195-205 Lafayette

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

Violation

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):

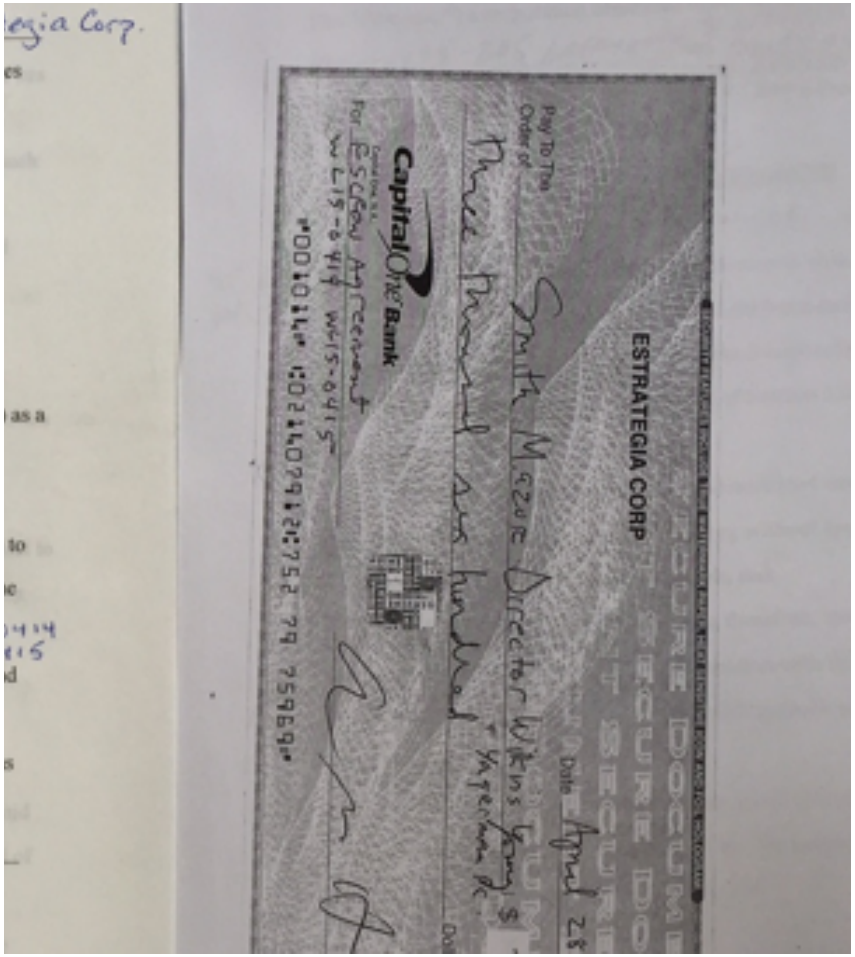
Alterations to northernmost Cleveland Place storefront ("Allen Hirsh") without permit(s).

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 promtly 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 cotact 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!



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

SVEDKA
VODKA
FUEL
the CORNER DELI
CERVEZA
AIR CONDITIOND
DELIVERY
OPEN

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 SANDWICHES COFFEE BEER
BREAKFAST LUNCH DINNER AIR CONDITIONED
NO STANDING ANYTIME
CEVICHE
POLLO
TORTAS

FROM THE INTERNATIONAL
BEST-SELLING TRILOGY
THE GIRL WITH THE DRAGON TATTOO
IN THEATERS 12.21
the CORNER
DELI
TACOS TORTAS SOPAS CERVEZA
SANDWICHES COFFEE 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

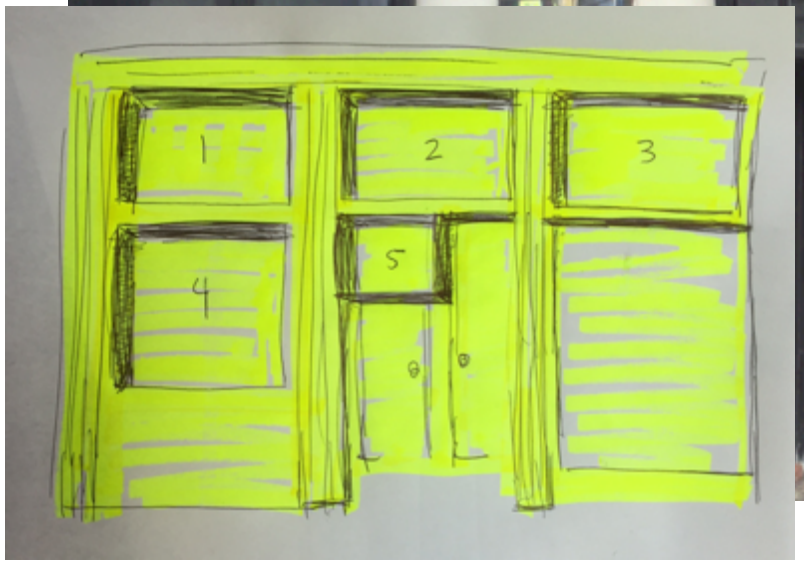
Note: Windows are recessed about 4-5” from iron columns

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.

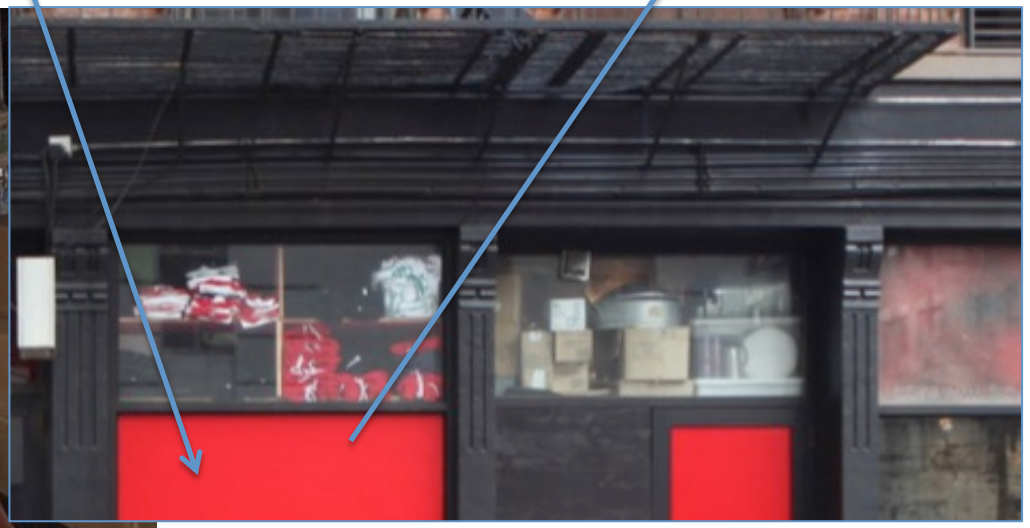


Closeup of vitrine showing ¼” linen board over original storefront glass

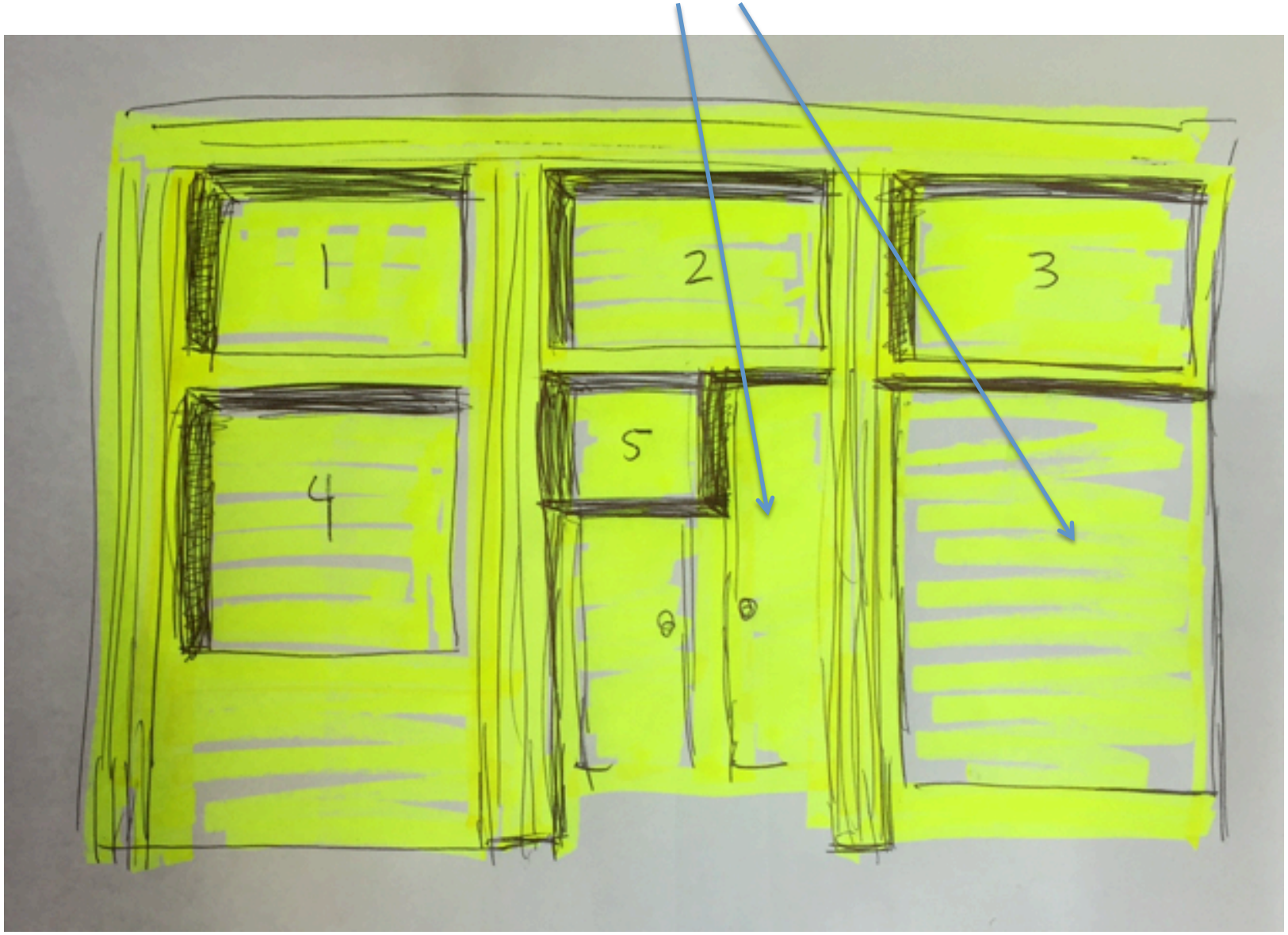
Original Storefront was left completely intact/no windows were removed or altered.

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

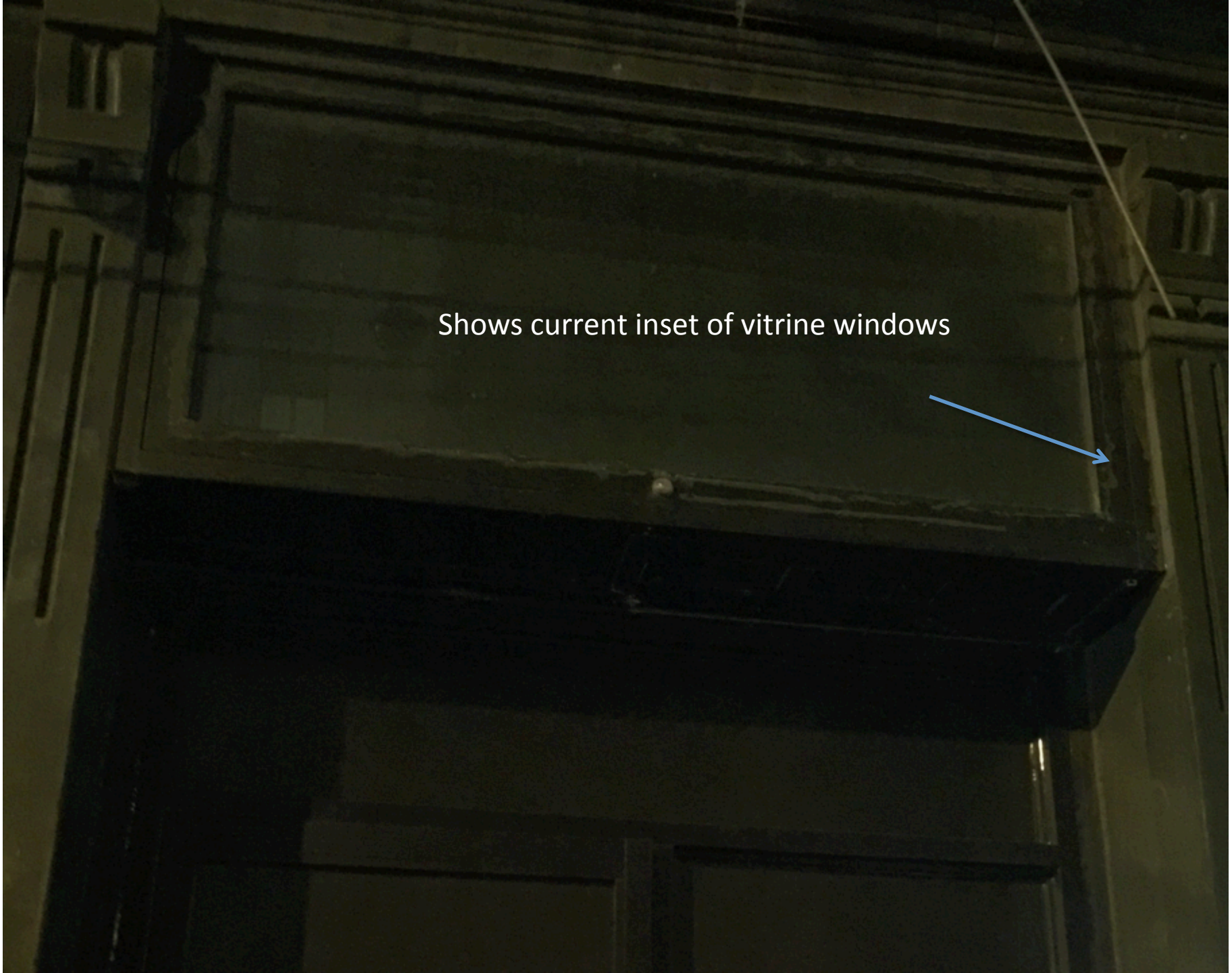
Old façade photo



Windows 1,2,3,4,5 were added 4” over existing windows leaving approx ½: recess
Original 6” recessed areas that remained .



ALLEN HIRSCH
www.benjaminthemonkey.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.

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

THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION
1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007
TEL: 212 669-7700 FAX:2122369-2782

PERMIT

CERTIFICATE OF NO EFFECT

ISSUE DATE:	EXPIRATION DATE:	DOCKET #:	CNE #:
04/29/15	4/29/2019	168436	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
203 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-100.00 through E-103.00, M-100.00 through M-103.00 and P-100.00 through P-104.00, dated February 26, 2015 and prepared by Naeem 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(s)" and "Alterations to northernmost Cleveland Place storefront ("Allen Hirsh") 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 Mazure, Esq. as escrow agent. Failure to resolve these 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 NOVs require a court appearance and a civil

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.

Asymetrical picture box was removed recently

ALLEN HIRSCH
www.HandLiberation.com
www.ALLENHIRSCH.com

the CORNE
La Esquin
TACOS
TORTAS
SOPAS
TAMALES
MAIZ
CEVICHE
JUGOS
CERVEZA
BREAKFAS
LUNCH - DIN
SANDWICHES - HAM
SOUPS - SALA
COFFEE - BEER - SODA

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

- Thank you for your consideration.