ROCKEFELLER
GROUP

Request for Proposal
1221 Avenue of the Americas – East Plaza

I. INTRODUCTION

The Rockefeller Group has undertaken a phased repositioning the plaza of one of our core assets at 1221 Avenue of the Americas. The focus of this RFP is the renovation of the building’s east plaza on Sixth Avenue between 48th and 49th Streets. The scope under this RFP focuses on production of a concept study for the east plaza, including raised and sunken areas, adjacent sidewalks, and interior portions of cellar levels 1 and 2 (Exhibit A).

II. PROGRAM OBJECTIVES

The concept study should seek to revitalize the plaza areas along Sixth Avenue to achieve the following objectives:

A. Reinforce the importance of the Building as a key part of and preeminent address and iconic architecture within Rockefeller Center and as an important connection between Rockefeller Center and Times Square.
B. Create an iconic destination element to mark the front of the building.
C. Provide a more direct path between the street and the subway entrance.
D. Provide a more pedestrian-friendly environment. Reduce bottlenecks around the plaza at sidewalk level.
E. Activate the plaza to create an inviting plaza amenity space for the building tenants and community to participate in positive, high quality activities. Increase the visibility, accessibility, and value of the plaza and below-grade retail spaces.
F. The redevelopment of the public spaces must be justifiable from a market and investment standpoint, and not negatively impact current office and ground floor retail tenants.

III. PROJECT SPECIFIC GUIDELINES

A. The raised plazas (to the north and south of the sunken plaza) provide fresh air intake for the building. The air intake must be reconfigured if the raised plazas are proposed to be removed. Their removal could potentially help make the plaza and entrances feel more open. Think about how they currently impact paths to the building’s lobby entrance doors. How can you reconfigure the intake vents to create something interesting along these pathways?

B. The sunken plaza must remain but can be reconfigured into a different size/shape as long as an open element remains on C-1. An opening to C-2 is optional but consider how adding one might positively or negatively impact leasable space. Think about how to attract people to the Plaza. What would attract you to come and stay for a while? What kind of place is this? When down below, what do you see when you look up? How might you frame the edges of the sunken plaza? What do people see when they look down from the main plaza? Is the sunken plaza made out of the same materials that the main plaza is made of? How might you change the stairs?

C. New York’s Department of City Planning will need to approve any plan prior to execution. The focus of their review will be the public benefits of the outdoor improvements to the plaza. This review will include adequate seating, number of trees, public and private

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1 This RFP was produced and is to be used for educational purposes only
interactions, etc. Consider the elements that were highlighted in the film “The Social Life of Small Urban Spaces” and incorporate them into your project.

D. Current retailers at street level are to remain. Your Design Concept can consider new retail options on C-1 and C-2. When thinking about new retailers, you should consider the following: What’s important about this location? What kind of stores or other businesses make sense here? Is the Plaza and retail for tourists, office workers, neighbors, subway riders or everyone? What types of retailers would be successful given the demographics of the area? What are the retail storefronts like? How can you help people find their way around? Do you need signage? If so, where will it go and how does it integrate with your design? How is this different in the day and in the night?

E. Public restrooms do not need to be provided for visitors of the plaza. However, restrooms might be necessary inside the retail spaces depending on the type of retail tenants that you recommend. Consider the types of stores and restaurants that you visit and if they offer restrooms for their customers.

F. The “Sun Triangle” sculpture and associated maps that currently adorn the sunken plaza may be eliminated. The time/temperature sign and directory along the Avenue of the Americas may be eliminated or incorporated into your designs. Will you propose another type of feature? Will your project need a directory? Will you add any special lighting? Are you thinking about adding natural things here? Will this be a quiet place to sit or full of action? What kind of features can you incorporate that add to the mood you are hoping to create?

G. There is currently access from the building to the MTA concourse via C-1 and C-2. Access can be reconfigured. Access via C-2 can be removed, but access from C-1 must remain. Consider how you want the public to pass through the Plaza and retail spaces. Do you want multiple sources of entry and exit?

H. There are existing operational issues which must be addressed, including but not limited to:
   1) Foundation and basement ceiling leak remediation,
   2) Concrete curbs at raised plazas and ADA compliant access to the raised planters (if concept design maintains the raised plazas), Are there creative ways to add curbs and ramps that make them feel like part of the landscape design?
   3) Replace the sunken and raised plaza walking surface and waterproofing system to eliminate long-standing water issues. Is there a new material that you propose or a way to incorporate drains into the plaza paving? Implement sustainable means and methods for managing stormwater. Is there a way to collect rainwater and use it in your project?

I. The proposal must consider vertical transportation options to access the Plaza and retail levels from the building, street and MTA concourse. ADA accessibility throughout the site is required. What are the ways you want people to come up and down? Should they get down slowly or fast? Are stairs to be used just for climbing or can they also be used for sitting? How will that change how you design them?

IV. DESIGN DELIVERABLES

The following design elements are to be researched, evaluated and developed for incorporation into a Concept Design package. Package to be submitted in 11x17 landscape format

A. Site Review and Research
   1) Context plan that identifies project site location and its surroundings. Highlight any neighboring areas that may be of importance to your project and any proposed retail
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2) Identify existing issues, requirements, opportunities, problems, and constraints. Prepare a 1-2 page photographic and diagrammatic summary of findings.

B. Proposed Design

1) Brief narrative of proposed project (approximately 1-2 pages), including descriptions of design and proposed retail option(s). Think about what the most important elements that you want people to know about your project. Share your inspirations and include images of any influential projects or features that you want to incorporate. What makes your design unique? Respond to the questions in the Guidelines above.

2) Plan views:
   i. Street/Plaza level
   ii. C-1
   iii. C-2 level

3) Retail plan showing the general layout and function of the retail space(s).

4) A section drawing showing the interconnectivity of the spaces.

5) Minimum of two hand drawn sketches OR 3-D computer generated views of proposed design (i.e. Auto-CAD Inventor, Sketch-up, etc.).

6) Accessibility diagram showing pedestrian connections from building, street and concourse. ADA access must be incorporated. Show all entries to retail spaces including public and service. Provide pathway to service hall to access loading/unloading.

7) Landscape Plan describing locations of trees, plants, paving materials, outdoor furniture and any proposed sustainable features.

8) Signage Plan showing design and locations of all signage, including retail and directional signage.

9) Mechanical, Electrical, Plumbing and Fire Protection brief summary describing air conditioning/heating, technology wiring, audio/visual features, lighting, electrical power, plumbing, and fire protection.

10) Structural brief summary describing architectural design impact on the structure, types of structure utilized, and modifications to existing structure.

11) Green brief summary outlining the green features included in the design. Consider how you could incorporate renewable products, recycled products, reducing water usage, reducing energy usage, fresh clean air, natural light, etc.