



DEPARTMENT OF DEVELOPMENT SERVICES – PLANNING DIVISION
REPORT: Special Permit for Dynamic Display Signage at 1750 Main Street for
consideration on Tuesday May 24, 2022

STAFF REPORT

TO: Planning & Zoning Commission
PREPARED BY: Evelyn St-Louis, Senior Planner (evelyne.st-louis@hartford.gov)

PROJECT: 1750 Main Street
PARCEL ID: 242-247-074
P&Z-COMM-2022-0612

ZONE: MS-3, Main Street District

TYPE: Special Permit for Dynamic Display Signage per Section 8.12.2 of Hartford's Zoning Regulations

APPLICANT: Heather Mullin on behalf of Golden Rule Signs Inc.

OWNER: City of Hartford

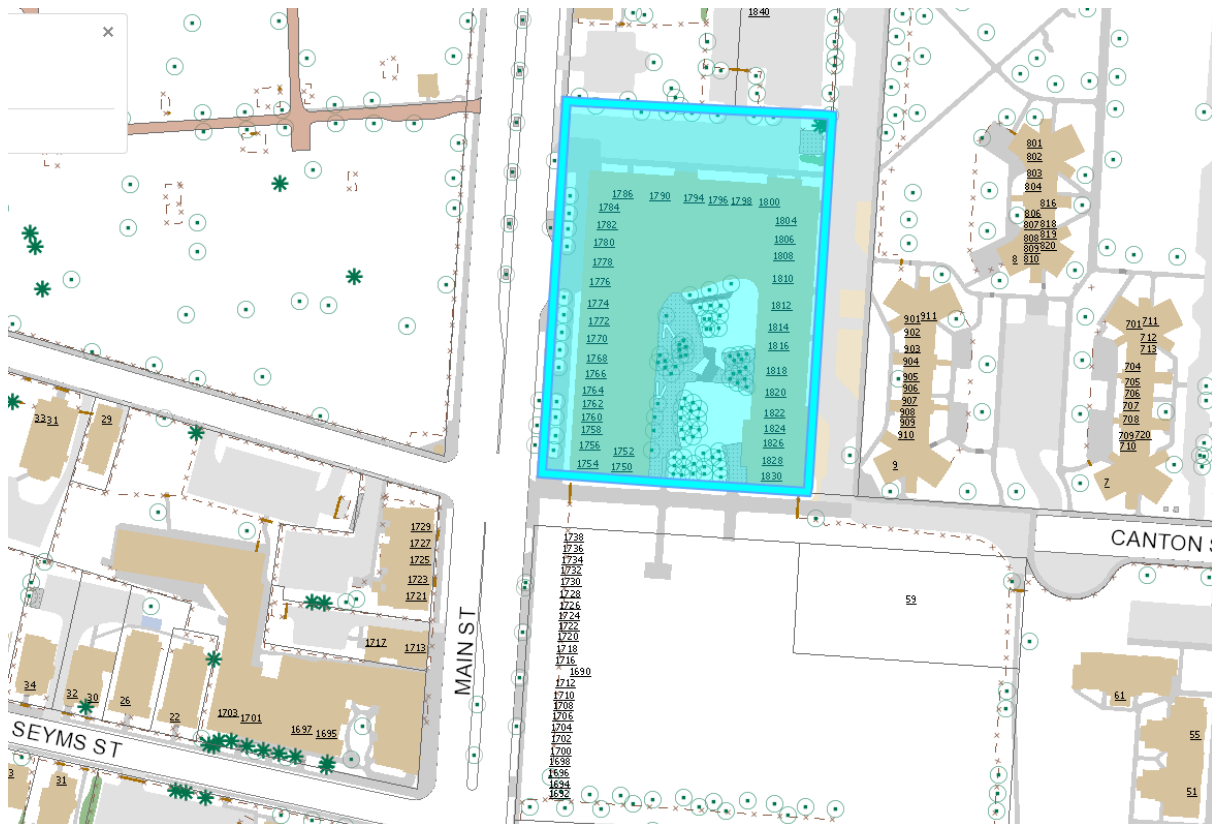


Figure 1. Location of 1750 Main Street (City of Hartford GIS, 2022)

BACKGROUND INFORMATION

The applicant is requesting approval of a special permit for a wall sign that includes a dynamic display component, to be installed on the front façade of the S.A.N.D. Elementary School building, located at 1750 Main Street. The subject property is zoned MS-3, Main Street district. The site is not located in any historic district.

KEY APPLICATION TIMELINES

- Application Submission Date: Tuesday April 5, 2022.
- Date Application Accepted as Complete: Tuesday April 5, 2022.
- Application Date of Receipt: Tuesday April 26, 2022 (sooner of either: date of next regularly scheduled meeting, or 35 days after acceptance of complete application)
- Public Hearing scheduled to open: Tuesday May 24, 2022; Open Hearing Deadline: Thursday June 30, 2022.
- Close Hearing Deadline (if opens Tuesday May 24, 2022) (35 days after opening): Tuesday, June 28, 2022.
- CT General Statutes Sec.8-7D allow the applicant to consent to one or more extensions of time, provided the total extension of all time periods shall not be longer than 65 days.

LEGAL STANDARD

Standard for Application Type:

The Commission reviews special permits in accordance with Zoning Regulations Section 1.3.4. Special permits may be approved, approved with conditions, or denied. Considerations the Commission may weigh in special permit review include: harmony with the plan of conservation & development; compliance with the purposes of the district; effect on existing development; creation of safety hazards in vehicular and pedestrian circulation; effects on traffic; compatibility with adjacent properties; suitability of arrangement of buildings, open space, and provision of light and air; impact on essential services; impact on stormwater runoff; impact on city services and infrastructure; tree and landscape provision; and pedestrian amenities. The Commission may deviate from the minimum requirements for building siting, height, street facades, accessory structures dimensions, tree installation, landscape installation, buffers, fencing, lighting, parking, signage, and street design by up to 15% upon certain findings.

STANDARD SPECIFIC TO THE USE

City of Hartford Zoning Regulations

Section 8.1.8 General Requirements - Illumination

Section 8.1.8.B.(1) Stencil or channel cut illumination, which lights alphanumeric characters or a logo and does not light the remaining face of the sign.

Section 8.1.8.D. Signs in the DT, MS, and CX districts are exempt from the maximum levels of 250 nits at the sign face during the day and 125 nits at the sign face after sunset.

Section 8.3. Wall Signs

Sign area: Each building may have a sign with a maximum area in accordance with Section 8.2. In addition, for each first-floor tenant with public entryways on public street facing

facades, the total permitted sign area shall not exceed 1 square feet for each linear front foot of exterior building wall for the tenant's unit.

Height: No height maximum for wall signs not located on a designated band or sign area, or for wall signs not located in the top 30 feet of a building.

Location: Permitted on all facades. Signage on non-street facing facades may only be placed on facades with side or rear on-site parking lots. Building less than 12 stories may not install a wall sign higher than the windowsill of the second story.

Placement: 1-foot maximum projection from building face.

Quantity: Below the 12th floor: 1 wall sign per building, plus 1 per first-floor tenant per public entryway on the public street, side, or rear of the building.

Internal illumination: Permitted for individual alphanumeric characters and logos and permitted for dynamic displays.

Section 8.12 Dynamic Display: Relevant sections are included below. See also Attachment 1.

Section 8.12.3.A. Permitted Districts. Dynamic displays are only permitted in DT districts, the TOD Overlay, the Connecticut River Overlay, and lots containing schools (pre-K, primary, elementary, intermediate, or high school), or on existing or new billboards as described in Section 8.12.3.D.

Section 8.12.3.B. Special Permits. An approved Special Permit is required for the installation of any sign with a dynamic display.

Section 8.12.3.C. Documentation Required. Proposals for dynamic displays must be reviewed and approved for compliance with all applicable building, safety and electrical codes. Applications must include appropriate documentation from a licensed design professional of the sign structure's ability to accommodate the dynamic display technology.

Section 8.12.3.D.(1) Allowable Sign Types. A dynamic display may be incorporated into any permitted Wall Sign, Projecting Sign, or Projecting Marquee Sign.

Section 8.12.3.E. Display. The following applies to all dynamic displays:

- (1) The images and messages displayed on a dynamic display must have a minimum dwell time of at least 8 seconds and may not contain any movement, animation, audio, video, pyrotechnics, or other special effects.
- (2) The transition or change from one message to another must occur in one second or less and involve no animation or special effects.
- (3) The images and messages displayed must be complete in and of themselves within the required dwell time.
- (4) Dynamic displays must be equipped with default mechanism that freezes display in one position or presents a static or blank display if a malfunction occurs.
- (5) Dynamic displays may not have a brightness of such intensity or brilliance that they impair the vision or endanger the safety and welfare of any pedestrian, cyclist, or person operating a motor vehicle.
- (6) Dynamic displays must be equipped with a light detector/photocell that automatically adjusts the display's brightness according to natural ambient light.

- (7) The maximum brightness level of a dynamic display may not exceed 5,000 nits (candelas per square meter) during daylight hours or 250 nits between 30 minutes after sunset and 30 minutes before sunrise, as those times are determined by the National Weather Service (Actual Time). Brightness must be measured from the brightest element of the sign's face. Before the issuance of a sign permit, the applicant must provide written certification from the sign manufacturer that the light intensity has been factory pre-set so that it will not exceed 5,000 nits (candelas per square meter). Maximum brightness may be reduced further as a condition of the Special Permit.
- (8) Light trespass from any dynamic display may not cause the light level along any Neighborhood (N) district, as measured at a height of 60 inches above grade in a plane at any angle of inclination, to exceed 0.1 foot-candles above ambient light levels at the property line of any property in an N district.

City of Hartford Plan of Conservation and Development (POCD)

Live400: Schools: Hartford has a diverse array of educational opportunities for children, within and outside the city. Promoting these opportunities, improving our neighborhood schools, and streamlining admissions to meet families' needs can improve well-being and attract new residents.

Move400: Walking. Install comprehensive wayfinding signage: Creating a coherent and creative way of pointing walkers to key cultural assets will improve connectivity, recognize Hartford's inherent walkability, and increase neighborhood pride.

FINDING OF FACTS

Subject property:

- Zoned MS-3, Main Street district; no historic designation.
- Lot size: ~2.34 acres; front lot length: ~376 feet.
- Site of S.A.N.D. Elementary School and Hartford Public Library SAND/Ropkins Branch.
- The existing structure is a Civic Building type.
- Existing sign inventory (Figures 2-4):
 - One conforming tenant wall sign for the Hartford Public Library.
 - One conforming monument sign for S.A.N.D. School.
 - The school previously had a ped-scale pole mounted sign with manually-changeable letters at 1690 Main St, but the sign was removed in late 2020.
- Neighborhood context (Figure 5):
 - North Main Street is one of the city's main thoroughfares.
 - Adjacent parcels include the Old North Cemetery (zoned OS, Open Space district), multifamily residential properties zoned NX-1, Neighborhood Mix, and a shopping plaza zoned MS-3, Main Street district. No parcels directly surrounding the property are zoned N, Neighborhood district.

Proposed signage:

- Wall sign with a total sign area is 36 sf, including two components (Figure 6):
 - 12-sf dynamic display screen.

- 24-sf internally illuminated wall sign that has the S.A.N.D. School lettering and logo;
ID cabinet aluminum frame with painted vinyl lettering.
- To be installed on the building's front façade, on the southern end of the structure closest to the school gates (Figure 7). Proposed sign will project 8 inches from the building face.



Figure 2. Existing monument sign installed on the northern end of the property's front yard.



Figure 3. Existing tenant wall sign located on the front façade, at the entrance of the Hartford Public Library SAND/Ropkins Branch.



Figure 4. Ped scale pole-mounted sign as seen on Google Streetview in October 2020, and later removed by January 2021.

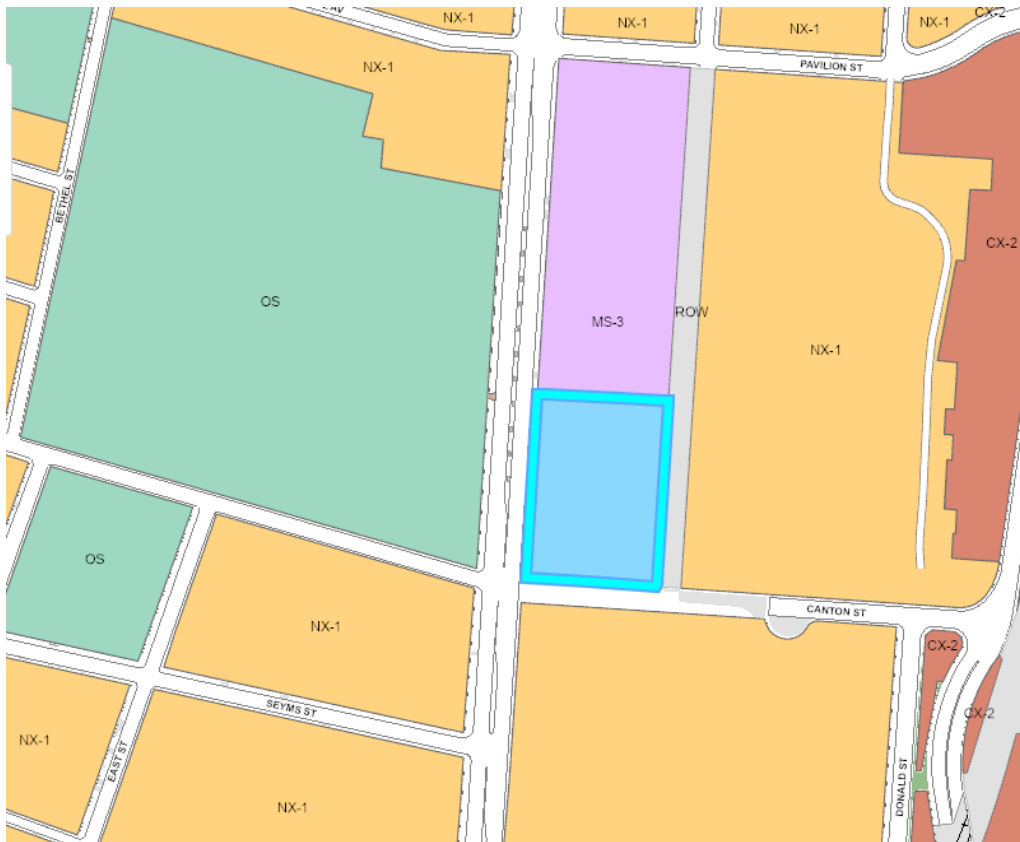


Figure 5. Surrounding zoning of subject property at 1750 Main Street, which is highlighted in blue (City of Hartford, 2022).

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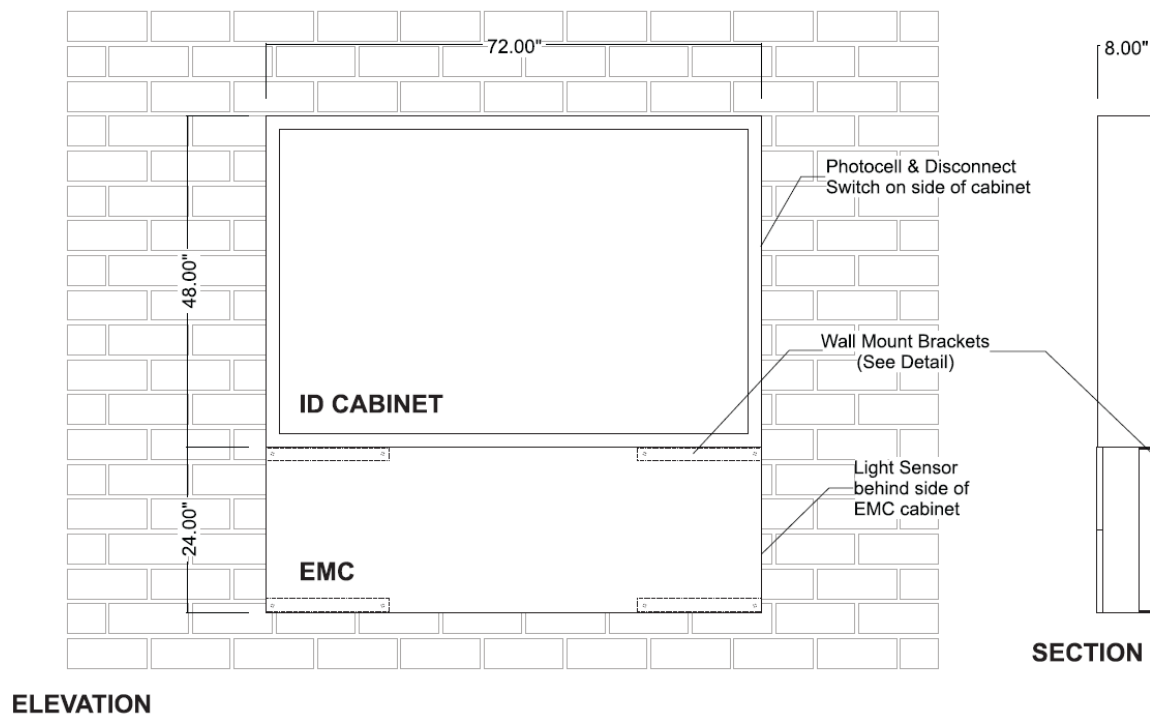
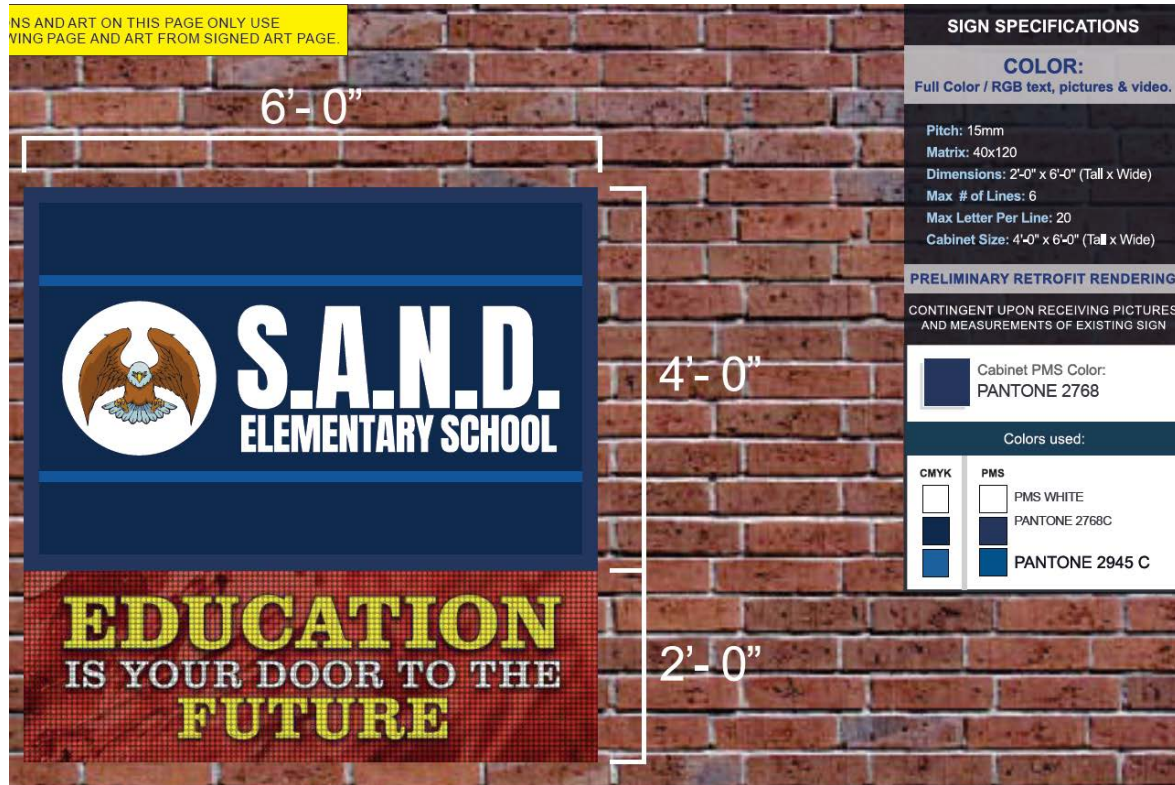


Figure 6. Proposed sign, including the dynamic display screen and the non-dynamic display ID cabinet. Plans submitted by applicant on May 20, 2022.



Figure 7. Proposed placement of the wall sign, as shown on plans submitted by the applicant on April 5, 2022.

COMMENTS RECEIVED (DEPARTMENTS, AGENCIES, NRZs, PUBLIC)

SAND School's principal, Gerardo Heredia, attended the Clay Arsenal NRZ meeting on Tuesday May 3, 2022 to share about the application and answer questions from community members. The Clay Arsenal NRZ later submitted a letter of support in favor of the application on May 11, 2022 (see Attachment 2). No other comments have been received as of the time of writing.

ANALYSIS

Special permit applications should be reviewed based on their compliance with the Zoning Regulations and their consistency with the criteria of Section 1.3.4, including harmony with the POCD, compatibility with adjacent properties, and potential impacts on vehicular/pedestrian safety.

Compliance with the Zoning Regulations

The proposed sign generally complies with the Zoning Regulations. First, the proposed sign is permitted based on the general standards regarding sign type, sign area, and sign quantity per lot relative to site's existing sign inventory:

- The subject property is zoned MS-3 and has a front lot length of 376 feet. This property is therefore allowed up to 1,127 sf of sign area across sign types.
- The subject property has two existing signs: one monument sign and one tenant wall sign. Wall signs are permitted in the MS-3 district, and monument signs are permitted for Civic Buildings in the MS-3 district. The applicant did not provide dimensions for existing signs, but based on staff's estimates, these signs are considered conforming.
- The subject property is permitted up to three wall signs (one general wall sign and two tenant wall signs based on the number of entrances).
- Wall signs are allowed to have a dynamic display component per Section 8.12.3.D, and dynamic displays are specifically permitted on lots occupied by schools.

The proposed sign meets all the wall sign requirements listed in Section 8.3, as follows:

- The sign area and sign quantity comply with the permitted wall sign maximums.
- Given that there is no designated sign band area, the sign is not limited in height.
- The sign will project 8 inches from the building face, which is permitted.
- The proposed aluminum frame with vinyl lettering are permitted materials.
- The proposed internal illumination of the ID cabinet is permitted given that the entire face of the sign is opaque with the exception of the white letters and circle around the logo.
- The sign's location on a street-facing façade is permitted. The sign will not be higher than the window sill of the second story and will not obstruct architectural features or windows.

The proposed sign also meets the dynamic display requirements listed in Section 8.12:

- The applicant confirmed in writing that sign display elements of Section 8.12.E subsection (1) through (5) regarding dwell time, image transition, and motion will be met.
- The sign plan submitted by the applicant includes a light detector that automatically adjusts the screen's brightness, as required by Section 8.12.E.(6).
- The applicant also submitted a written certification from the sign manufacturer confirming that the sign's brightness will not exceed 5,000 nits during daylight hours and 250 nits after sunset, as required by Section 8.12.E.(7).

Additional Considerations

Beyond compliance with the Zoning Regulations, a special permit should also be reviewed based on the criteria of Section 1.3.4.

The S.A.N.D. School principal, Mr. Heredia, stated at the Clay Arsenal NRZ meeting that the dynamic display screen will be used to improve communication between school staff, students, and parents. The screen will display key reminders such as early dismissals, holidays, and extracurricular activities, as well as motivational messages, such as student achievements. Mr. Heredia also stated that the previous pole-mounted sign with manually-changeable letters had been removed because it was vandalized and damaged by vehicle crashes.

Investing in a public school's infrastructure, such as new signage, is consistent with the POCD. The POCD's Live400 chapter explicitly states that improving local schools and advertising Hartford's different educational opportunities are key strategies to improve student well-being and attract new residents. The proposed sign could also be considered a form of wayfinding, consistent with the Move400 goal of the POCD, as it will highlight an important civic asset of the Clay Arsenal neighborhood. In this way, it could positively impact the pedestrian experience on this portion of North Main Street.

In summary, staff find that the proposed dynamic display is appropriate and valuable for a school because of the need to share up-to-date information with the school's community. The proposed sign will also improve and modernize the school's appearance and encourage cohesiveness and awareness among the students, staff, and parents. Finally, staff does not believe that the sign will create safety hazards for vehicles or pedestrians given the sign's compliance with the Regulations' motion and brightness standards and given the sign's placement on the building façade off a large sidewalk. The proposed sign is compatible with adjacent properties and will not negatively impact nearby residential properties.

STAFF RECOMMENDATION

Staff **recommends approval** of the special permit application.

A draft resolution follows.

ATTACHMENTS

1. City of Hartford Zoning Regulations Section 8.12 regarding Dynamic Displays.
2. Letter of Support from the Clay Arsenal NRZ, dated May 11, 2022.
3. Written certification from the sign manufacturer regarding maximum illumination, submitted May 20, 2022
4. Proposed sign plans, submitted by Golden Sign Rules, Inc. on May 19, 2022.

REVIEWED AND EDITED BY,

Aimee Chambers, Director



**CITY OF HARTFORD
PLANNING & ZONING COMMISSION RESOLUTION
1750 MAIN STREET
SPECIAL PERMIT PER SECTION 1.3.4 FOR DYNAMIC DISPLAY SIGNAGE PURSUANT
TO SECTION 8.12.3.B**

- Whereas,** The City of Hartford Planning & Zoning Commission reviewed the application for a special permit, per Section 1.3.4, for a 36 square foot wall sign that includes a 12 square foot dynamic display screen to be installed on the front façade of a building located 1750 Main Street (parcel ID: 242-247-074) pursuant to Section 8.12.3.B; and
- Whereas,** The subject property is zoned MS-3, Main Street district; and
- Whereas,** The subject property is the site of S.A.N.D. Elementary School and of the Hartford Public Library SAND/Ropkins Branch; and
- Whereas,** The subject property is occupied by a primary structure that is considered a Civic Building type per the City of Hartford’s Zoning Regulations (the Regulations); and
- Whereas,** The Regulations permit dynamic display signage on lots containing elementary schools regardless of the zoning district, pursuant to the approval of a special permit by the Planning & Zoning Commission; and
- Whereas,** The Regulations state that a dynamic display may be incorporated into permitted wall signs; and
- Whereas,** Wall signs are permitted in the MS-3 district; and
- Whereas,** The subject property’s existing sign inventory includes one conforming monument sign for the school that reads “S.A.N.D. School” and one conforming tenant wall sign for the Hartford Public Library that reads “Hartford Public Library Ropkins: A place like no other”; and
- Whereas,** The proposed sign is a 36 square foot wall sign consisting of two components placed one above the other: a 24 square foot ID cabinet with an aluminum frame and vinyl lettering, with the “S.A.N.D. School” letters and logo to be internally illuminated; this ID cabinet

will be placed directly above a 12 square foot wall-mounted dynamic display electronic messaging screen; and

Whereas, The subject property's proposed overall sign inventory, including existing signs and the proposed sign, would together comply with the Regulations' general requirements around sign area, sign quantity, and sign type permitted per lot; and

Whereas, The proposed sign's area, quantity, height, location on the building, projection from the building face, internal illumination, and materials comply with Section 8.3 regarding wall signs; and

Whereas, The dynamic display component of the proposed sign meets the dwell time, transition, motion, and illumination standards of Section 8.12.3.E, subsection (1) through (6); and

Whereas, The proposed sign is an infrastructure improvement that will help modernize the S.A.N.D. School's appearance, in addition to increasing communication and awareness among the school's students, parents, and staff; and

Whereas, The proposed sign will further some of the goals listed in Hartford's Plan of Conservation and Development, namely the goal of improving Hartford's public schools (Live400), the goal of better advertising Hartford's varied educational opportunities (Live400), and the goal of improving wayfinding to improve the pedestrian experience and highlight important community assets (Move400).

Now therefore Be It

Resolved, The City of Hartford Planning & Zoning Commission hereby **denies/approves** the request for a special permit, per Section 1.3.4, for a 36 square foot wall sign that includes a 12 square foot dynamic display screen, to be installed on the front façade of the S.A.N.D. Elementary School located at 1750 Main Street (parcel ID: 242-247-074).

Be It Further,

Resolved, This 24th day of May, 2022.

Attachment 1. City of Hartford Zoning Regulations, Section 8.12 on Dynamic Displays

8.0 SIGNS

Dynamic Display

8.12 Dynamic Display

8.12.1 DEFINITION

Any element of a sign or sign structure capable of displaying words, symbols, figures, images or messages that can be electronically or mechanically changed by remote or automatic means. This also includes any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows a sign to present a series of images, messages or displays. This does not include signs with Manually-Changeable Copy Boards.

8.12.2 APPLICABILITY

Any sign with a dynamic display that is visible from the public right-of-way shall be subject to these regulations.

8.12.3 GENERAL REQUIREMENTS

A. Permitted Districts. Dynamic displays are permitted only within the DT districts, the Transit Oriented Development Overlay, the Connecticut River Overlay, and lots containing School: Pre-K, Primary, Elementary, Intermediate, or School: High School, or on existing or new billboards expressly authorized in 8.12.3.D.

B. Special Permit. An approved Special Permit (refer to 1.3.4) is required for installation of any sign with a dynamic display.

C. Documentation Required. Proposals for dynamic displays must be reviewed and approved for compliance with all applicable building, safety and electrical codes. Applications must include appropriate documentation from a licensed design professional of the sign structure's ability to accommodate the dynamic display technology.

D. Allowable Sign Types.

- (1) A dynamic display may be incorporated into any permitted Wall Sign, Projecting Sign, or Projecting Marquee Sign in a Downtown (DT) district (refer to sections 8.3, 8.4, and 8.5, respectively).
- (2) In addition, in accordance with the city's goal of promoting complete streets, an existing large-scale billboard with off-site advertising on property adjacent to or along and visible from Interstate 91, or Interstate 84 west of Park Street, may be converted to a dynamic display, and up to 3 new large-scale billboards with a dynamic display may be erected on city property adjacent to Interstate 91, only if the property

owner, or in the case of city-owned property the billboard operator or lessee, applies for a special permit and in the judgment of the commission satisfies the special permit criteria of 1.3.4 and the following criteria, prior to the issuance of any such permit:

- (a) Does not locate such billboard within 500 feet of the city line; and
- (b) Either (i) removes another static billboard along I-91 and pays as follows (per face converted to dynamic display): for any permits issued in 2019, \$175,000 into the complete streets fund, and for any permits issued after 2019, \$175,000 plus an additional \$25,000 increase each year after 2019; or (ii) pays as follows (per face converted to dynamic display): for any permits issued in 2019, \$300,000 into the complete streets fund, and for any permits issued after 2019, \$300,000 plus an additional \$40,000 increase each year after 2019; and
- (c) Otherwise mitigates aesthetic issues and visual impact in the immediate vicinity as may be prescribed by the decision-making body during the special permit process; and
- (d) Provides the city with a minimum of 10 hours of advertising time each month of operation, which hours shall occur during the hours of 8 a.m. and 6 p.m., and facilitates all logistics related to the timely posting of such advertising with relevant city officials, such obligation reoccurring on an ongoing, monthly basis throughout the operation of the dynamic display, and such obligation being necessary to ensure continued validity of any permit issued therefor; and
- (e) Demonstrates that the proposed location, design, and operation of such billboard will not have a negative impact on public safety, especially in terms of the billboard's effect on traffic congestion, driver distraction, emergency services, and pollution, which negative impact is not otherwise mitigated by the payments tendered pursuant to 8.12.3.D.(2)(b).

E. Display. The following applies to all dynamic displays.

- (1) The images and messages displayed on a dynamic display must have a minimum dwell time of at least 8 seconds and may not contain any

8.0 SIGNS

Dynamic Display

movement, animation, audio, video, pyrotechnics, or other special effects.

- (2) The transition or change from one message to another must occur in one second or less and involve no animation or special effects.
- (3) The images and messages displayed must be complete in and of themselves within the required dwell time.
- (4) Dynamic displays must be equipped with a default mechanism that freezes the display in one position or presents a static or blank display if a malfunction occurs.
- (5) Dynamic displays may not have a brightness of such intensity or brilliance that they impair the vision or endanger the safety and welfare of any pedestrian, cyclist, or person operating a motor vehicle.
- (6) Dynamic displays must be equipped with a light detector/photocell that automatically adjusts the display's brightness according to natural ambient light conditions.
- (7) The maximum brightness level of a dynamic display may not exceed 5,000 nits (candelas per square meter) during daylight hours or 250 nits between 30 minutes after sunset and 30 minutes before sunrise, as those times are determined by the National Weather Service (Actual Time). Brightness must be measured from the brightest element of the sign's face. Before the issuance of a sign permit, the applicant must provide written certification from the sign manufacturer that the light intensity has been factory pre-set so that it will not exceed 5,000 nits (candelas per square meter).
 - (a) This maximum brightness may be reduced as a condition of the Special Permit.
 - (b) For the purpose of verifying compliance with maximum brightness level requirements, the zoning administrator will measure brightness levels with the dynamic display sign set to run full white copy with a luminance meter positioned at a location perpendicular to the sign face center. When taking the luminance reading, the sign face must be the only subject visible in the viewfinder.
 - (c) If the measurement is more than the maximum allowed, the brightness level is in violation of these regulations and must be adjusted downward. Failure to make such

adjustments may result in other available enforcement actions to be taken by the city.

- (8) Light trespass from any dynamic display may not cause the light level along any Neighborhood (N) district, as measured at a height of 60 inches above grade in a plane at any angle of inclination, to exceed 0.1 footcandles above ambient light levels at the property line of any property in an N district

F. Modified Regulations.

- (1) Regulations governing dynamic displays are subject to ongoing monitoring and future modification in the exercise of the city's police powers.
- (2) No vested right is ever created in an existing dynamic display. If regulations governing operational aspects of dynamic displays (e.g., dwell time, transitions, illumination/brightness, etc.) are modified by the city, then sign owners and operators are required to bring dynamic display advertising signs into compliance with all applicable dynamic display regulations.
- (3) A special permit issued pursuant to 8.12.3.D.(2) shall be valid for a maximum period of 5 years, and shall be issued for the maximum period unless further expressly limited in duration by the commission. Renewal applications for special permits issued pursuant to 8.12.3.D.(2) must comply with all aspects of 8.12.3.D.(2) except subsection (b), and must comply with any other relevant regulations as modified from time to time.

G. Severability. In addition to the severability provisions of 1.1.11., if a court of competent jurisdiction finds any of the provisions of this section 8.12 to be invalid or ineffective in whole or in part, the right of property owners to apply for and receive a permit for dynamic displays shall be null and void, and this section considered to be ineffective in its entirety, subject only to nonconforming sign rights delineated in 1.5.5.

Attachment 2. Letter of Support from the Clay Arsenal NRZ, dated May 11, 2022.

BEA POWELL, CHAIRPERSON
JEAN HOLLOWAY, VICE-CHAIRPERSON



DENYSE BAILEY, SECRETARY
JEFFREY STEWART, PARLIAMENTARIAN

WE ARE BUILDING OUR COMMUNITY

May 11, 2022

To Whom It May Concern

Clay Arsenal Revitalization Association (CARA) would like to express our support for S.A.N.D. Elementary School in their effort to install a wall mounted sign with an ID cabinet and electronic message center at 1750 Main Street, Hartford, CT 06120.

We, CARA, feel this addition will have a positive impact on the community by providing important information such as: upcoming events, student achievement, opportunities for extracurricular activities, schedules, holidays, positive affirmations, encourage parental engagement, as well as enhance dignity, respect, and credibility. Therefore, we are in full support of S.A.N.D. Elementary School's request.

S.A.N.D. Elementary School envisions this illuminated sign will bring the community together as well as support their efforts to extend a positive image of the school throughout the Clay Arsenal neighborhoods and the City of Hartford. It is our understanding that this illuminated sign will be financially supported by a School Improvement Grant and not require the Hartford Public Schools to incur any additional expense.

The illuminated sign is also an opportunity to highlight the many historical aspects of Clay Arsenal neighborhood's rich history. CARA highly recommends approval for this sign. It will be a positive addition to the neighborhood and surrounding communities.

Please contact us if you have any questions or need further information at clayarsenalnrz@gmail.com.

Sincerely,

Bea Powell
Bea Powell, Chairperson

Jean Holloway
Jean Holloway, Vice-Chairperson

The mission of the CARA shall be to unite all people within its boundaries in an organization that will equip people with skills and expertise needed to effectively address issues and to provide a structure through which people can define and address common problems.

Attachment 3. Written certification from the sign manufacturer regarding maximum illumination, submitted May 20, 2022



To whom it may concern,

Project: Sand Elementary

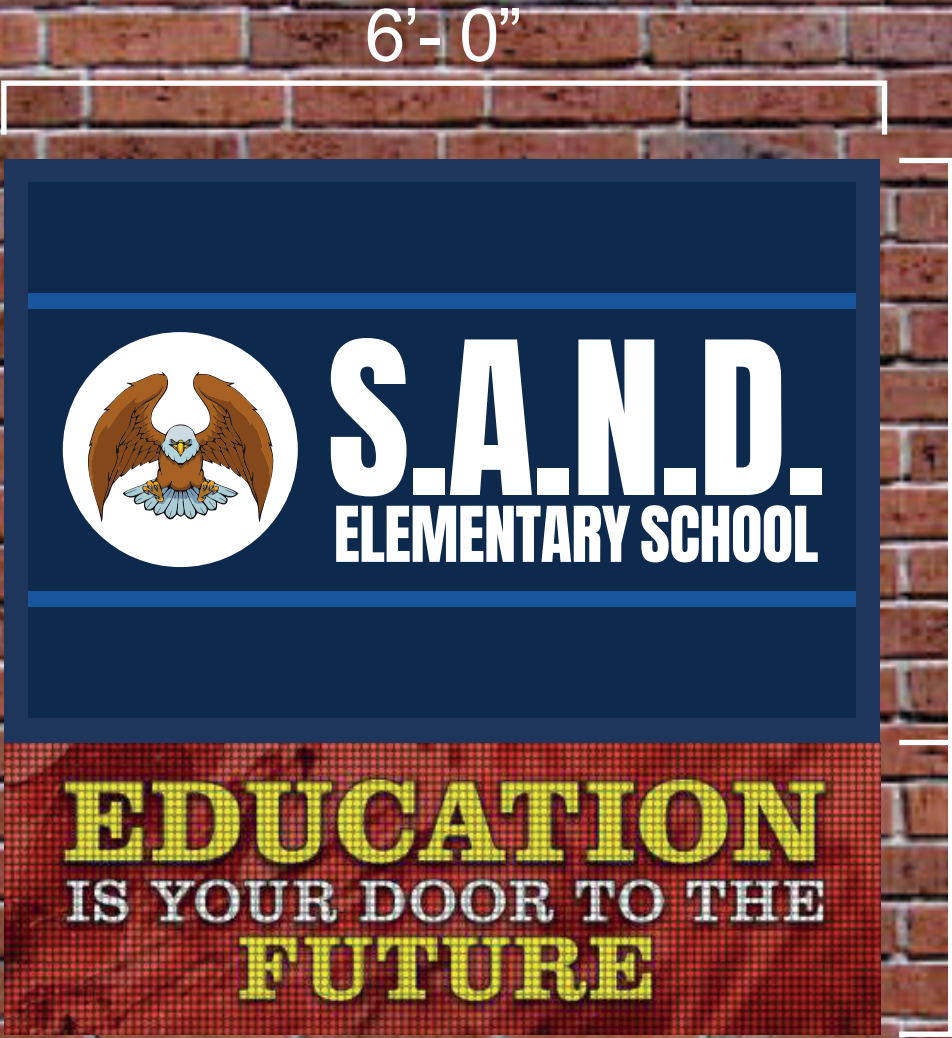
This letter is provided as certification that the light intensity for the aforementioned project is pre-set not to exceed 5,000 nits during daylight hours and 250 nits between 30 minutes after sunset and 30 minutes before sunrise. The max brightness has been governed within the firmware of the signs operating system and can not be altered by any party other than Impact LED qualified personnel.

Regards,

A handwritten signature in black ink, appearing to read "Aaron Shelnutt", is written over a horizontal line.

Aaron Shelnutt
Chief Operating Officer
Impact LED Signs

Attachment 4. Proposed sign plans submitted by Golden Sign Rules, Inc. on May 19, 2022.



SIGN SPECIFICATIONS

COLOR:
Full Color / RGB text, pictures & video.

- Pitch: 15mm
- Matrix: 40x120
- Dimensions: 2'-0" x 6'-0" (Tall x Wide)
- Max # of Lines: 6
- Max Letter Per Line: 20
- Cabinet Size: 4'-0" x 6'-0" (Tall x Wide)

PRELIMINARY RETROFIT RENDERING

CONTINGENT UPON RECEIVING PICTURES AND MEASUREMENTS OF EXISTING SIGN

Cabinet PMS Color:
PANTONE 2768

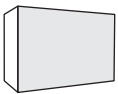
Colors used:

CMYK	PMS
	PMS WHITE
	PANTONE 2768C
	PANTONE 2945 C

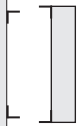
* Overall sign depth may vary due to support size required by engineering.

Project: S.A.N.D. Elementary School

1750 Main St.
Hartford CT, 06120.



Single
Sided









Wall
Mount




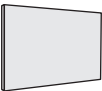
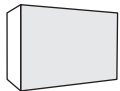
GRS
Install



Colors used:

CMYK	PMS
	 PMS WHITE
	 PANTONE 2768C
	 PMS BLACK

 Cabinet PMS Color:
PANTONE 2768

		
2nd Surface Print	Flat Faces	Single Sided

Client is responsible for ensuring that the proof is correct in all areas. Double-check spelling, grammar, layout and design before approving artwork. If a proof containing errors is approved by client, the client is responsible for payment of original cost as well as corrections, revisions, and re-makes. This custom artwork is not intended to provide an exact match between ink, vinyl, paint or EMC color. Brickwork, masonry and landscaping is not included in the proposal unless otherwise specifically stated. EMC images shown are simulated. Sign is designed to be illuminated at all times. Sketches are based off of this premise. This is a custom made product, built by hand for people by people. Small blemishes/imperfections may occur and can be expected with hand made products. Industry standard is to view this product from a minimum distance of 10 feet to determine quality acceptability.

Signed Art:

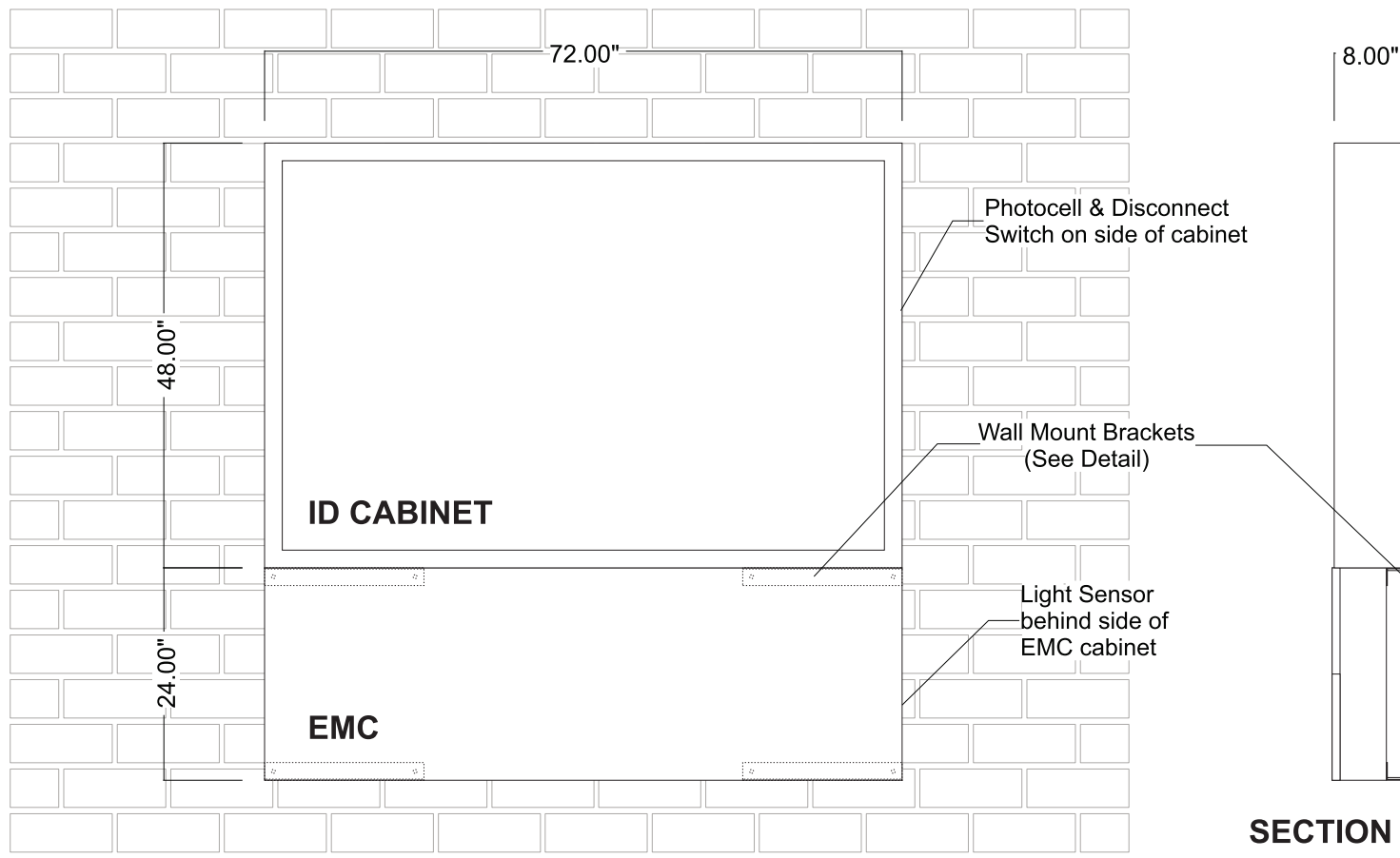

 Feb 02 2022 08:11 EST
 VERSION #: LR11124101

SIGNATURE
DATE

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ADDITIONAL DESIGN OPTIONS:

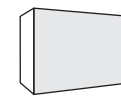




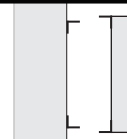
ELEVATION

SECTION

Notes:



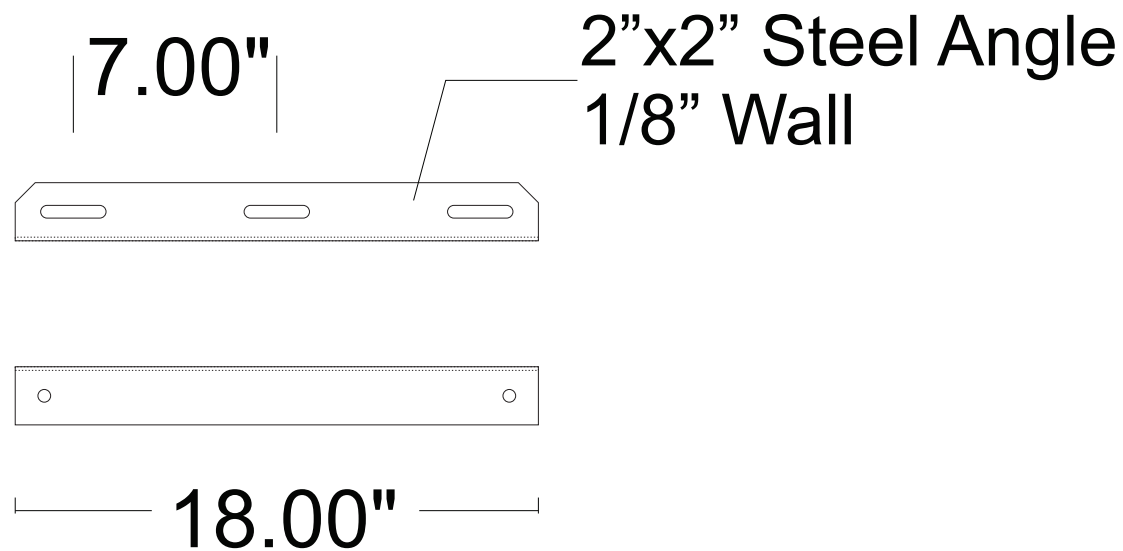
Single
Sided



Wall
Mount

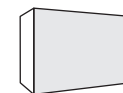


GRS
Install



Notes:

Set of 4 angles to mount EMC to wall



Single
Sided

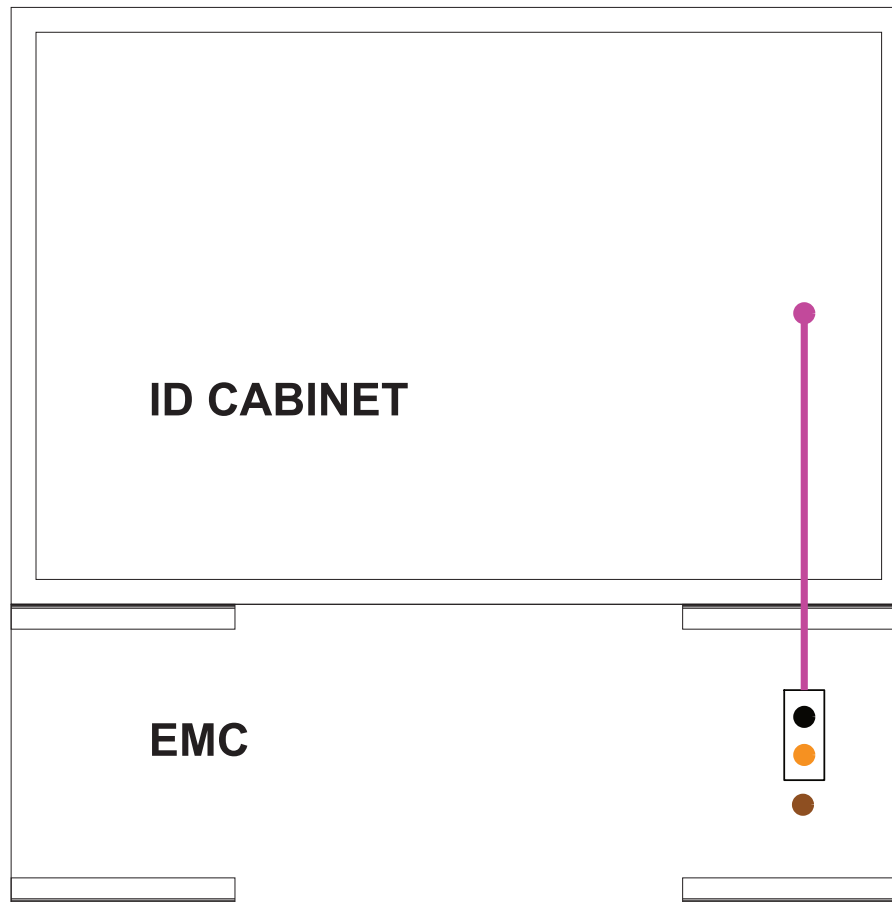


Wall
Mount

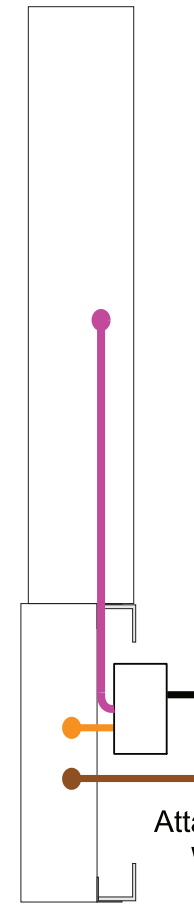


GRS
Install

Wall Mount



Attach Grounding
Wire To Cabinet







120 volts
8 amps

Single
Circuit

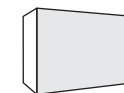
National Electric Code requires
that lines not exceed 80% load
of any one circuit.

Wiring Diagram

Key:

-  6GA. COPPER AND 1/2" ROD X6'
-  ID CABINET POWER WHIP
-  MASTER EMC WHIP
-  CLIENT PROVIDED PRIMARY

GRS REQUIRES THAT THE SIGN OPERATE ON AT LEAST 1 DEDICATED CIRCUIT AND RECOMMENDS 1 CIRCUIT PER L.E.D. DISPLAY. WARRANTY REQUIRES EACH L.E.D. DISPLAY TO HAVE A MINIMUM 1/2" COPPER, IN-EARTH GROUND ROD WITH CONTINUOUS 6 GAUGE COPPER WIRE, 6' LONG LOCATED 8 FEET FROM THE BASE OF THE SIGN.



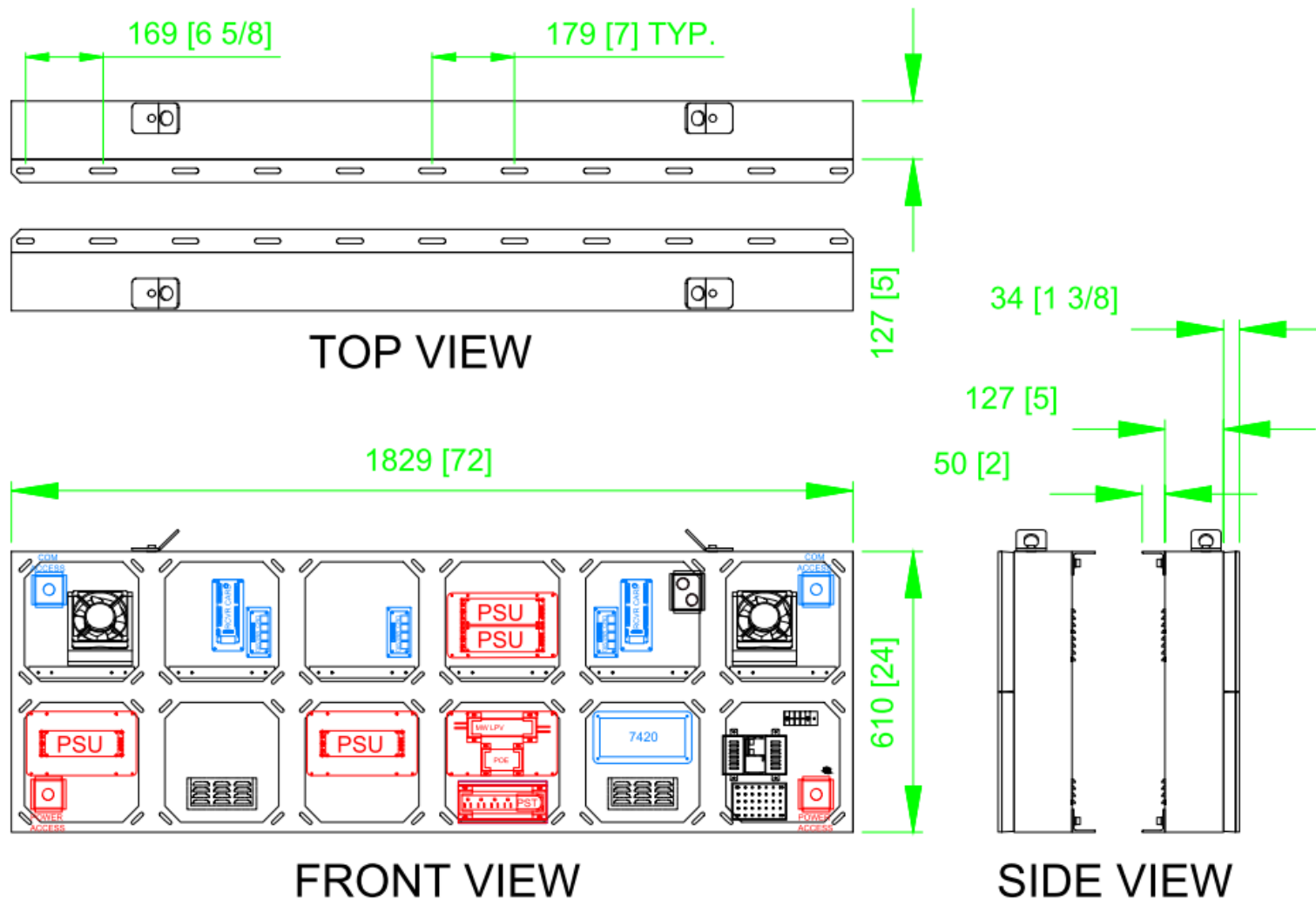
Single
Sided

120 volts
8 amps

Single
Circuit

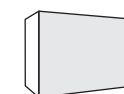


Ethernet
Connection



	MODEL NO: 15mm 040x120 <small>Version 2.0-02/07/2020</small>		WEIGHT: 75 lbs. (per face)	UNITS: MM (INCH)	Page 01 of 02	
	NOTES: - INSTALL PER NATIONAL ELECTRIC CODE - FASTEN USING APPROPRIATELY RATED FASTENERS - DISPLAY IS REAR VENTILATED. DO NOT BLOCK OR SEAL OFF - ImpactLED is NOT RESPONSIBLE FOR THE MOUNTING HARDWARE OR THE INTEGRITY OF THE STRUCTURE TO WHICH THE DISPLAY IS MOUNTED. - IMPACT IS NOT RESPONSIBLE FOR THE MAIN POWER DISCONNECT.					Volts: 120 Max. Watts: 3500 Max. Utilized Amps: 4.60 Typical Amps: 1.61
	COPYRIGHT IMPACT LED SIGNS. ALL RIGHTS RESERVED. UNAUTHORIZED REPRODUCTION AND DISTRIBUTION PROHIBITED.					

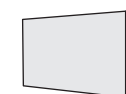
Notes:



Single
Sided

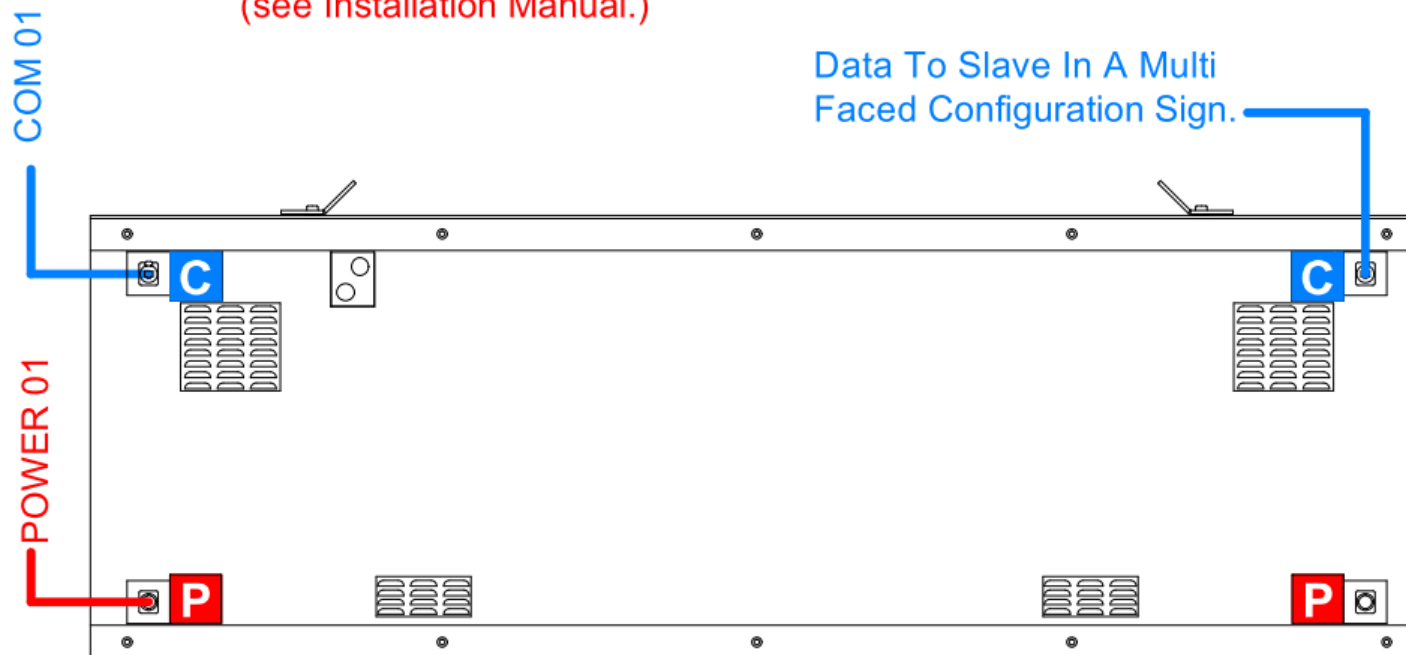
120
volts

EMC
Wiring



Single
Cabinet

Electrical Information Per Face:
1-120 Volt/20 Amp circuits.
Grounding rod installed per each face,
(see Installation Manual.)



BACK VIEW & CIRCUIT SCHEMATIC

IMPACT
LED SIGNS

MODEL NO:

15mm 040x120

Version 2.0-02/07/2020

NOTES:

- INSTALL PER NATIONAL ELECTRIC CODE
- FASTEN USING APPROPRIATELY RATED FASTENERS
- DISPLAY IS REAR VENTILATED. DO NOT BLOCK OF SEAL OFF
- IMPACTLED IS NOT RESPONSIBLE FOR THE MOUNTING HARDWARE OR THE INTEGRITY OF THE STRUCTURE TO WHICH THE DISPLAY IS MOUNTED.
- IMPACT IS NOT RESPONSIBLE FOR THE MAIN POWER DISCONNECT.

Volts: 120
Max. Watts: 3500
Max. Utilized Amps: 4.60
Typical Amps: 1.61

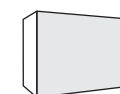
WEIGHT:
75 lbs.
(per face)

UNITS:
MM
(INCH)

COPYRIGHT IMPACT LED SIGNS. ALL RIGHTS RESERVED.
UNAUTHORIZED REPRODUCTION AND DISTRIBUTION PROHIBITED.

Page 01 of 02

Notes:



Single
Sided

120
volts

EMC
Wiring

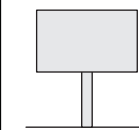


Single
Cabinet

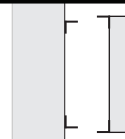


Sign Location:

1750 Main St.
Hartford CT, 06120.



No Existing
Sign



Wall
Mount

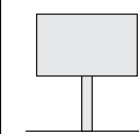


GRS
Install

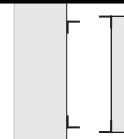


Sign Location:

1750 Main St.
Hartford CT, 06120.



No Existing
Sign



Wall
Mount



GRS
Install

Notes:

Description of Work:

LED Message Units:

- 15mm, 40x120, 2'x6', ethernet, single-face
- Wall mount brackets (4ct) (see detail)

Fabrication:

ID Cabinet

- Stick-weld frame, aluminum skin .063" painted, 2" retainers, 3/16" clear poly-carbonate face, 2nd surface digital print, wall mount

Structural:

- Wall Mount (brackets provided)

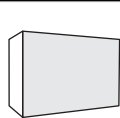
Installation:

- Receive and inspect sign from GRS
- Mount and attach sign per drawings
- Connect sign to existing power (to be ran by others)
- Mount and connect ethernet cable (data to be ran by others)

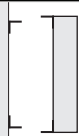
** Take completion photos and leave a clean job site **

Description of Work

Overview:



Single
Sided



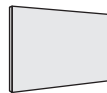
Wall
Mount



GRS
Install



2nd Surface
Print



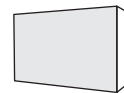
Flat
Faces

120 volts
8 amps

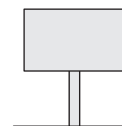
Single
Circuit



Ethernet
Connection



Single
Cabinet



No Existing
Sign

Pg. 10