

195-205 Lafayette

Petition to legalize artwork/art vitrines
installed in 2011 w/o LPC permit



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION
 1 CENTRE STREET, 9TH FLOOR NORTH, NEW YORK, NY 10007
 TEL: (212) 669-7951 FAX: (212) 669-7960

WARNING LETTER

Docket No. **WL15-0415**
 Date: **November 13, 2014**
 To: **Veronica Wong
 Bethel Management, Inc.
 7 Chatham Square, Suite 608
 New York, NY, 10038**
 From: **Meenakshi Srinivasan, Chair**
 Re: **195-205 Lafayette Street
 Manhattan, 482/7501**

The Landmarks Law, N.Y. Administrative Code §§ 25-305 and 25-310, requires that the Landmarks Preservation Commission ("Commission") approve all work and issue a permit prior to any person working on a landmarked site or within a landmarked historic district. The law also requires that the property be maintained in compliance with the law. Staff of the Commission believes that the above referenced property is in violation of the Landmarks Law, with respect to the following condition(s):

Alterations to northernmost Cleveland Place storefront ("Allen Hirsh") without permit(s).

If you apply or have already applied to the Commission within 20 working days of the date of this letter to cure the violation, the Commission will hold off serving a Notice of Violation for the above condition(s). However, if you do not apply to the Commission within 20 working days and obtain a permit and promptly cure the violation, the Commission may serve a Notice of Violation. Service of a Notice of Violation may make you liable for a civil penalty as high as \$5,000, depending on the violation. See N.Y. Administrative Code §§ 25-317.1.b(2). Service of a second Notice of Violation for this same condition may make you liable for a civil penalty as high as \$250 per day, depending on the violation. In addition, the Landmarks Law authorizes criminal penalties for violations. See N.Y. Administrative Code § 25-317.

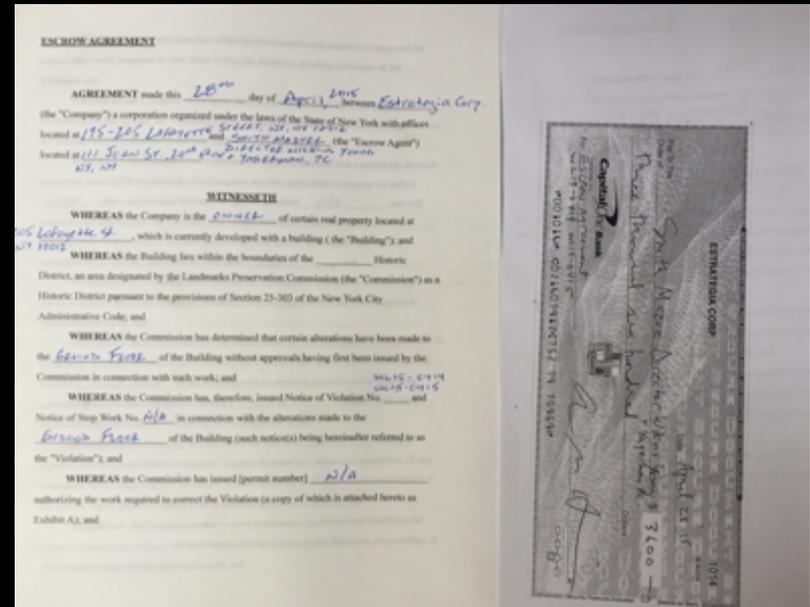
I urge you to avoid these penalties by taking advantage of this grace period. Please contact the Compliance Officer at (212) 669-7951 if you have any questions. This is the only warning letter you will receive before a Notice of Violation is served.

Send all new applications to "New Applications-Preservation Department."

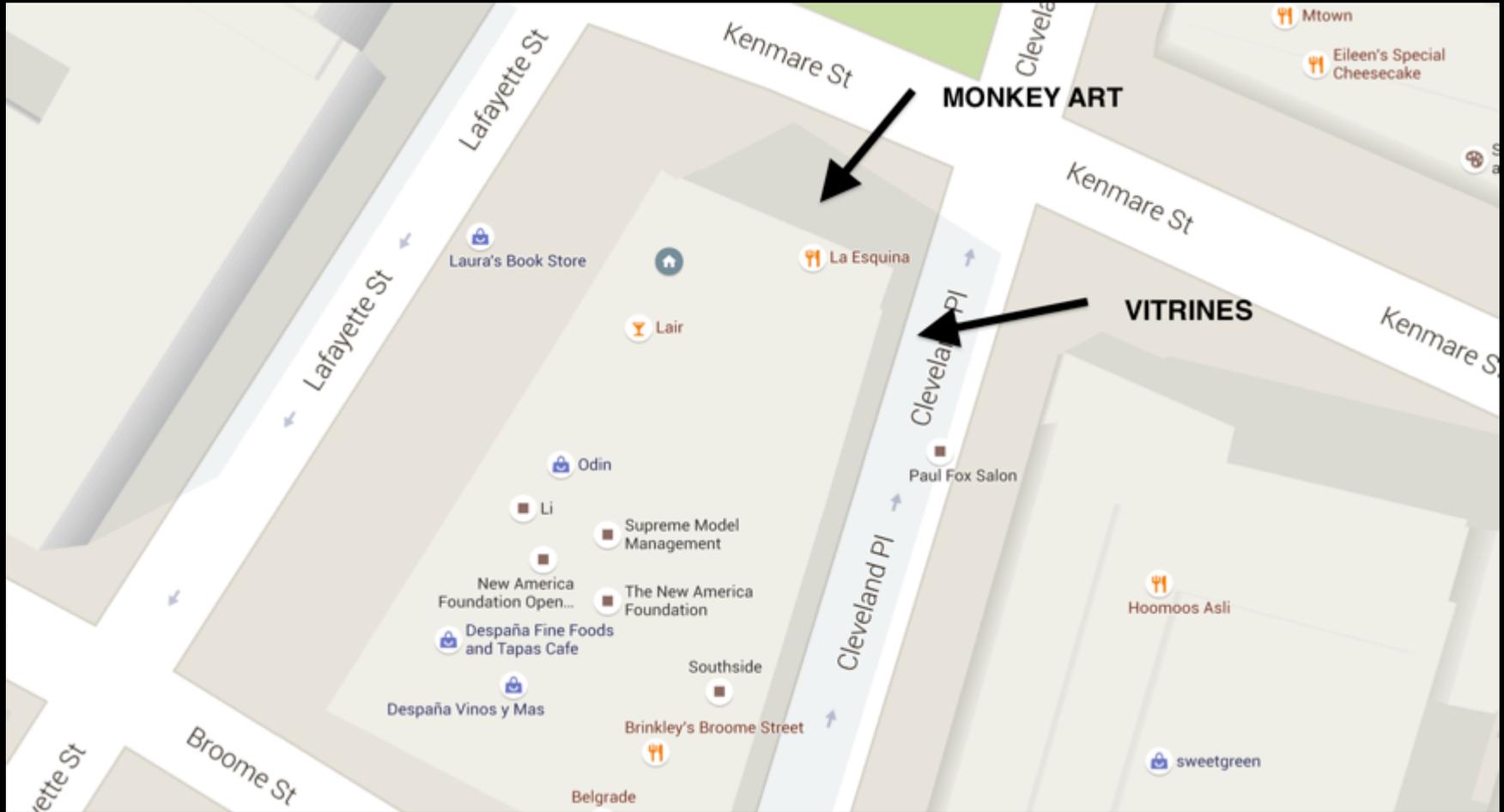
NOTE: All work at or on this premises must stop immediately!

Violation

Escrow agreement while petitioning to legalize violations



195-205 Lafayette St



1. Artwork installed on roof of diner facing Kenmare St



Preexisting Trion Smoke Machine over La Esquina Restaurant
106 Kenmare at Lafayette Street





the **CORNER** DELI
EST. 1924

TACO TORTAS SOFAS CERVEZA
BURGERS SANDWICHES COFFEE BEER
BREADS UNICH AIR CONDITIONING

DELIVERY
OPEN
24 HOURS

SVEDKA
VODKA

FUEL

W 14th St

W 14th St

W 14th St

Tenant suggested to me to create an artwork to cover the unit and I created a memorial artwork made of Dibond aluminum strips bolted to steel reinforced panels.



JOE FRESH
VISIT US AT BROADWAY + GRAND

the CORNER DELI
114 Kenmare est. 1932

TACOS TORTAS SOPAS CERVEZA
BURGERS SANWICHES COFFEE BEER
BREAKFASTS LUNCH DINNER A CONDITION D

NO STANDING
ANYTIME
←



FROM THE INTERNATIONAL
BEST-SELLING TRILOGY



THE GIRL WITH THE DRAGON TATTOO

IN THEATERS 12.21

the **CORNER** DELI

YACU TORO'S SOPAS CERVEZA
BURGERS SANDWICHES COFFEES & BEER
BREAKFAST LUNCH DINNER AIR CONDITIONED



Instead of an ugly blue Trion unit, the artwork complements the view from the newly renovated park.



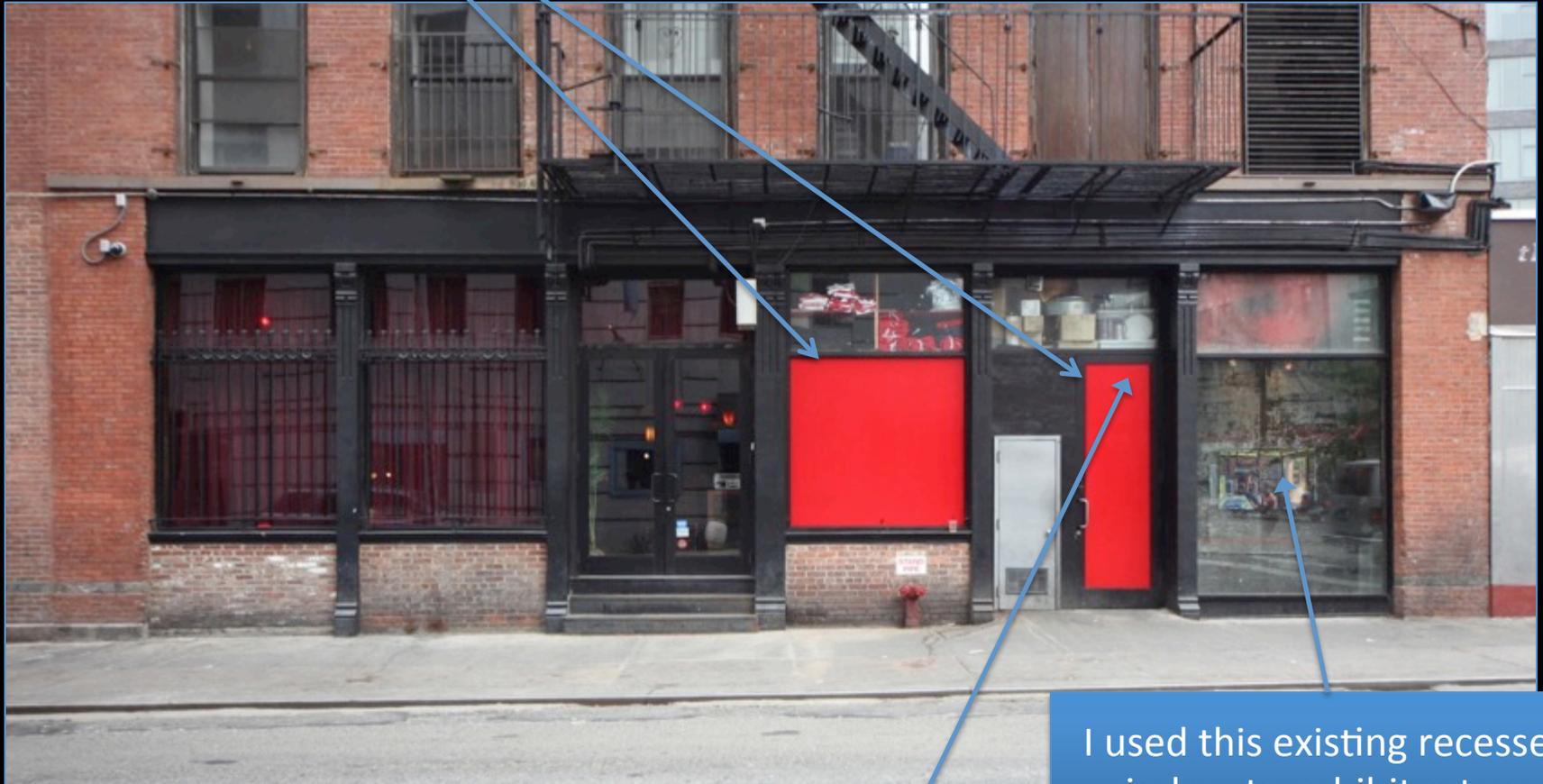
And even serves as a motif for new artworks...



2. Artwork vitrines installed on Cleveland Place



On Cleveland Place side of building
Preexisting storefront in 2011 which was/still is an active
garbage area and storeroom for dry goods for La Esquina restaurant



I used this existing recessed
window to exhibit artwork

Note: Windows are recessed about 4-5" from iron columns

Preexisting façade. Windows are inset 4" from iron columns. Tenant uses frontage for a Storeroom and supplies could be seen stacked above.

This is also the restaurant's garbage area and bags are stacked outside here from the afternoons up to late at night

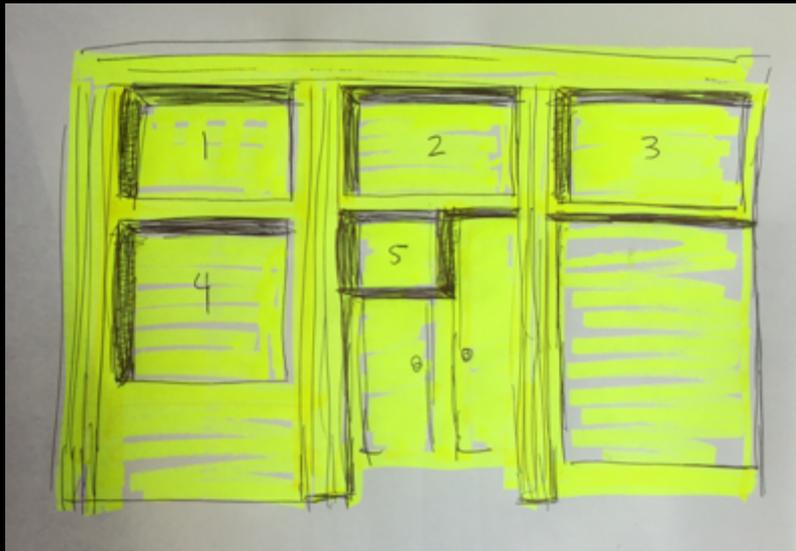


Closeup of storage area
and inset windows





With the tenant's approval, I installed 5 other windows over their existing storage room windows (approx 4" in front) to create vitrines to exhibit more artwork and create a street gallery. *Original storefront* remained *intact* underneath. These new vitrines are approx ½" set back from original wrought iron columns.



Closeup of vitrine showing $\frac{1}{4}$ "
linen board over original
storefront glass



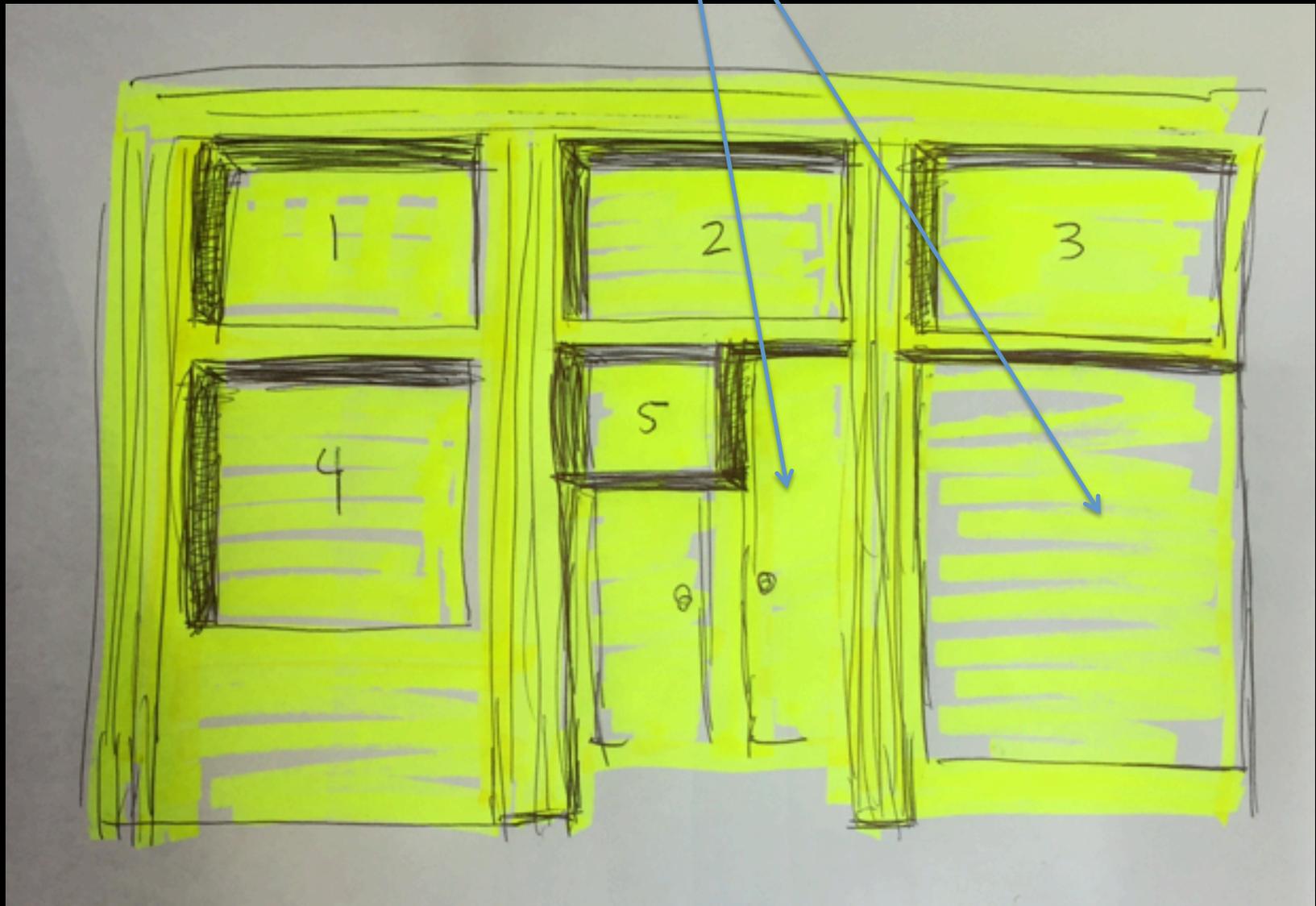
Original Storefront was left completely intact/no windows were removed or altered.

Current(May 2015) photo still showing storage use on inside of original storefront
Painted red glass.

Old façade photo



Windows 1,2,3,4,5 were added 4" over existing windows leaving approx 1/2" recess
Original 6" recessed areas that remained .





ALLEN HIRSCH

www.benjaminthemonkey.com

www.ALLENHIRSCH.com

Shows current inset of vitrine windows



Please note a similar 1" recess for storefront glass on the front of the building



Example of installation in 2011.

Subsequent exhibits included 9/11 memorial artwork, South American paintings, and installations by other local artists..



In late 2014, I collaborated with a new tenant(where Lair was) to maintain this area and have different artists exhibit monthly whose work may continue into the inside restaurant space where additional gallery space is designated. The current lack of maintenance was due to their delay in opening(they just received a permit), my travels, and the La Esquina garbage issue.



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION
 1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007
 TEL: 212 669-7700 FAX: 212 246-2792

PERMIT
CERTIFICATE OF NO EFFECT

ISSUE DATE: 04/29/15	EXPIRATION DATE: 4/29/2019	DOCKET #: 168436	CNE #: CNE 17-0801
ADDRESS: 114 KENMARE STREET		BOROUGH: MANHATTAN	BLOCK/LOT: 482 / 7501
HISTORIC DISTRICT: SOHO - CAST IRON EXTENSION			

Display This Permit While Work Is In Progress

ISSUED TO:
 Allen Hirsch
 Estrategia Corp
 285 Lafayette Street
 New York, NY 10012

Pursuant to Section 25-306 of the Administrative Code of the City of New York, the Landmarks Preservation Commission hereby approves certain alterations to the subject premises as proposed in your application completed on April 29, 2015.

The approved work consists of interior alterations only at the cellar and 1st floors, including demolishing and constructing nonbearing partitions and finishes, as well as mechanical, plumbing, electrical, and HVAC work, as shown on drawings T-001.00, DM-001.00, G-001.00 and EN-001.00, dated December 15, 2014 and prepared by Edward Guterman, PE; and drawings E-101.00, SE-101.00 through M-101.00 and P-100.00 through P-104.00, dated February 26, 2015 and prepared by Narens Awan, PE, all submitted as components of the application.

Please be advised that Landmarks Preservation Commission Notices of Violation 15-0414 and 15-0415, issued on January 12, 2015 for "Installation of billboard at Kenmare Street building roof without permit" and "Alterations to northeastern Cleveland Place storefront ("Allen Hirsch") without permit(s)" respectively, remain in effect against the property and are not addressed by the issuance of this permit. This permit has been issued in reliance upon the owner's demonstrated intention to perform work to correct the violation, as evidenced by the escrow agreement, dated April 28, 2015, between Estrategia Corp, as owner and Smith Maure, Eng, as escrow agent. Failure to resolve those matters may result in the issuance of a Notice of Violation (NOV) originating from the Environmental Control Board in accordance with Title 63 of the Rules of the City of New York, Section 7-02 (c). Second NOV's require a court appearance and a civil

between AHDC and tenant shall be agreed upon by both parties 90 days before an exhibit but otherwise by default through alternating months.

AHDC also agrees to contribute usage of the outdoor display windows and doors on Cleveland Place(bordering La Esquina's office space) for both art exhibits and other media promotion tied into the Cafe. Tenant agrees to clean the windows and maintain the lighting of these windows and exterior doors. AHDC reserves the right, however, to use the triangular window at the north end of the building(and window directly above) as it sees fit.

Should for any reason in the future, AHDC is unable to provide these windows, doors for

I now require La Esquina to place garbage in bins to keep area cleaner. They reconfigured garbage room to accommodate these bins and create a cleaner frontage. My wish is to make this a pleasant art exhibit area that the public can enjoy.



Artwork

Vitrines

Asymmetrical picture box was removed
this year to accommodate new garbage
doors/room



- As entire original storefront is intact below vitrines, it can be recovered at any point in the future.

- Thank you for your consideration.