

203-205 Lafayette

Petition to legalize artwork, art vitrines
and mechanical equipment
installed in 2011 w/o LPC permits.

203-205 Lafayette St



Prior to designation



1. Artwork installed on roof of diner facing Kenmare St



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





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
BURGER S SAN WICHES COFFEE BEER
BREAKF S UNCH 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
EST. 1929

TACO TORNADOS SOPAS CERVEZA
BURGERS SANDWICHES COFFEES & BEER
BREAKFAST LUNCH DINNER AIR CONDITIONED

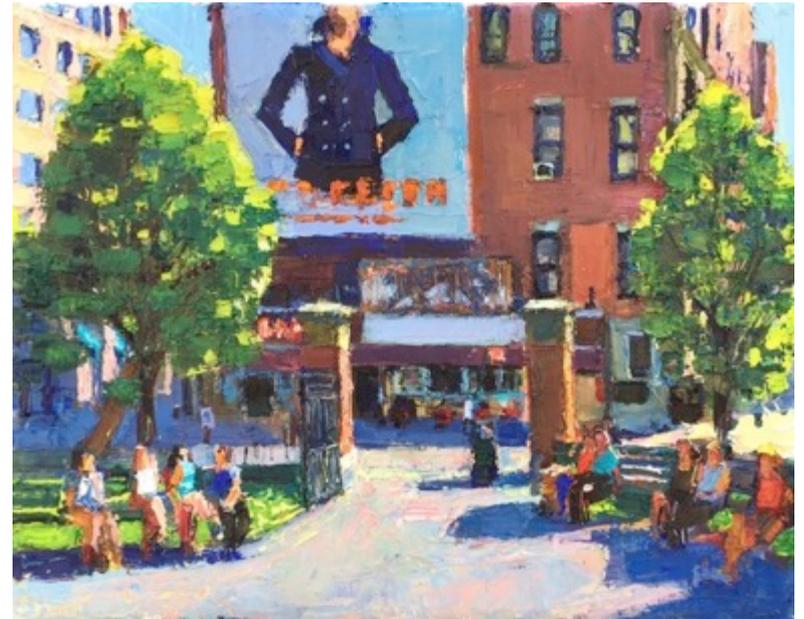
DELIVERY
OPEN
SEASONS



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



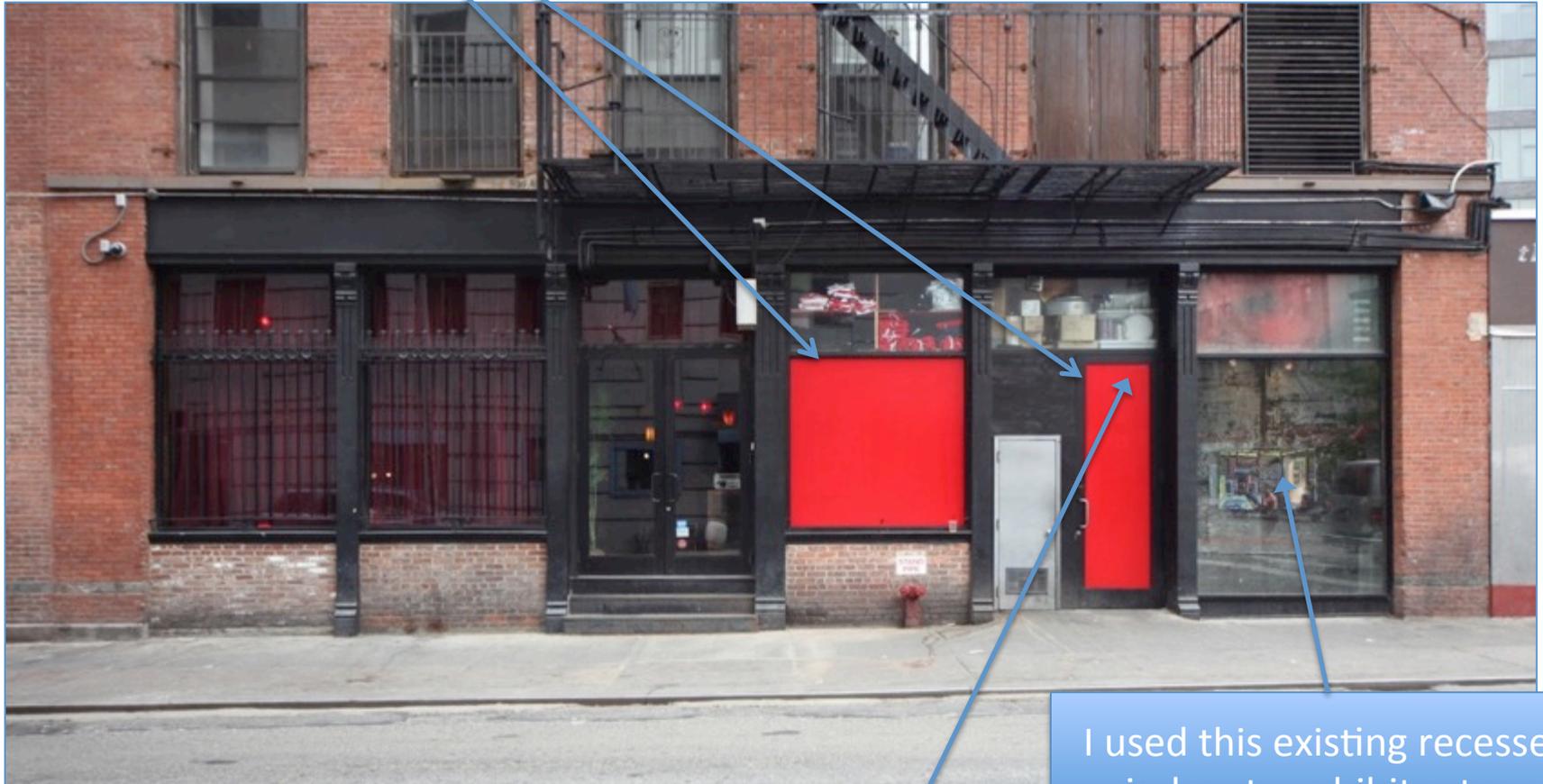
And even serves as a motif for new artworks...



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

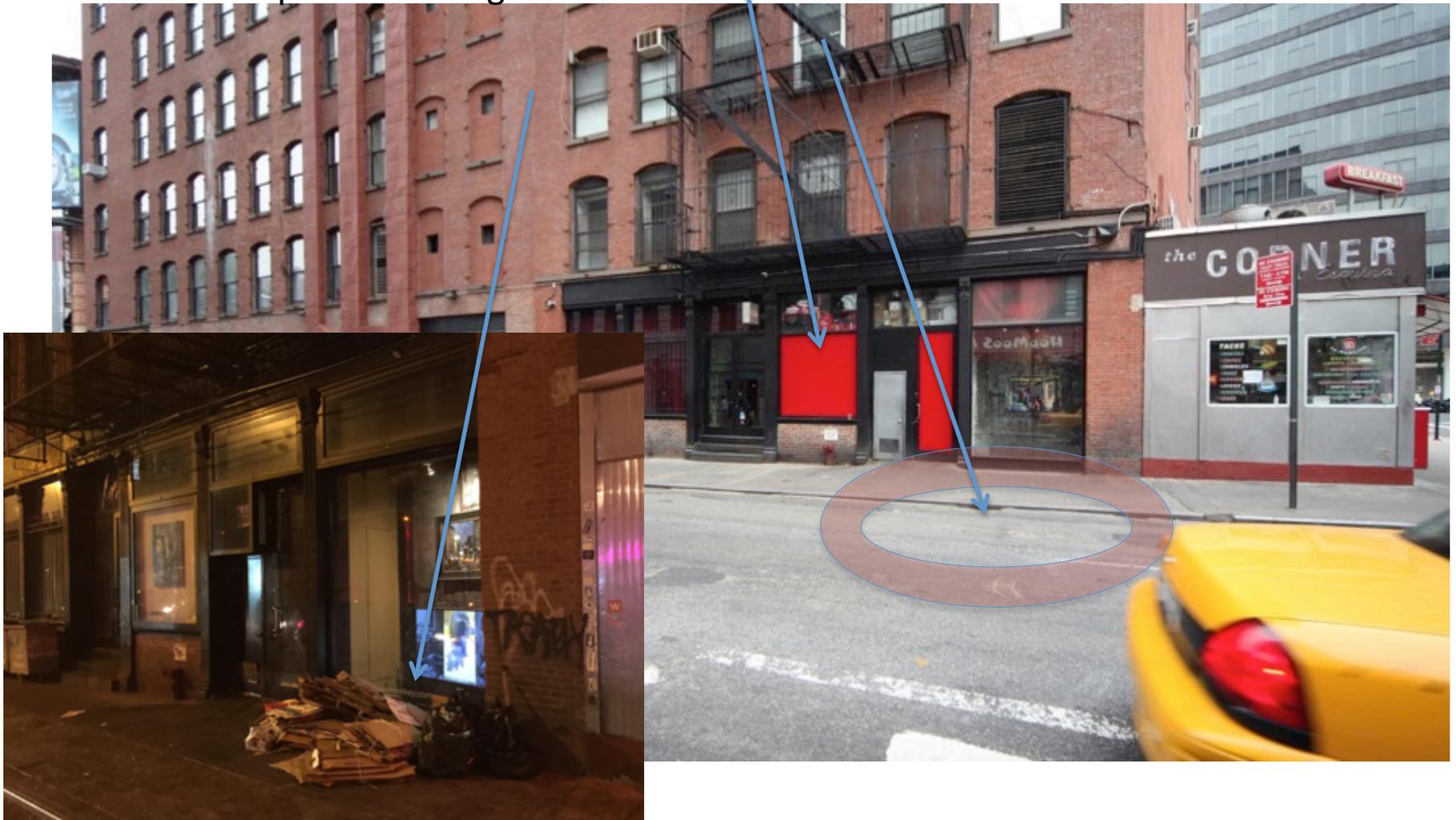


I used this existing recessed window to exhibit artwork

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.

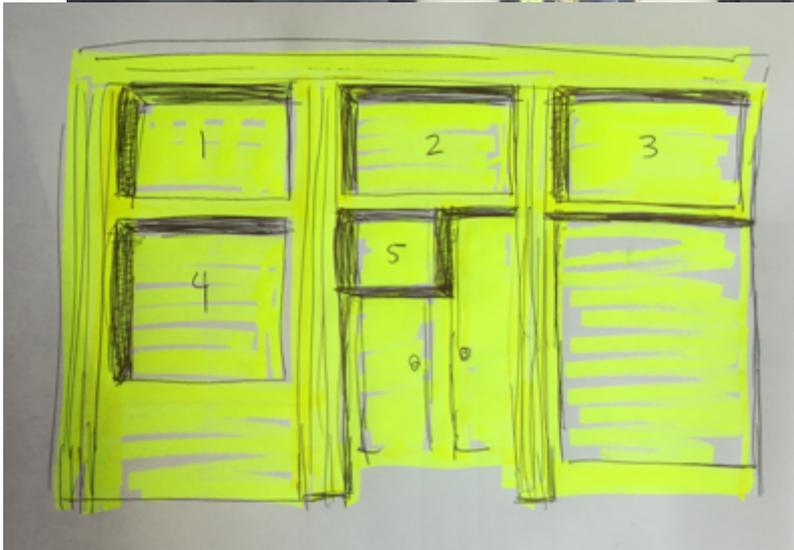
This is also the restaurant's garbage area and bags are stacked outside here from the afternoons up to late at night



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



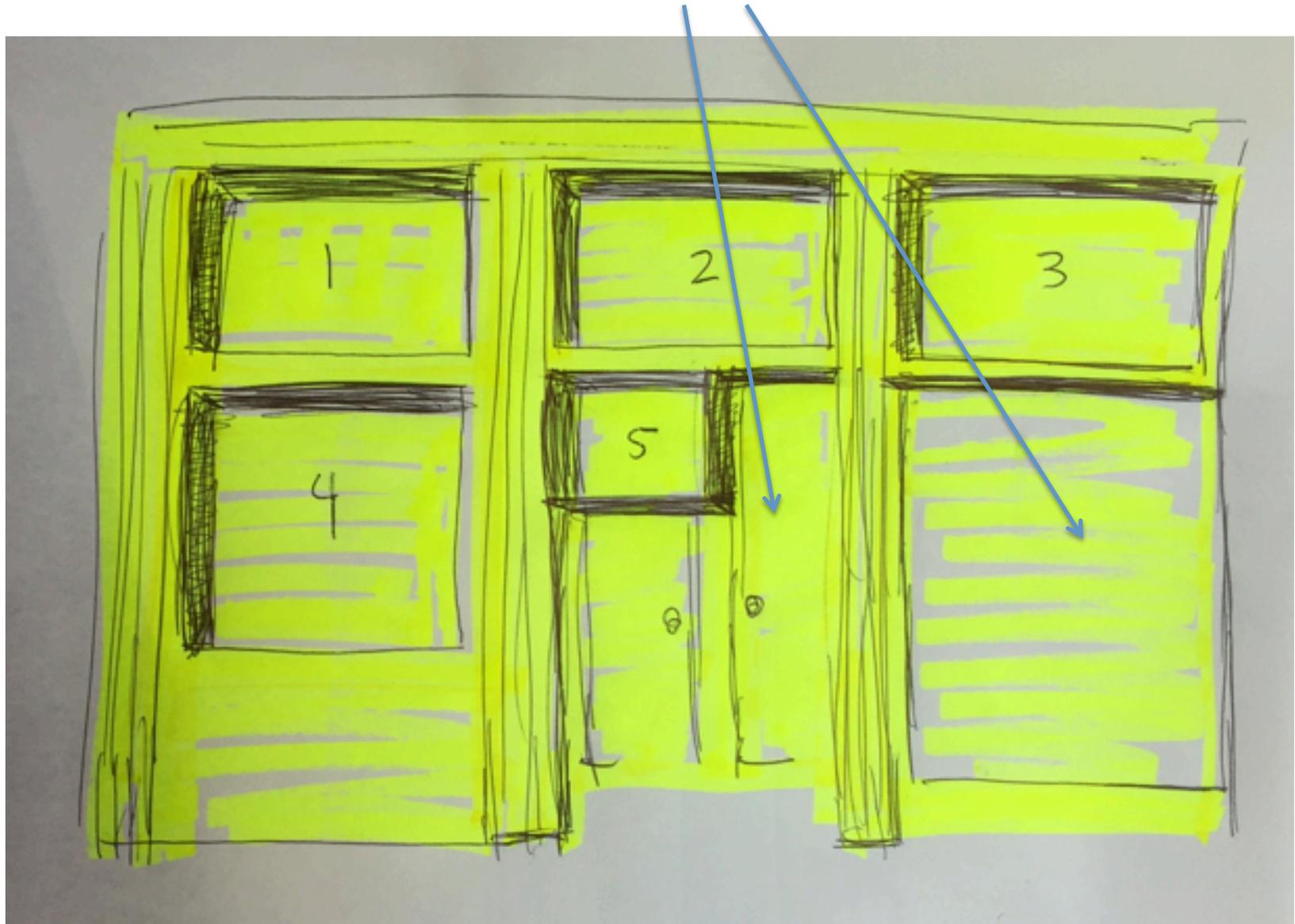
Original Storefront was left completely intact/no windows were removed or altered.

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 .





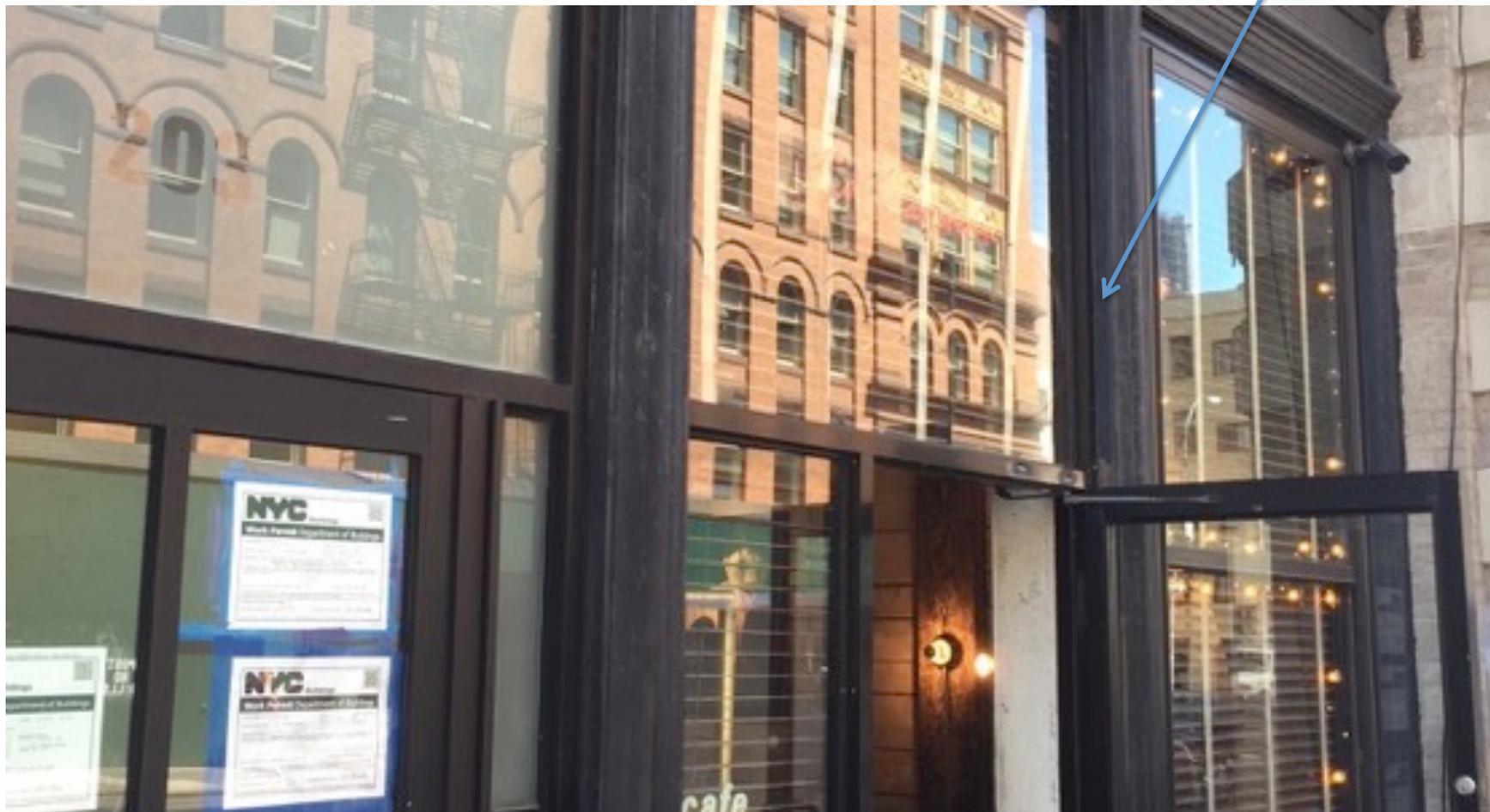
ALLEN HIRSCH

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 Naresh Anwar, 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 Maurel, 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.



Asymmetrical picture box was removed recently





ALLEN HIRSCH

Zoomoon

www.HandLiberation.com
gnjaminthemonkey.com

www.ALLENHIRSCH.COM



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

- Thank you for your consideration.