

**190 BOWERY, MANHATTAN
GERMANIA BANK BUILDING
PROPOSED SHEPARD FAIREY MURAL MASTERPLAN AT WATER TANK
LANDMARKS PRESERVATION COMMISSION PRESENTATION**



190 BOWERY, MANHATTAN GERMANIA BANK BUILDING



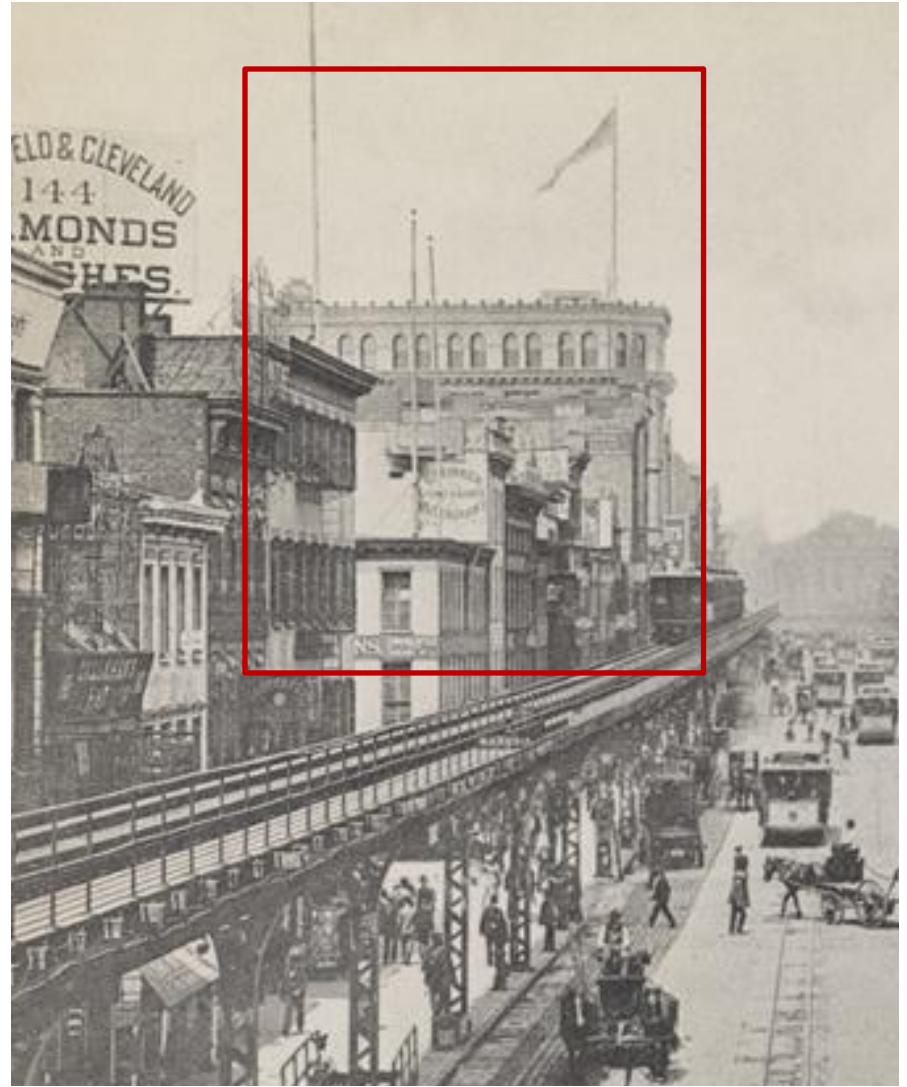
Landmark Site Location: The Northwest corner of Bowery and Spring Street.
(Department of City Planning)



190 BOWERY: HISTORIC PHOTOS



1905: 190 Bowery viewed from the southeast across Bowery.
(Wurts Bros., Museum of the City of New York)



1910: 190 Bowery viewed from the south near Delancy Street.
(A. Loeffler, New York Public Library)



190 BOWERY: HISTORIC PHOTOS



1930: Aerial view. (P.L. Sperr, New York Public Library)



1975: 190 Bowery viewed from the southeast across Bowery.
(Edmund Vincent Gillon, Museum of the City of New York)



190 BOWERY: FOCAL POINT FOR STREET ART



190 Bowery c. 1990



190 Bowery c. 1990, entrance detail.



190 Bowery c. 1990, sign on door.



190 BOWERY: DESIGNATION PHOTOS



2005: View at the corner of Bowery and Spring Street. (The City of New York Landmarks Preservation Commission)



2005: Looking east on Spring Street. (The City of New York Landmarks Preservation Commission)



2005: Water tank at roof. (The City of New York Landmarks Preservation Commission)



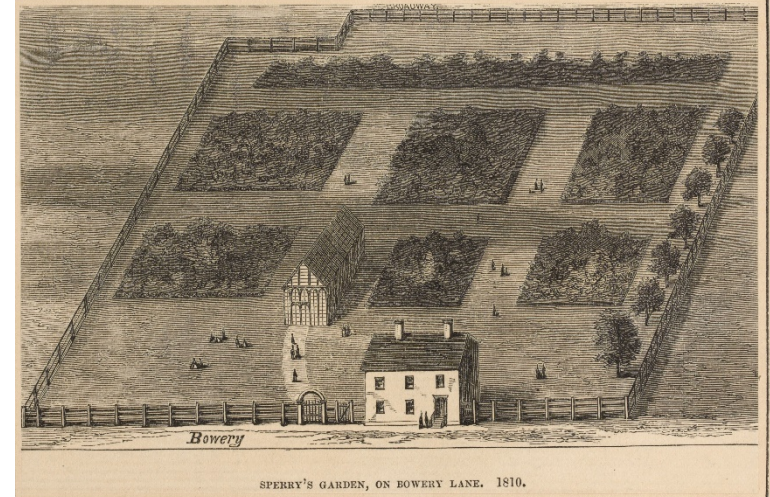
190 BOWERY: EXISTING CONDITION



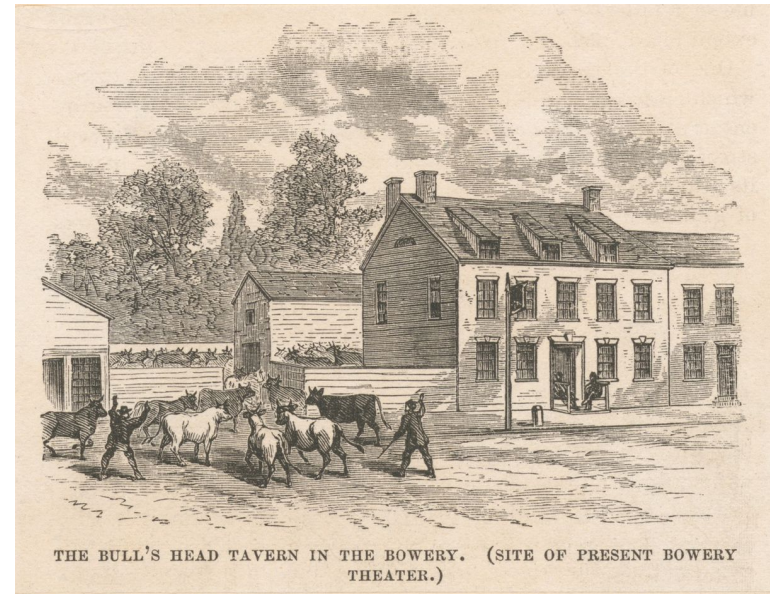
HISTORY OF THE BOWERY: 18TH – 19TH CENTURY



The Bowery Road on a map from 1797.



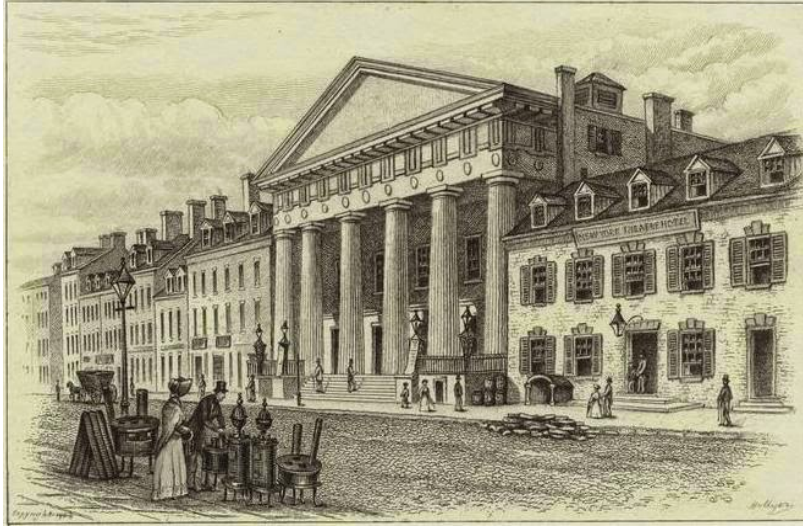
SPERRY'S GARDEN, ON BOWERY LANE. 1810.



THE BULL'S HEAD TAVERN IN THE BOWERY. (SITE OF PRESENT BOWERY THEATER.)



HISTORY OF THE BOWERY: 19TH CENTURY



Bowery Theater, formerly at 46 Bowery. (New York Public Library)



Miner's Bowery Theater, formerly at Bowery near Delancy, 1930.
(New York Public Library)



The People's Theater, formerly at 199-200 Bowery, 1930. (New York Public Library)



HISTORY OF THE BOWERY: EARLY 20TH CENTURY



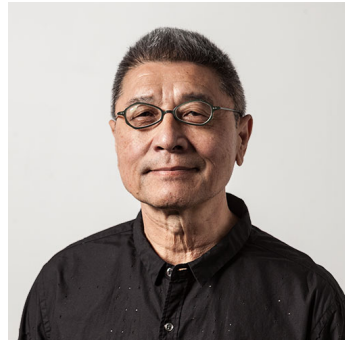
9312 — Elevated Railroad on Bowery, New York



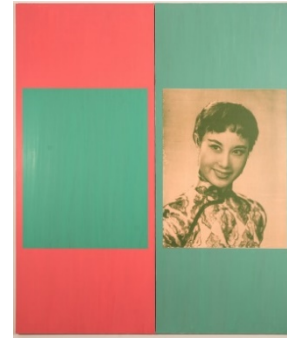
THE BOWERY'S LEGACY OF ART AND CREATIVITY: MID- TO LATE 20TH CENTURY



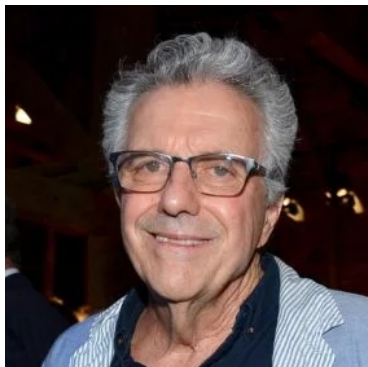
Roy Lichtenstein at home at 190 Bowery, 1969.



David Diao



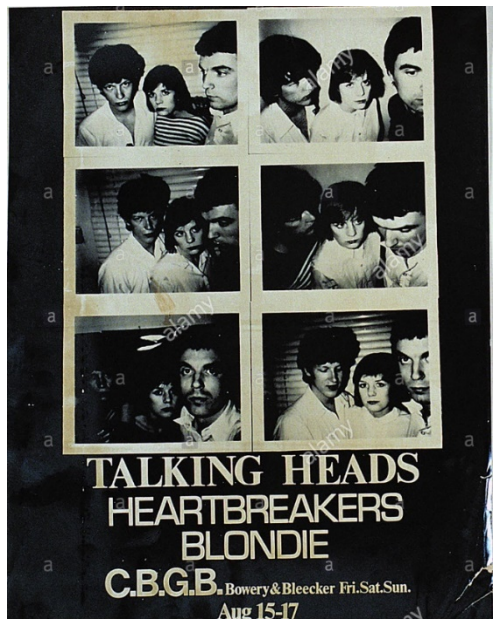
Mary Heilmann



Billy Sullivan



THE BOWERY'S LEGACY OF ART AND CREATIVITY: MID- TO LATE 20TH CENTURY



Debbie Harry in her loft on the Bowery, undated.



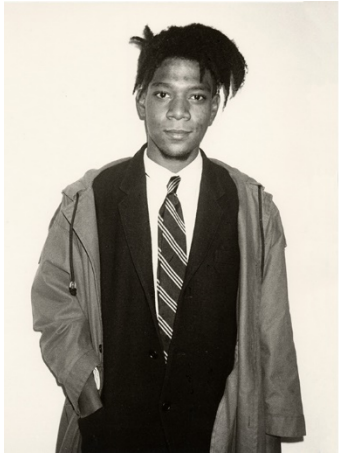
Artist Bettie Ringma and Patti Smith inside CBGB, undated.



The Ramones in front of CBGB on the Bowery, undated.



THE BOWERY'S LEGACY OF ART AND CREATIVITY: THE RISE OF STREET ART



Jean-Michel Basquiat



Basquiat's former home and studio at 57 Great Jones Street.



Keith Haring



THE BOWERY'S LEGACY OF ART AND CREATIVITY: THE BOWERY/HOUSTON STREET GRAFFITI MURAL WALL



The first mural on the wall by Keith Haring, 1982.



Mural by Os Gemeos, July 17, 2009 – March 31, 2010.



May Day by Shepard Fairey, April 21, 2010 – August 31, 2010.



PROMINENT PUBLIC ART REGULATED BY LPC



812 Washington Street
Public Art Installation by the Whitney Museum
Approved by LPC in 2015
Current Installation:
Half Mast by Derek Fordjoir



599 Broadway
Gateway to SoHo by Forrest Myers, 1973



112 Prince Street
Trompe l'oeil mural on lot line wall by Richard Haas, 1975



THE WORK OF SHEPARD FAIREY



THE WORK OF SHEPARD FAIREY



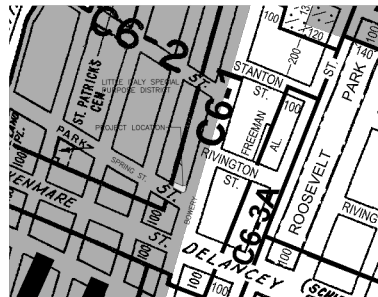
ARCHITECTURAL DRAWINGS – 190 BOWERY

PAINTED SIGNAGE INSTALLATION 190 BOWERY, NEW YORK, NY 10012

SUBMISSION:
PROGRESS SET
05/03/2019



P11 PROJECT LOCATION
N.T.S.



P12 ZONING PLAN
N.T.S.

CONSTRUCTION CLASSIFICATION: I-A
BUILDING INFORMATION
ADDRESS: 190 BOWERY
NEW YORK, NY 10012
BLOCK NO: 492
LOT NO: 38
LOT FRONTAGE: 59.75'
OWNER: 190 BOWERY OWNER LLC
ZONING INFORMATION:
ZONING MAP: 12 C
ZONING: C6-1
COMMUNITY BOARD: 102
USE AND OCCUPANCY:
NO CHANGE OF EGRESS,
NO CHANGE OF USE, NO CHANGE OF OCCUPANCY,
NO PROPOSED CHANGES IN ZONING FLOOR AREA,
NO PROPOSED CHANGES TO THE BUILDING HEIGHT,
NO PROPOSED CHANGES TO THE BUILDING BULK,
THIS PROPERTY IS NOT LOCATED IN A SPECIAL FLOOD ZONE.

INDEX OF DRAWINGS (DRAWING LIST)
GENERAL:
1. T-000 TITLE SHEET, LOCATION, SITE PLANS,
BUILDING DATA AND DRAWING LIST
ARCHITECTURAL:
2. A-100 ROOF PLAN
3. A-200 EXISTING SPRING STREET AND BOWERY ELEVATIONS
4. A-201 EXISTING WEST AND EAST WATER TANK ELEVATIONS
5. A-202 EXISTING NORTH AND SOUTH WATER TANK ELEVATIONS

SIGN COMPLIANCE REQUIREMENTS	
BASIC SIGN REGULATIONS FOR COMMERCIAL AND MANUFACTURING DISTRICTS	
PERMITTED TYPES:	ACCESSORY
PERMITTED SIZE:	(5) TIMES FRONTAGE (59.75')
5 X 59.75' =	298.75 TOTAL SF MAX.
PERMITTED MAX. HEIGHT:	40 FEET
THE SIGN DOES NOT ENCOMPASS ANY WINDOWS	
THE SIGN IS NOT ON, OR ADJACENT TO, A RESIDENTIAL DISTRICT.	
THE SIGN IS NOT AN ADVERTISEMENT.	
THE SIGN DOES NOT PROJECT MORE THAN 18" BEYOND THE PROPERTY LINE.	
THE SIGN IS NOT ON AN AWNING OR CANOPY.	
THE SIGN IS NOT NON-VERTICAL.	
THE SIGN IS MORE THAN 40' ABOVE CURB LEVEL.	
THE SIGN DOES NOT EXTEND ABOVE THE ROOF.	
THE SIGN IS ON THE ROOF.	
WATER TANK AREA: 314 SF	

AREA OF EXPOSED WATER TANK: 314 SF
ALLOWABLE SIGN SIZE: 298.75' SF
PROPOSED PAINTED SIGNAGE: 314 SF
314 > 298.75' ...NOT O.K.
ALLOWABLE MAX. HEIGHT: 40'
125' > 40' ...NOT O.K.

ARCHITECT
AYONSTUDIO
ARCHITECTURE + PRESERVATION, P.C.
41 JACOB DR. WEST, SUITE 816, NEW YORK, NY 10003
TEL: 212-688-0874 WWW.AYONSTUDIO.COM

CLIENT
GREAT BOWERY
190 BOWERY
NEW YORK, NY 10012
TEL: 212-259-9508

CONSULTANTS
PRESERVATION CONSULTANT
JACQUELINE PEU-DUVALLO
HISTORIC PRESERVATION
CONSULTING, LLC
40 EAST 87TH STREET, SUITE 80
NEW YORK, NY 10019

KEY PLAN

2 PROGRESS SET 05.03.2019
1 PROGRESS SET 04.18.2019
NO. SUBMISSIONS/ REVISIONS DATE

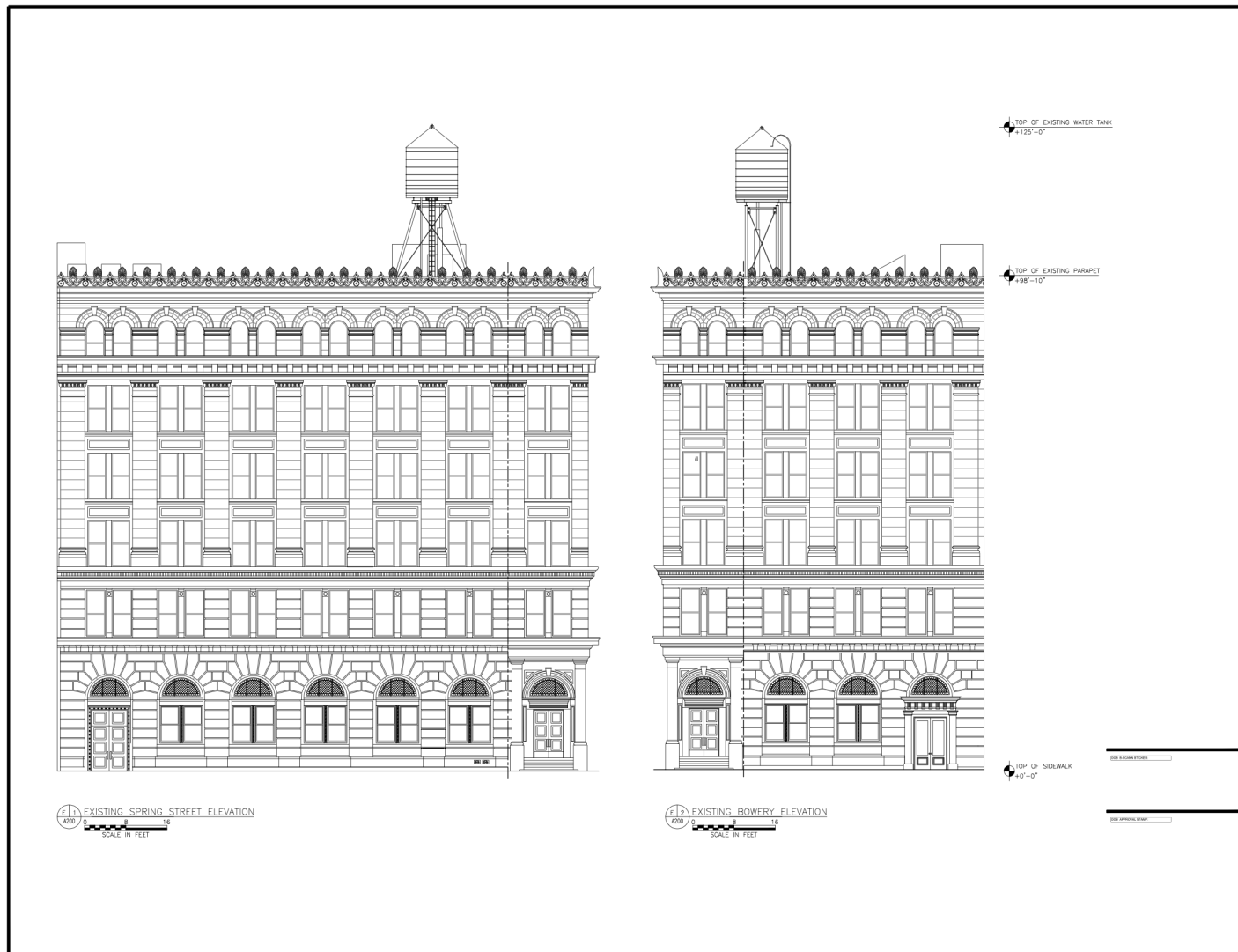
PAINTED SIGNAGE INSTALLATION

TITLE SHEET

DATE: 04.18.2019
PROJECT: 190B
SCALE: AS NOTED
DRAWN BY: JP
CHECKED BY: AA
T-000.00
1 OF 5

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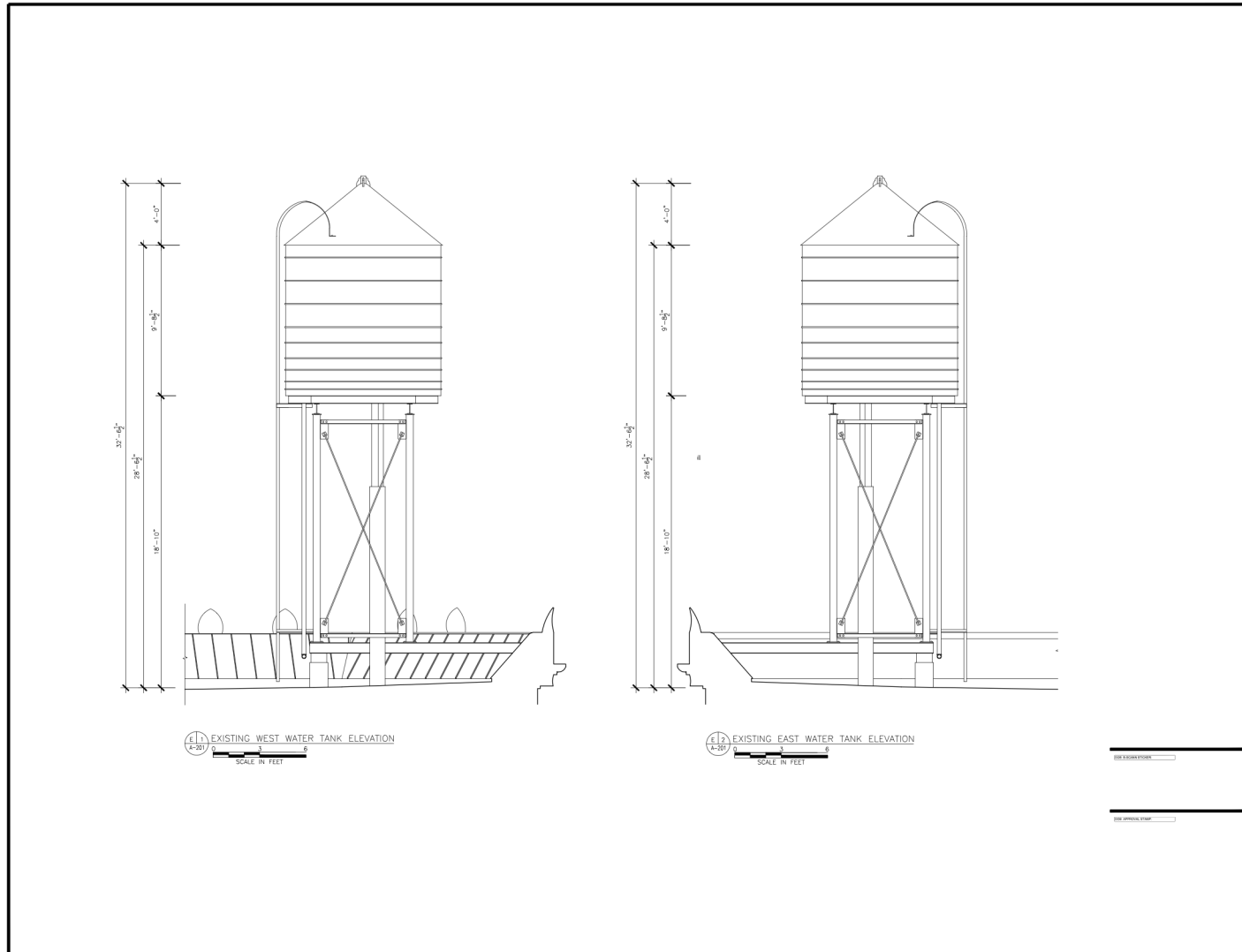
ARCHITECTURAL DRAWINGS – 190 BOWERY



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KEY PLAN	
2 PROGRESS SET 05.03.2019 1 PROGRESS SET 04.18.2019 NO. SUBMISSIONS/ REVISIONS DATE	
PAINTED SIGNAGE INSTALLATION	
EXISTING SPRING ST. AND BOWERY ELEVATIONS	
DATE: 04.18.2019 PROJECT NO.: 1902A SCALE: AS NOTED DRAWN BY: JP CHECKED BY: AA A-200.00 3 OF 3	

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ARCHITECTURAL DRAWINGS – 190 BOWERY

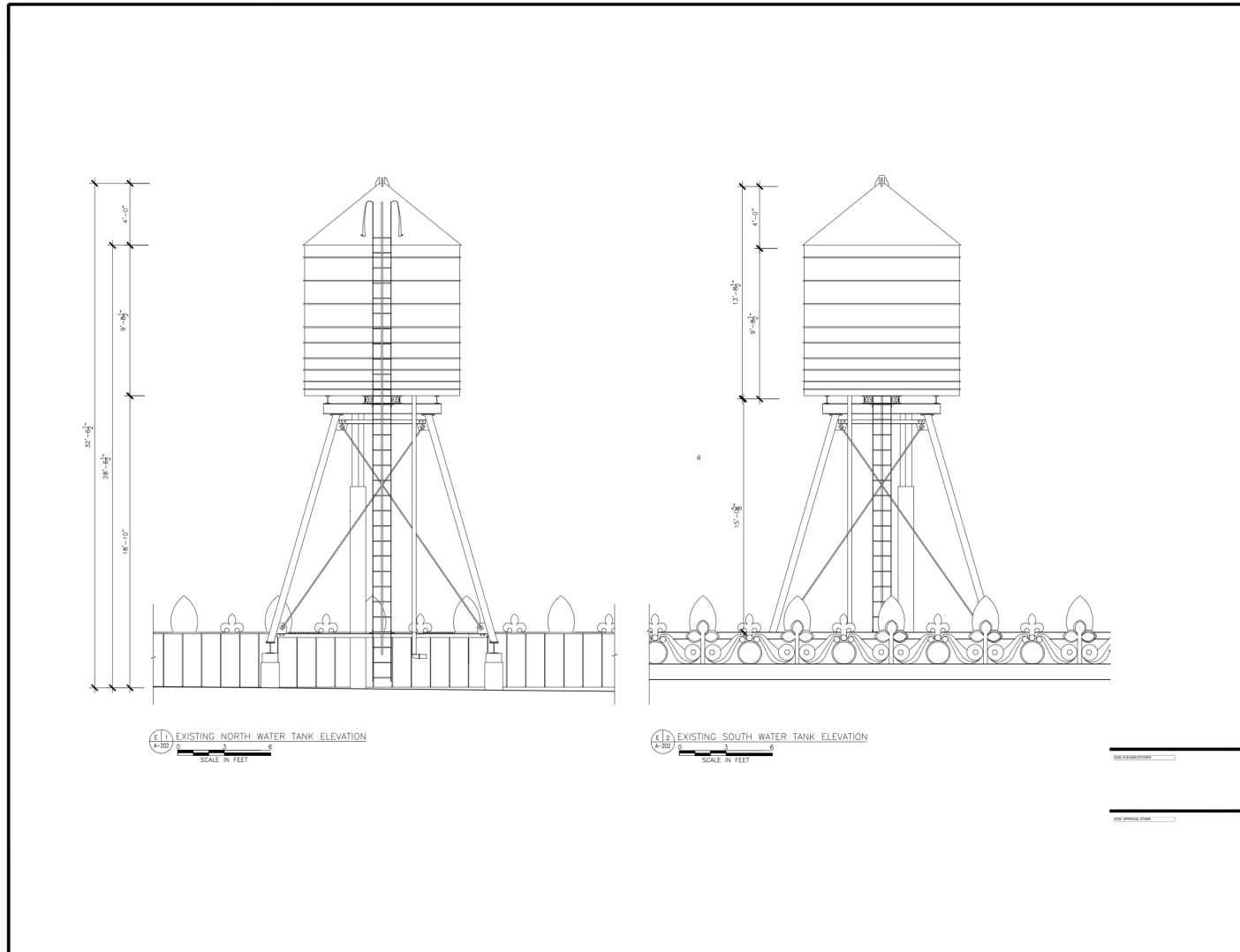


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KEY PLAN	
1. PROGRESS SET 05.03.2019 2. PROGRESS SET 04.18.2019 NO. SUBMISSIONS/ REVISIONS DATE	
PAINTED SIGNAGE INSTALLATION	
EXISTING WEST AND EAST WATER TANK ELEVATIONS DATE: 04.18.2019 PROJECT NO.: 1902A SCALE: AS NOTED DRAWN BY: JP CHECKED BY: AA A-201.00 4 OF 5	

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ARCHITECTURAL DRAWINGS – 190 BOWERY



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PAINTED SIGNAGE INSTALLATION	
EXISTING NORTH AND SOUTH WATER TANK ELEVATIONS	
DATE: 04.18.2019 PROJECT NO.: 1902A SCALE: AS NOTED DRAWN BY: JP CHECKED BY: AA A-202.00 5 OF 5	

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190 BOWERY: PROPOSED MURALS



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