



DEPARTMENT OF DEVELOPMENT SERVICES – PLANNING DIVISION

REPORT: 884 Main Street, Hartford, CT 06103

For consideration: May 19, 2021

STAFF REPORT

TO: HARTFORD PRESERVATION COMMISSION
FROM: Paul Bengtson, Principal Planner
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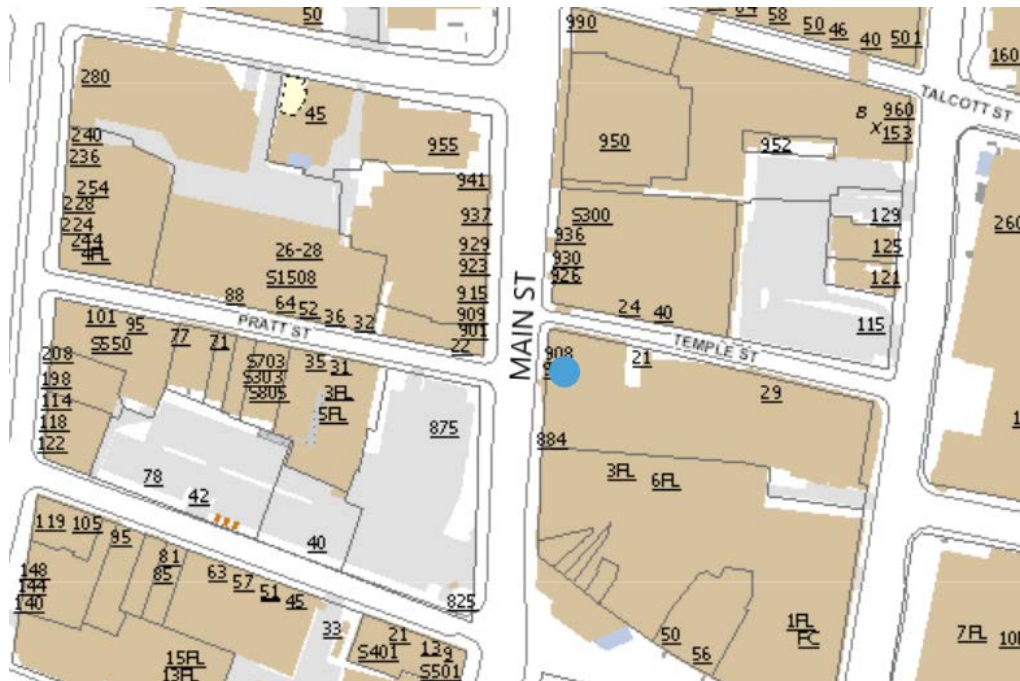
PROJECT: 884 Main Street
PARCEL ID: 268-351-015
ENERGOV ID: COMM-2021-0393

ZONE: DT-1 **HISTORIC DISTRICT:** Department Store National Historic District

TYPE: ARTICLE XII HISTORIC PRESERVATION COMMISSION
Sec. 28-170 through 28-221

APPLICANT: LYNDA LAUREANO, ARTFX SIGNS

OWNER: LAZ Temple LLC



Location Map

BACKGROUND INFORMATION

Proposed Project: The applicant proposes to install four real estate advertising banners for Sage-Allen Apartments on the building at 884 Main Street, with 1 on the Market Street façade and 3 banners on the Main Street façade. The banners on Main Street will be 5' x 30', 5' x 30' and 3.5' x 30'. The banner on Market Street will be 3.3'x18'.

The applicant also proposes to reface an existing projecting sign on the Temple Street façade with advertising for the residential use on site. The existing sign (currently for the out of business 'Dish' bar and grill) is not dimensioned on the submitted plans. The sign is two-sided, circular, and internally illuminated. The sign appears to be approximately 36 inches in diameter.

The applicant is also proposing to install a second projecting sign on the Temple Street façade as indicated on the sign exhibit. Again, the sign is two-sided, circular, and internally illuminated. The sign appears to be approximately 36 inches in diameter.

LEGAL STANDARD

The Commission reviews and acts upon all applications for Document of Suitability. No person or entity may, without first applying and obtaining the approval of the Commission, file an application for a demolition permit, or for a building permit for any protected property as designated in the Historic Preservation Ordinance Sec. 28-219.

STANDARD SPECIFIC TO THE USE

The commission shall adopt the Secretary of the Interior's Standards for Rehabilitation and the Hartford Guidelines for Renovations and Additions to Historic Buildings.

According to page 23- "*Designing for Missing Elements*" of the adopted ***Guidelines for Renovations and Additions to Historic Buildings***; "*Acceptable: If you do not know what elements looked like, replace them with elements that are compatible in scale, color, size and material with typical detailing used in the historical style of the building. Simplified or abstracted forms are preferable if no evidence of the actual detail exists.*"

FINDING OF FACTS

CURRENT USE:	Mixed Use	PROPOSED USE:	Mixed Use
YEAR BUILT:	1898/1935	STYLE:	Second Renaissance Revival / Postmodern High Rise

Particular Mention in historic nomination: "*Sage, Allen & Co. Building, 1898, Second Renaissance Revival style, 8 stores, yellow brick; Isaac A. Allen, architect. Store complex included two and three story buildings to the north and south. These have been converted to modern 8 story building with concrete front that flank the prominent historic Sage Allen Building. Architectural detail: fourth, fifth, and sixth stories organized as three large round-arched openings, with six smaller round-arched openings on top two stories; terra cotta cartouches (two with building date), roundels, cornucopias, and egg-and-dart molding; cornice with large modillions, festoons, and cresting of antefixae.*"

Current Conditions:

Both the original Sage Allen building and the new 8 story additions at each side appear to be in good condition. The ground level commercial spaces are mostly vacant.



Fig. 1 - Main Street Façade – Google Streetview, October 2020

Condition of other properties in neighborhood: The properties in the surrounding neighborhood are in good to excellent condition.

COMMENTS RECEIVED (None received as of May 14, 2021)

ANALYSIS

The banners on the Main Street façade are scaled appropriately and will replace two large banners mounted vertically on both of the newer buildings adjacent to the Sage Allen building. The signs will not cover up any details of the building design.

The banner on Market Street is mounted above the parking garage entrance which has a roll up gate and is directly below apartment units. The mounted location is an exterior horizontal concrete beam with no architectural detail.

The existing projecting sign on the corner of Temple Street and Main Street is within above a building entrance and is mounted into the concrete façade above a horizontal trim band/entrance detail.

The projecting sign proposed at the other corner (northeast corner) of the building is not existing and is insufficiently detailed to fully describe and analyze its proposed mounting and location. However, that corner of the building does have an entrance and would similarly be mounted into the block façade and not mask any architectural detail. As this sign is not existing it would need to be mounted at a height that would not interfere with the sidewalk below. The zoning review for this proposed signage would confirm that the sign is mounted at an appropriate height and require encroachment permits as it would overhang in the public right of way.

Staff is supportive of the successful use of these buildings for housing, and the ability of the operator to effectively advertise to prospective tenants. The signage is designed to minimize the coverage of architectural details, especially avoiding the far more ornate and significant Sage Allen building façade by locating the signage on Main Street within the first two floors of the buildings on either side of the Sage Allen building. Staff therefore recommends approval of the signage with recommended conditions requiring installation to avoid masonry in favor of mortar and the sign to be property maintained at all times.

STAFF RECOMMENDATION

Staff recommends approval of this application with the following conditions:

1. The banner signage shall be properly maintained and replaced if edges are tattered, the sign fades from exposure, or is otherwise damaged.
2. The attachment of all signage to the façade shall be through mortar instead of masonry wherever possible.

A draft resolution follows.

ATTACHMENTS

1. Application Form
2. Sign Exhibits dated March 25, 2021.

REVIEWED,

Aimee Chambers, Director



CITY OF HARTFORD
HISTORIC PRESERVATION COMMISSION RESOLUTION
884 MAIN STREET
HISTORIC PRESERVATION PROPOSAL

Whereas, The City of Hartford Historic Preservation Commission reviewed the proposal to install signage at 884 Main Street for the Sage-Allen Apartments; and

Whereas, The property is a contributing resource in the Department Store National Historic District; and

Whereas, All signage can be installed in a manner consistent with the historic character of the building; and

Whereas, The applicant proposes to install signage as depicted in the sign exhibit dated March 35, 2021; and

Whereas, The proposed signage is consistent with the City's Historic Design Principals;

Now therefore Be It

Resolved, The City of Hartford Historic Preservation Commission hereby approves the proposed work with the following conditions:

1. The banner signage shall be properly maintained and replaced if edges are tattered, the sign fades from exposure, or is otherwise damaged.
2. The attachment of all signage to the façade shall be through mortar instead of masonry wherever possible.

Be It Further,

Resolved, This 19th day of May 2021.