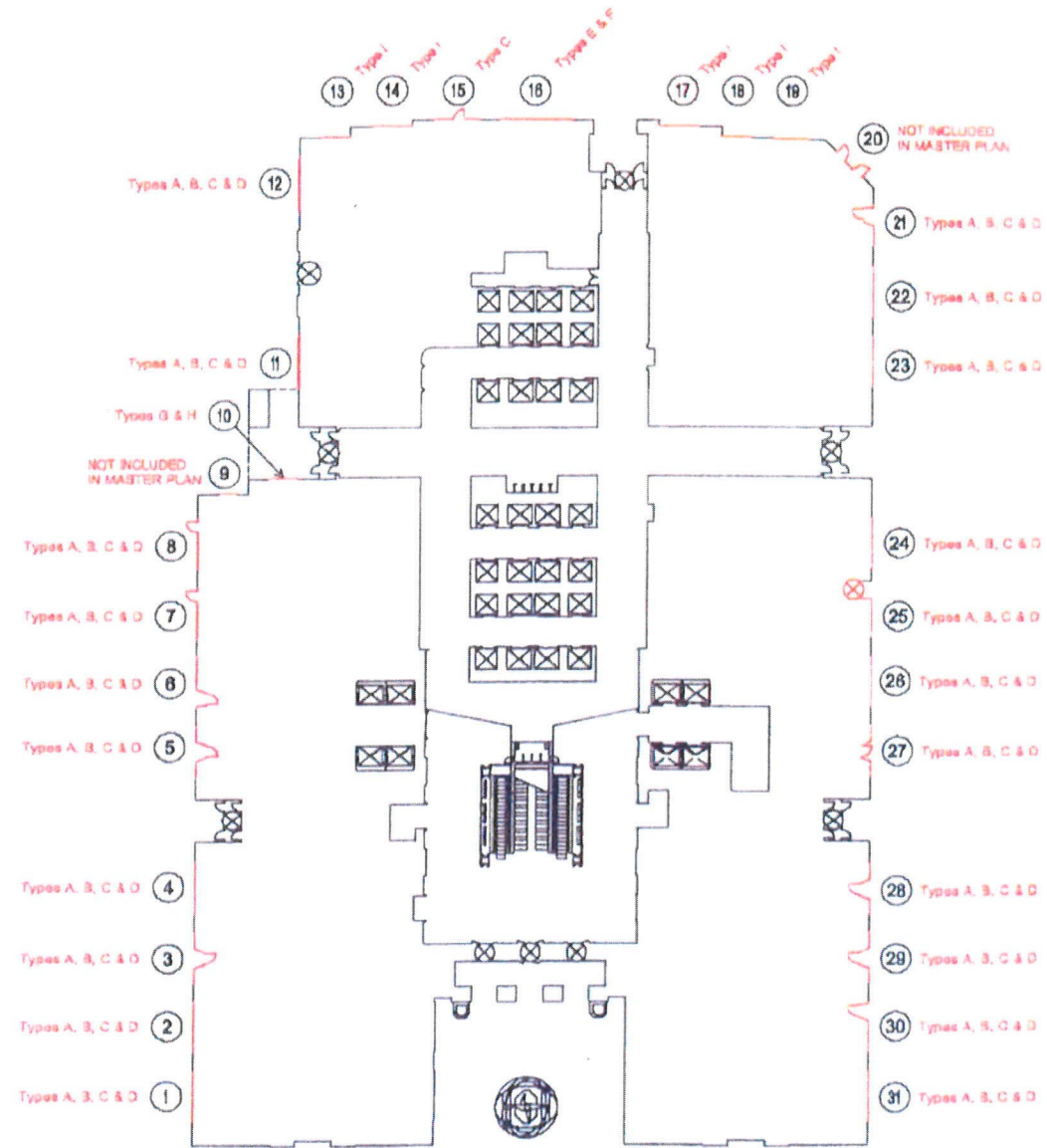
630 FIFTH AVENUE - STOREFRONT MASTER PLAN

# ROCKEFELLER CENTER

Owner: RCPI Trust - Developer/Managing Agent: TishmanSpeyer Properties, L.P.

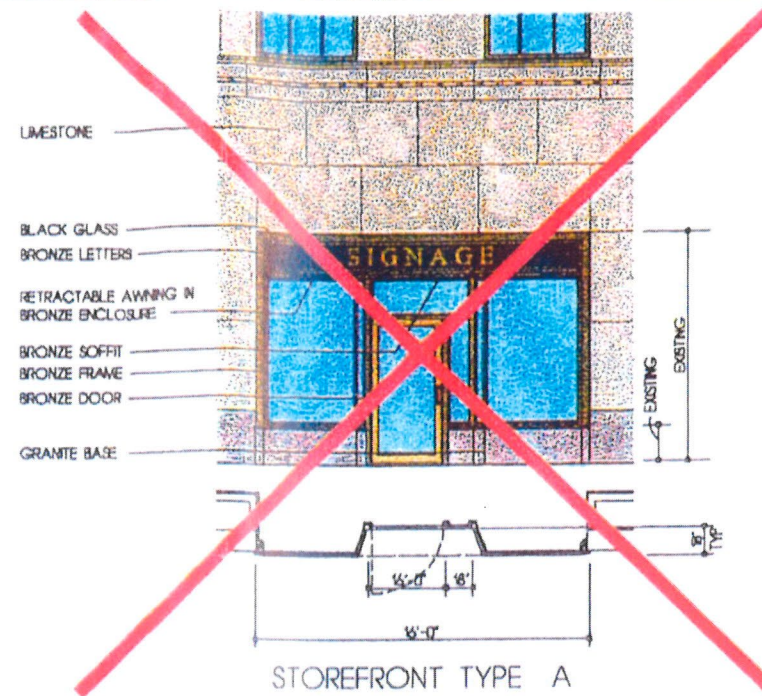
**Beyer  
Blinder  
Belle**  
Architects & Planners, LLP  
41 East 111 Street  
New York, New York 10003  
212 777 7800

Scale  
Project Number 197  
Drawing Number  
LPC-INT-3  
Date July 14, 1998

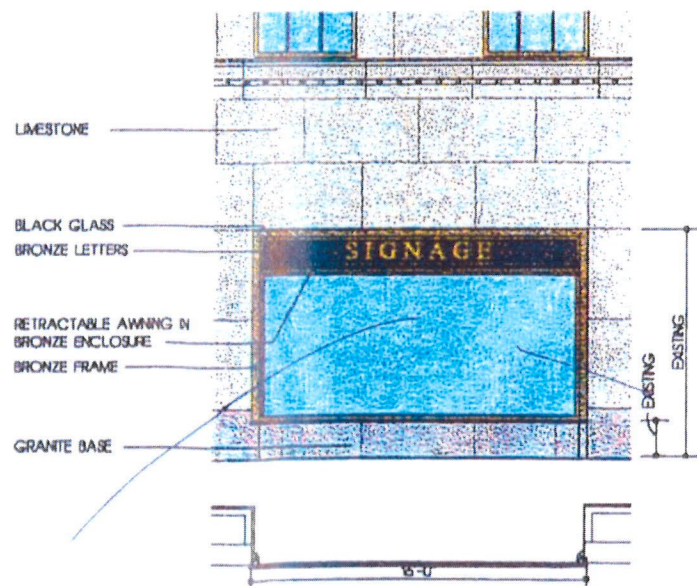


630 5th AVE.  
KEY MAP  
NOT TO SCALE

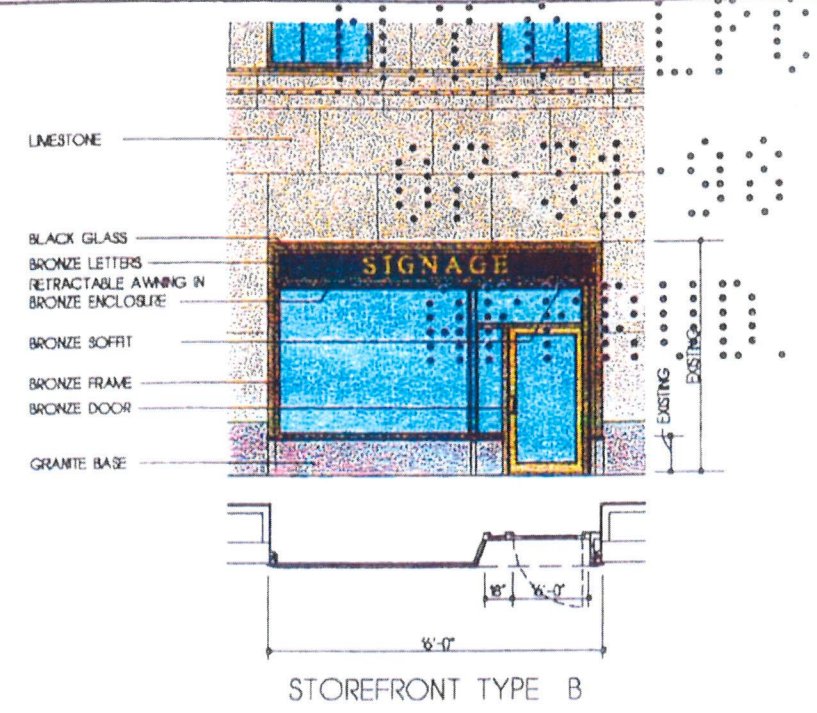
STOREFRONTS IN RED ARE DOCUMENTED ON SHEETS LPC-INT-1 AND LPC-INT-3  
OPTIONS FOR NUMBERED STOREFRONTS ARE SHOWN ON THIS SHEET  
NO CHANGES ARE PROPOSED FOR BUILDING ENTRANCES



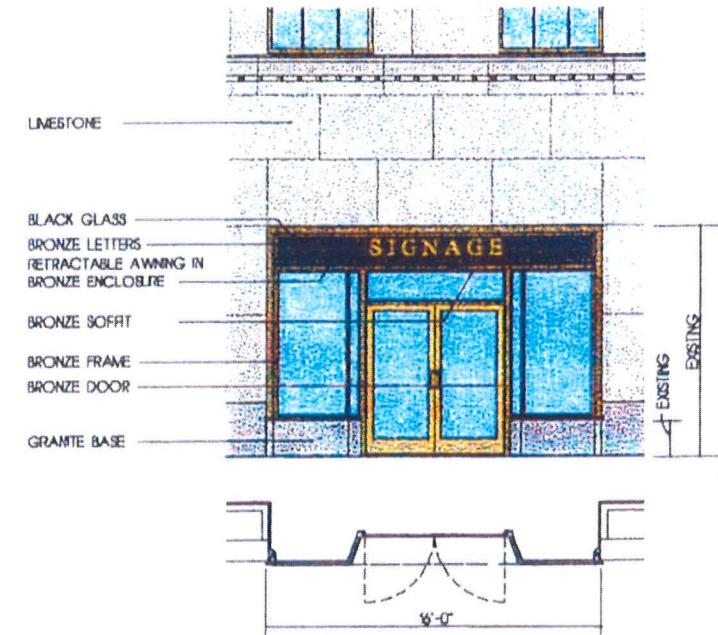
NOT INCLUDED IN MASTER PLAN



STOREFRONT TYPE C



STOREFRONT TYPE B



STOREFRONT TYPE D

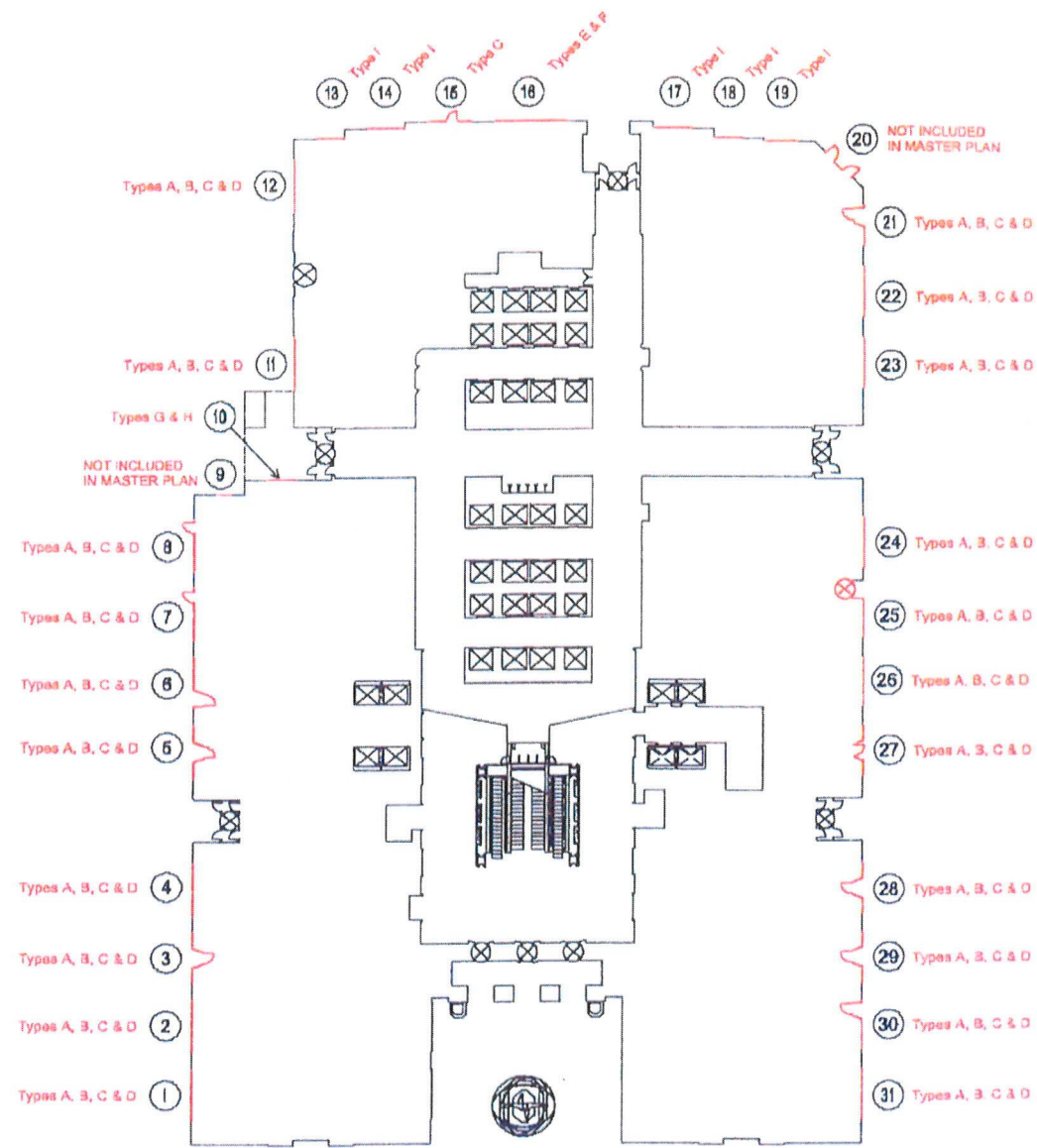
## 630 FIFTH AVENUE - STOREFRONT MASTER PLAN

# ROCKEFELLER CENTER

Owner: RCPI Trust - Developer/Managing Agent: TishmanSpeyer Properties, L.P.

**Beyer  
Blinder  
Belle**  
Architects & Planners LLP  
41 East 11 Street  
New York, New York 10003  
212 777 7800

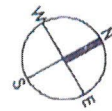
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Project Number: 1917  
Drawing Number: LPC-INT-4  
Date: July 14, 1998



630 5th AVE.

KEY MAP

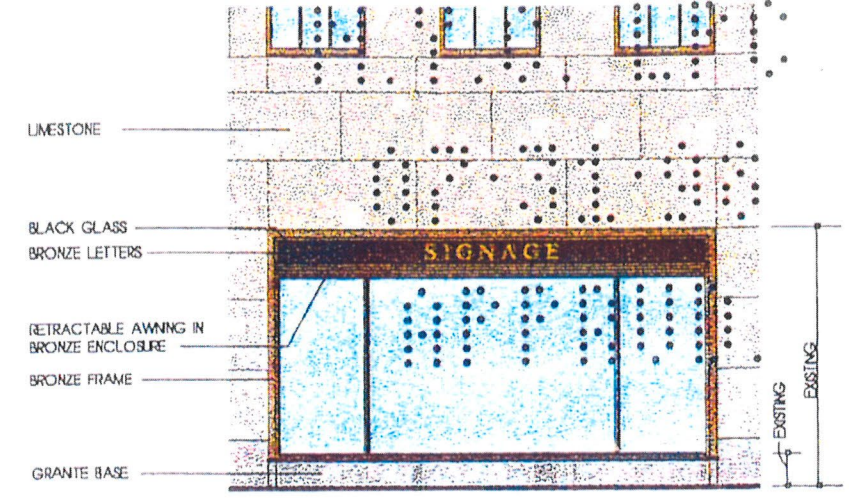
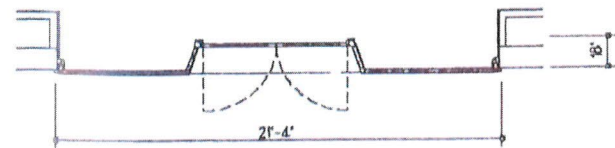
NOT TO SCALE



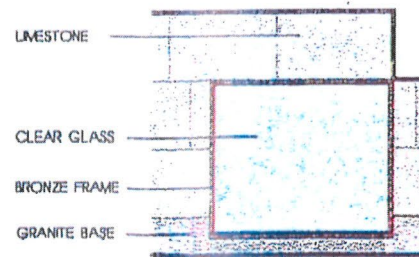
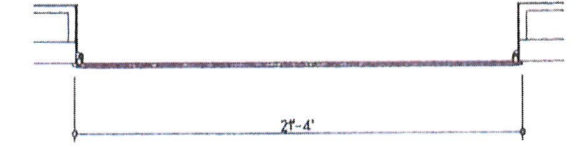
STOREFRONTS IN RED ARE DOCUMENTED ON SHEETS LPC-NT-1 AND LPC-NT-3  
 OPTIONS FOR NUMBERED STOREFRONTS ARE SHOWN ON THIS SHEET  
 NO CHANGES ARE PROPOSED FOR BUILDING ENTRANCES



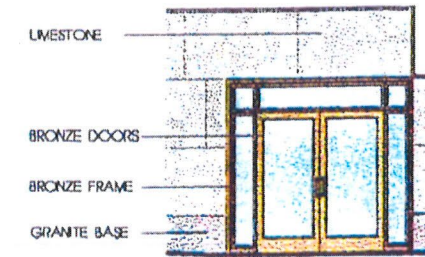
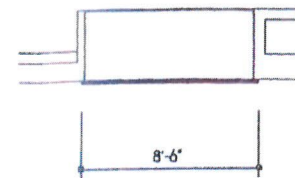
STOREFRONT TYPE E



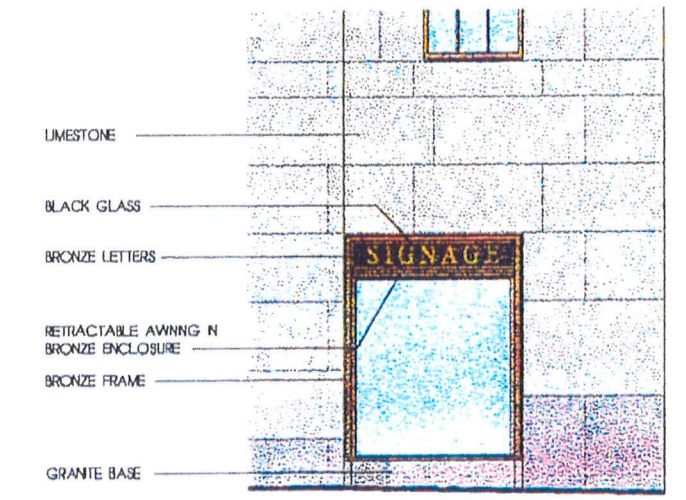
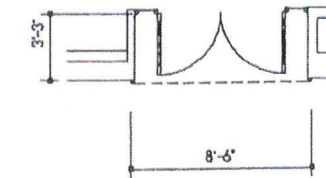
STOREFRONT TYPE F



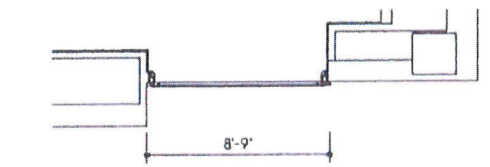
STOREFRONT TYPE G



STOREFRONT TYPE H



STOREFRONT TYPE I



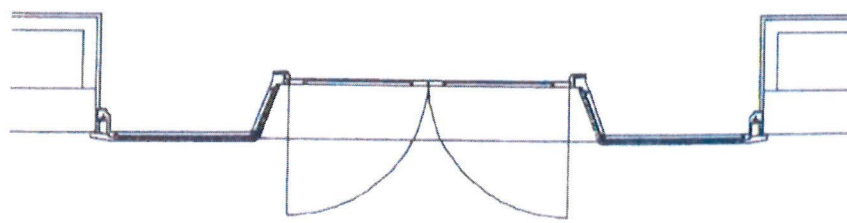
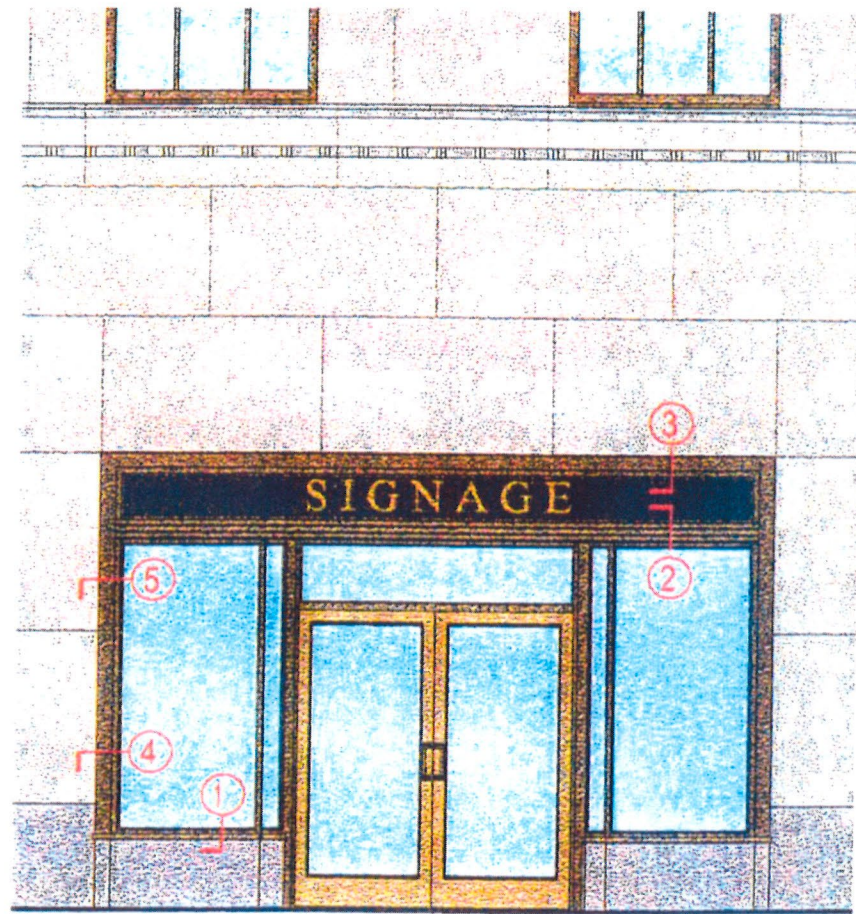
630 FIFTH AVENUE - STOREFRONT MASTER PLAN

ROCKEFELLER CENTER

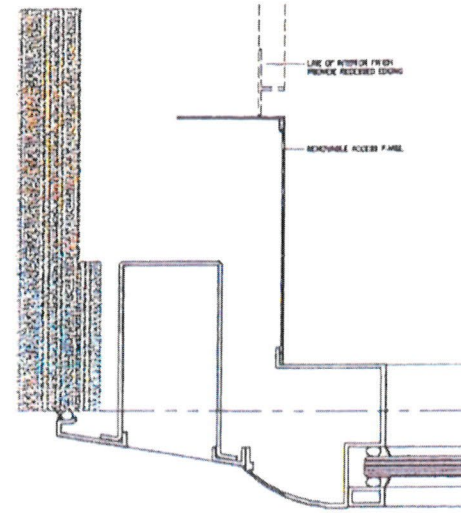
Owner: RCPI Trust - Developer/Managing Agent: TishmanSpeyer Properties, L.P.

**Beyer  
Blinder  
Belle**  
 Architects & Planners LLP  
 41 East 11 Street  
 New York, New York 10003  
 212 777 7800

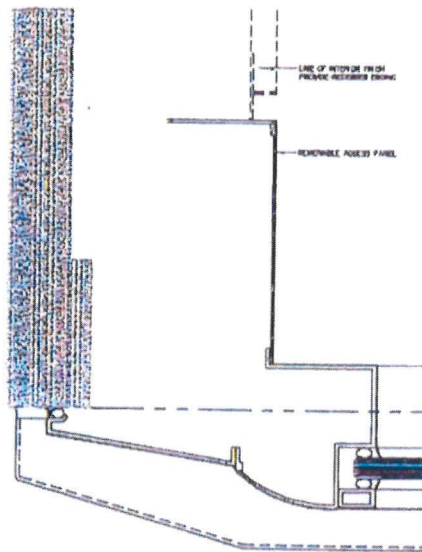
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 Project Number: 1317  
 Drawing Number: LPC-INT-5  
 Date: July 14, 1998



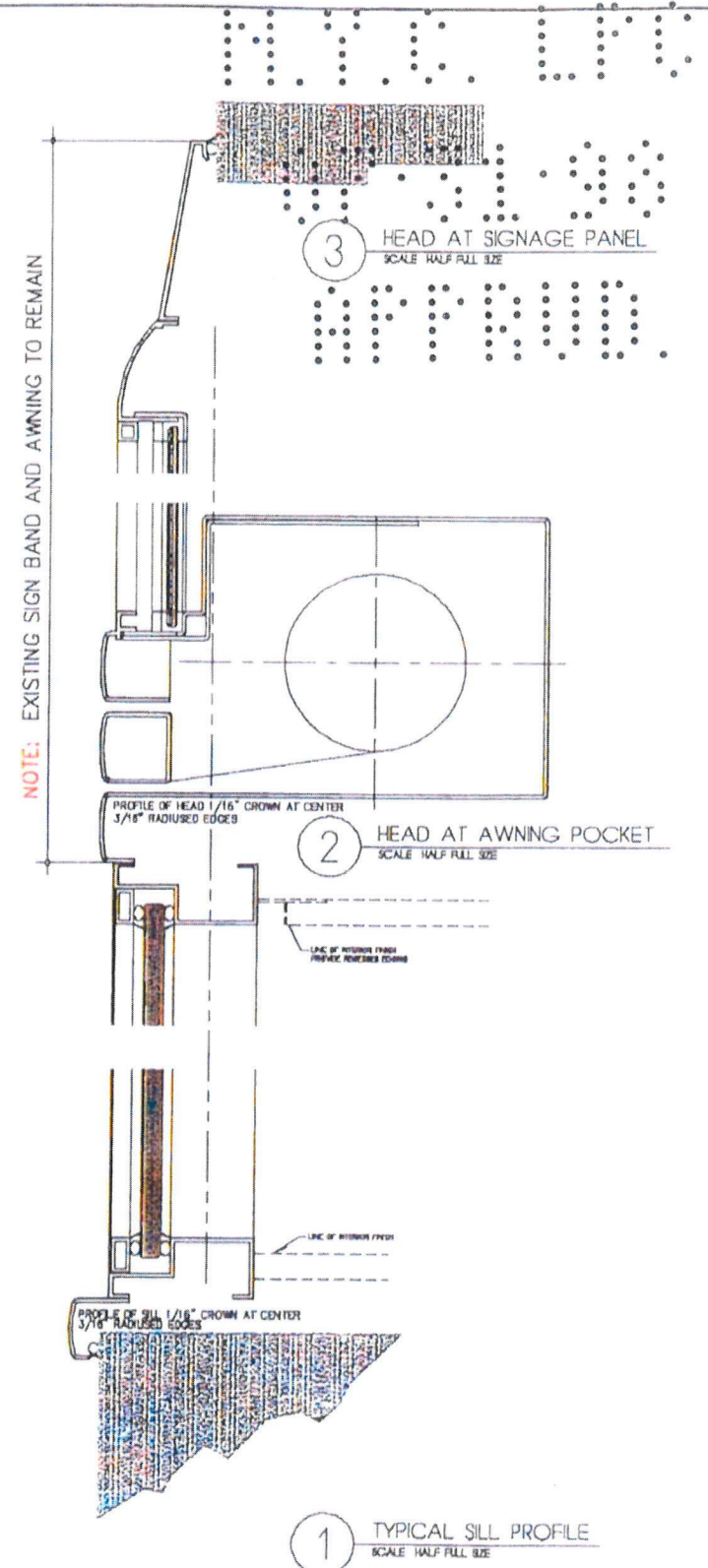
STOREFRONT  
SCALE 1/2" = 1'-0"



5 AWNING POCKET  
SCALE HALF FULL SIZE



4 JAMB AT SILL LEVEL  
SCALE HALF FULL SIZE



NOTE: EXISTING SIGN BAND AND AWNING TO REMAIN

3 HEAD AT SIGNAGE PANEL  
SCALE HALF FULL SIZE

2 HEAD AT AWNING POCKET  
SCALE HALF FULL SIZE

1 TYPICAL SILL PROFILE  
SCALE HALF FULL SIZE

630 FIFTH AVENUE - STOREFRONT MASTER PLAN

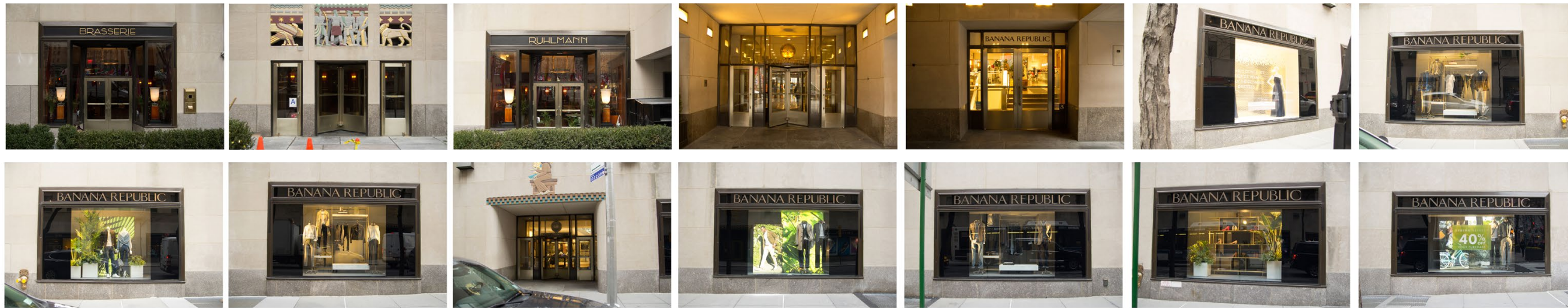
# ROCKEFELLER CENTER

Owner: RCPI Trust - Developer/Managing Agent: TishmanSpeyer Properties, L.P.

**Beyer  
Blinder  
Belle**  
Architects & Planners, LLP  
41 East 11 Street  
New York, New York 10003  
212 777 7800

Scale AS NOTED  
Project Number 1917  
Drawing Number  
LPC-INT-6  
Date July 16, 1998

**45 ROCKEFELLER PLAZA**  
SOUTH FACADE



**NORTH FACADE** W50<sup>TH</sup> STREET



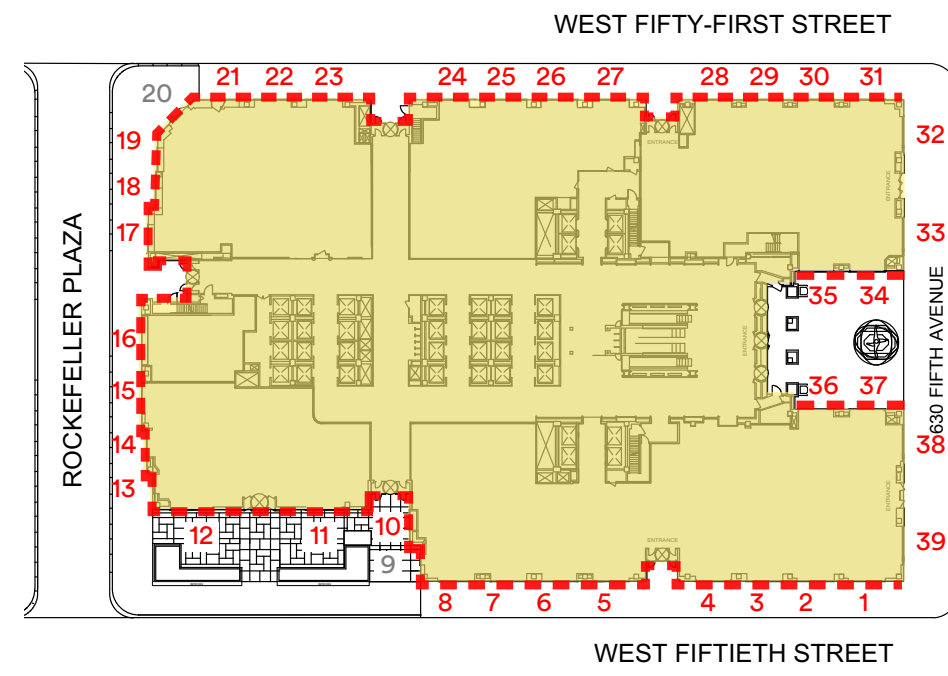
**WEST FACADE** W51<sup>ST</sup> STREET



**EAST FACADE** ROCKEFELLER PLAZA



FIFTH AVENUE / ATLAS COURT **3** **4**



**45 ROCKEFELLER PLAZA**

620 FIFTH AVENUE

SOUTH FACADE



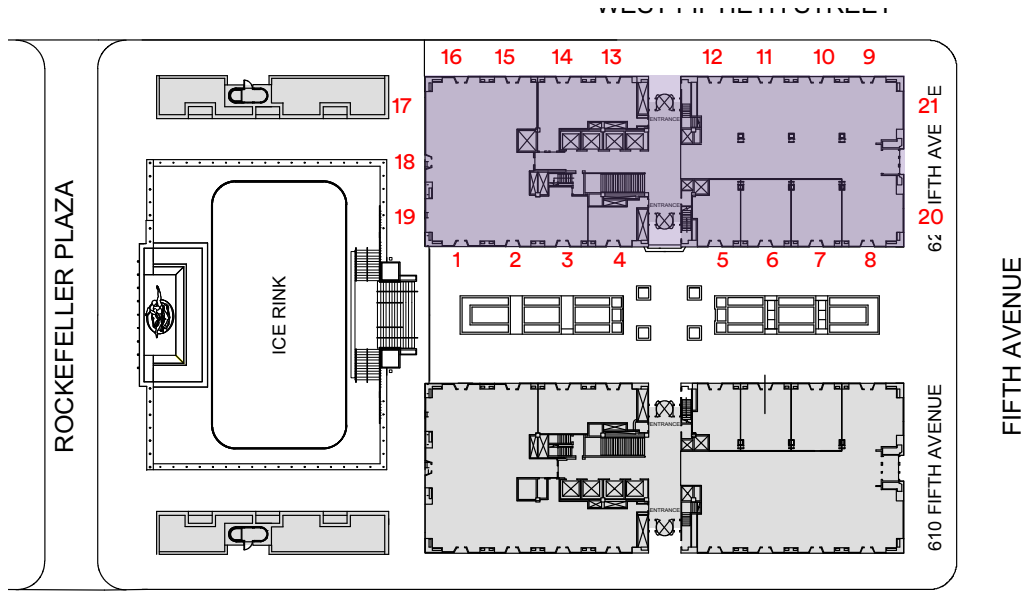
NORTH FACADE



WEST FACADE



EAST FACADE



610 FIFTH AVENUE

SOUTH FACADE



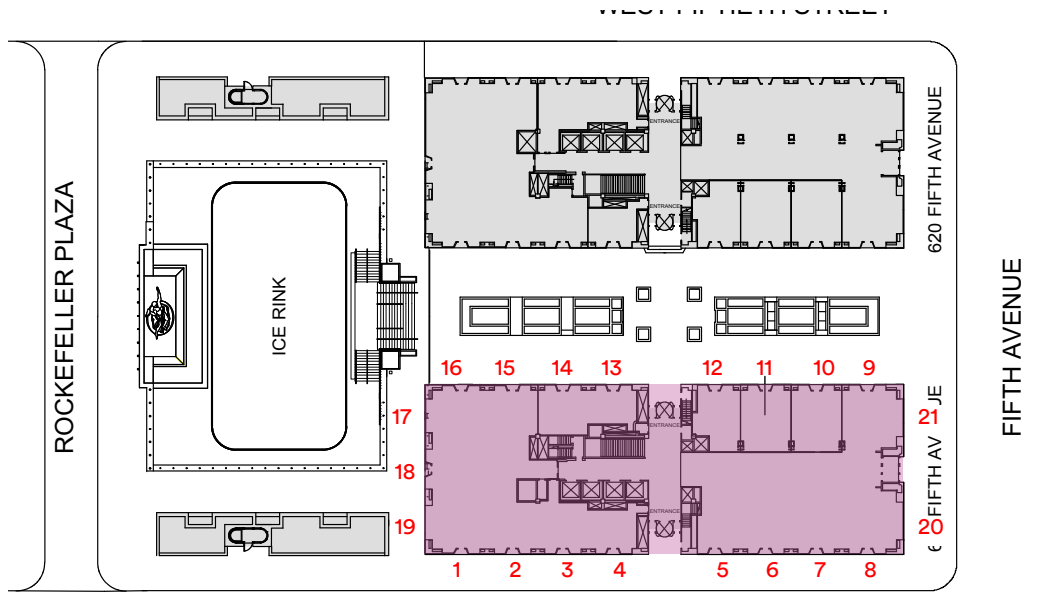
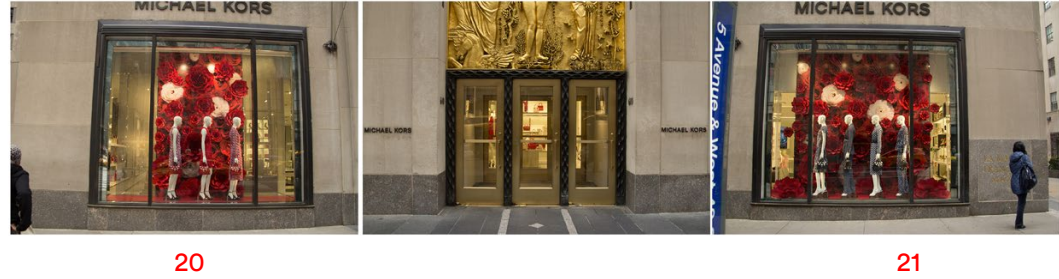
NORTH FACADE



WEST FACADE



EAST FACADE



# 1 ROCKEFELLER PLAZA

## NORTH FACADE



1

2

3

W49<sup>TH</sup> STREET

## WEST FACADE



4

5

6

7

8

9

ROCKEFELLER PLAZA

## SOUTH FACADE



10

11

12

W48<sup>TH</sup> STREET



**30 ROCKEFELLER PLAZA**

**SOUTH FACADE**



W49<sup>TH</sup> STREET

**NORTH FACADE**

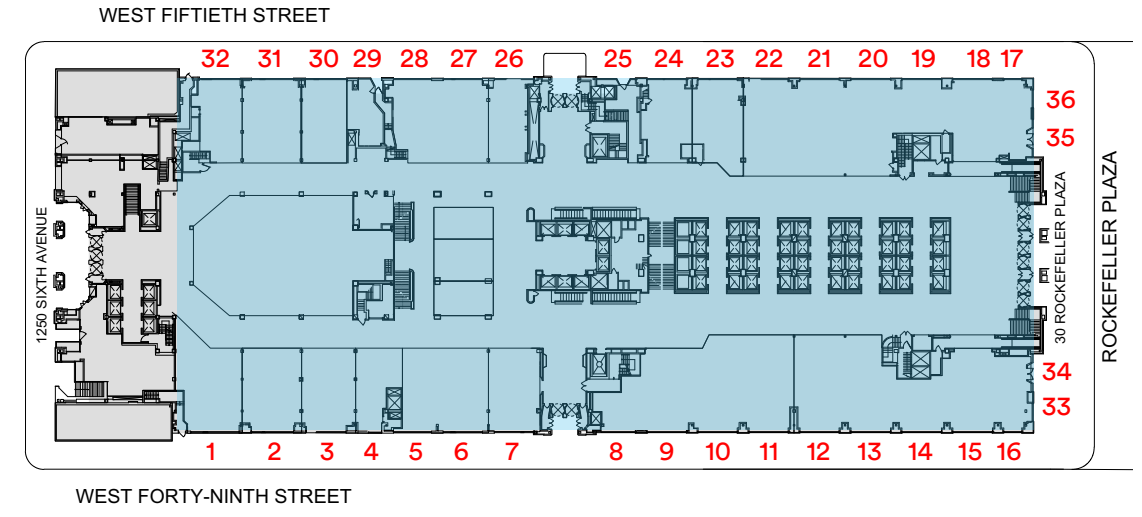


W50<sup>TH</sup> STREET

**EAST FACADE**



ROCKEFELLER PLAZA





**1** EXISTING ROCKEFELLER PLAZA STOREFRONT  
SCALE: NTS



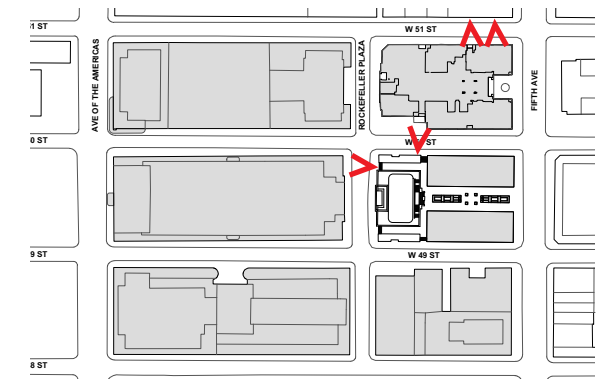
**2** EXISTING W51ST STREET STOREFRONT  
SCALE: NTS



**3** EXISTING ROCKEFELLER PLAZA STOREFRONT  
SCALE: NTS



**4** EXISTING SOUTH ROCKEFELLER PLAZA STOREFRONT  
SCALE: NTS



ROCKEFELLER CENTER KEY PLAN



1 EXISTING W50TH STREET STOREFRONT  
SCALE: NTS



2 EXISTING W50TH STREET STOREFRONT  
SCALE: NTS



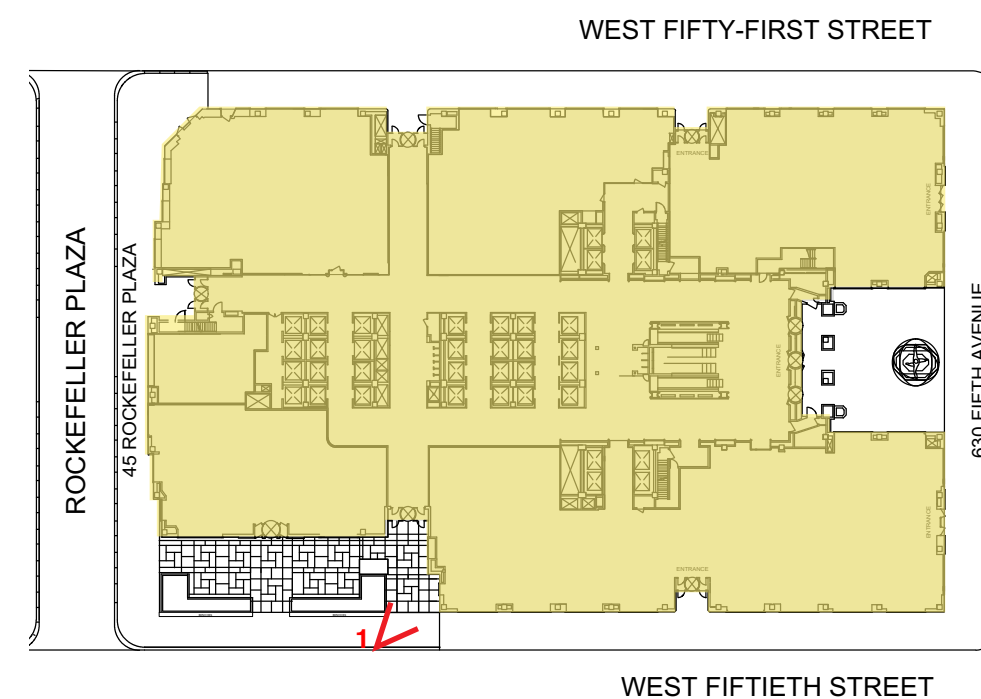
3 EXISTING ROCKEFELLER PLAZA STOREFRONT  
SCALE: NTS



4 EXISTING W50TH STREET STOREFRONT  
SCALE: NTS



1. View of storefronts, 1940. (MCNY)





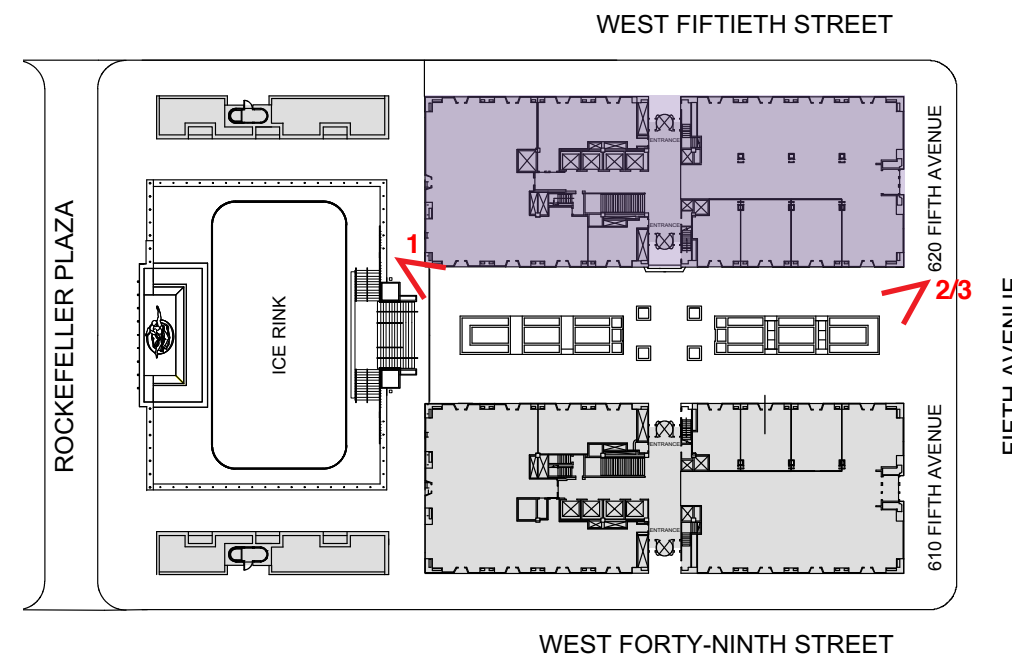
1. View of storefronts, ca. 1933 (© 2020 Rockefeller Center Archives)



2. View of storefronts, 1935. (NYHS)

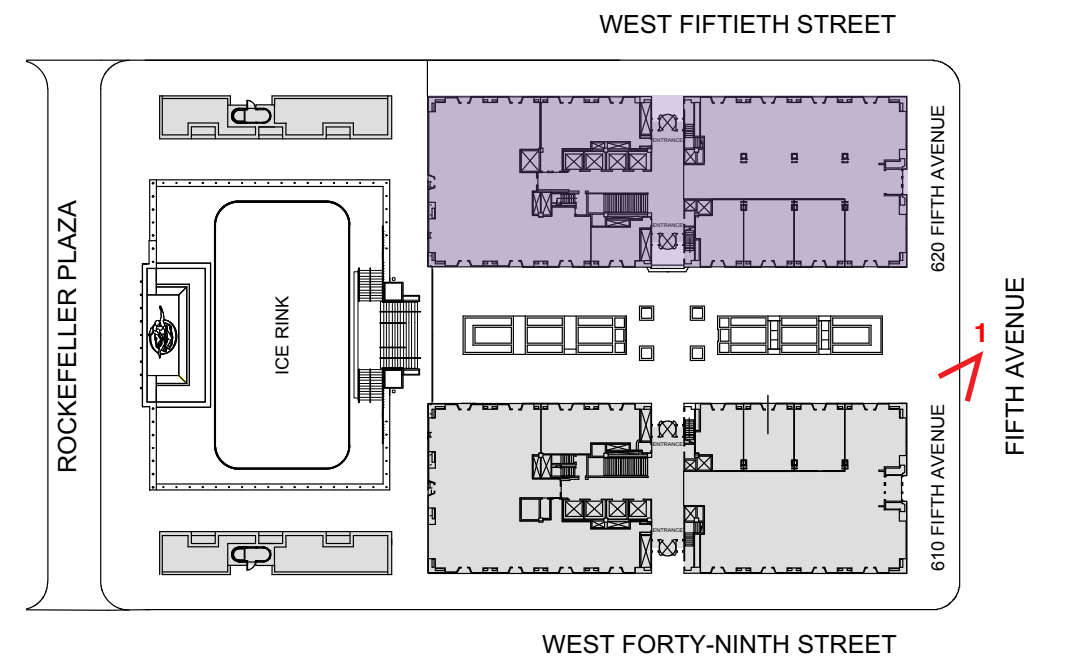


3. View of storefronts, 1956 (© 2020 Rockefeller Center Archives)





1. View of storefronts, ca. 1934 (© 2020 Rockefeller Center Archives)

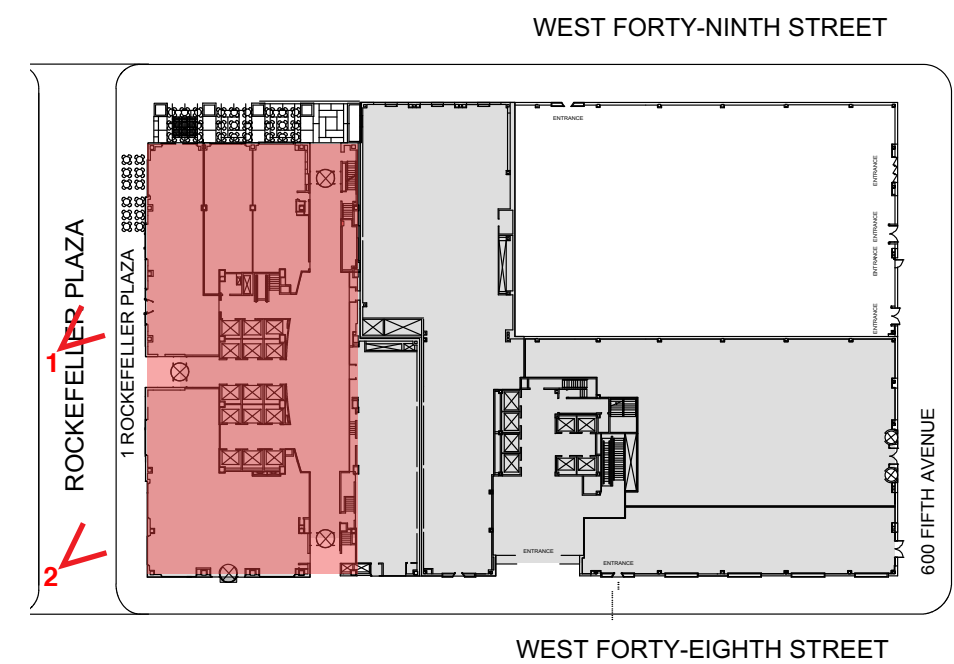




1. View of northern storefronts, ca. 1950. (MCNY)



2. View of southern storefronts, ca. 1950. MCNY)





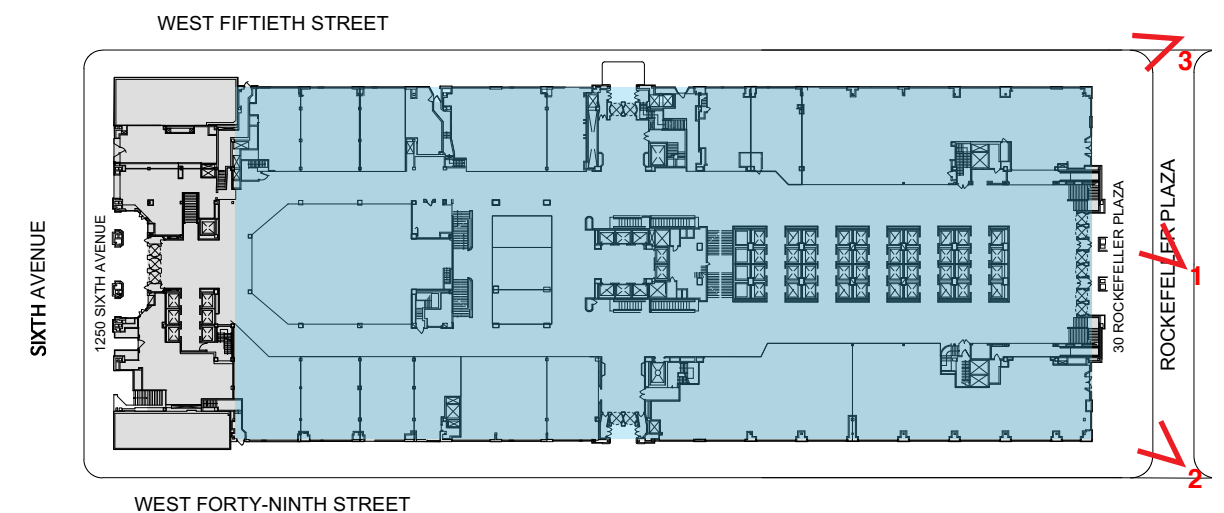
1. View of the south storefront along Rockefeller Plaza, ca. 1933. (NYHS)



2. View of the north storefront along Rockefeller Plaza, ca. 1933. (NYHS)



3. View of the north storefront along Rockefeller Plaza, 1933. (MCNY)



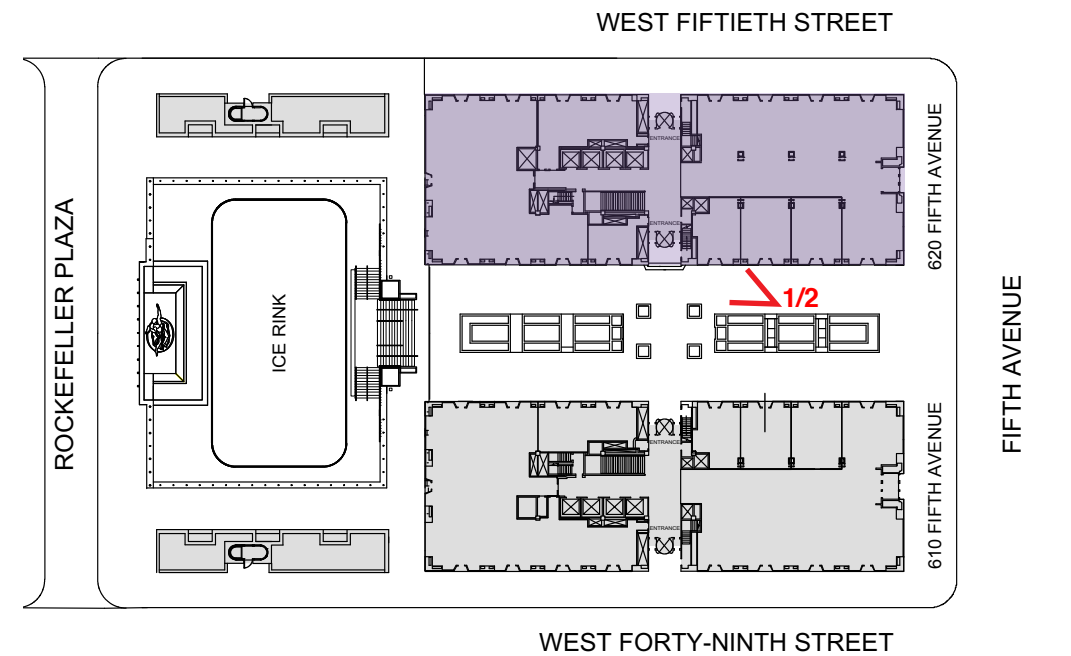
**30 ROCKEFELLER PLAZA**



1. View of storefronts, ca. 1933 (© 2020 Rockefeller Center Archives)



2. View of storefronts, 1941 (© 2020 Rockefeller Center Archives)



The current proposal is:

**Item 7, LPC-20-07949**

**610 Fifth Avenue, 620 Fifth Avenue, 626 Fifth Avenue, 630 Fifth Avenue,  
636 Fifth Avenue, 1 Rockefeller Plaza and 30 Rockefeller Plaza,  
Borough of Manhattan**

## **How to Testify**

**Via Zoom:** <https://us02web.zoom.us/j/87880258370?pwd=L01nTWJsYVRkeXgxZE9pWmVtTTM3UT09>

**Meeting ID:** 878 8025 8370

**Password:** 248257

**By Phone:** 1 646-558-8656

**US (New York)** 877-853-5257 (Toll free)

**US** 888 475 4499 (Toll free)

**Note:** If you are providing testimony, please **only join Zoom** when the item you are testifying on is currently being presented. Thank you.