



HORTICULTURE MAINTENANCE PROGRAM AND/OR PROCUREMENT OF GRANITE BLOCKS REQUEST FOR PROPOSALS

I. INTRODUCTION

The Fifth Avenue Association (“FAA”) is soliciting proposals for (i) horticultural maintenance services, and/or (ii) procurement, delivery, and installation of granite blocks, as separate and severable scopes of work. Proposers may submit a proposal for one or both scopes. FAA reserves the right to award each scope independently.

We invite your firm (“Proposer” or “Contractor”) to submit a proposal for consideration no later than **April 17, 2026**. A description of our organization, the required services, and additional relevant information is outlined below.

About Us

The Fifth Avenue Association is a New York not-for-profit organization that provides services in the Fifth Avenue Business Improvement District and is recognized by the Internal Revenue Service as a charitable, tax-exempt organization pursuant to section 501(c)(3) of the Internal Revenue Code. The Fifth Avenue Association works to ensure Fifth Avenue is the most iconic street in the world. Since 1907, it has been instrumental in making Fifth Avenue a dynamic space of beauty and luxury where all are welcome to discover the best that commerce and culture have to offer.

Purpose and Objective

The Fifth Avenue Association (FAA) seeks to enhance the environment and pedestrian experience within the Business Improvement District (the “District”), specifically within the pedestrian space surrounding Pulitzer Fountain on Fifth Avenue between 58th and 59th Streets.

As part of this initiative, the Fifth Avenue Association (“FAA”) will install approximately fifteen (15) horticultural planters (the “Planters”) and sixteen (16) granite blocks to enhance the functionality, aesthetics, and overall activation of the space. The Planters have already been procured and will be installed by a third party. Planter quantities and dimensions and granite block requirements are provided in **Exhibit A**, and the planting plan is outlined in **Exhibit C**. FAA is seeking a qualified contractor to provide a comprehensive horticultural maintenance program to support the year-round care, health, and performance of the Planters.

In addition, FAA is seeking proposals for the supply and installation of granite blocks.

The horticulture maintenance program shall include, but is not limited to, maintaining the health, appearance, and seasonal vibrancy of all plantings, while aligning with FAA's broader goals of enhancing the public realm.

Firm Selection

Proposals for this project will be selected competitively from proposals received

II. SUBMISSION

Proposals are due on April 17, 2026, by 5 pm Eastern Time. Proposals, as well as any questions, should be submitted to Operations and Engagement Coordinator, Riley Lenane via email: riley@fifthavenue.nyc.

III. PROPOSED TIMELINE

- a. RFP release date: April 1, 2026.
- b. Submission of questions on RFP: through April 10, 2026.
- c. Proposals due: April 17, 2026, by 5pm Eastern Time.
- d. Proposal review: week of April 20, 2026.
- e. Finalist interviews: week of April 27, 2026.
- f. Proposal award date: May 4, 2026.

IV. SCOPE OF WORK

The FAA currently anticipates that the installation of granite blocks and initial planter planting will occur in mid-June. This schedule is subject to change based on coordination with the New York City Department of Transportation (DOT).

Proposers should account for potential schedule variability and demonstrate flexibility in mobilization and service delivery.

1. Initial Planter Planting (One-Time)

The Contractor shall provide all goods and services necessary to prepare and plant approximately fifteen (15) planters of varying sizes (as outlined in **Exhibit A**), including but not limited to:

- a. Furnishing and installing appropriate planting soil and required soil composition suitable for raised urban planters.
- b. Installing plant materials in accordance with **Exhibit C**. No substitutions or deviations shall be made without prior written approval from FAA.

- c. Applying mulch upon completion of planting.
- d. Providing initial watering and establishment care to ensure plant viability.
- e. Removing and lawfully disposing of all debris and excess materials.

2. Ongoing Horticultural Maintenance and Watering (Recurring)

The Contractor shall provide all goods and services necessary to deliver comprehensive, year-round horticultural maintenance services to maintain the health, vitality, and aesthetic quality of all scoped plantings across approximately fifteen (15) planters of varying sizes (as outlined in **Exhibit A**) including, but not limited to:

- a. Year-round maintenance, performed weekly, with more frequent visits during the period from the beginning of spring to the end of the fall seasons (the “Growing Season”).
- b. Regular trimming of plants, removal of dead or damaged foliage, “deadheading” flowers to encourage continued blooming and promote healthy plant growth and other customary commercial horticultural maintenance as may be necessary from time to time.
- c. Replenish the mulch in the Planters to maintain moisture levels, prevent weed growth and improve and enhance the overall aesthetic of the Planters.
- d. Rotate and replace plants based on seasonal changes and dynamics outlined in **Exhibit C**.
- e. Add and maintaining winter-friendly or -specific mulch during the winter seasons.
- f. Routine watering of all Planters, with frequency adjusted based on weather conditions, seasonal requirements, and plant needs. Watering services shall be priced separately and clearly itemized.
 - a. Proposers shall also include a detailed watering plan outlining frequency, methodology, seasonal adjustments, and any assumptions related to weather conditions or site constraints.
- g. The Contractor shall also be capable of performing unscheduled or supplemental services, including but not limited to plant replacement, emergency watering, and other as-needed horticultural interventions. Proposals shall include:
 - a. Hourly labor rates for additional services broken down by role
 - b. Unit pricing for plant replacement
 - c. Warranty for plant material
 - d. Separate pricing for additional planting or replacement beyond the base scope

3. Granite Blocks

- a. Procurement, delivery, and installation of approximately sixteen (16) granite blocks, as outlined in **Exhibit A**.

As part of your proposal, please confirm if you have any storage capacity for extra plants and flowers purchased by FAA which have not yet been planted.

FAA Clean Team Responsibilities: FAA's Clean Team will be responsible for day-to-day upkeep of the Planters outside of the scope above including the removal of trash and debris.

Planter and granite block specifications are provided in **Exhibit A**.

Locations of the planters, along with associated cutsheets, are provided in **Exhibit B**.

The planting plan, prepared by Field Operations, is provided in **Exhibit C**.

V. BUSINESS ARRANGEMENTS AND SUBCONTRACTING

The successful proposer will be fully responsible for the Scope of Work to be performed under this proposal. If a Proposer intends to utilize a business partner or subcontractor to provide services, proposals submitted must clearly identify every business partner and subcontractor who will supply services under the contract and the nature of the relationship to the proposer.

VI. INSURANCE

The Contractor shall maintain and cause all subcontractors and permittees to maintain:

1. Commercial General Liability covering all premises, operations, products and completed operations, and contractual coverage written on an occurrence basis relating to the work performed under this Agreement with a limit of no less than \$2M in the aggregate and \$1M combined single limit for bodily injury, personal injury, and property damage (with no exclusions for Labor Law 240/241 violations), or in such higher amount as required by the contract;
2. Commercial Automobile Liability covering all owned (if any), non-owned and hired vehicles providing a limit of \$1M combined single limit for bodily injury and property damage, if vehicles are being used in the performance of the contract;
3. Worker's Compensation Insurance, disability benefits and employer's liability in the statutorily required amounts;
4. FAA, the City of New York, and any governmental agencies or authorities identified in the contract and their respective directors, officers, officials, agents, employees and volunteers shall be additional named insureds on all such policies, and the

Contractor shall be named as an additional insured on such policies obtained by its subcontractors and permittees;

5. Such policies shall provide coverage to each such additional named insured on a primary and non-contributory basis and shall include waivers of subrogation in favor of each additional named insured for any loss or claims paid or payable under such policies.
6. Certificates of insurance and additional insured endorsements must be submitted to FAA prior to contract execution and must be maintained and renewed throughout the term of the contract.

VII. INDEMNIFICATION

The Contractor agrees to defend, indemnify and hold harmless FAA, the City of New York, and any governmental agencies or authorities identified in the contract and their respective directors, officers, officials, agents, employees and volunteers (collectively, the “Indemnified Parties”) from and against any and all injuries, claims, damage, loss, judgments or liabilities, including costs and expenses, legal or otherwise, arising from, related to or in connection with the services provided under the contract because of the Contractor’s act or omission, including negligence, willful misconduct or material breach of the contract, or failure to comply with any and all applicable safety or health standards. The Contractor shall be solely responsible for the safety and protection of all its employees and shall assume all liability for injuries, including death, that may occur to said employees due to the negligence, fault, or default of the Contractor. The Contractor shall also require such indemnification of the Indemnified Parties from its subcontractors, consultants and permittees.

VIII. ADDITIONAL PROPOSAL INFORMATION

1. **VENDEX:** City of New York’s PASSPort approval is required prior to awarding the contract. Contractors who need to update their PASSPort approval or are not yet PASSPort approved are strongly encouraged to begin the process as soon as practicable. Please visit the PASSPort website for more information and instructions.

IX. FORMAT FOR PROPOSALS

1. Introduction

Describe your company, its size, mission and recent clients, and explain why you and your team are uniquely qualified to handle this project.

2. *Qualifications and Experience*

- Provide brief biographies for all who will work on the project
- Provide 2-3 samples of work you have performed.

3. *Schedule of Scoped Deliverables*

- Initial Planting: A detailed plan for soil preparation, planting, mulching, and initial watering of the planters, including recommended soil composition, installation approach, and establishment care.
- Maintenance Schedule: A detailed plan outlining frequency of visits, watering approach, pruning and plant care, seasonal rotations, and adjustments during the growing and winter seasons over the duration of the horticulture maintenance program.
- Granite Blocks: Procurement, delivery, and installation of approximately sixteen (16) granite blocks, as outlined in **Exhibit A**.

4. *Pricing*

Please provide a detailed and itemized breakdown of all costs associated with the specific scoped goods and services outlined in Section IV (e.g group pricing for Initial Planting and Maintenance Schedule. Pricing should include all labor, materials, equipment, and any associated fees or incidental costs. Proposers must also include a schedule of hourly rates for horticultural services and any other relevant personnel, as applicable.

5. *Contractor's Representations*

By submitting a bid, the Contractor(s) represents that:

- The Contractor(s) has/have read and understands the contents of the RFP information pack and the bid is made herewith.
- The Contractor, before submitting a proposal, understands that the Contractor must:
 - examine the RFP information pack, and
 - become familiar with all local conditions which may in any manner affect the cost, progress or performance of the services

6. *References*

Provide three (3) professional references.

EXHIBIT A: PLANTER AND GRANITE SPECIFICATIONS

Type 1: Vestre - Vroom Planter with Feet

- Quantity: 10
- Dimensions: 72" L × 36" W × 36" H
- Color: RAL 7043
- Material: 8mm Steel
- Construction: Full-length ends with 4" clearance for forklift/pallet jack

Type 2: Vestre - Vroom Planter with Feet

- Quantity: 5
- Dimensions: 72" L × 24" W × 36" H
- Color: RAL 7043
- Material: 8mm Steel
- Construction: Full-length ends with 4" clearance for forklift/pallet jack

Granite Blocks

- Quantity: 16
- Dimensions: 47" L × 26" W × 26" H
- Finish: Natural / Rough or Split Finish

Proposers shall include available color options, any associated pricing differentials, and any variations in finish or sourcing.

Proposers shall provide physical samples of available color options and finishes. Samples should be mailed to:

Riley Lenane

16 East 52nd Street, Suite 302
New York, NY 10022

EXHIBIT B: PROJECT LAYOUT AND PLANTER CUTSHEETS

GRAND ARMY PLAZA Furniture + Planters

Furniture:

Grand Army Plaza

⊕ (6) 4-seaters

⊕ (4) 3-seaters

⊕ (5) 2-seaters

4' clear space between

W 58th St

⊕ (9) 2-seaters, 5' clear space between

Planters:

Grand Army Plaza

□ (10) 72" L x 36" W, 5' clear space in between objects

W 58th St

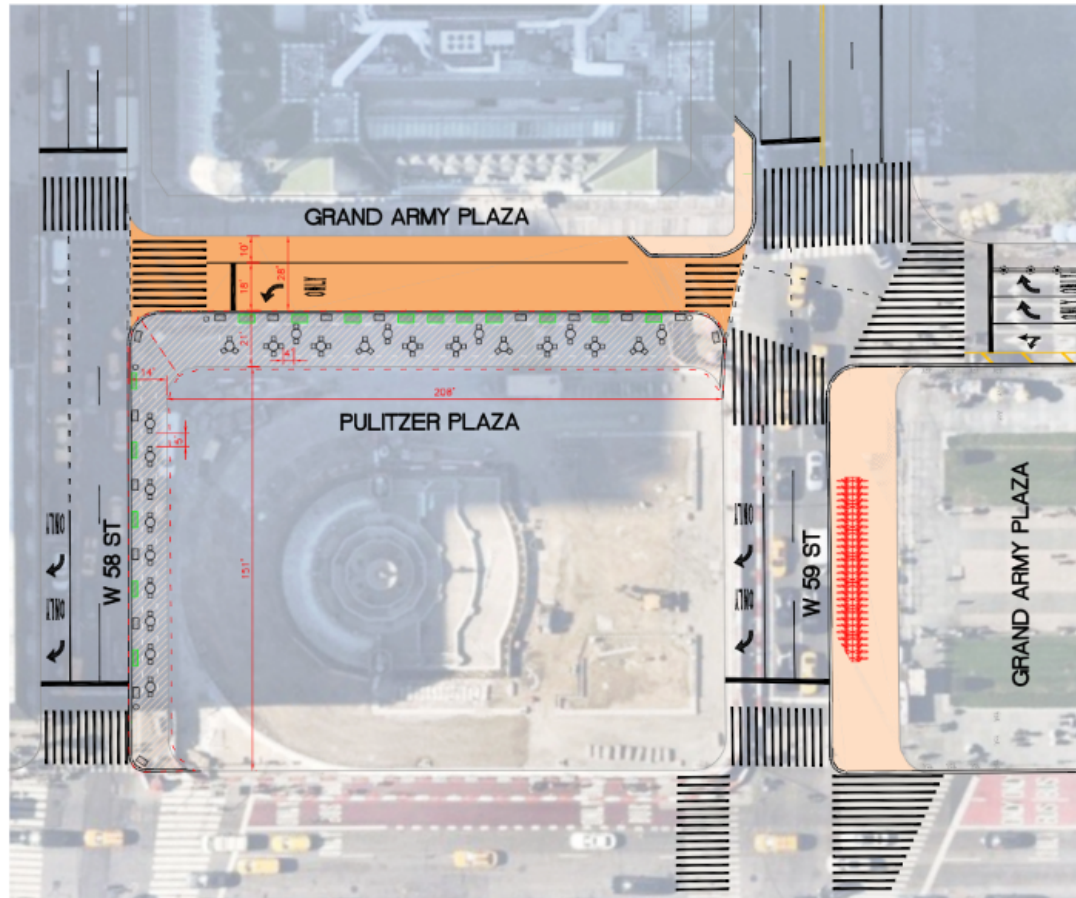
□ (5) 72" L x 24" W, 8' clear space in between objects

Granite Blocks:

□ (16) 47" x 26" new blocks

Trashcans:

○ (4) 24" cans



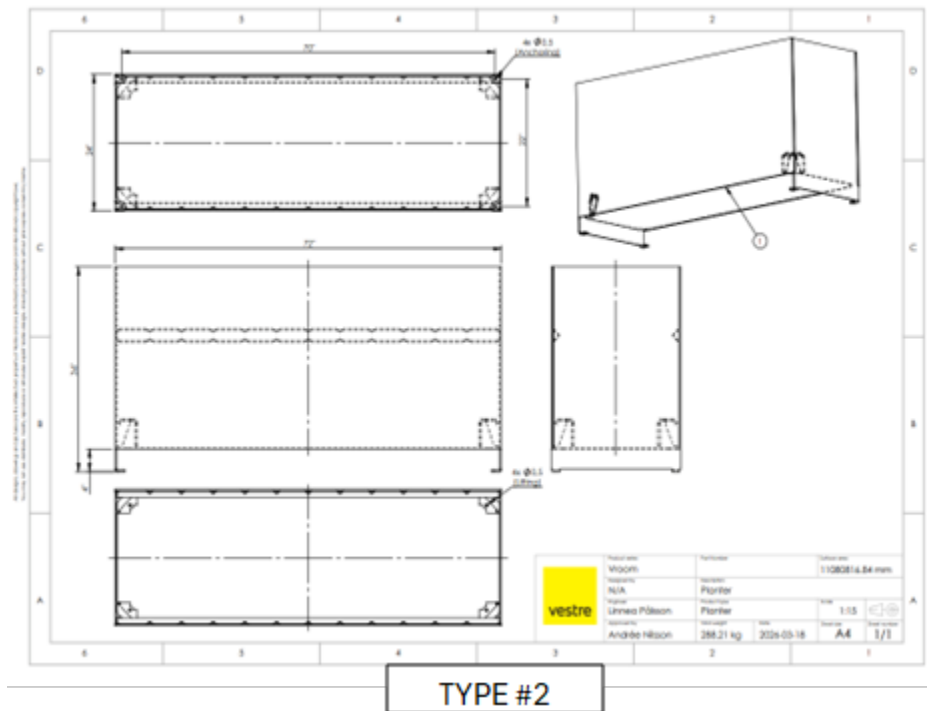
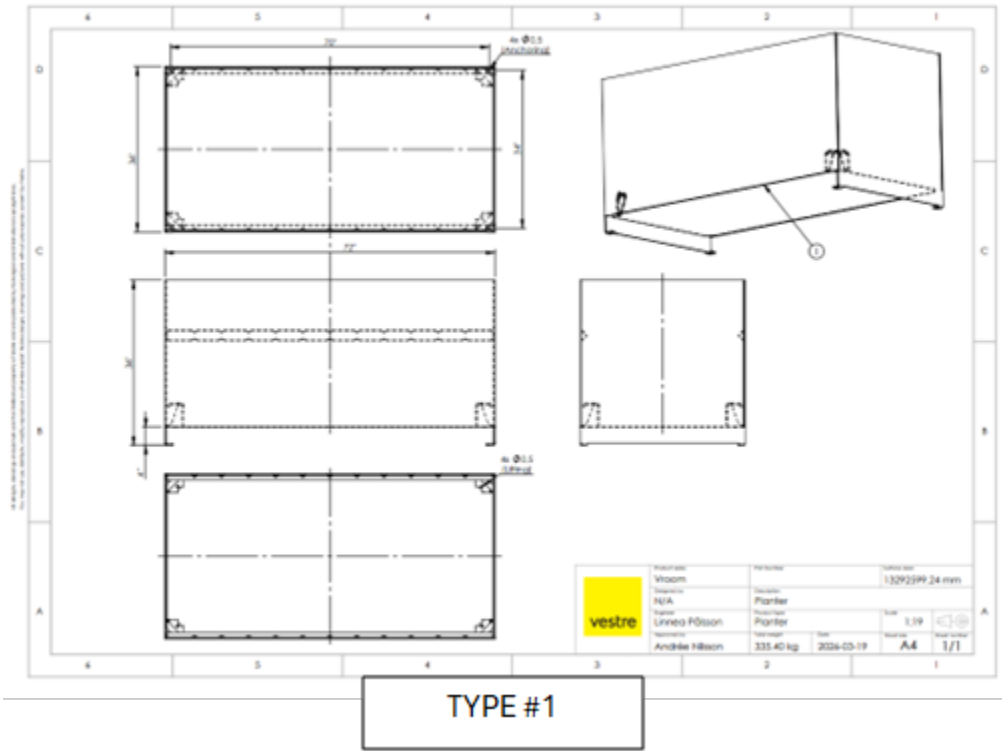
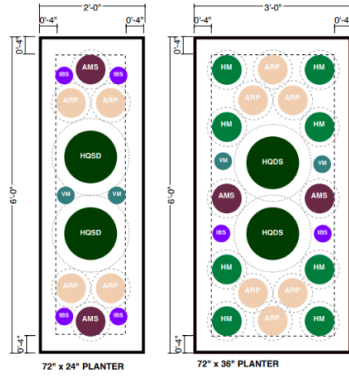


EXHIBIT C: PLANTING PLAN

Available to download [HERE](#)

Planting scheme A - summer

- (3) 24" X 72" planters
- (3) 36" x 72" planters

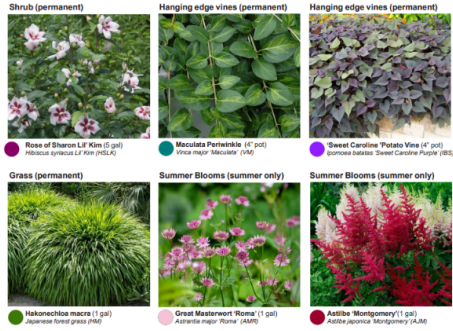
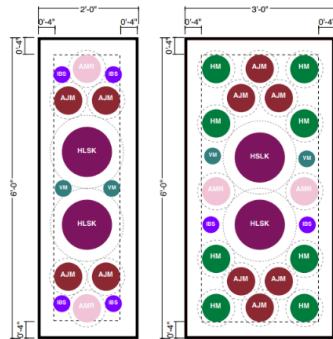


fieldoperations

Pulitzer Plaza Planting
March 30, 2020

Planting scheme B -summer

- (2) 24" X72" planters
- (3) 36" x 72" planters

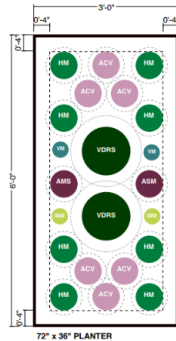


fieldoperations

Pulitzer Plaza Planting
March 30, 2020

Planting scheme C -summer

- (3) 36" x 72" planters

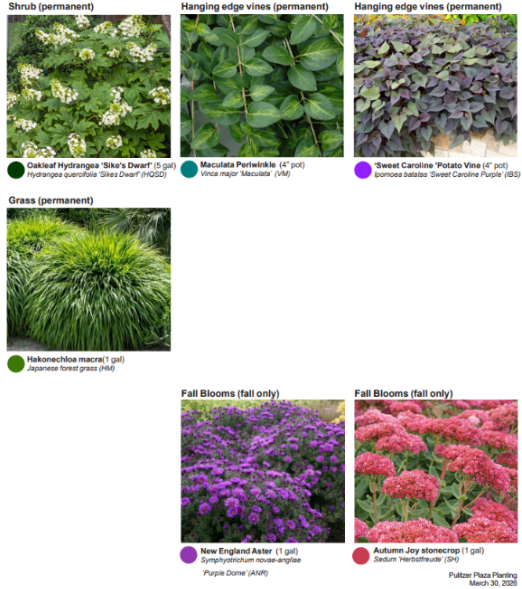
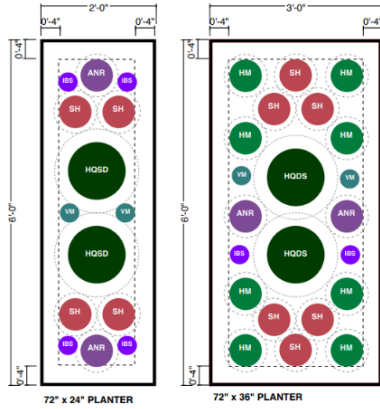


fieldoperations

Pulitzer Plaza Planting
March 30, 2020

Planting scheme A - fall

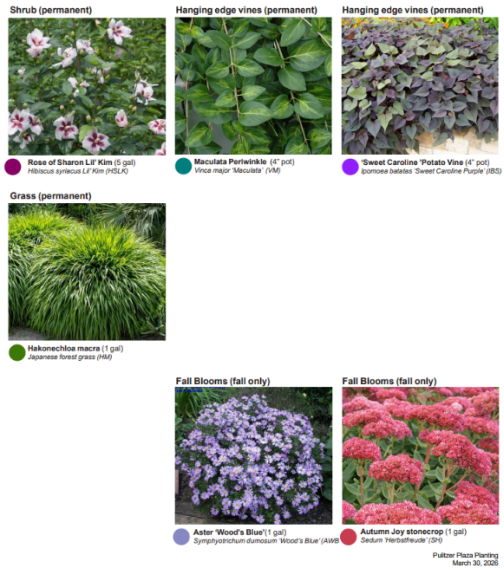
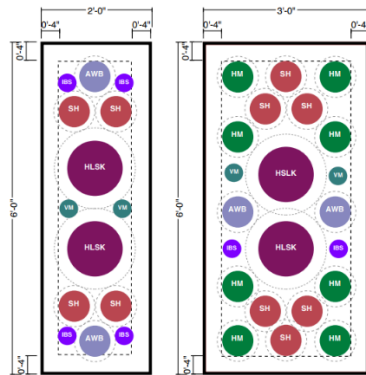
(3) 24" X 72" planters
 (3) 36" x 72" planters
 replace Great Masterwort and Astilbe with Aster and Stonecrop
 All other species to remain in Fall



fieldoperations

Planting scheme B -fall

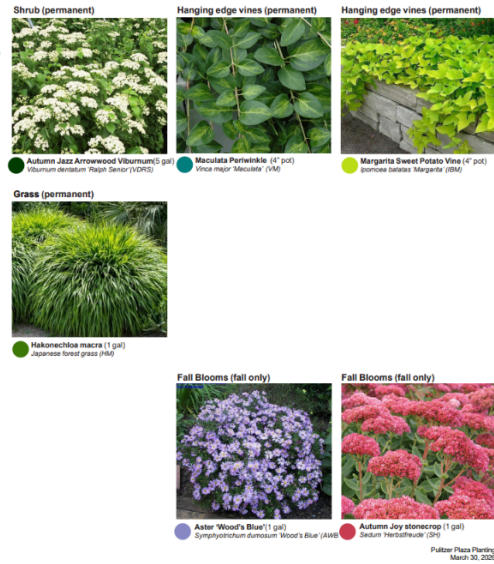
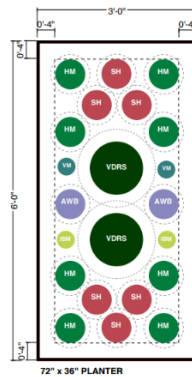
(2) 24" X72" planters
 (3) 36" x 72" planters
 replace Great Masterwort and Astilbe with Aster and Stonecrop
 All other species to remain in Fall



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Planting scheme C -fall

(3) 36" x 72" planters
 replace Great Masterwort and Astilbe with Aster and Stonecrop
 All other species to remain in Fall



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