



## **DEPARTMENT OF DEVELOPMENT SERVICES – PLANNING**

**DIVISION** *Memo:* 597 Farmington Ave Hartford, CT

For consideration: October 20, 2021

### **BACKGROUND INFORMATION/PROPOSED PROJECT**

The office building at 597 Farmington Avenue was built in 1894 in the Queen Anne/Colonial Revival style.

The application is continued in part from the September 15, 2021 meeting, where Senior Planner Aaron Borngraber gave an overview of the proposal. The Applicant Ms. Tracy Becker of Sign Pro Inc. was present and she addressed the Commission. There were no comments, questions or testimony from public and the Public Hearing was closed.

The second part of the original resolution: to reface the wall sign remained for the commission to deliberate on. According to the September staff report, The “wall sign” is a direct print with laminate. The signage has already been installed by the applicant. Development Services has no record for the “wall sign” on the structure. In [Figure 3,] Google Streetview from October 2020 shows no signage on the partially enclosed porch. The installation of this sign is not architecturally consistent with the physical nature of the structure.

### **ANALYSIS**

On 9/23/21, Tracy Becker submitted a revised rendering. Staff finds that the proposed relocation of the wall sign is more appropriate, but still obscures architectural features of the structure. As noted in the original report, staff find that other structures in the immediate area that share a similar physical nature and similar uses do not have a wall sign.

### **STAFF RECOMMENDATION**

Staff recommends denial of this application.

**A draft resolution follows.**

**SUBMITTED,**

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Aimee Chambers, Director



**CITY OF HARTFORD  
HISTORIC PRESERVATION COMMISSION RESOLUTION  
597 FARMINGTON AVENUE  
HISTORIC PRESERVATION PROPOSAL**

**Whereas,** The City of Hartford Historic Preservation Commission reviewed the proposal to reface an existing monument sign and wall sign; and

**Whereas,** The structure is located within the Westend South National Historic District; and

**Whereas,** The structure is currently an office use in a Queen Anne/Colonial Revival style built 1894; and

**Whereas,** The proposed work of refacing the wall sign, a sign with no previous approval is not consistent with the historic character of the building; and

**Whereas,** The proposed work of refacing the wall sign, a sign with no previous approval is not consistent with the Secretary of the Interior's Standards for Rehabilitation and City's Historic Design Principals;

Now therefore Be It

**Resolved,** The City of Hartford Historic Preservation Commission hereby denies the proposed refacing of the wall sign, a sign with no previous approval.

Be It Further,

**Resolved,** This 15th day of September 2021.