

December 17, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 5, LPC-25-04728

30 Rockefeller Plaza – Rockefeller Center – Individual and Interior Landmark Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 160 463 8881

Passcode: 345239

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

888-475-4499 (Toll free)

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30 Rockefeller Plaza

MARQUEE ALTERATIONS

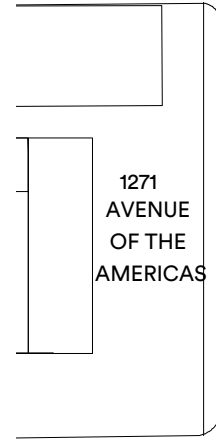
LPC Public Hearing
December 17, 2024



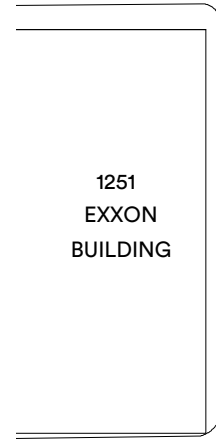
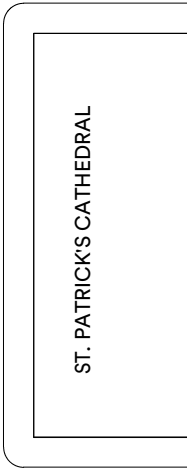
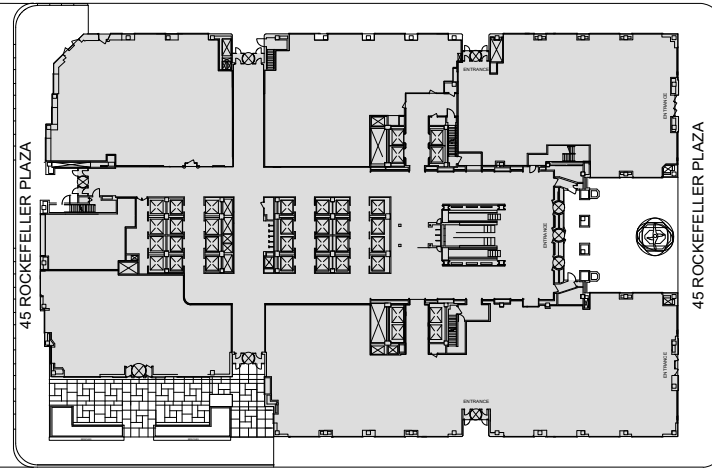
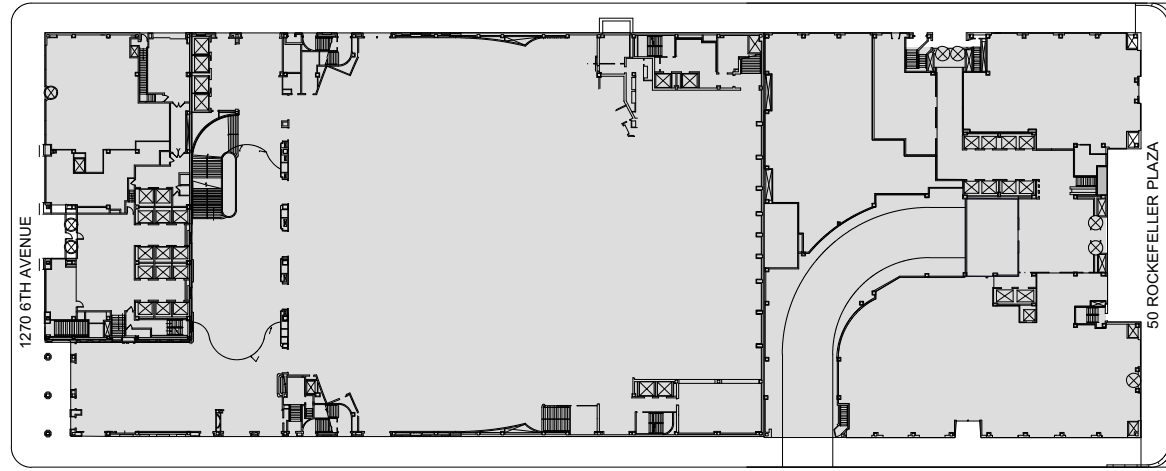
TISHMAN SPEYER

Montroy ■ DeMarco Architecture LLP

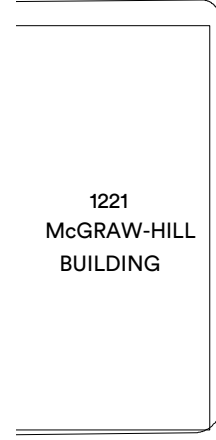
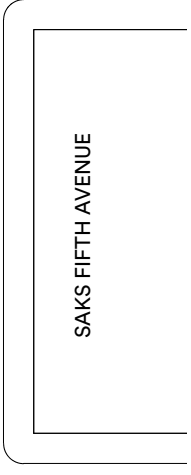
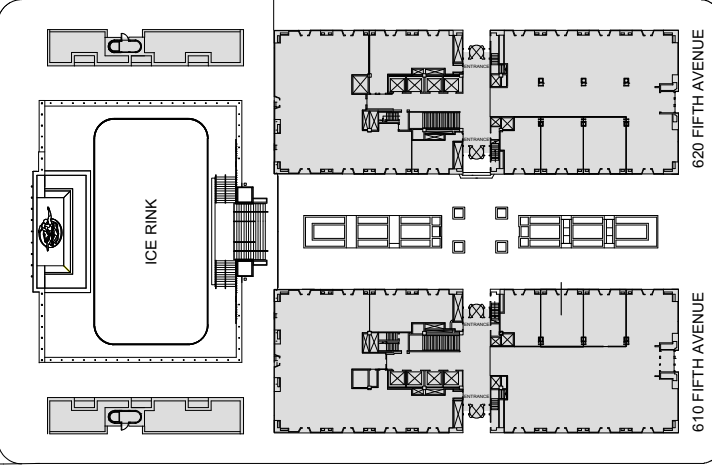
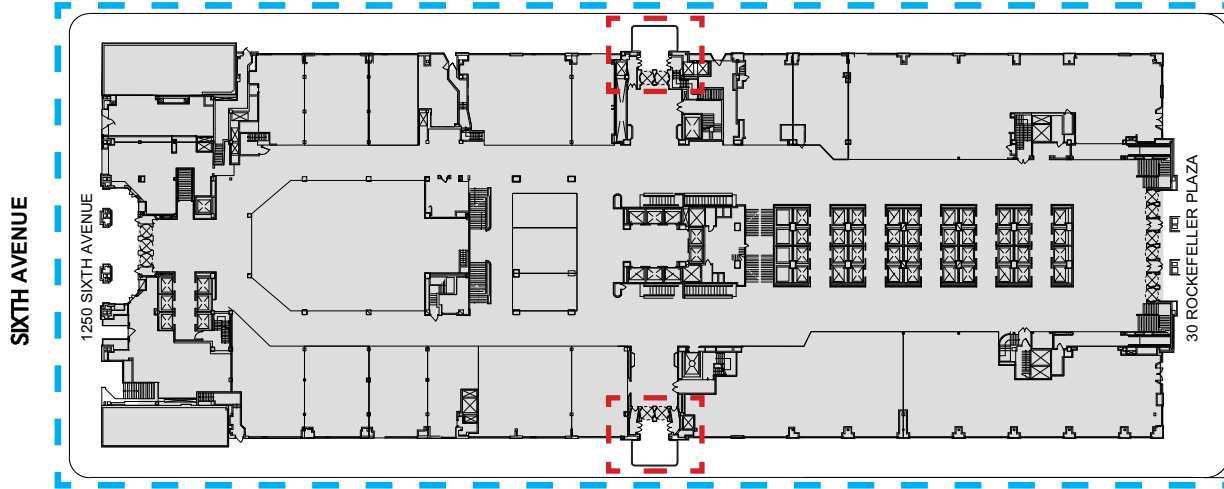
ROCKEFELLER CENTER SITE PLAN



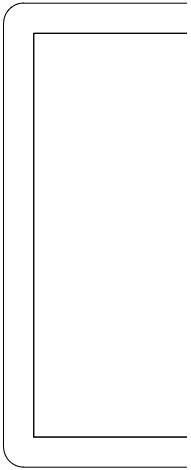
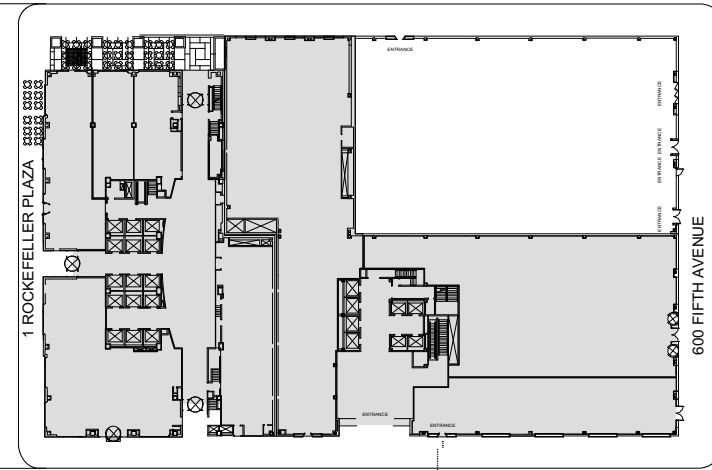
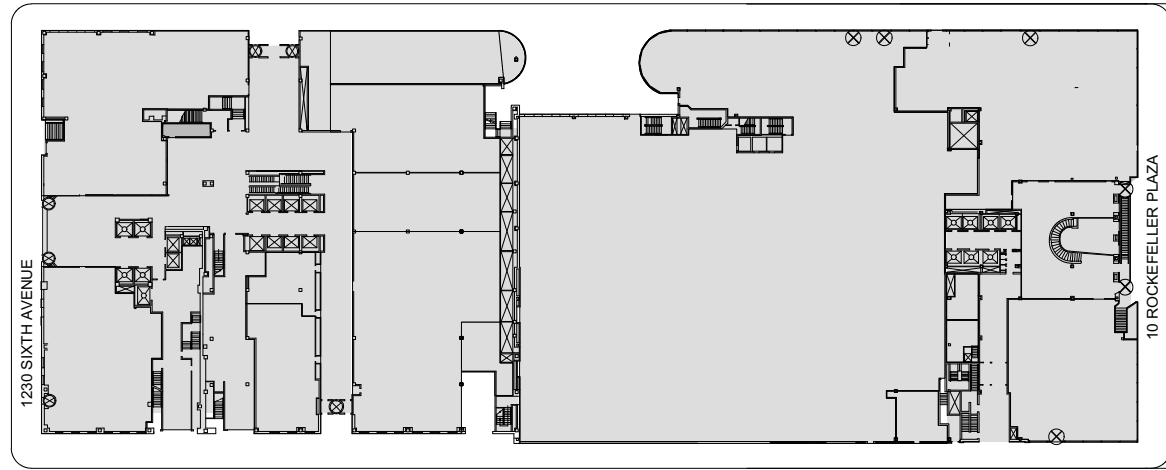
WEST FIFTY-FIRST STREET



WEST FIFTIETH STREET



WEST FORTY-NINTH STREET



WEST FORTY-EIGHTH STREET

N

PROPOSED ALTERATIONS



EXISTING MARQUEE PHOTO

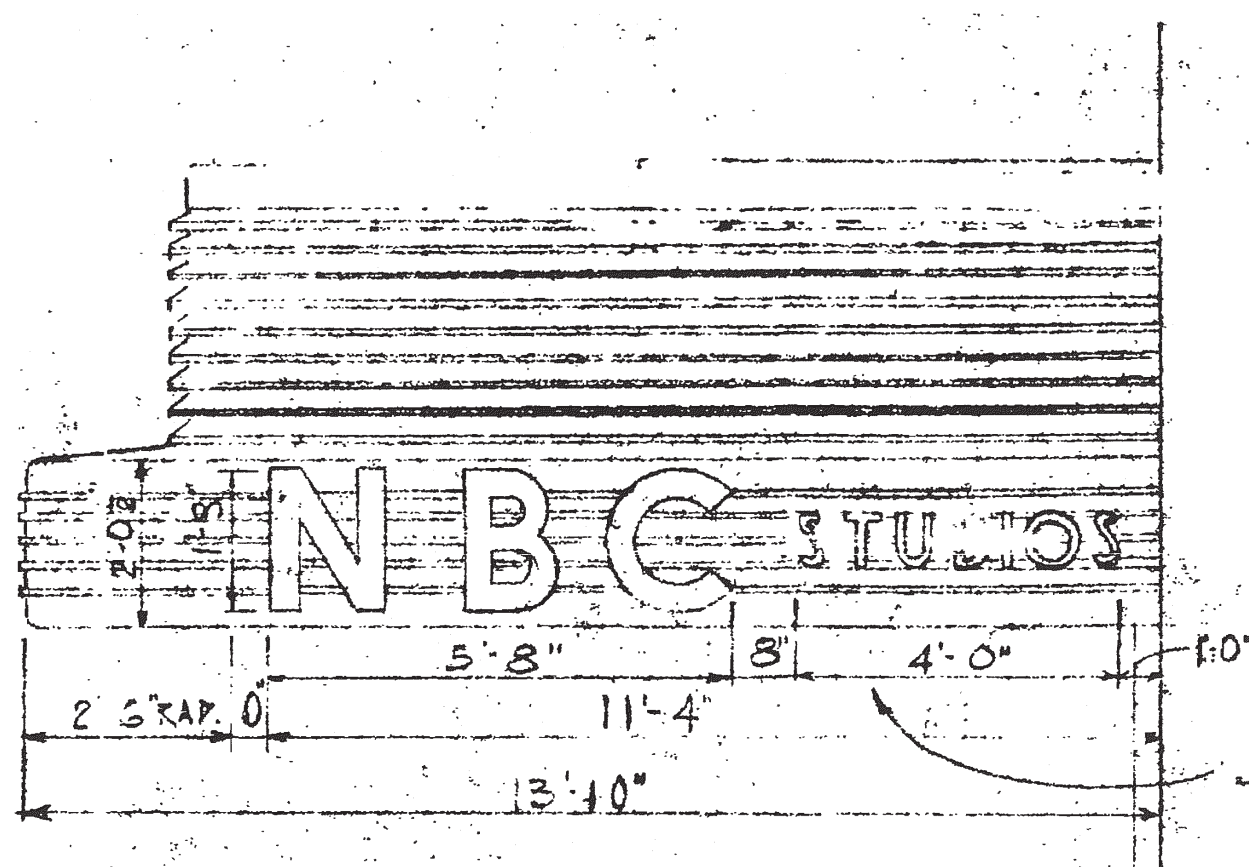


PROPOSED MARQUEE RENDERING

HISTORIC MARQUEES



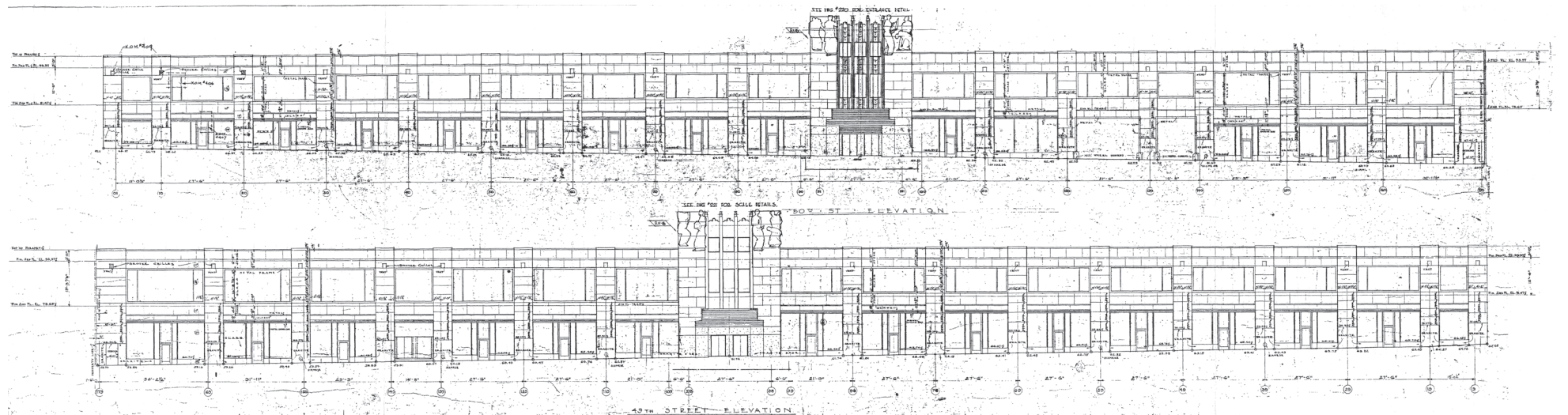
30 ROCKEFELLER PLAZA, 1933 (NYPL)



MARQUEE & SIGNAGE DRAWINGS, 1933



W. 50TH STREET DETAIL (1940)

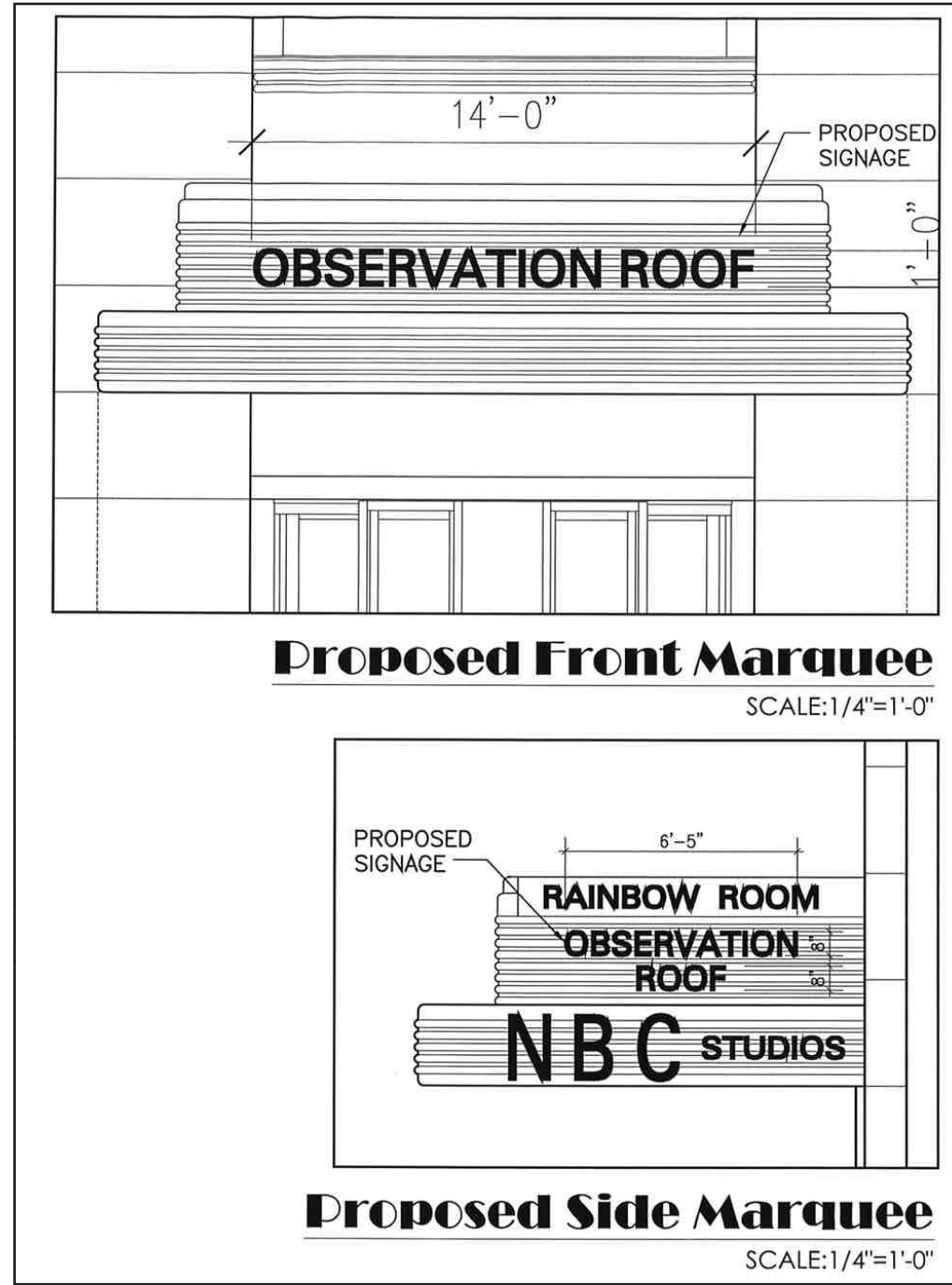


30 ROCKEFELLER PLAZA ARCHITECTURAL DRAWINGS, 1932

ALTERATIONS OVER TIME



WEST 49TH STREET MARQUEE, LPC DESIGNATION PHOTO, 1985



LPC COMMISSION-APPROVED SIGNAGE ADDITION TO MARQUEES, 2003

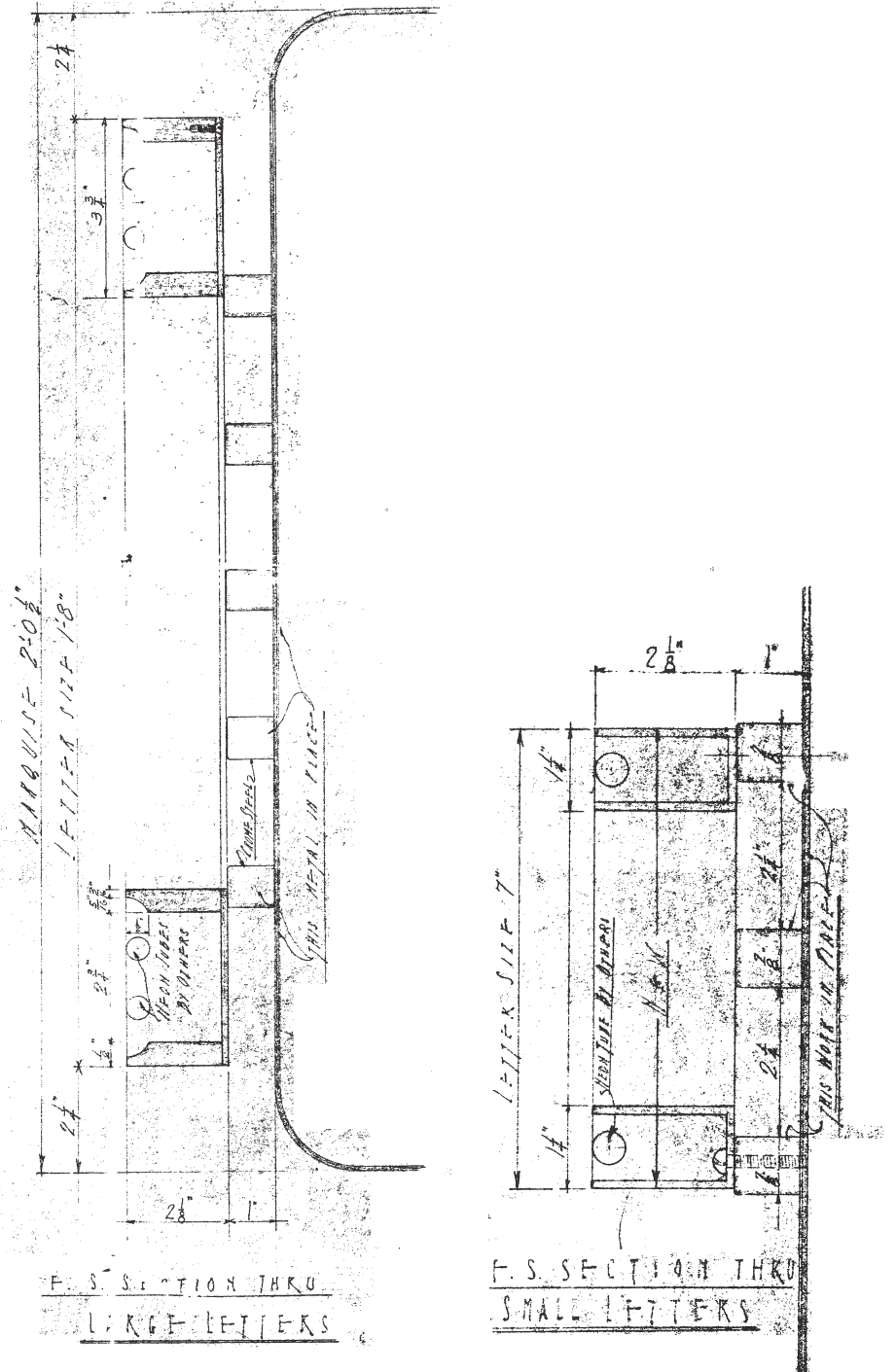


WEST 50TH STREET MARQUEE, EXISTING CONDITIONS

HISTORIC NEON TYPE & DETAILS



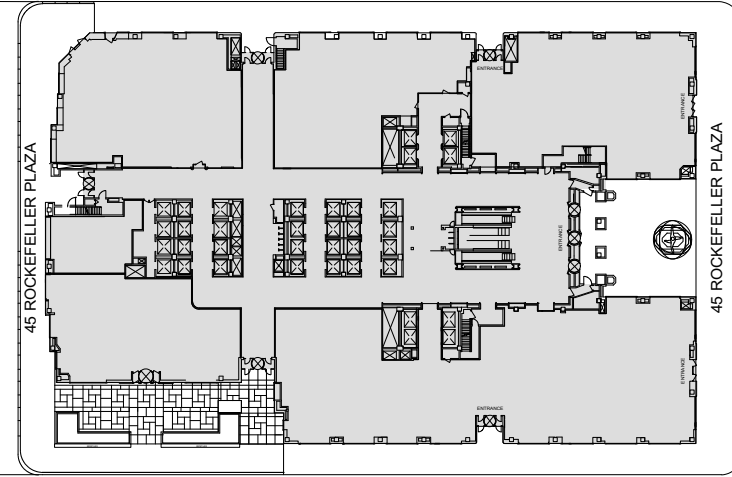
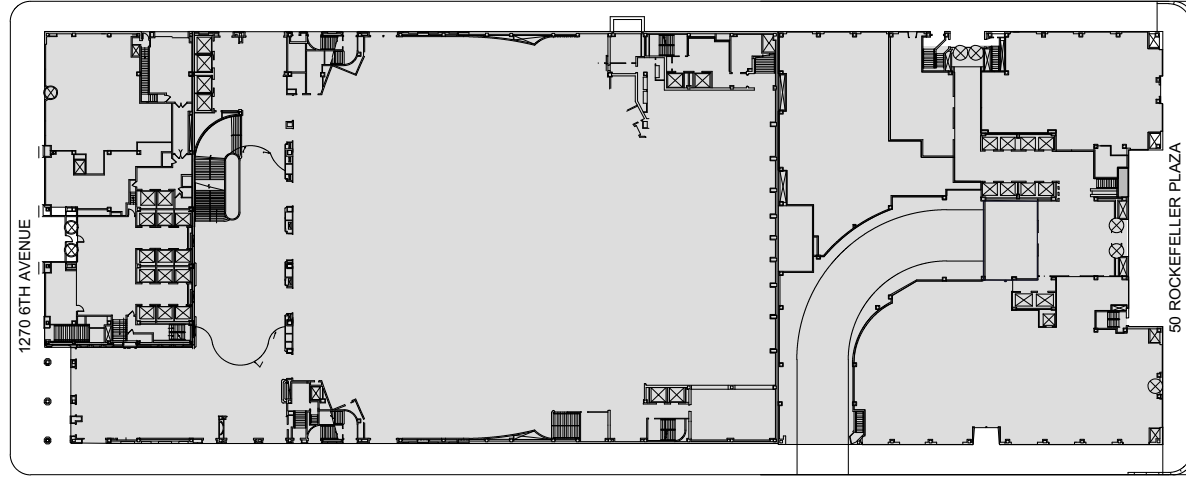
DOUBLE-TUBE & SINGLE-TUBE LETTERING, RED LETTERING CA. 1990; BLUE LETTERING, CA. 2005



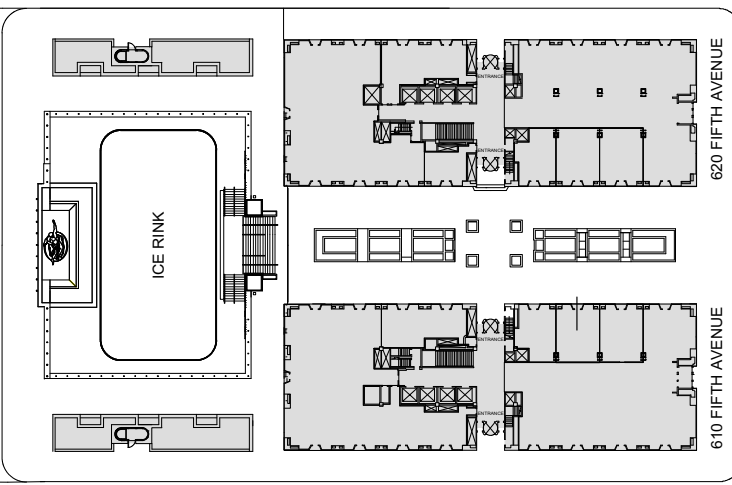
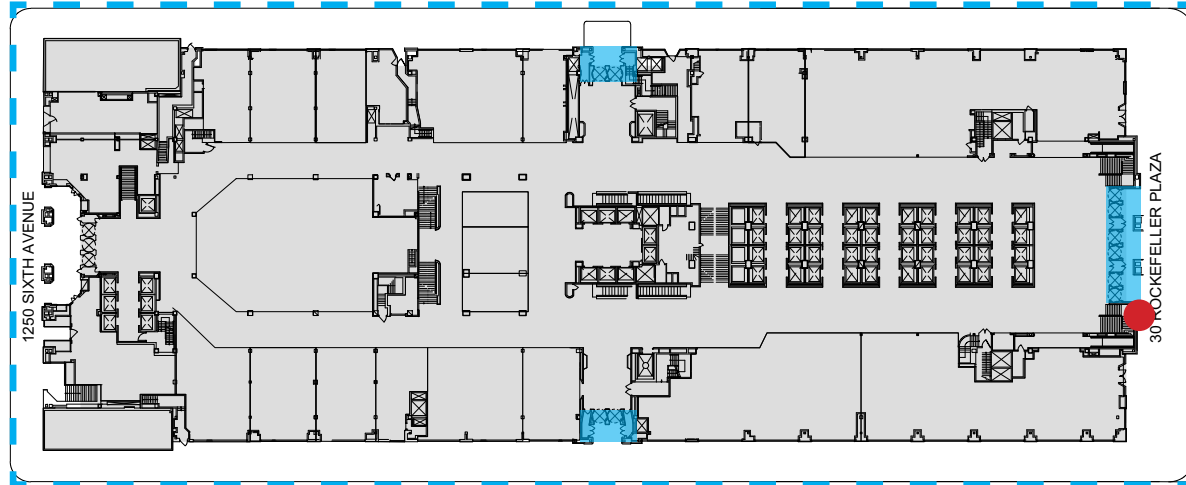
MARQUEE & SIGNAGE DRAWINGS, 1933

EXISTING WAYFINDING CHALLENGES

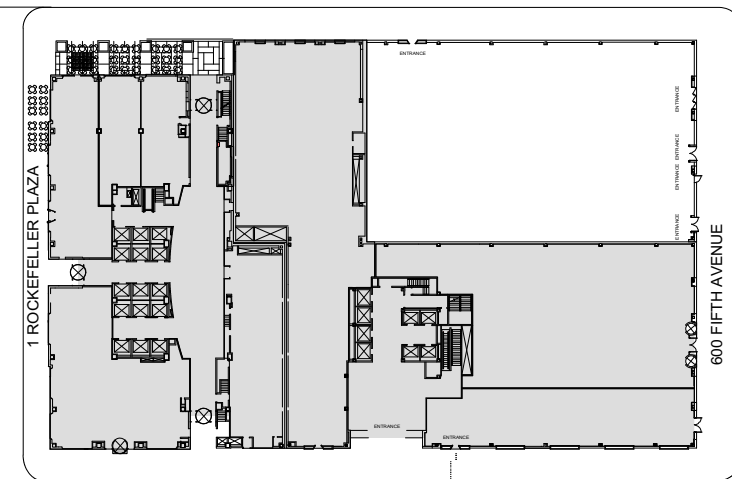
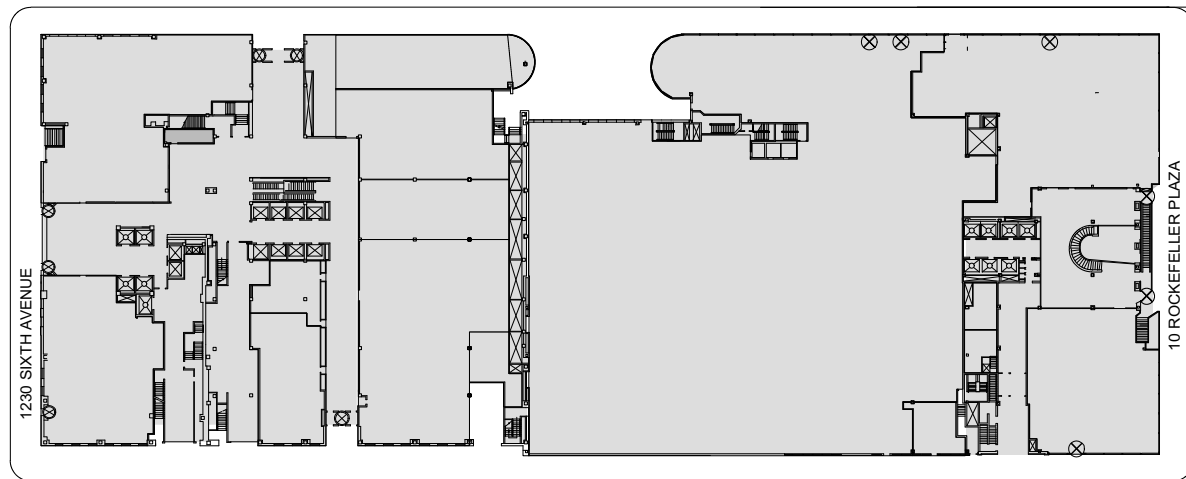
WEST FIFTY-FIRST STREET



WEST FIFTIETH STREET



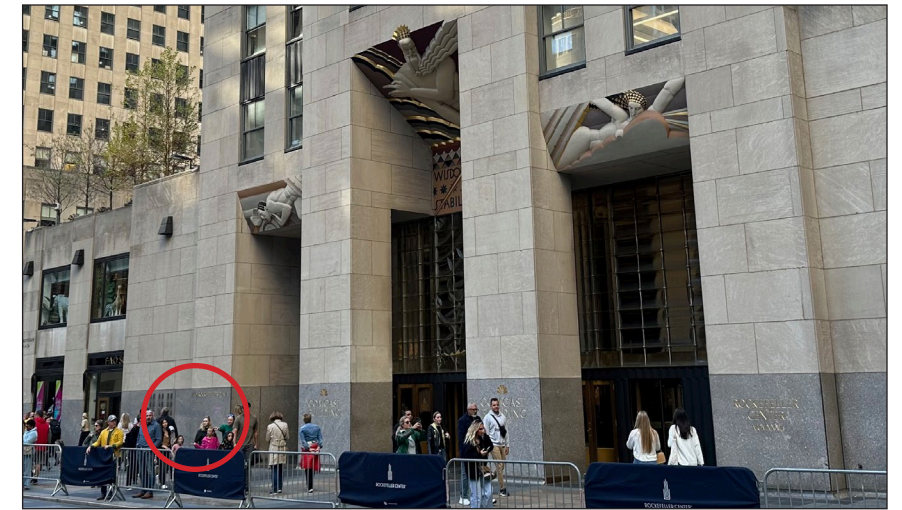
WEST FORTY-NINTH STREET



WEST FORTY-EIGHTH STREET

30 ROCKEFELLER PLAZA BUILDING ENTRIES

30 ROCKEFELLER ADDRESS



EXISTING ROCKEFELLER PLAZA ENTRY



EXISTING W. 49TH STREET ENTRY



EXISTING W. 50TH STREET ENTRY

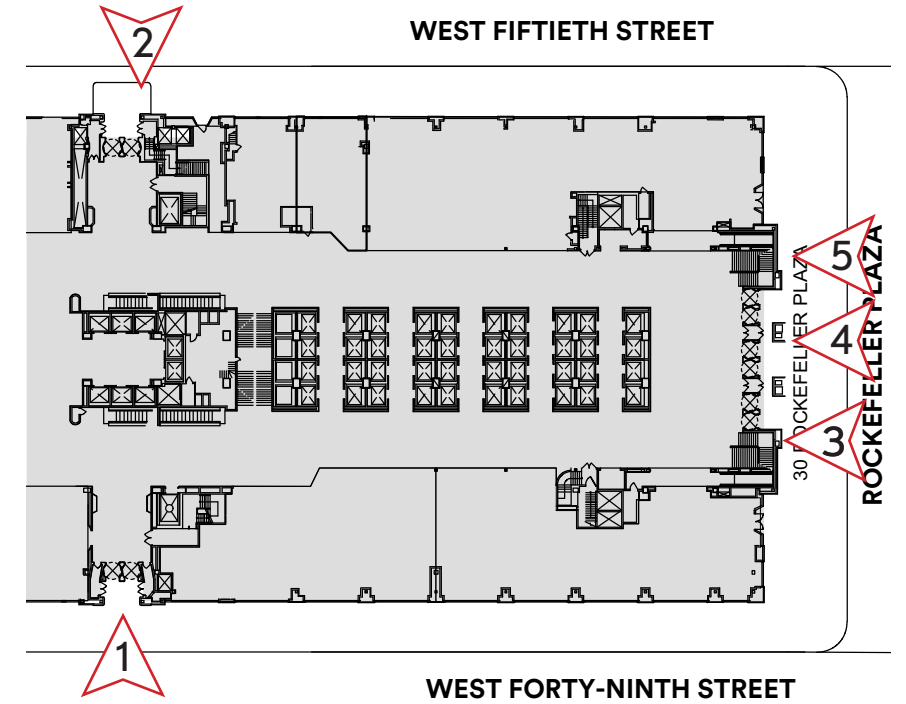
EXISTING WAYFINDING CHALLENGES



1 W. 49TH STREET, DETAIL OF EXISTING ENTRY ADDRESSING



2 W. 50TH STREET, DETAIL OF EXISTING ENTRY ADDRESSING



3 PLAZA ENTRANCE, DETAIL OF EXISTING ADDRESSING



4 PLAZA ENTRANCE, DETAIL OF EXISTING CARVED CORNERSTONE



5 PLAZA ENTRANCE, DETAIL OF EXISTING BUILDING INFORMATION

ROCKEFELLER CENTER MARQUEES



1250 AVENUE OF THE AMERICAS (LPC APPROVED 2014)



75 ROCKEFELLER PLAZA (LPC APPROVED 2019)



50 ROCKEFELLER PLAZA (LPC APPROVED 2000)

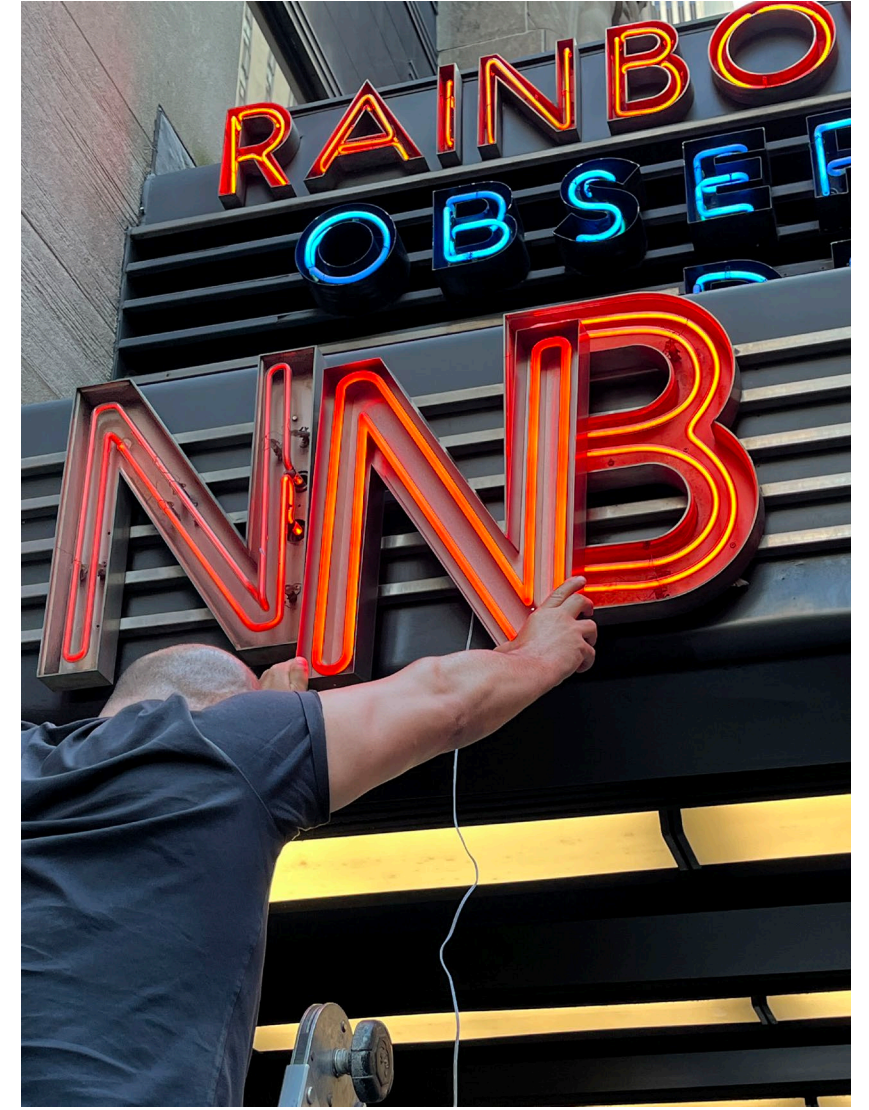


50 ROCKEFELLER PLAZA (FOREGROUND) & RADIO CITY MUSIC HALL (BACKGROUND)
30 ROCKEFELLER PLAZA MARQUEE AT FAR LEFT (1940)

LED LETTERING MOCK-UP



OVERVIEW OF W. 50TH STREET MOCK-UP, LOOKING WEST.

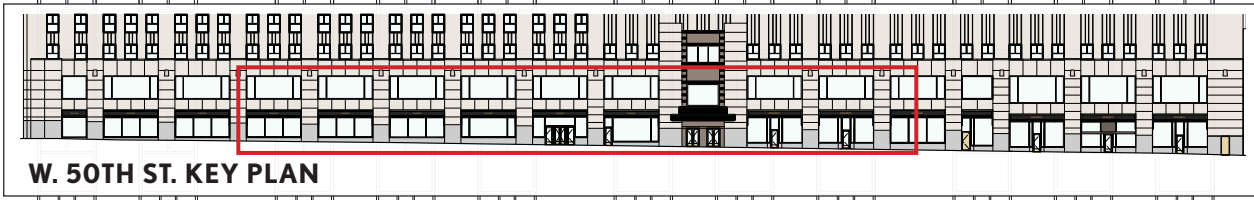


DETAIL OF THE DOUBLE-TUBE LED LETTERING MOCK-UP

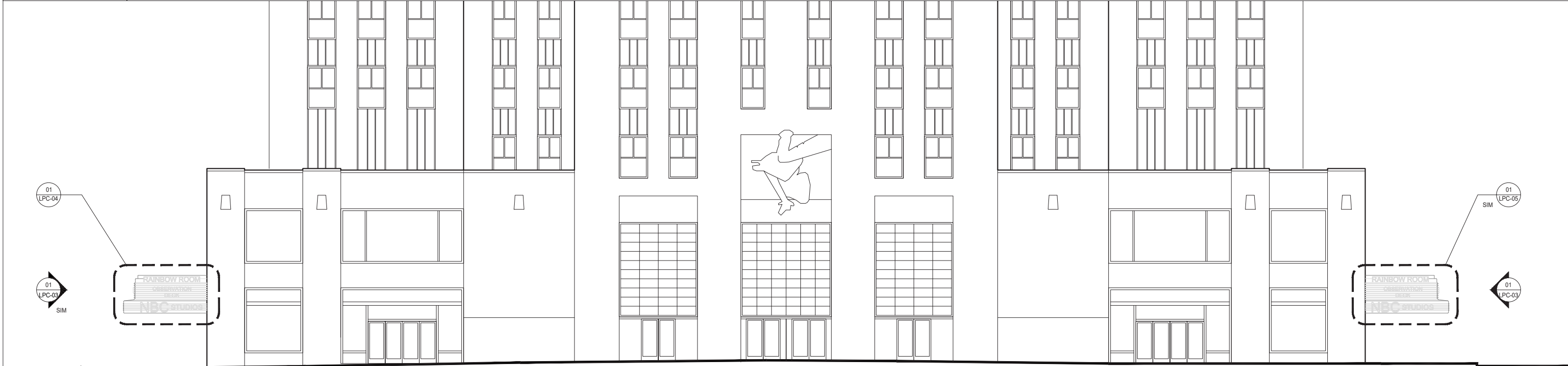
LED LETTERING MOCK-UP



DETAIL OF THE SINGLE-TUBE LED LETTERING MOCK-UP



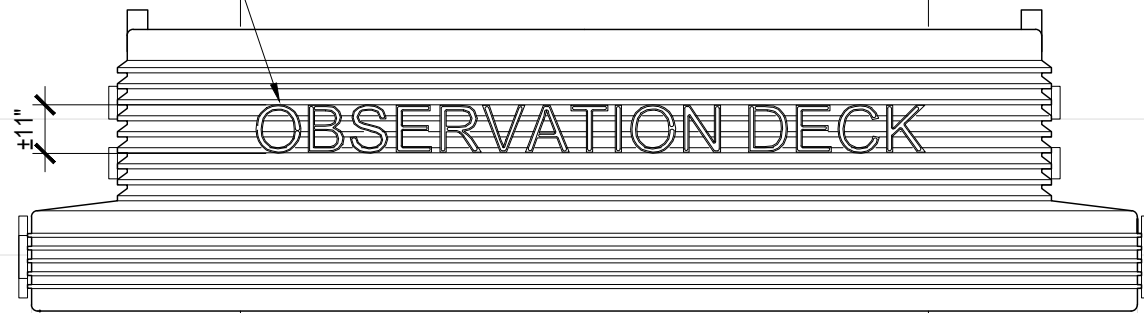
01
1/16" = 1'-0"
NORTH ELEVATION - 50th St
EXISTING ELEVATION



02
1/16" = 1'-0"
EAST ELEVATION - ROCKEFELLER PLAZA
EXISTING ELEVATION

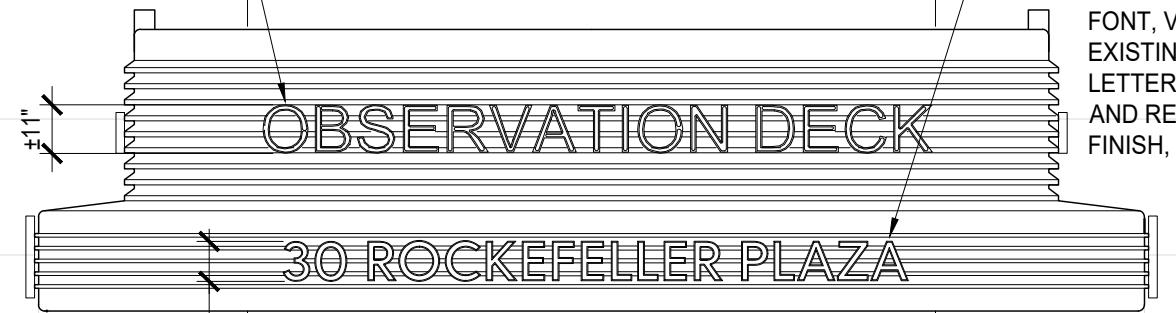
ALL DIMENSIONS TO BE
 CONFIRMED BY GC AND/OR LED
 SIGN FABRICATOR

EXISTING GLASS NEON SIGN
 TO BE REMOVED, TYP



NEW LED SIGN WITH DOUBLE
 TUBES TO MATCH EXISTING.
 RETROFIT LED TUBES INTO
 EXISTING LETTERFORMS. CLEAN
 AND REFINISH BRUSH FINISH, TYP

NEW LED SIGN WITH
 SINGLE TUBE, MATCH
 EXISTING "RAINBOW
 ROOM" TEXT HEIGHT,
 VIF. MATCH EXISTING
 "OBSERVATION DECK"
 FONT, VIF. MATCH
 EXISTING SS
 LETTERFORMS, CLEAN
 AND REFINISH BRUSH
 FINISH, TYP.

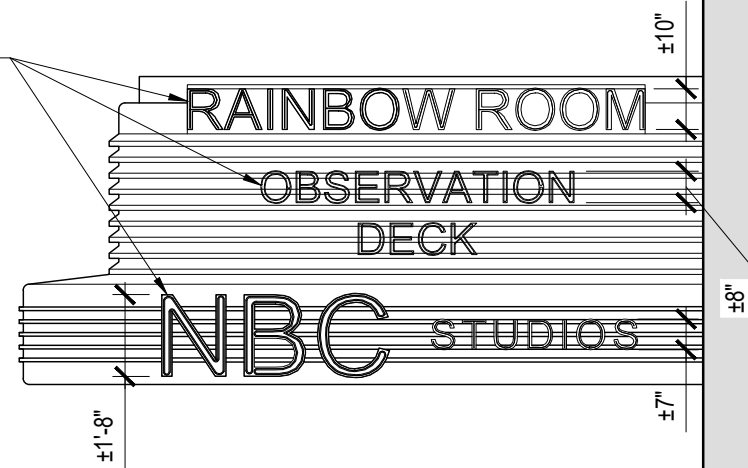


01
 1/4" = 1'-0" NORTH/SOUTH ELEVATION
 EXISTING ELEVATION

02
 1/4" = 1'-0" NORTH/SOUTH ELEVATION
 PROPOSED ELEVATION

ALL DIMENSIONS TO BE
CONFIRMED BY GC AND/OR LED
SIGN FABRICATOR

EXISTING GLASS NEON SIGNS
TO BE REMOVED, TYP

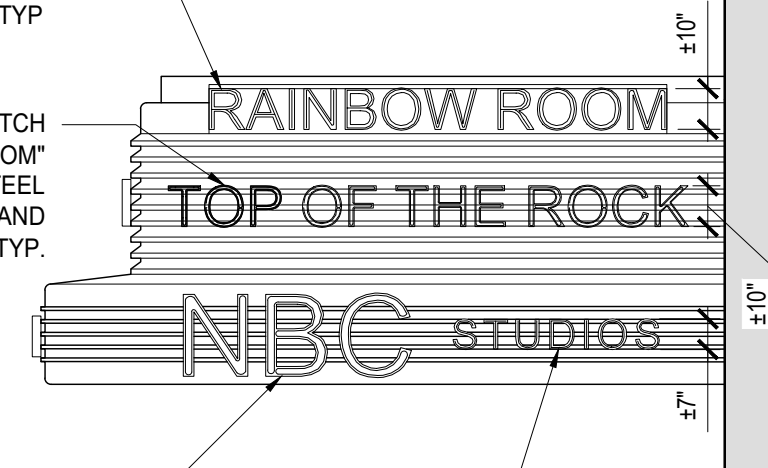


NEW LED SIGN WITH SINGLE
TUBES TO MATCH EXISTING.
RETROFIT LED TUBES INTO
EXISTING LETTERFORMS. CLEAN
AND REFINISH BRUSH FINISH, TYP

NEW LED SIGN TO MATCH
EXISTING "RAINBOW ROOM"
STAINLESS STEEL
LETTERFORMS. CLEAN AND
REFINISH BRUSH FINISH, TYP.

NEW LED SIGN WITH DOUBLE
TUBES TO MATCH EXISTING.
RETROFIT LED TUBES INTO
EXISTING LETTERFORMS. CLEAN
AND REFINISH BRUSH FINISH, TYP

NEW LED SIGN WITH
SINGLE TUBE TO
MATCH EXISTING.
RETROFIT LED TUBES
INTO EXISTING
LETTERFORMS.
CLEAN AND REFINISH
BRUSH FINISH, TYP

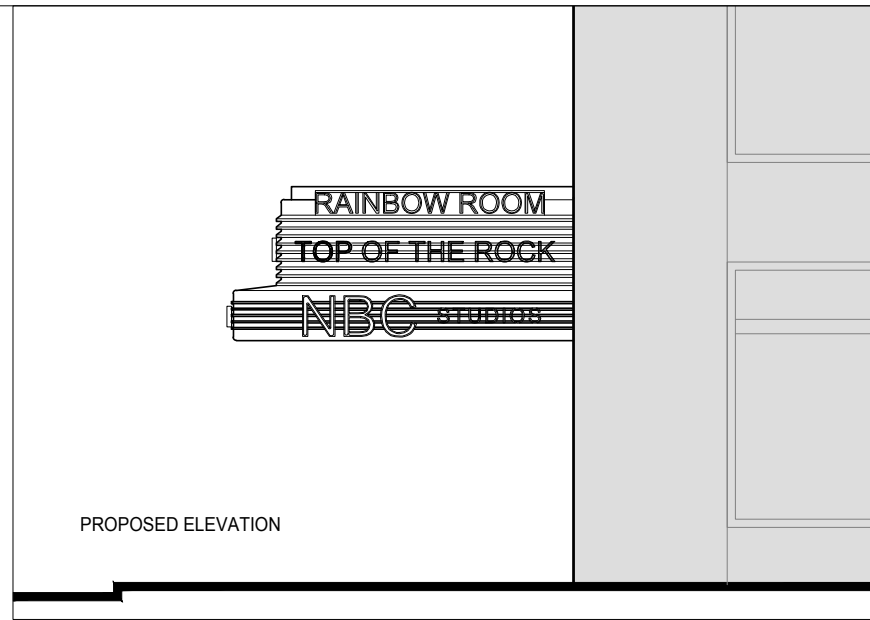
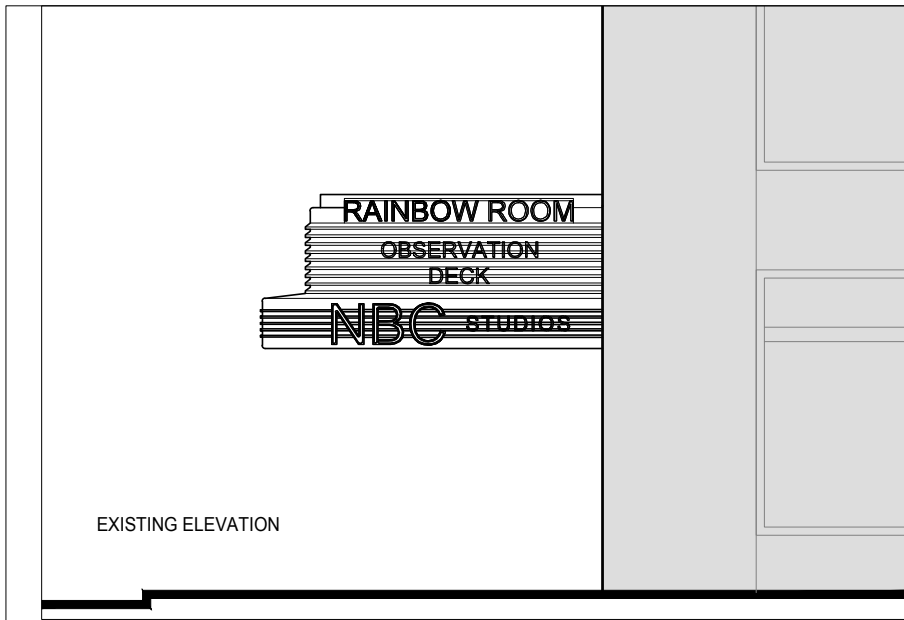


01 EAST/WEST ELEVATION
EXISTING ELEVATION

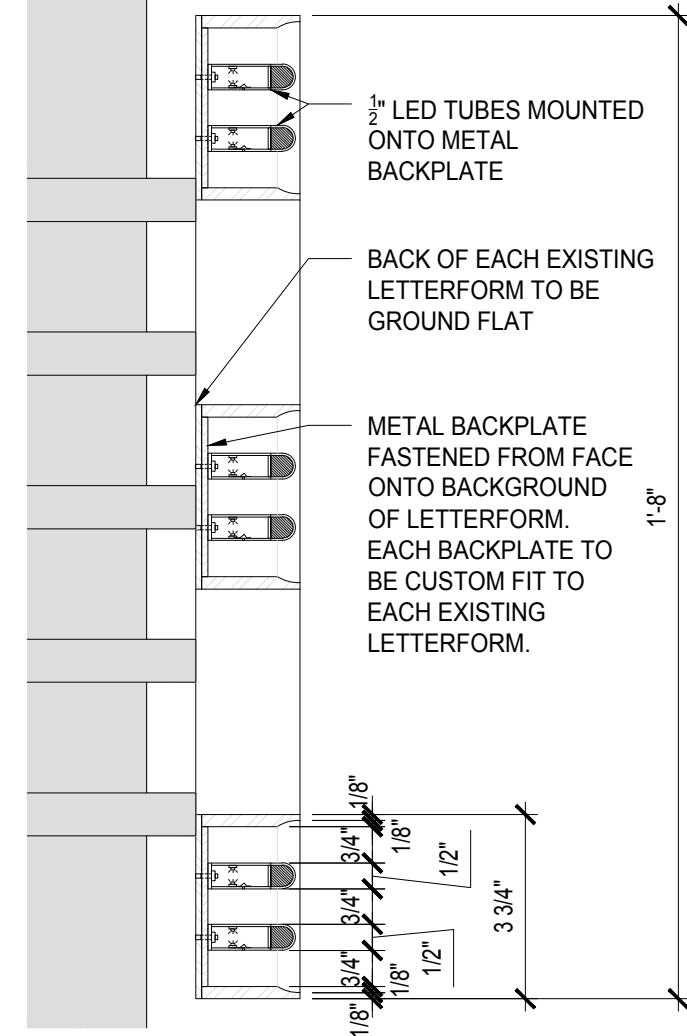
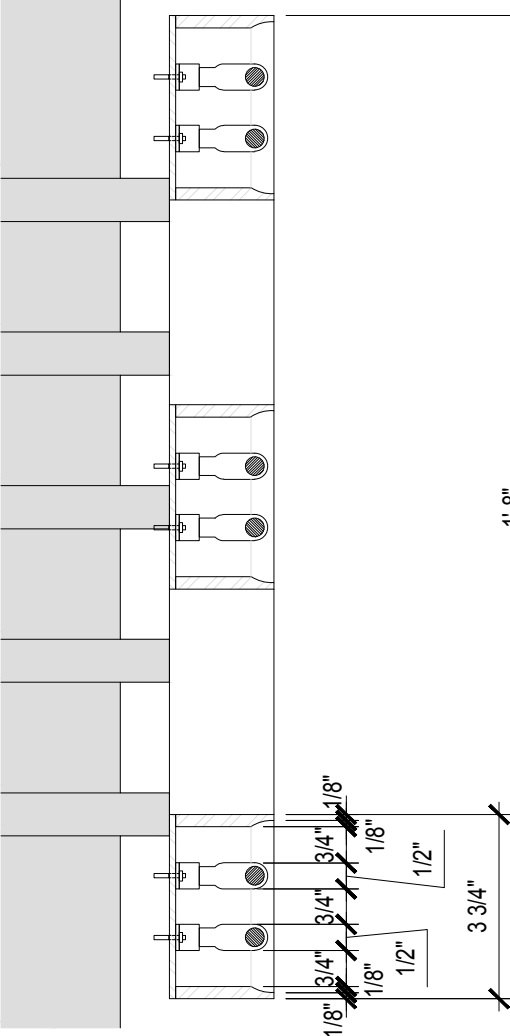
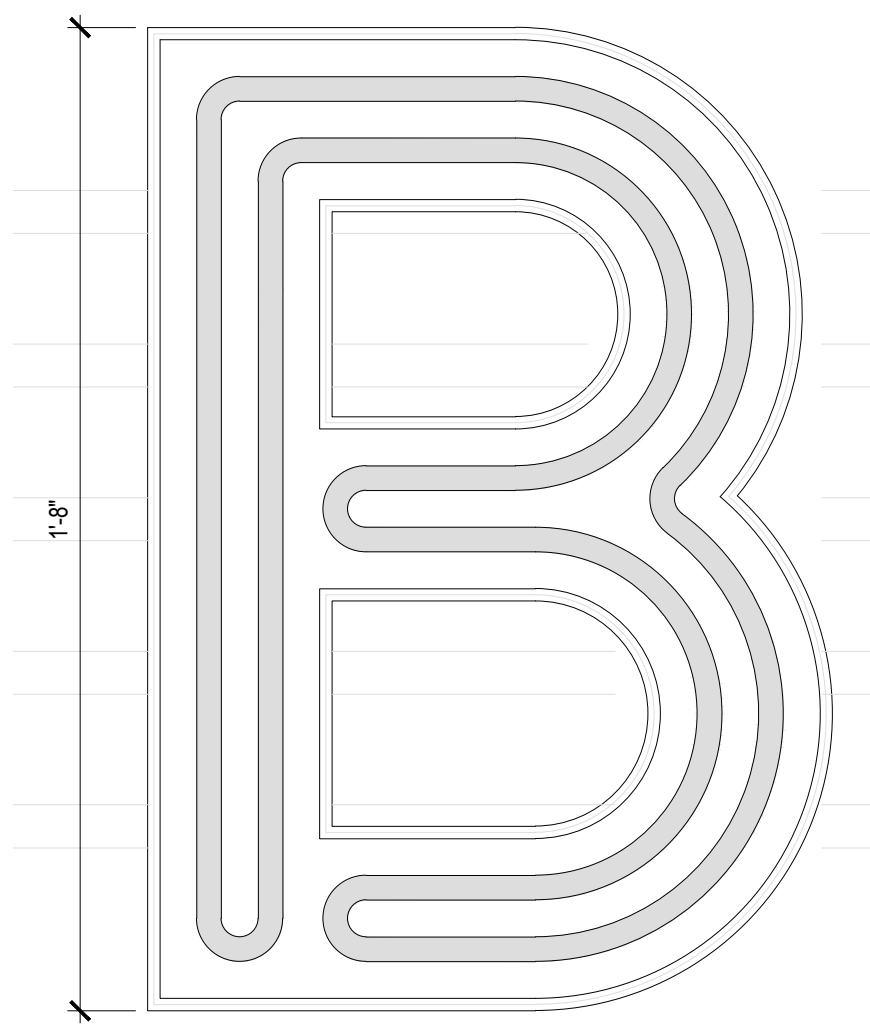
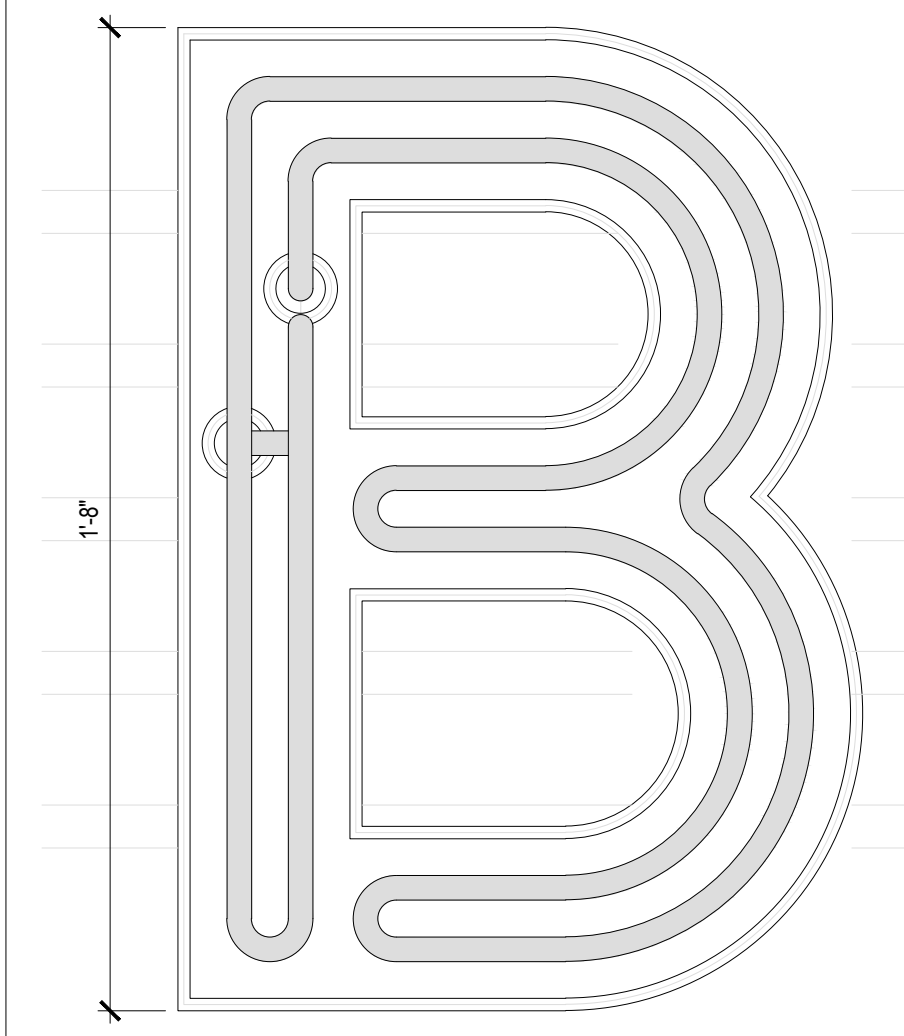
1/4" = 1'-0"

02 EAST/WEST ELEVATION
PROPOSED ELEVATION

1/4" = 1'-0"



- ALL DIMENSIONS TO BE CONFIRMED BY GC AND/OR LED SIGN FABRICATOR
- RETROFIT LED TUBES INTO EXISTING LETTERFORMS. CLEAN AND REFINISH BRUSH FINISH, TYP.
- EXISTING PENETRATIONS IN MARQUEE TO BE REUSED FOR LED CONDUITS
- PIN-MOUNT EACH LETTER TO HORIZONTAL BANDING ON MARQUEE

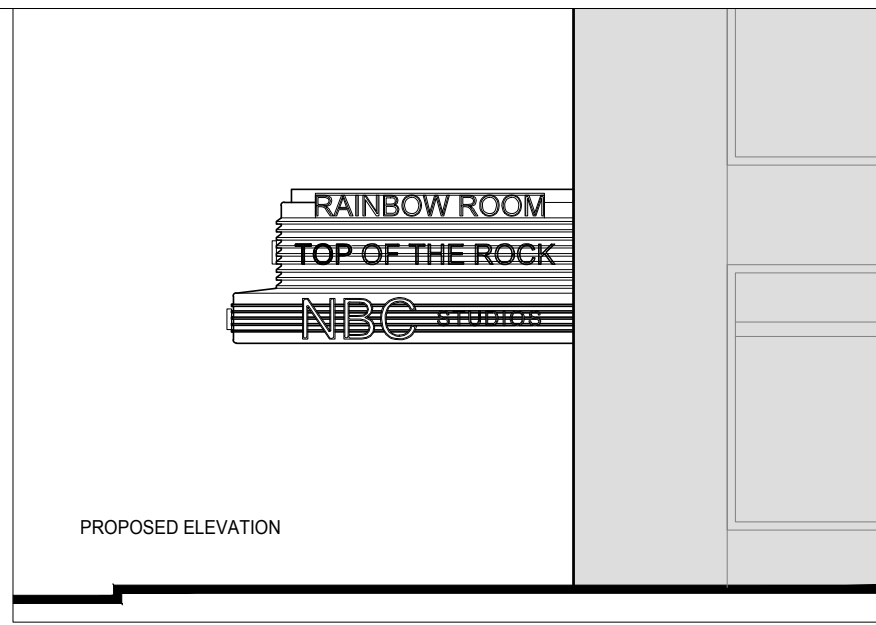
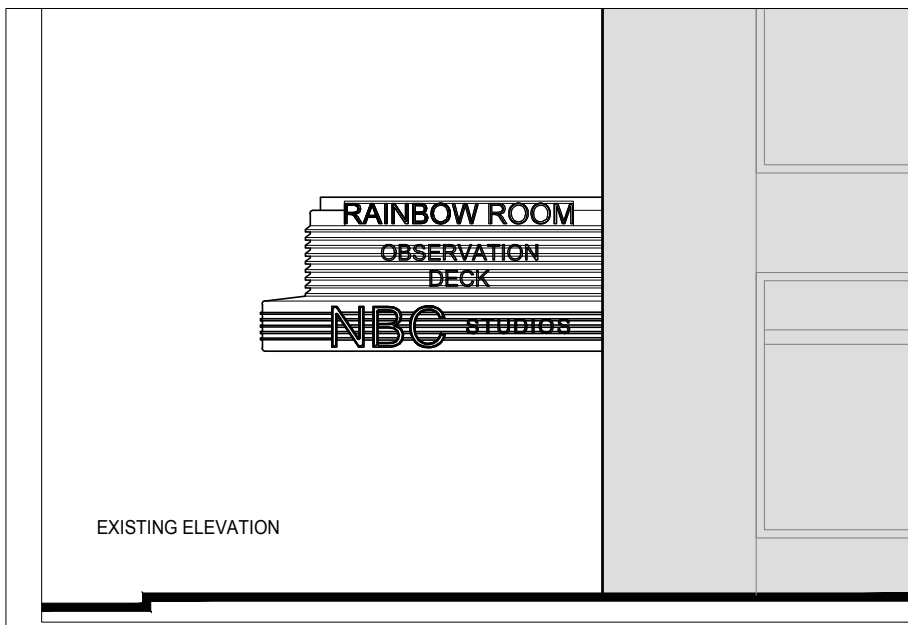


1
3" = 1'-0" LARGE TWIN NEON SIGN EXISTING ELEVATION

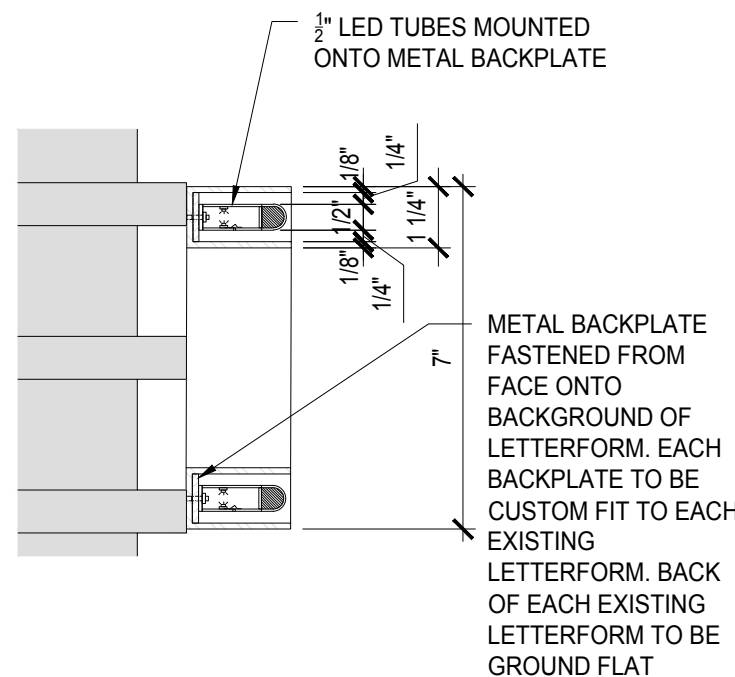
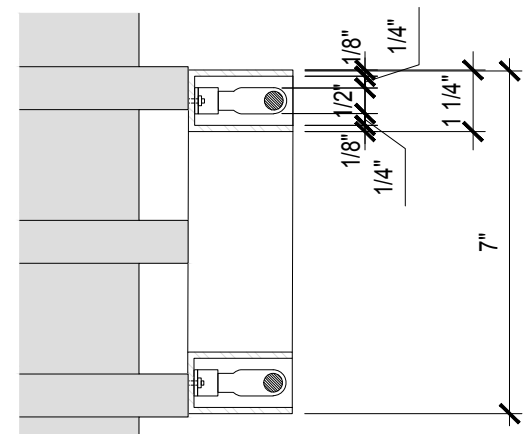
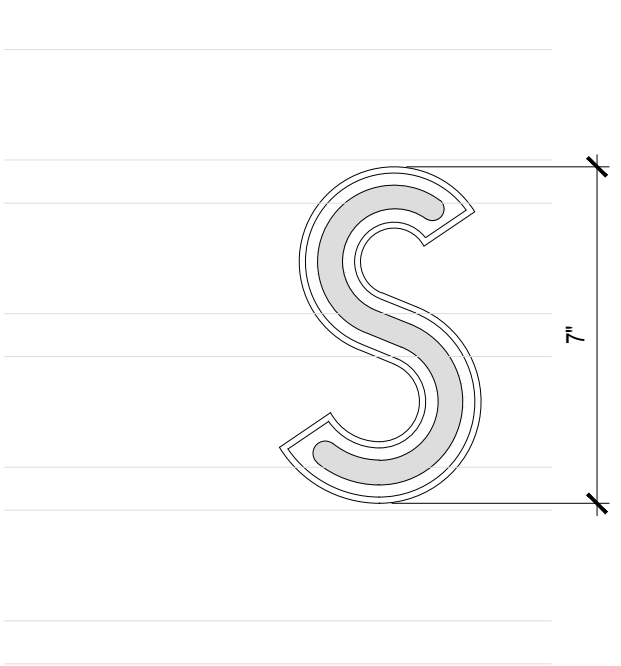
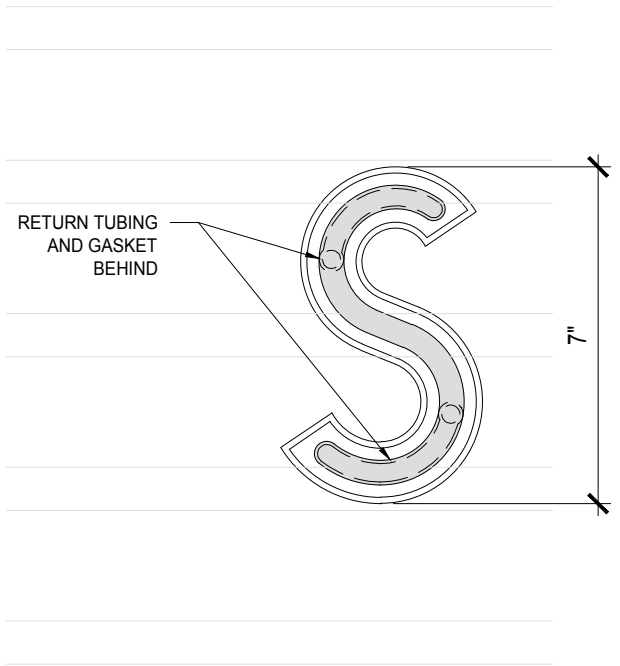
2
3" = 1'-0" LARGE TWIN LED SIGN PROPOSED ELEVATION

3
3" = 1'-0" LARGE TWIN NEON SIGN EXISTING SECTION

4
3" = 1'-0" LARGE TWIN LED SIGN PROPOSED SECTION



- ALL DIMENSIONS TO BE CONFIRMED BY GC AND/OR LED SIGN FABRICATOR
- RETROFIT LED TUBES INTO EXISTING LETTERFORMS. CLEAN AND REFINISH BRUSH FINISH, TYP.
- EXISTING PENETRATIONS IN MARQUEE TO BE REUSED FOR LED CONDUITS
- PIN-MOUNT EACH LETTER TO HORIZONTAL BANDING ON MARQUEE



| | | | | | | | |
|-----------------|--|-----------------|---|-----------------|--|-----------------|---|
| 1 3" = 1'-0" | SMALL SINGLE NEON SIGN EXISTING ELEVATION | 2 3" = 1'-0" | SMALL SINGLE LED SIGN PROPOSED ELEVATION | 3 3" = 1'-0" | SMALL SINGLE NEON SIGN EXISTING SECTION | 4 3" = 1'-0" | SMALL SINGLE LED SIGN PROPOSED SECTION |
|-----------------|--|-----------------|---|-----------------|--|-----------------|---|

NEON SIGN CONTEXT

LPC COMMISSION-APPROVED AUGUST 2024

PROPOSED LED NEON SIGN

SCOPES:
REPLACEMENT OF EXISTING RED NEON LETTERS AND BLUE STRIPES WITH LED NEON LETTERS & STRIPES AT EXISTING BLADE SIGN AND MARQUEE SIGNS



EXISTING CONDITIONS

EXISTING TRADITIONAL RED NEON 'APOLLO' LETTERS & BLUE NEON MARQUEE ACCENTS



PROPOSED RENDERING

SIGN & MARQUEE AS PROPOSED W/ RED LED FAUX NEON 'APOLLO' LETTERS & BLUE LED FAUX NEON MARQUEE ACCENTS



PROPOSED RENDERING



EXISTING CONDITIONS

SIGN ILLUMINATED W/ TRADITIONAL RED NEON TUBING



PROPOSED RENDERING

SIGN RETROFITTED W/ RED ACRYLIC LED NEON

**BEYER
BLINDER
BELLE**

APOLLO

APOLLO THEATER
253 WEST 125TH STREET, NEW YORK, NY

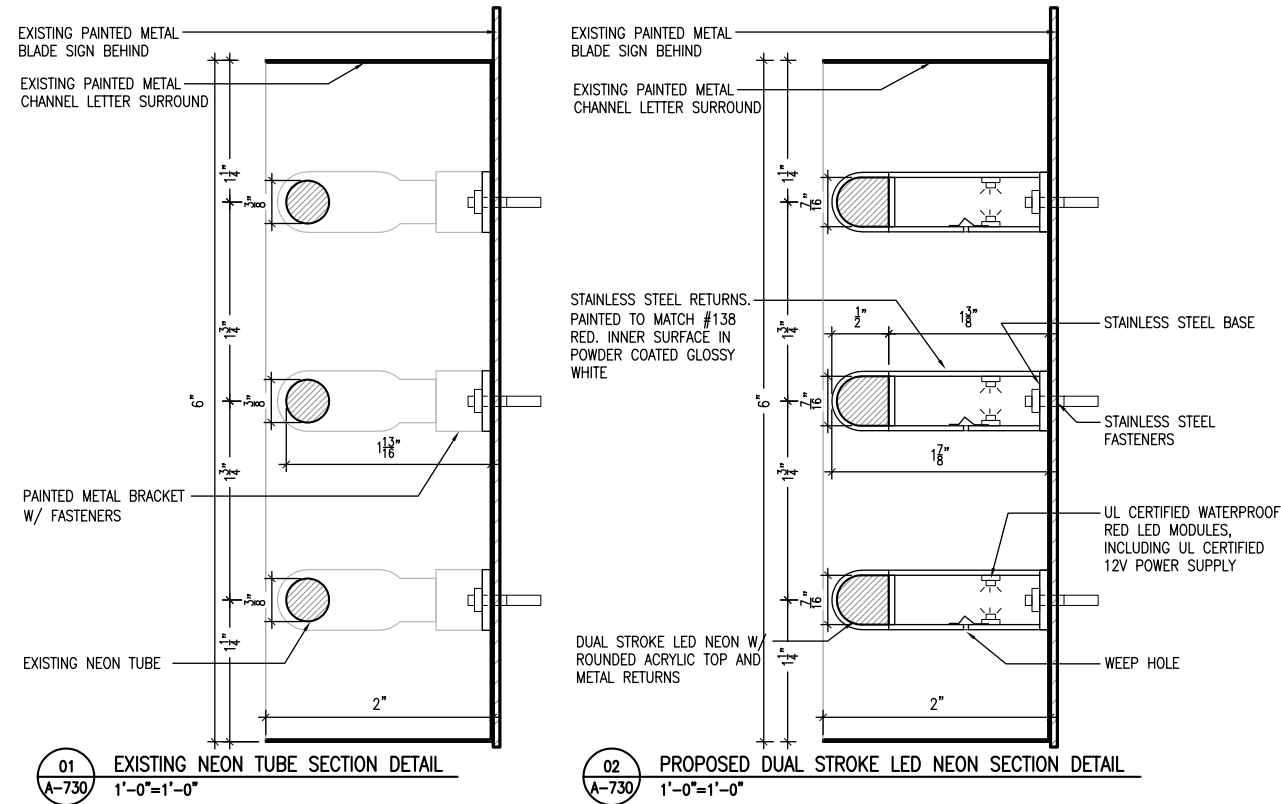
LANDMARKS PRESERVATION COMMISSION
06/18/2024

6

NEON SIGN CONTEXT

LPC COMMISSION-APPROVED AUGUST 2024

EXISTING & PROPOSED SIGN DETAILS



COMPARISONS OF DETAILS OF EXISTING & PROPOSED LED NEON



MOCK-UP OF LED NEON LETTERS & BLUE LED NEON STRIPES SHOWN AT DAYTIME

Location of red LED neon letter and blue LED neon stripe mock-up



MOCK-UP OF LED NEON LETTERS & BLUE LED NEON STRIPES SHOWN AT EVENING



APOLLO THEATER
253 WEST 125TH STREET, NEW YORK, NY

LANDMARKS PRESERVATION COMMISSION
06/18/2024



EXISTING MARQUEE PHOTO



PROPOSED MARQUEE RENDERING



EXISTING



W. 50TH STREET, PROPOSED RENDERING, LOOKING SOUTHEAST

December 17, 2024
Public Hearing

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Preservation Department – Item 5, LPC-25-04728

30 Rockefeller Plaza – Rockefeller Center – Individual and Interior Landmark Borough of Manhattan

To testify virtually, please join Zoom

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APPENDIX

2003 PUBLIC HEARING PRESENTATION



November 5, 2003

Existing Marquee Photos



ELKUS / MANFREDI
ARCHITECTS LTD.

TOP OF THE ROCK
30 Rockefeller Plaza - Proposed Observation Roof
Tishman Speyer Properties

S.2

2003 PUBLIC HEARING PRESENTATION



NEW BLUE NEON ANNOUNCING 'OBSERVATION ROOF' WILL OCCUR AT BOTH THE 50TH AND 49TH STREET MARQUEE

November 5, 2003

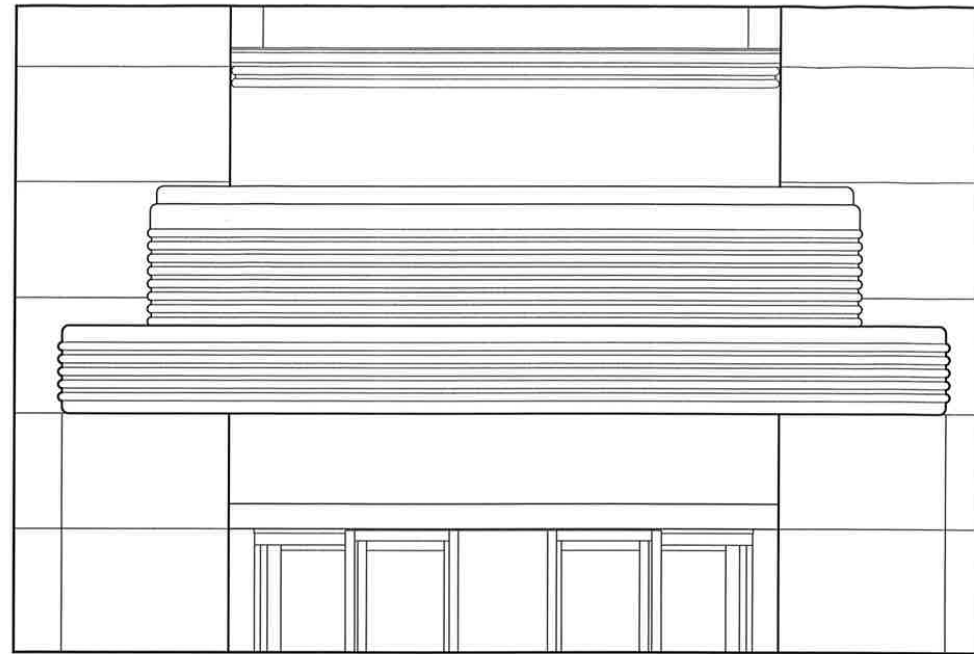
Proposed Marquee



ELKUS / MANFREDI
ARCHITECTS LTD.

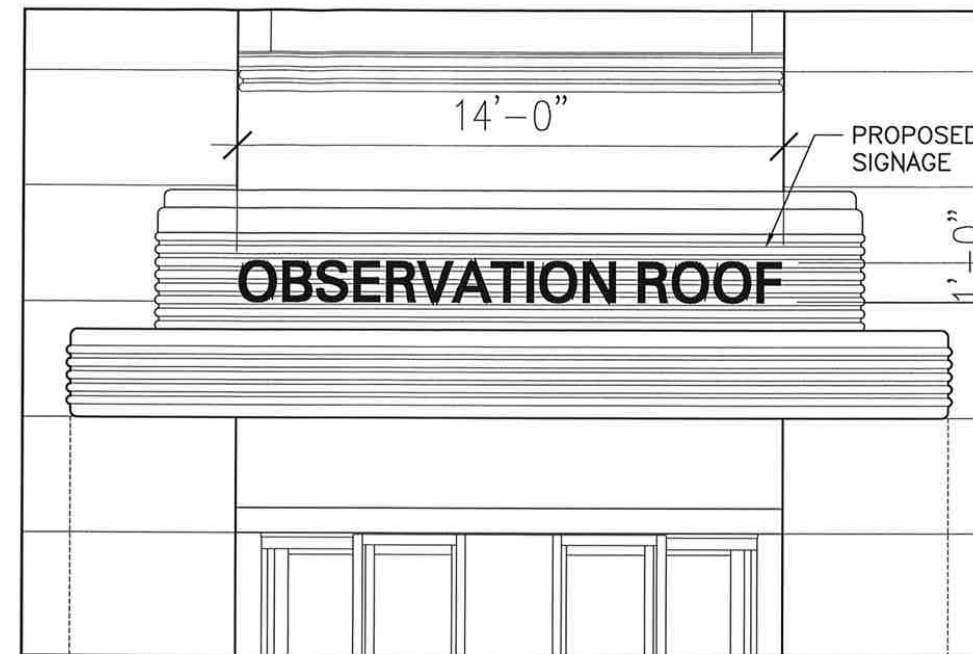
TOP OF THE ROCK
30 Rockefeller Plaza - Proposed Observation Roof
Tishman Speyer Properties

S.2A



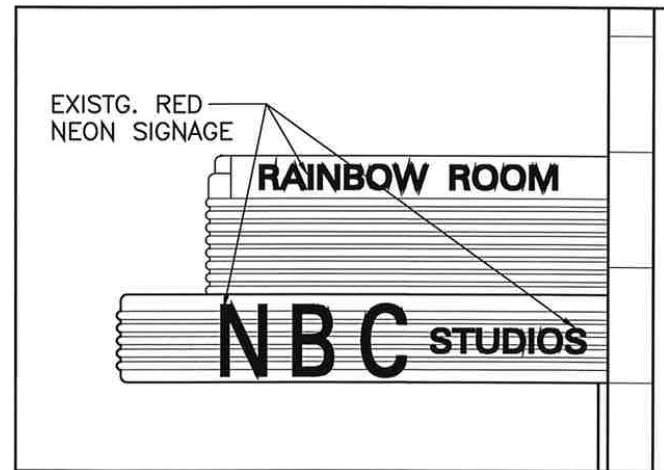
Existing Front Marquee

SCALE: 1/4"=1'-0"



Proposed Front Marquee

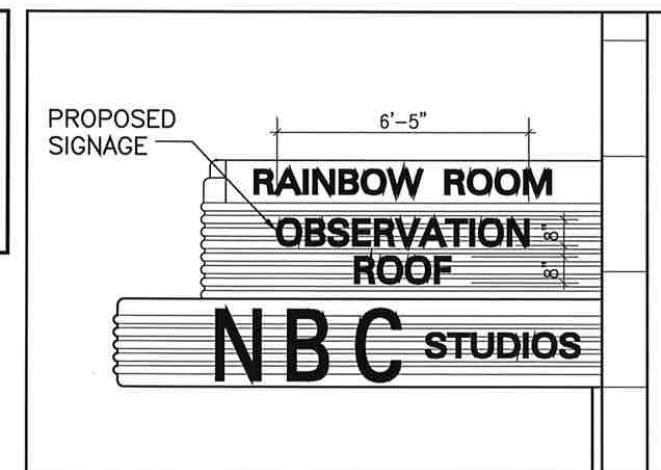
SCALE: 1/4"=1'-0"



Existing Side Marquee

SCALE: 1/4"=1'-0"

NOTE:
NEW BLUE NEON SIGN ANNOUNCING (OBSERVATION ROOF) TO MATCH BLUE COLOR OF RADIO CITY MUSIC HALL NEON ACROSS THE STREET.



Proposed Side Marquee

SCALE: 1/4"=1'-0"

NOVEMBER 05, 2003

ELKUS / MANFREDI ARCHITECTS LTD.

TOP OF THE ROCK
30 Rockefeller Plaza - Proposed Observation Roof
Tishman Speyer Properties

SLCEArchitects
841 BROADWAY
NEW YORK, N.Y. 10003
TEL.: (212) 979-8400
FAX.: (212) 979-8387

S.2B

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