Landmarks Preservation Commission

July 21, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 6, LPC-26-12176

10 Rockefeller Plaza, aka 10-20 Rockefeller Plaza & 1230 Avenue of the Americas – Rockefeller Center – Individual Landmark – Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 165 203 3961
Passcode: 648880
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Christie’s at Rockefeller Center

Landmarks Preservation Commission

21 July 2026

PAU

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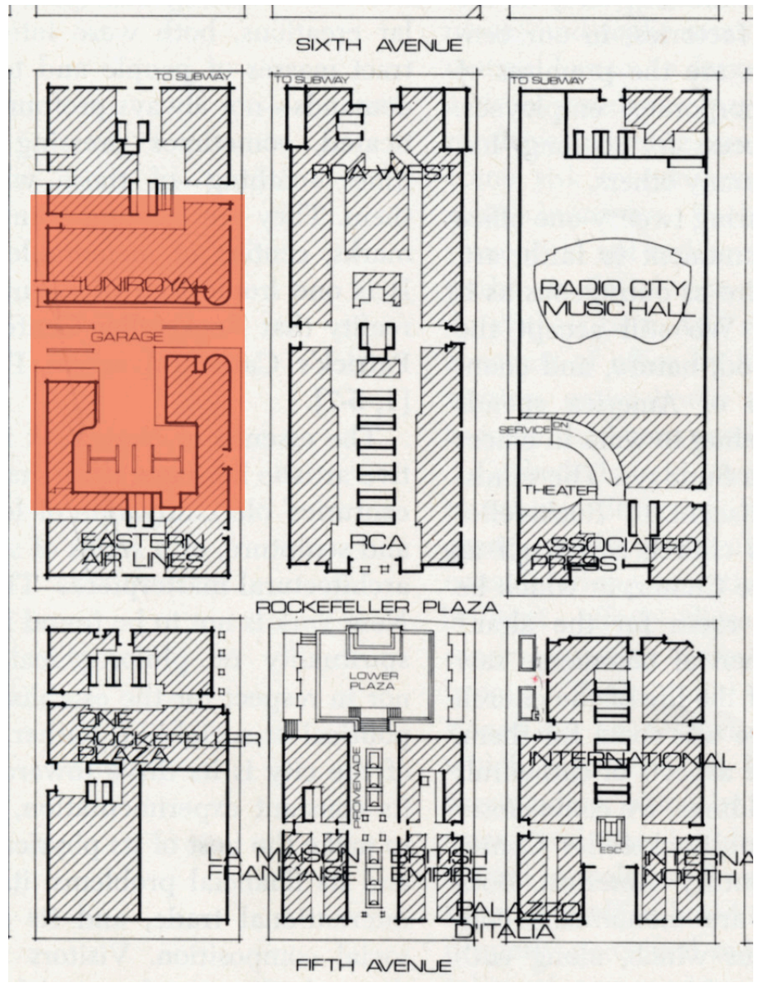
- Plaza, Entry & Canopy

1. Site & Existing Conditions

Existing Conditions

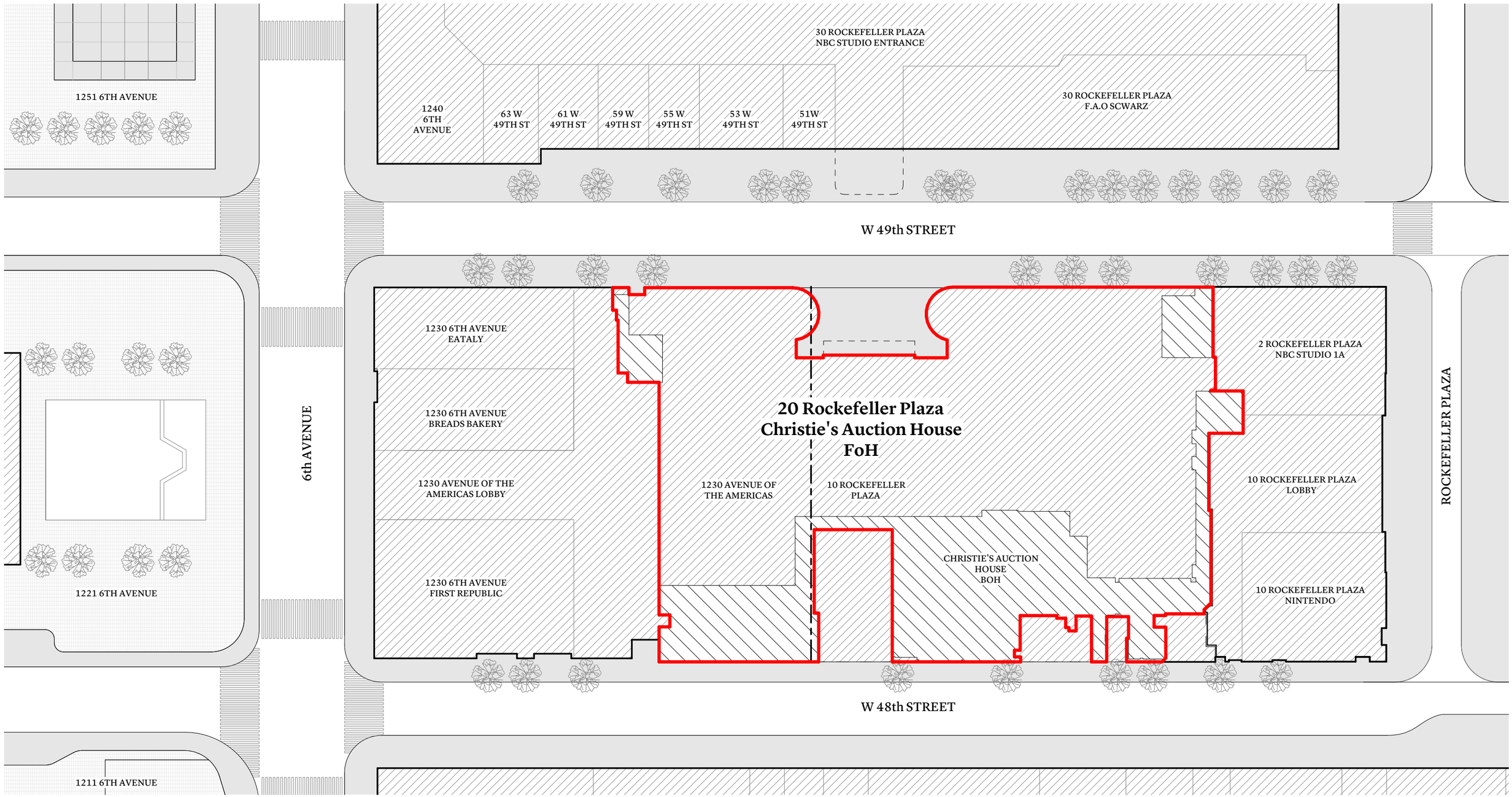


49th Street Elevation - Existing Condition



Rockefeller Center Site Plan, 1978 (Krinsky)

Block Plan


1251 6TH AVENUE
30 ROCKEFELLER PLAZA
NBC STUDIO ENTRANCE
1240
6TH
AVENUE
63 W
49TH ST
61 W
49TH ST
59 W
49TH ST
55 W
49TH ST
53 W
49TH ST
51W
49TH ST
30 ROCKEFELLER PLAZA
F.A.O SCWARZ
W 49th STREET
1230 6TH AVENUE
EATALY
1230 6TH AVENUE
BREADS BAKERY
1230 AVENUE OF THE
AMERICAS LOBBY
1230 6TH AVENUE
FIRST REPUBLIC
20 Rockefeller Plaza
Christie's Auction House
FoH
1230 AVENUE OF
THE AMERICAS
10 ROCKEFELLER
PLAZA
CHRISTIE'S AUCTION
HOUSE
BOH
2 ROCKEFELLER PLAZA
NBC STUDIO 1A
10 ROCKEFELLER PLAZA
LOBBY
10 ROCKEFELLER PLAZA
NINTENDO
ROCKEFELLER PLAZA
6th AVENUE
1221 6TH AVENUE
W 48th STREET
1211 6TH AVENUE
0’
10’
20’
40’

Existing Conditions



2026

Historic Context



Southern View from 49th Street, ca. 1940s

LPC Designation Photos | 1985



1985



1985

Existing Conditions



2026



2026

Existing Conditions



2. Proposed Design Overview

Principle Elevation - Existing



Entrance

0’ 5’ 10’ 20’

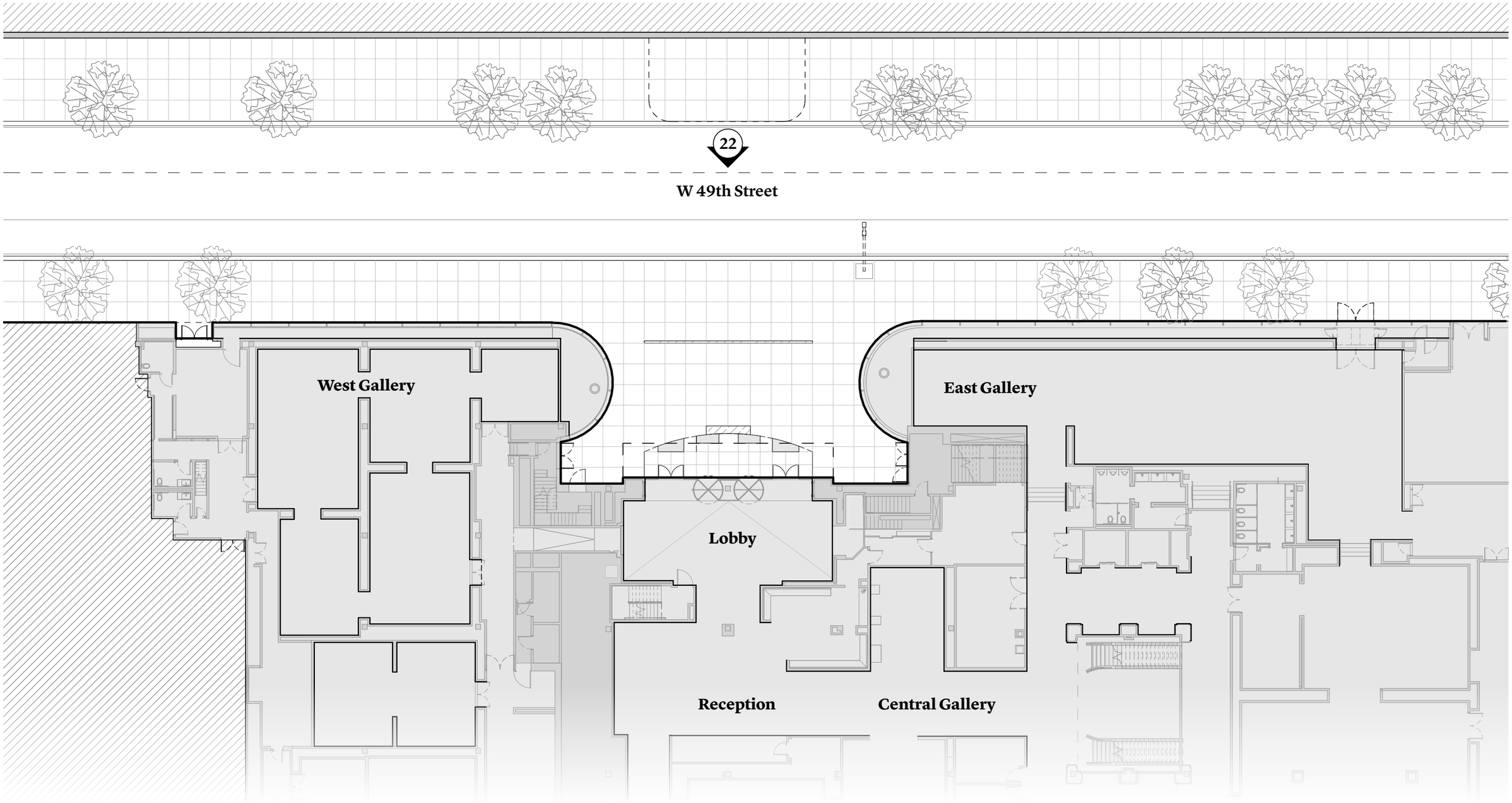
Principle Elevation - Proposed



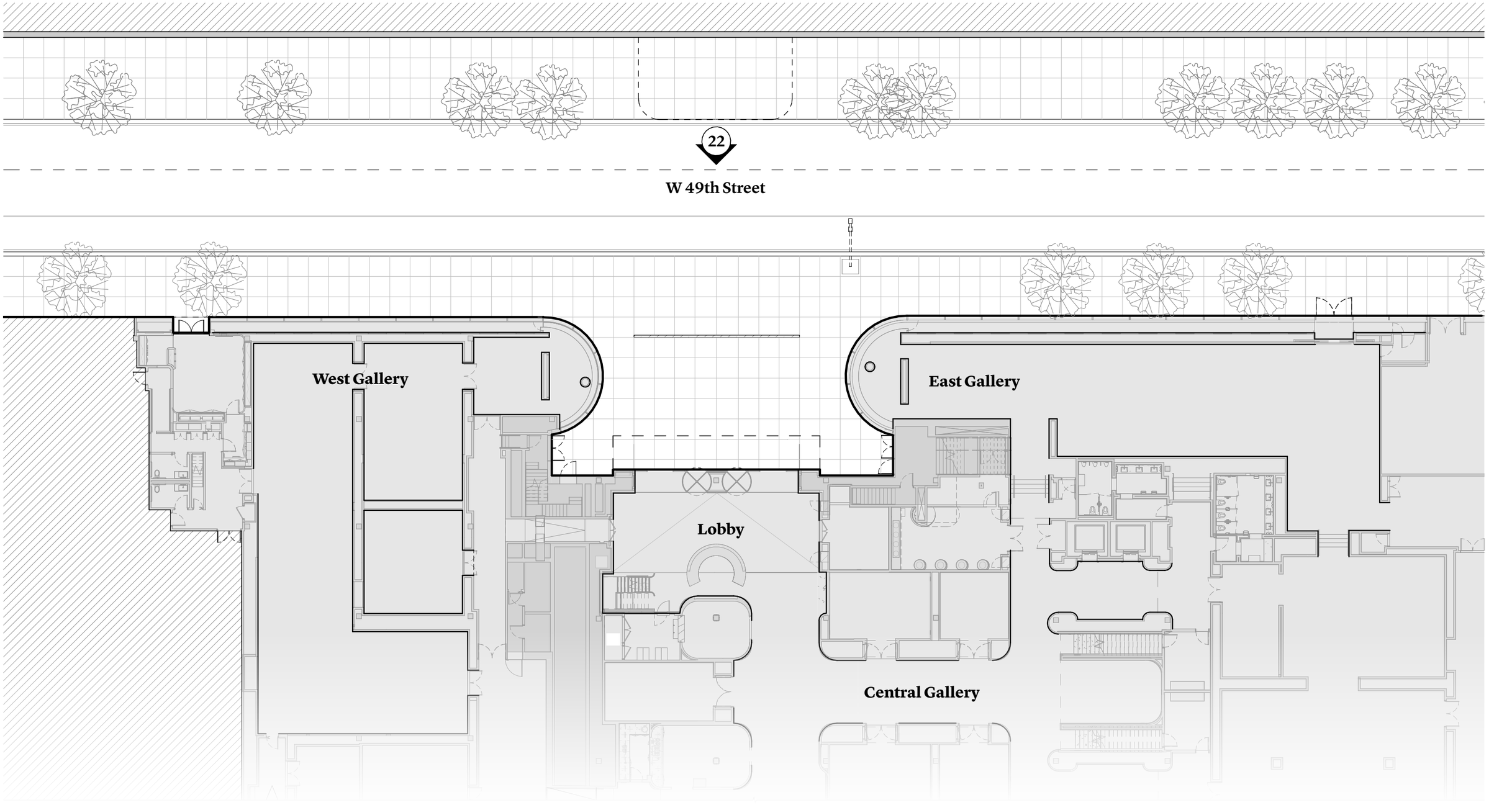
Entrance

0’ 5’ 10’ 20’

Existing Plan



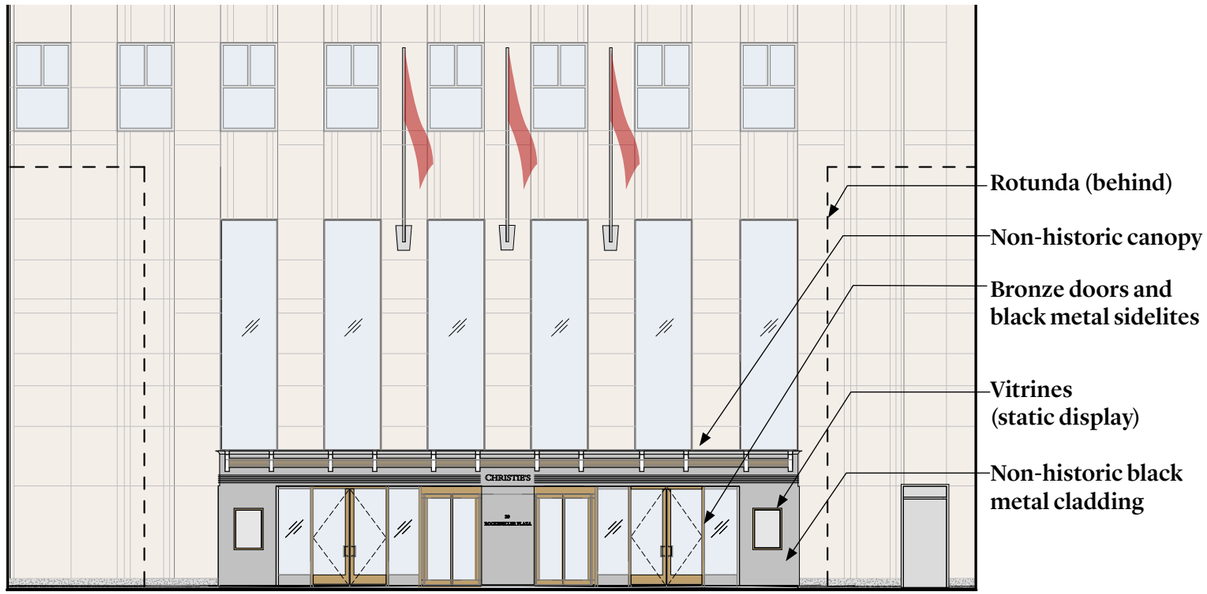
Proposed Plan



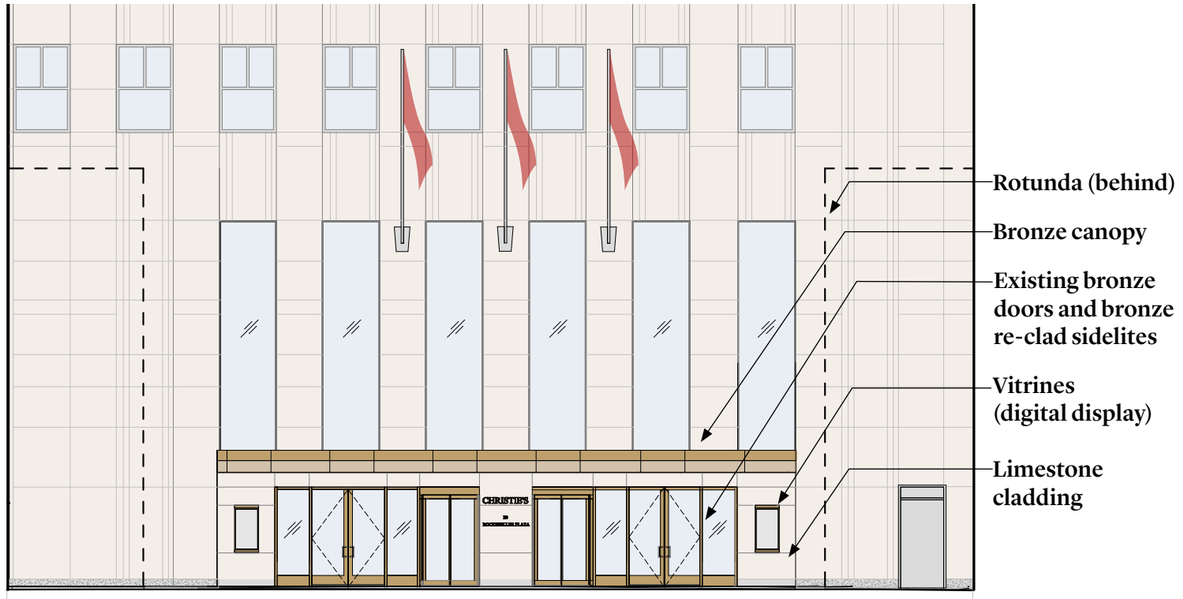
3. Proposed Design Elements

- **Plaza, Entry & Canopy**

Elevation Comparison - Existing/Proposed



Existing Elevation



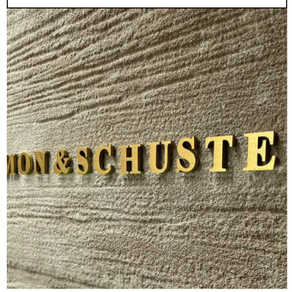
Proposed Elevation

Proposed | Rendered Entry



Canopy & Plaza Materials

Bronze Signage



Existing Bronze



Granite





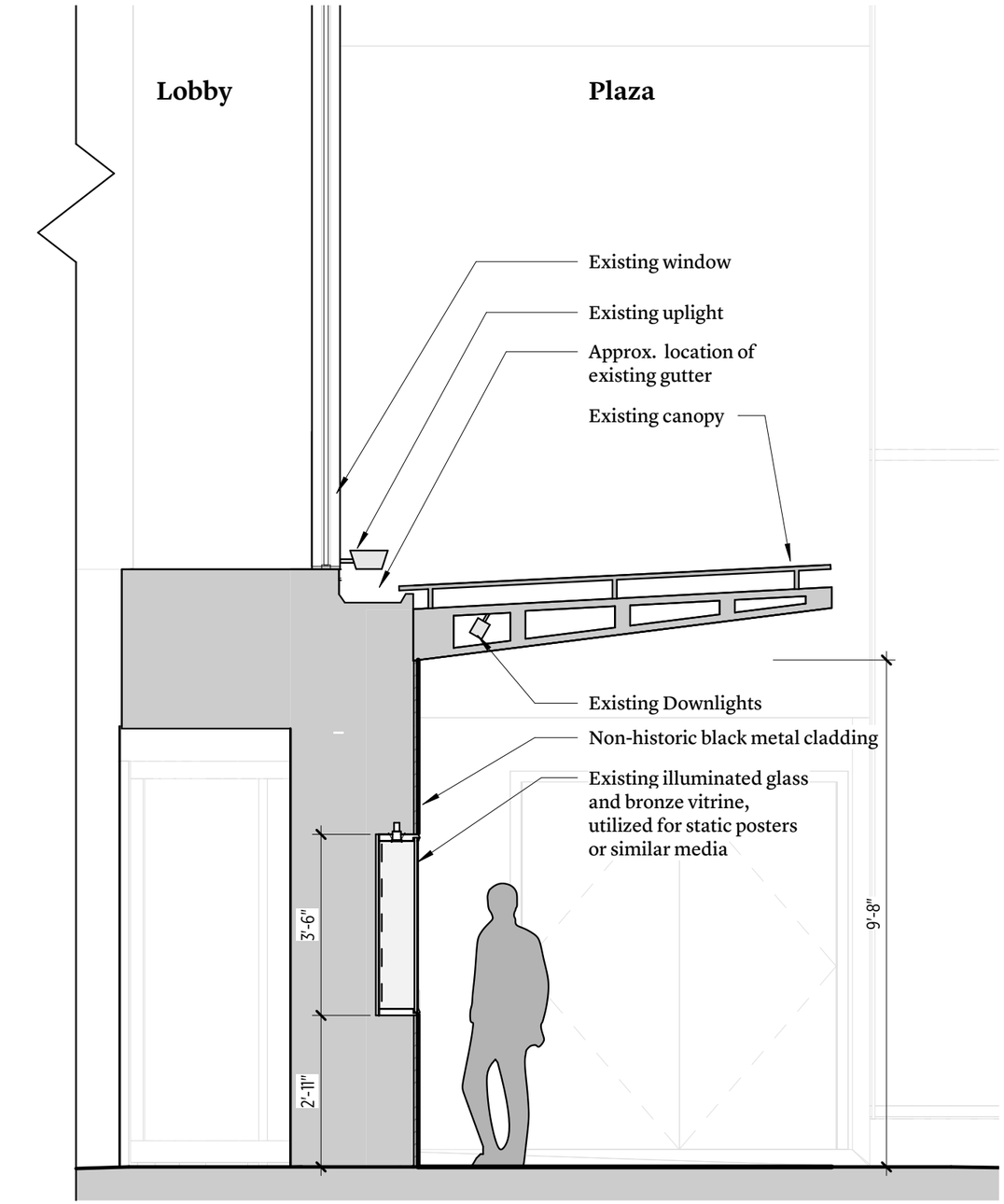
Bronze



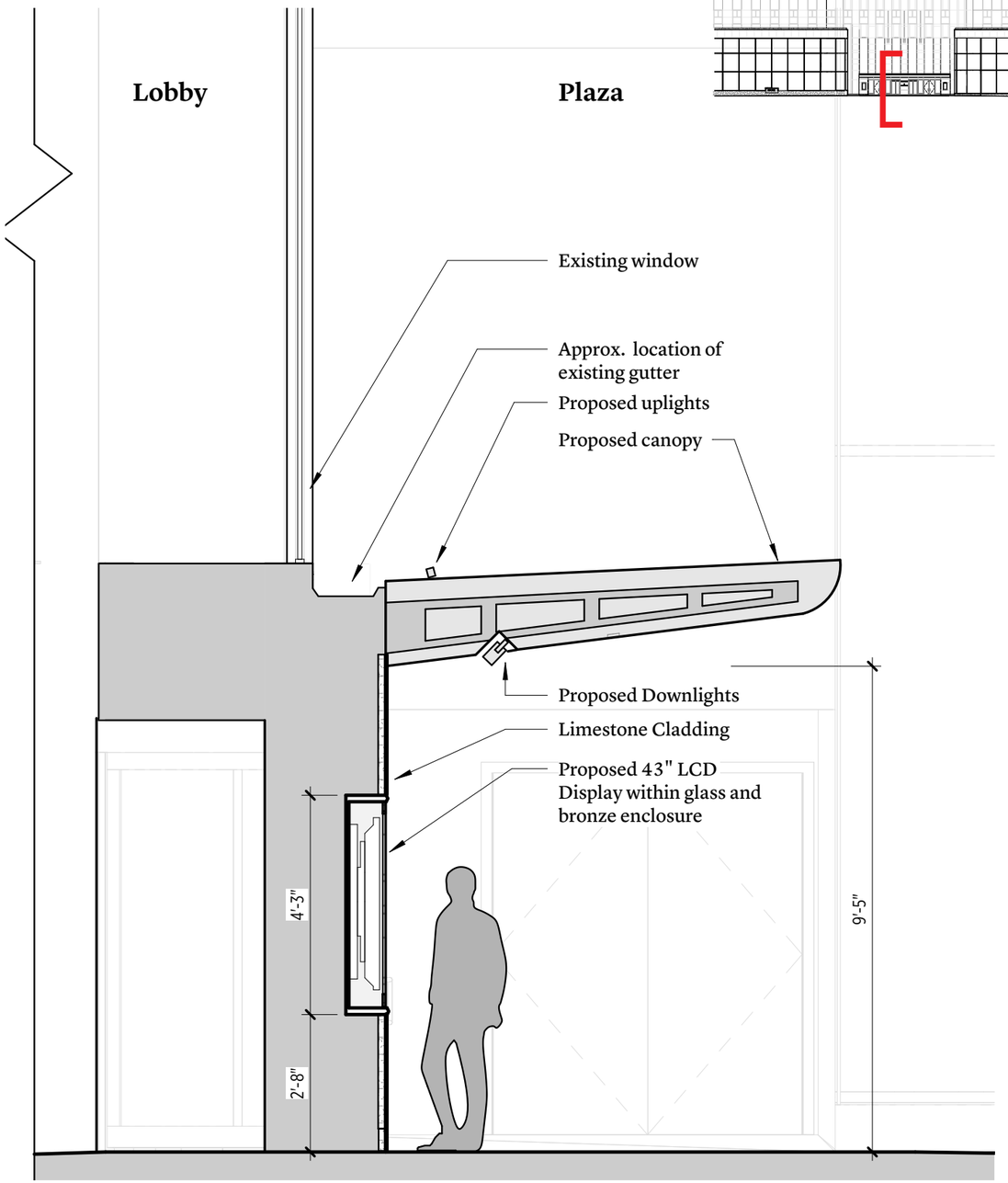
Limestone



Section Comparison - Existing / Proposed



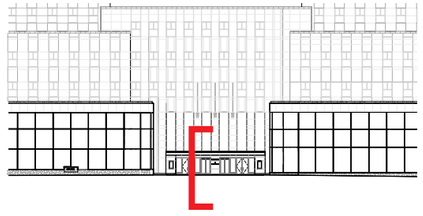
Existing

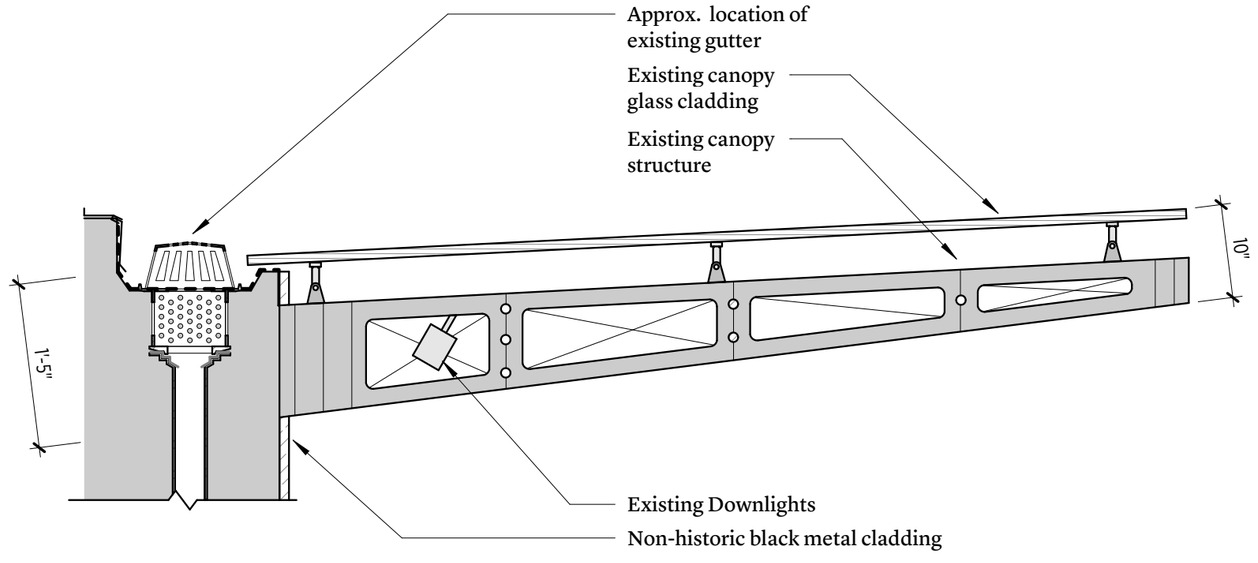


Proposed

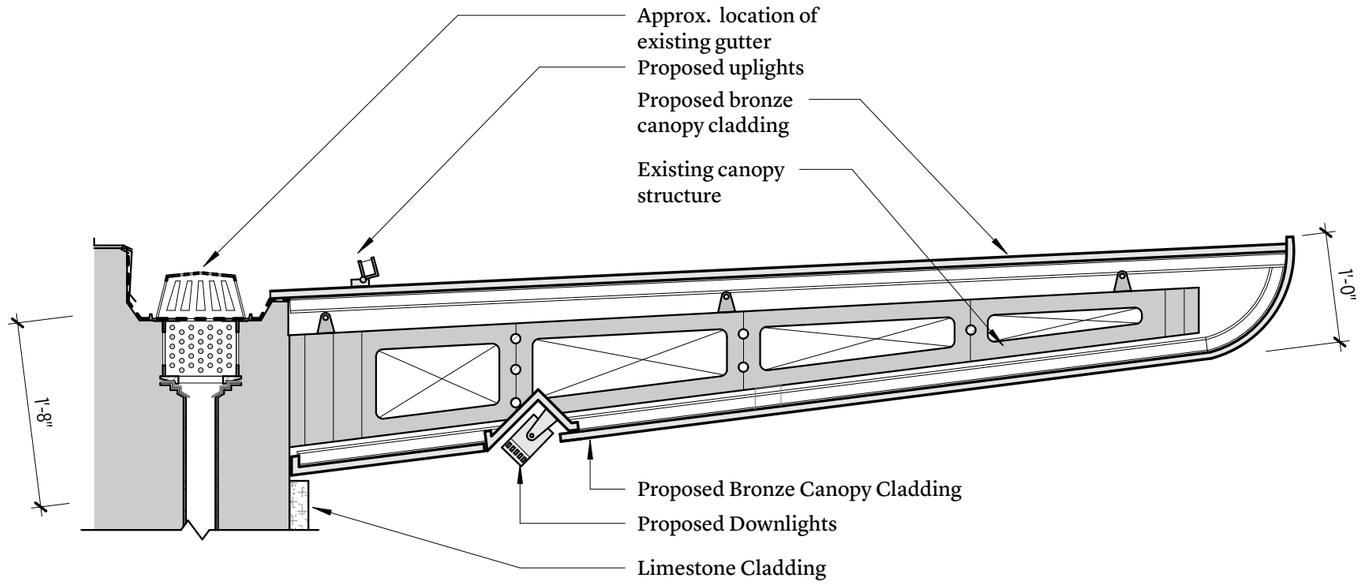
0' 1' 2.5' 5'

Section Comparison - Existing / Proposed





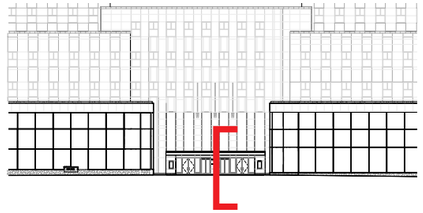
Existing

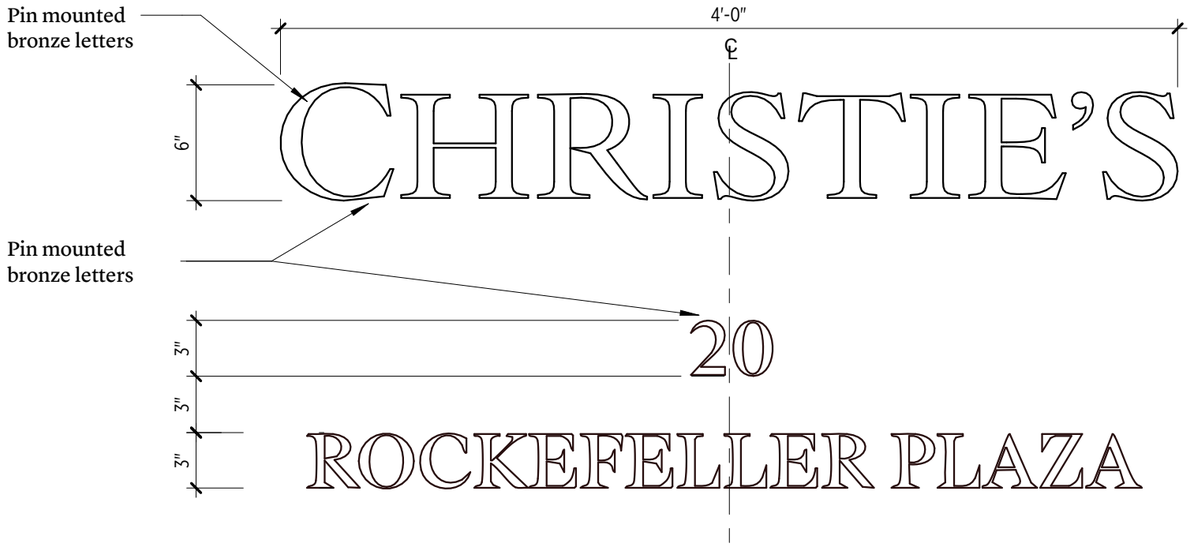


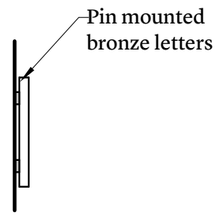
Proposed

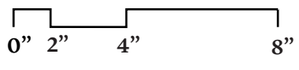
0’ 6” 1’-0” 2’-6”

Proposed Signage

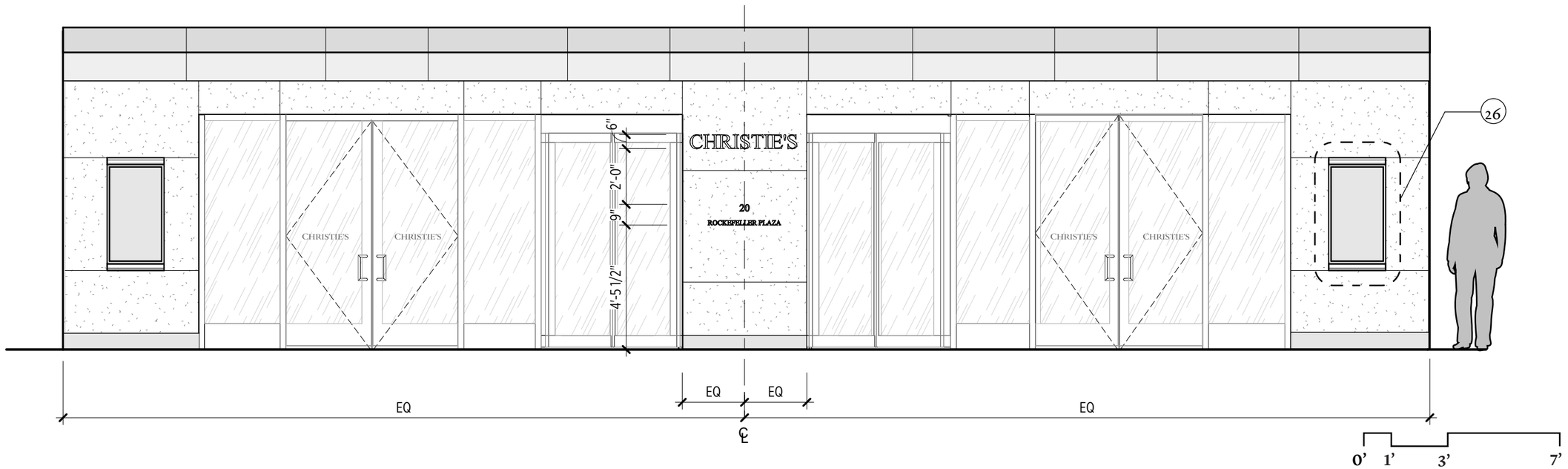






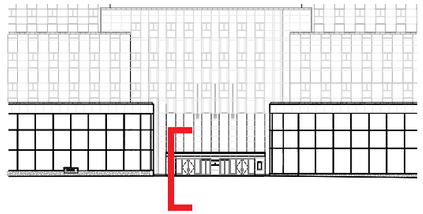


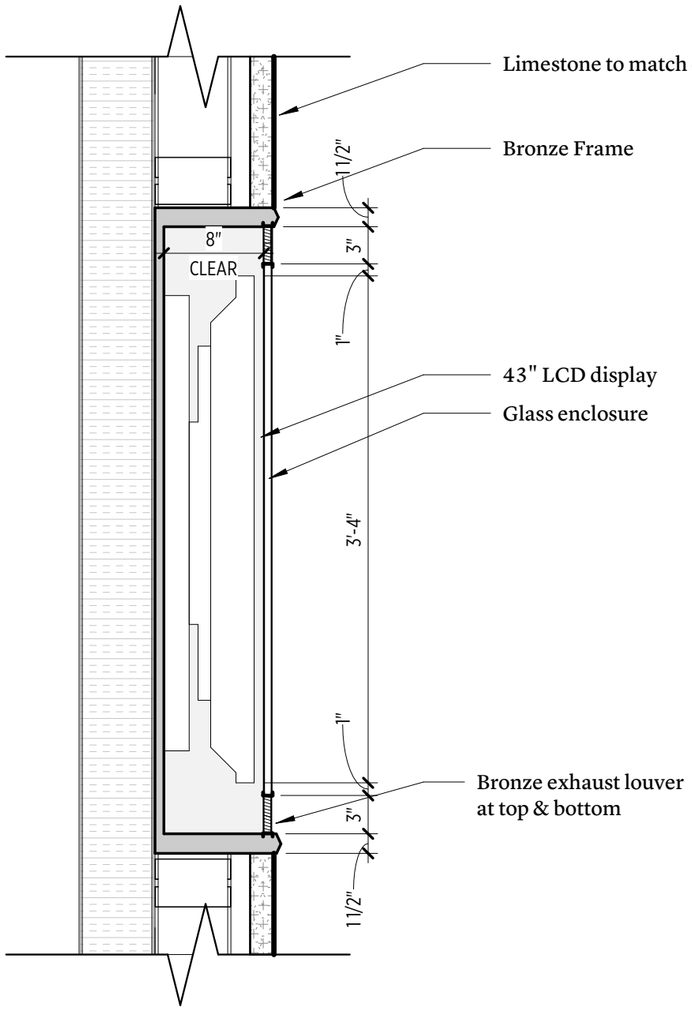
Signage Detail



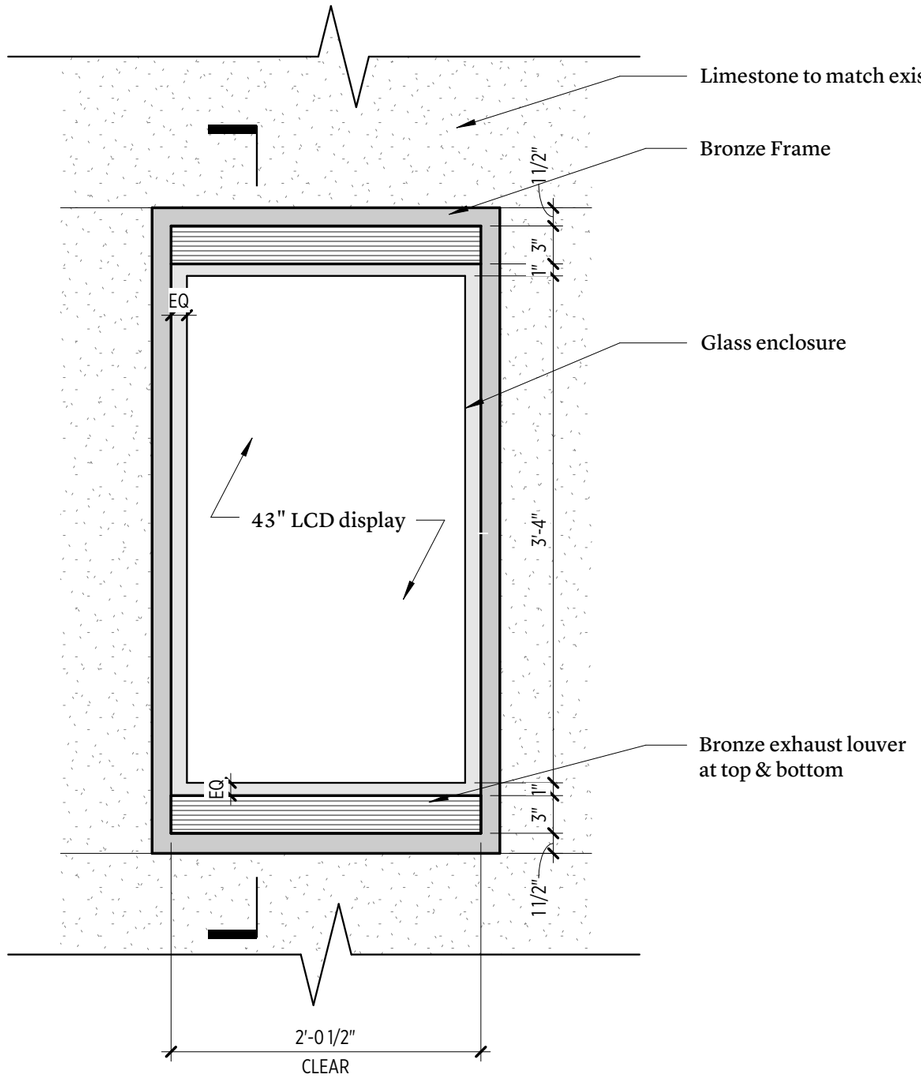
Elevation

Proposed Digital Vitrine





Section



Elevation

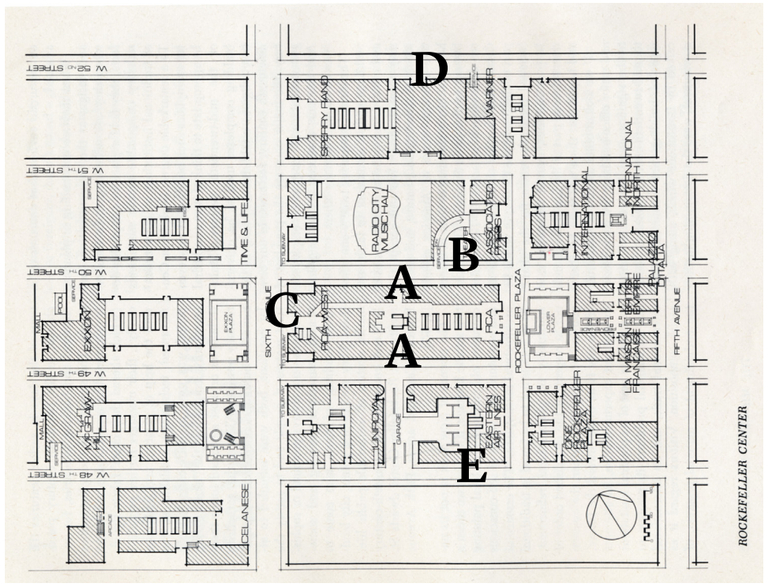
Marquees at Rockefeller Center



A. 30 Rockefeller Plaza



B. 50 Rockefeller Plaza





C. 1250 Avenue of the Americas
(LPC Approved 2014)



D. 75 Rockefeller Plaza
(LPC Approved 2019)



E. 10 Rockefeller Plaza
(LPC Approved 2023)

Previous LPC Approvals





Radio City Music Hall
1260 Avenue of the Americas
(LPC Approved)

Existing | Elevation



Proposed | Rendered Elevation



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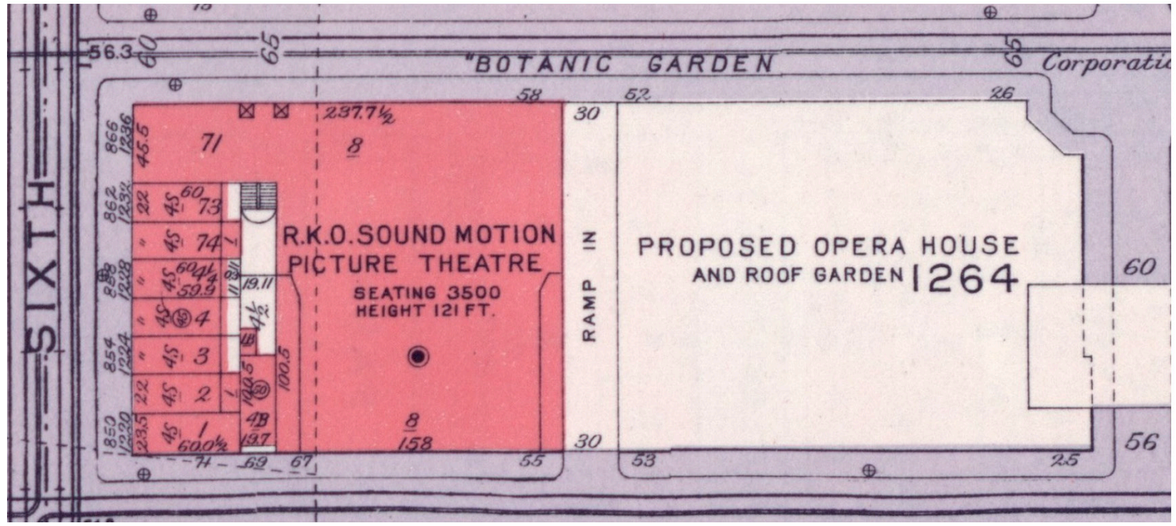
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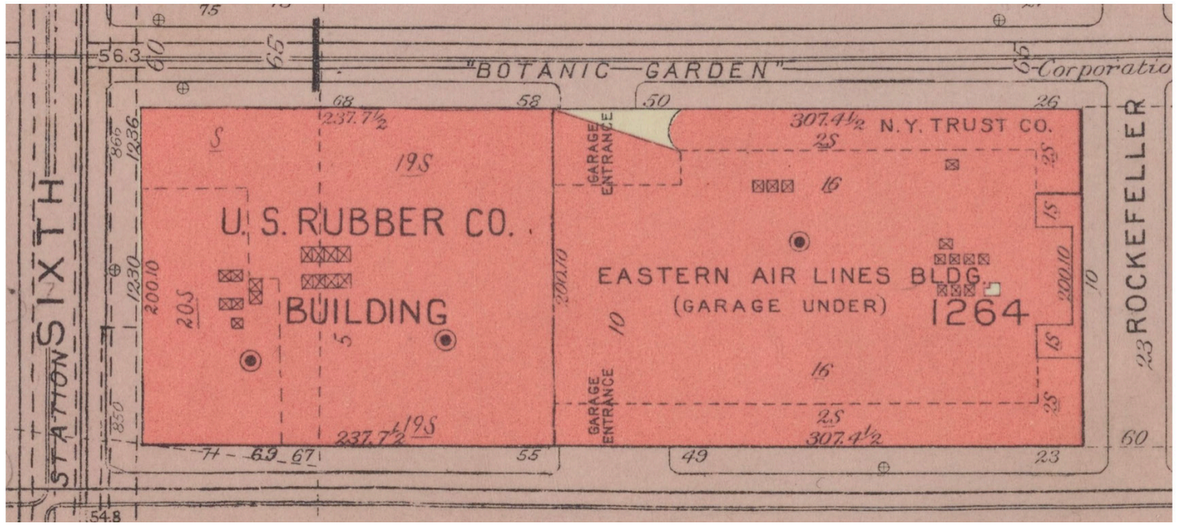
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Appendix

Historic Context



1934 (Bromley)



1955 (Bromley)

Historic Context

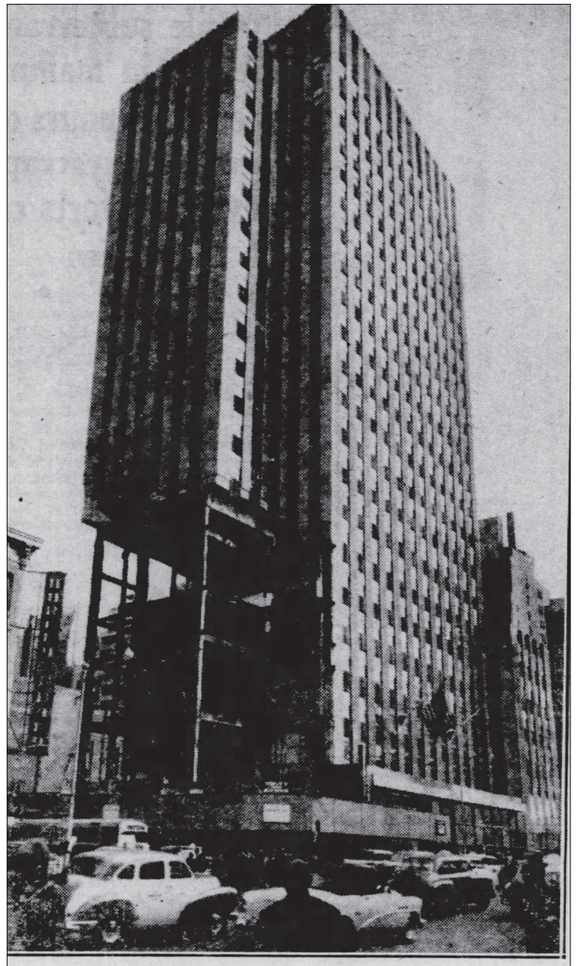


1940 (Architectural Forum)



1948 (Architectural Forum)

Center Theatre Demolition, 1954



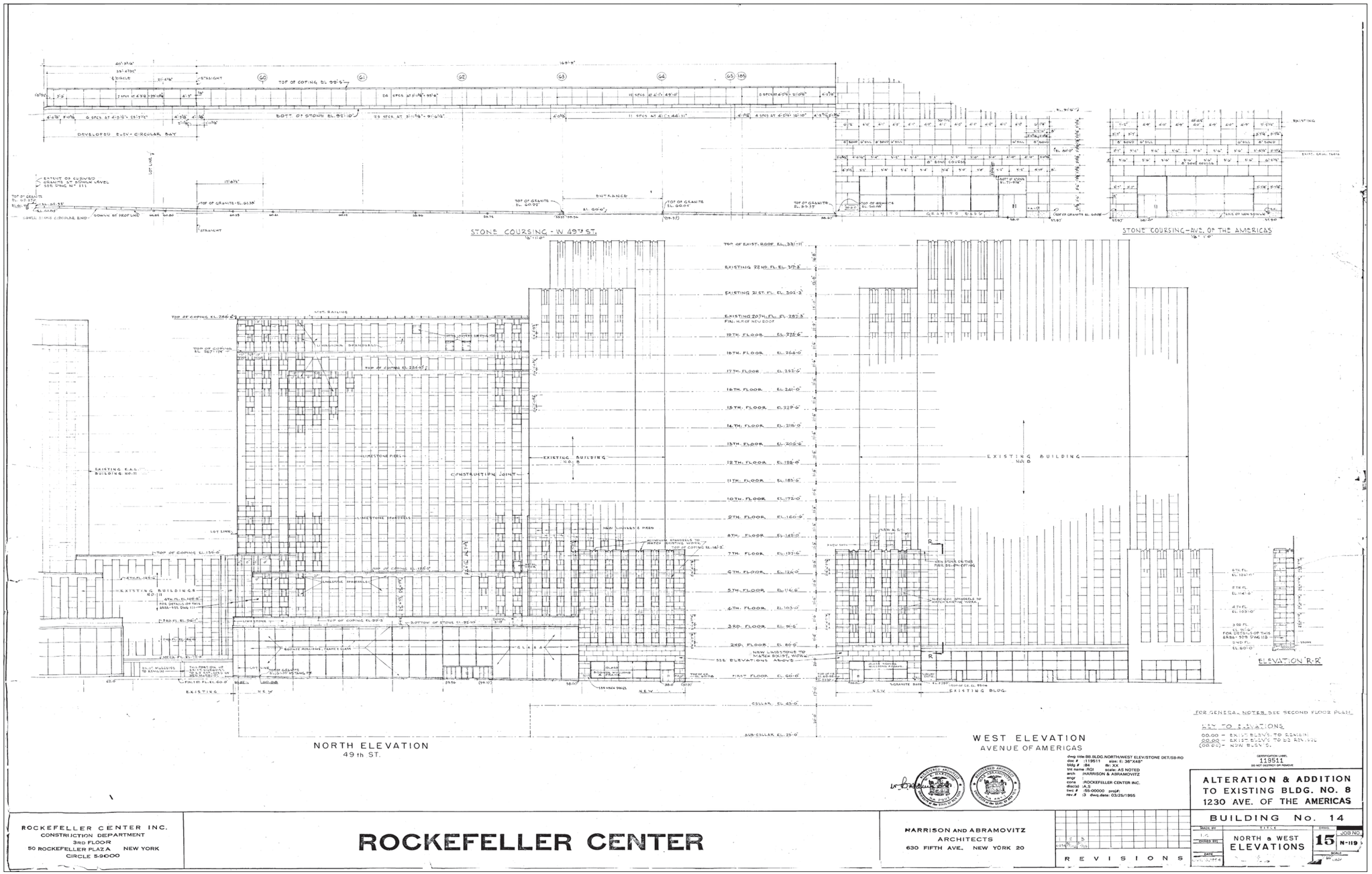
(NEWS foto by Bob Keller)

Building in Reverse?

Nope. It's a destruction, not a construction, job. Structure that appears to be on stilts is part of U. S. Rubber Co. building, at 49th St. and Sixth Ave. Area being cleared is site of old Center Theatre. New building will be a nine-story addition for company.

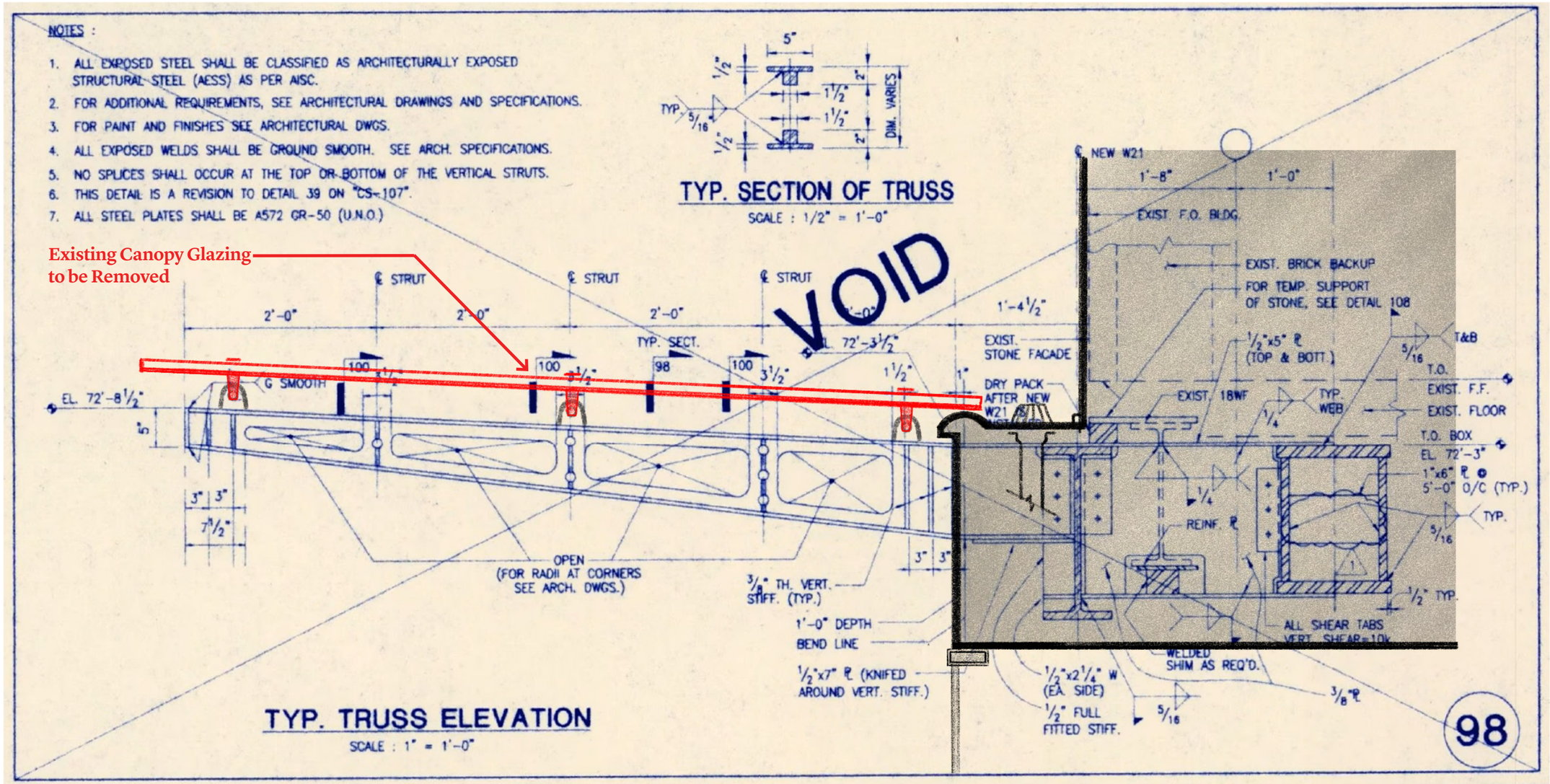


Historic Context

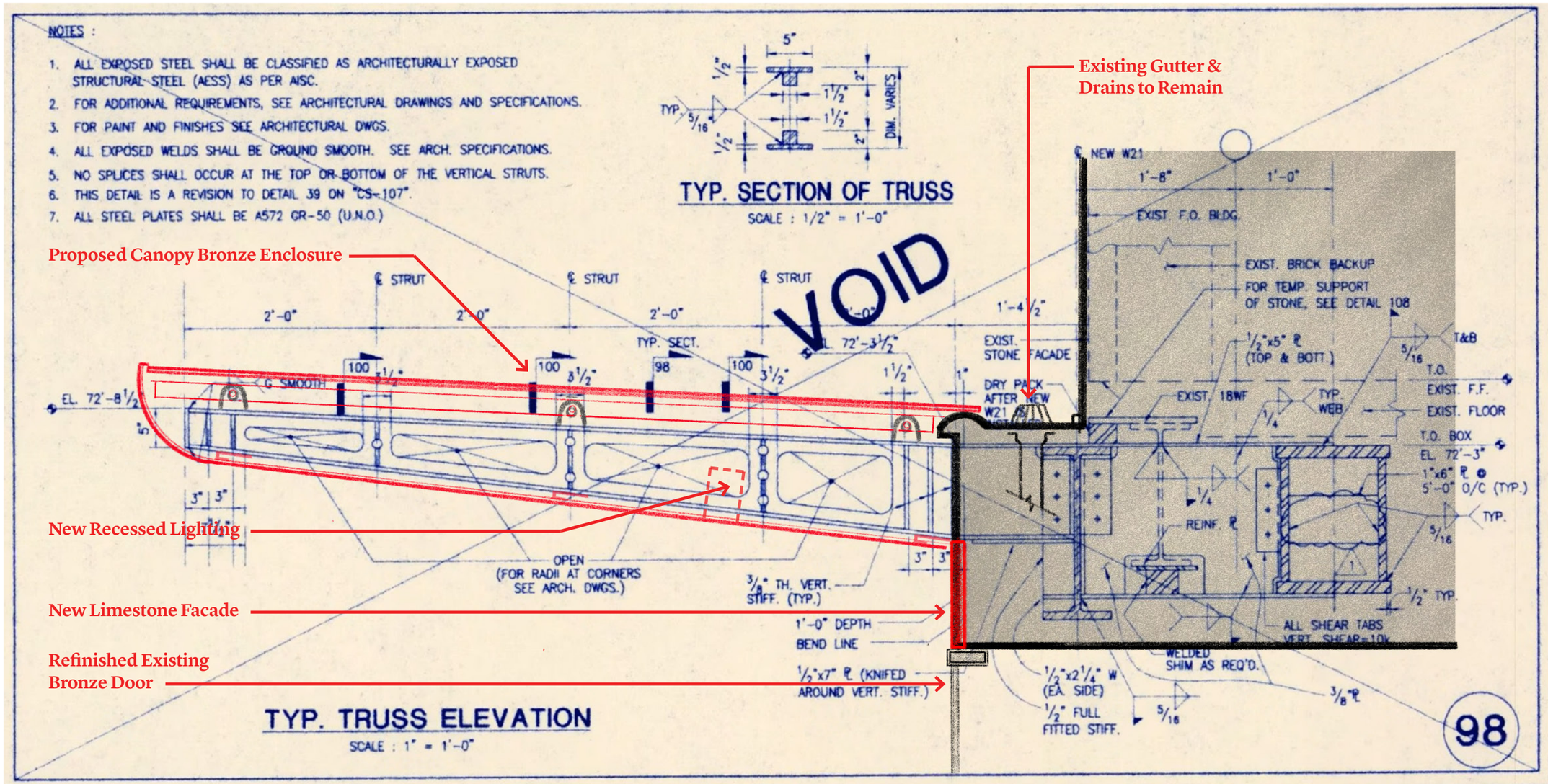


1955 (DOB)

Existing Section Detail

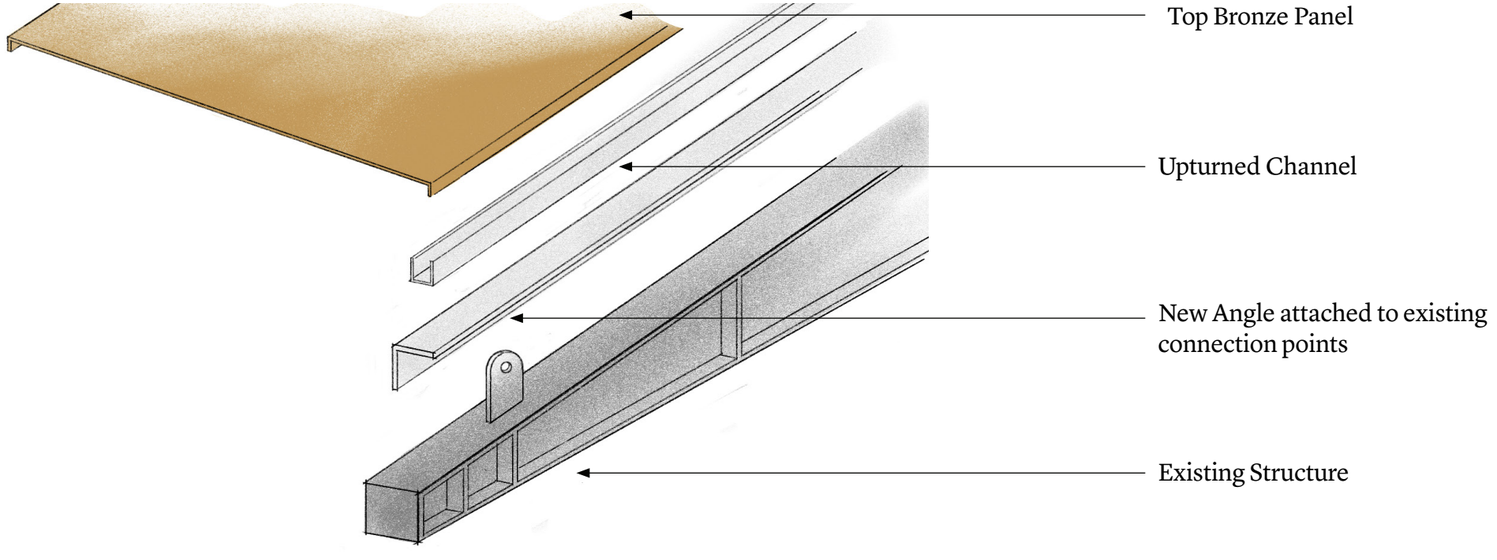


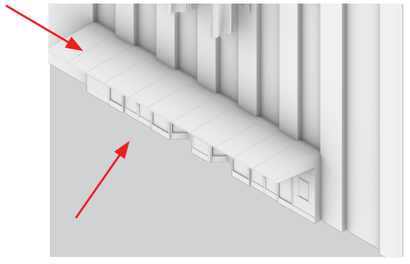
Proposed Section Detail



Exploded Axos - Assembly

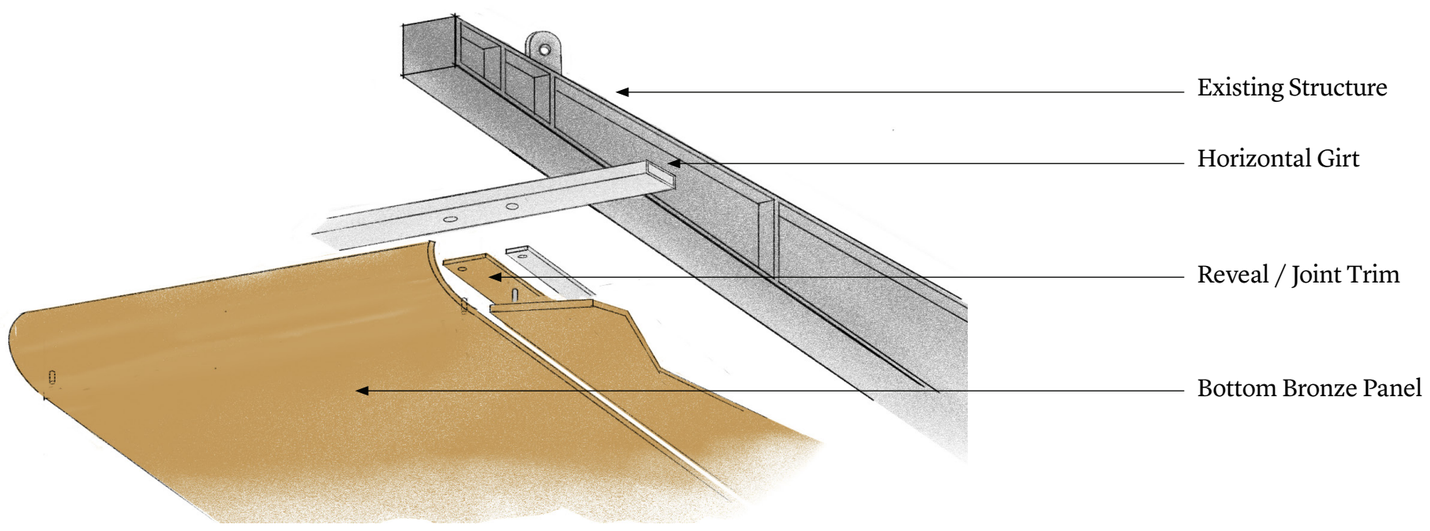






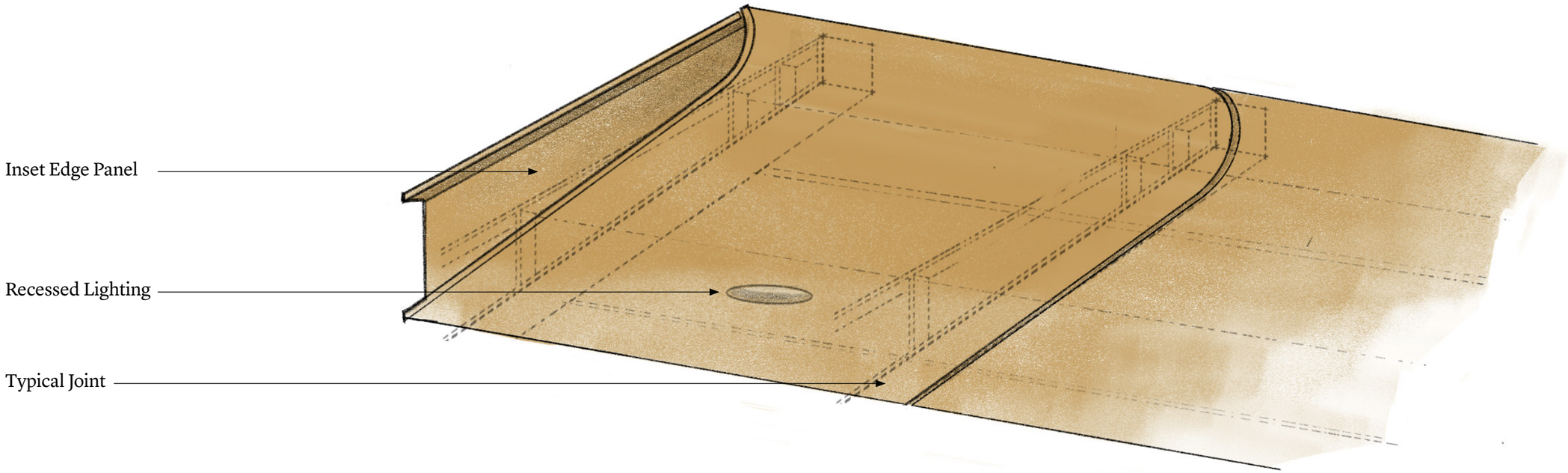
Exploded Axo - Panel Connection / Top Looking Down





Exploded Axo - Panel Connection / Bottom Looking Up

Axo - Edge Condition



Axo - Panel Edge / Bottom Looking Up



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