



**PRATTST**

# TENANT DESIGN STANDARDS

PRATT STREET

THE STEIGER BUILDING

## TENANT DESIGN STANDARDS

A new chapter unfolds on Pratt St., 200 years in the making. It's a local hub for diverse characters to gather day and night to share the happenings of Downtown Hartford or just a meal with friends. A place for storytellers and salsa dancers. Cigar aficionados and selfie enthusiasts. For innovative entrepreneurs and pre-game revelers.

It's where the people have as much charm as the building around them. Brick by brick, our story is in the details. Whether you visit our vibrant block on a weekend getaway or as a proud neighbor, Pratt St. speaks to everyone. **What will it say to you?**



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# 01

## INTRODUCTION

- 1.1 History of Pratt Street
- 1.2 Vision for Pratt Street
- 1.3 Purpose of Tenant Design Standards
- 1.4 Approval Requirements
- 1.5 Inspirational Images
- 1.6 Properties

### 1.1 HISTORY OF PRATT STREET

Pratt Street had its beginnings in the early 1800s, when the descendants of John Pratt, whose farmland included the area where the street now is, deeded the land to the city of Hartford. Pratt was well-known, serving as a representative at the first General Court of the colony in 1639.

The official '**Pratt Street Historic District**' of Hartford, Connecticut, encompasses all of Pratt Street, between Main and Trumbull Streets, in the city's downtown. This block, which includes 15 buildings (one of which faces Trumbull Street), is the only place in the city where its typical early 20th-century streetscape is retained. All of the buildings in the district were built between 1830 and 1928, a significant number of them designed by major local architects. The district was listed on the National Register of Historic Places in 1983.

These historic buildings are in commercial revival styles popular in that period. The one exception is the 1830 Spencer House at 76-78 Pratt Street, a two-story brick townhouse that is a reminder of the street's residential origin. During the mid 19th century to the early 20th century, storefronts became more common throughout the City of Hartford as specialized retail shops were established with Pratt street being a retail street that was flanked by larger department stores on Main and Trumbull Streets. The original purveyors produced distinctive building types. The establishment of small retail shops for dry goods and produce resulted in the characteristic smallscale buildings found in the Pratt Street Historic District.

With time, as cities and retail have evolved, the department stores closed and along with it many of the purveyors on Pratt Street changed over. With a series of modern improvements including the beloved engraved bricks that were installed and funded by the community in the mid-1980s, and ongoing investment in events and maintenance by the Hartford Business Improvement District, Pratt street has been embraced by the community as a space to be shared by all.

It is the only pedestrian-scaled commercial street in Downtown Hartford and often called 'the heart of Hartford'.

## 01 INTRODUCTION

### 1.2 VISION FOR PRATT STREET

Pratt Street is located in the very heart of Downtown Hartford, CT. This historic, one block, quasi-pedestrian mall is lined with quaint retail shops, rich architecture, and unique character.

An exciting vision for a reinvigorating Pratt Street experience is underway. Through improved and restored retail storefronts, renovated residential spaces, and curated programming, Pratt St is being rediscovered and will serve as the catalyst to re-energize the entire Downtown Hartford.

### 1.3 PURPOSE OF TENANT DESIGN STANDARDS (TDS)

This Tenant Design Standards (TDS) outlines the design criteria, procedures, requirements, and recommendations to aid you, the Retail Tenants of the Pratt Street Historic District in understanding the rules and regulations that must be followed when designing the renovation of your leased premises. These guidelines are designed to help make informed design decisions and get faster approval from Landlord, and are meant for everyone including Tenants, Architects, and Contractors who have a role in the design and construction of the retail tenant fit-outs and storefront upgrades.

#### GOALS

1. A smooth and seamless tenant coordination and approval process.
2. Reinforce and retain historic and distinctive character.
3. Produce first-in-class retail and restaurant spaces and experiences.
4. Enhance the pedestrian experience.

### 1.4 APPROVAL REQUIREMENTS

Each Tenant must be familiar with the intent, scope and detailed requirements of the Tenant Package before the design process begins. It is the Tenant and their Design Consultant's responsibility to visit the site and propose a plan that will meet the guidelines as outlined and illustrated. Plans, elevations and renderings included in the TDS are for reference only. **Each Tenant's design must be approved in writing by Landlord and permitted by all required governmental agencies before any construction begins. Submittal and approval procedures are outlined in Section 5 of this manual.**

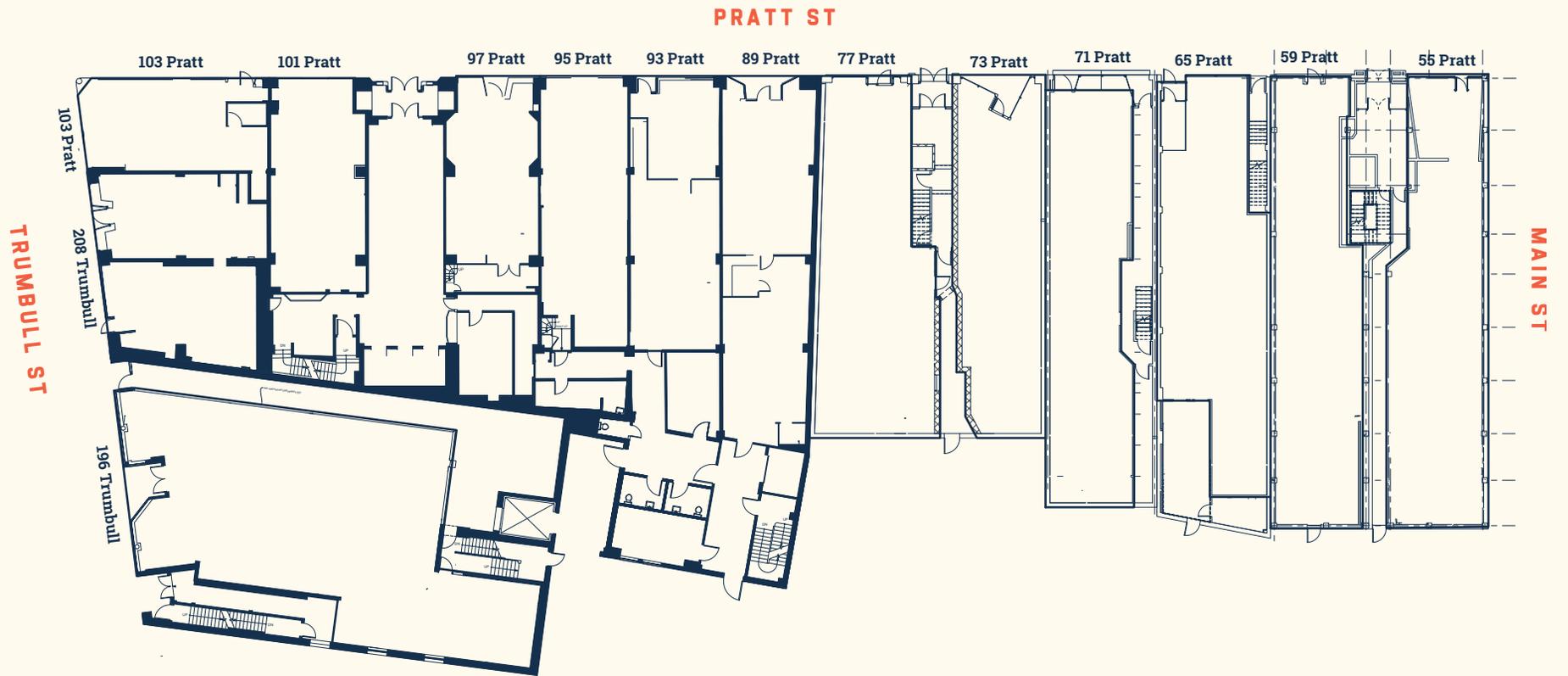
**Landlord reserves the right to amend or add to the information within this Tenant Design Criteria at any time and the Tenant will be obligated to abide by such changes upon notification.**

### 1.5 INSPIRATIONAL IMAGES

**Inspirational images shown in the TDS are intended to provide design inspiration and assist Tenants with visualizing the range of creative character and design Landlord deems as meeting its goals. As the examples are from different types of facilities, not all of them meet the specific technical requirements of this TDS, but they represent the creativity, level of expression, and general quality landlord expects. These examples are provided for reference only and are not to be directly copied or emulated.**

### 1.6 PROPERTIES

The properties subject to this Tenant Design Standard are owned by Shelbourne and its Partners, and are illustrated in the subjected drawings.





# 02

## HISTORIC CONSIDERATIONS

- 2.1 Historic Preservation Requirements
- 2.2 Historic Approvals
- 2.3 Historic Features and Inventory

### 2.1 HISTORIC PRESERVATION REQUIREMENTS

The properties subject to this Tenant Design Guidelines are all located within the Pratt Street Historic District and are listed on the National Register of Historic Places. **Due to this designation any change, alteration, or work to the exterior of the building is subject to review and approval by the City of Hartford's Historic Preservation Commission (HPC).** This includes altering storefront signage, exterior fixtures, doors, and windows. The intent of the City of Hartford's Historic Preservation Committee is to protect and preserve the City's landmark properties which possess architectural and historical significance as well as a distinct sense of place.

Additionally, these properties are participating in the CT Historic Rehabilitation Tax Credit Program as well as the Federal Historic Preservation Tax Incentives Program. **As such, ANY alterations, modifications, and changes made to the exterior as well as the interior of these properties are subject to historic preservation considerations. All work within these properties must comply with and receive approval from the CT State Historic Preservation Office (SHPO) as well as the National Park Service (NPS).**

All interior and exterior work, including outdoor signage, are subject to local code and zoning regulations irrespective of approvals received from the HPC, SHPO, and NPS.

## 02 HISTORIC CONSIDERATIONS

<b>UNDERLYING BASIS</b> Secretary of the Interior Design Standards Based on information provided @ <a href="https://www.nps.gov/tps/standards/rehabilitation.htm">https://www.nps.gov/tps/standards/rehabilitation.htm</a>	
<p>The following Standards for Rehabilitation are the criteria used to determine if a rehabilitation project qualifies as a certified rehabilitation. The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction. To be certified, a rehabilitation project must be determined by the Secretary to be consistent with the historic character of the structure(s) and, where applicable, the district in which it is located. The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.</p>	
<b>1</b>	A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
<b>2</b>	The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
<b>3</b>	Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
<b>4</b>	Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
<b>5</b>	Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
<b>6</b>	Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
<b>7</b>	Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
<b>8</b>	Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
<b>9</b>	New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
<b>10</b>	New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

## 02 HISTORIC CONSIDERATIONS

### 2.2 HISTORIC APPROVALS

The Landlord, in conjunction with its Historic Preservation Consultant, is responsible for the submittal and approval process required by the City of Hartford's Historic Preservation Committee, SHPO, and NPS. The Tenant is required to submit plans for any proposed alterations or improvements, including storefront signage, to the Landlord. Proposed alterations and improvements should be considerate of any identified historic character defining features. **No work may begin until all required approvals are in place.**

**See Section 5 for more details regarding the Design Approval Process**

### 2.3 HISTORIC FEATURES AND INVENTORY

The following are some features of historic character located within tenant spaces. These features should be preserved and displayed at all costs. The inventory contained herein should not be construed as a final list. There may be additional, concealed features present that may become known during construction. These will require evaluation at that time. Furthermore, review of the proposed fit-out by the HPC, SHPO, and NPS may require adjustments with respect to any proposed treatments to the space and historic character defining features.

Areas of careful consideration are:

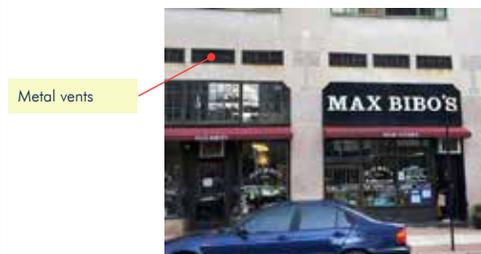
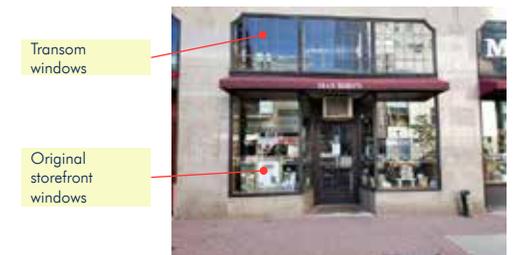
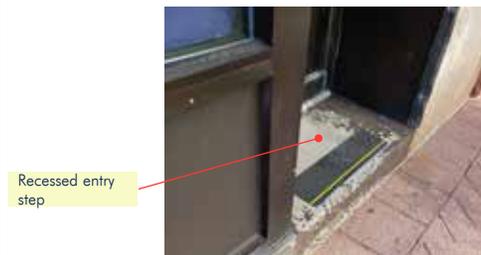
- Exterior
  - Storefront windows and doors
  - Outdoor signage,
  - Canopies, awnings, and blade signs
  - Outdoor lighting
  - Decorative metal vents
  - Paint
  - Wall penetrations
  
- Interior
  - Light fixtures
  - Exposed finishes
  - Ceiling finishes (plaster, plaster rosettes, metal storefront ceilings and associated trim and coffered ceilings)
  - Floor finishes
  - Wall finishes (plaster and wood paneling)
  - Mezzanines including associated components like railings and stairs
  - Trim (crown molding, window and door trim, baseboards)
  - Original architectural details

## 02 HISTORIC CONSIDERATIONS

### 208 TRUMBULL STREET

Retain and preserve the following character defining features:

- a. Plaster ceiling: Plaster ceilings exist throughout the space; retain and preserve.
- b. Drop ceiling beneath mezzanine level: If the existing drop ceilings are removed, notify Architect once the drop ceilings are removed so that the ceiling and any historic finishes can be documented and assessed.
- c. Walls: The walls are currently furred and finished with gypsum. If there are any plans to remove the furred walls for any reason, notify Architect once the walls have been removed so that the wall surface and any historic finishes can be documented and assessed.
- d. Transom windows above storefront windows: The multi-light transom windows above the storefronts shall be retained and preserved as well as any associated trim or plaster surrounds. There may be concealed transoms windows in the south storefront bay.
- e. Recessed entry and step: Retain and repair entry alcove step.
- f. Decorative metal vents at upper portion of west and north walls and six-light sash: There are metal grilles at the exterior and six-light wood sash at the interior.
- g. Storefronts: Any proposed changes to the storefronts must be reviewed and approved by the Architect.

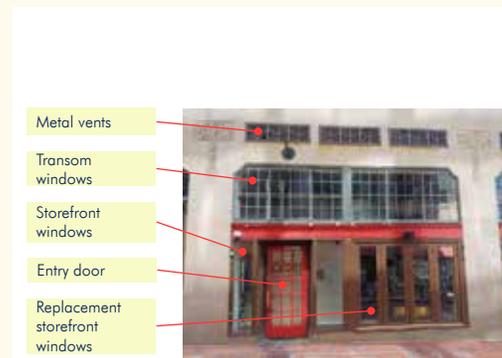
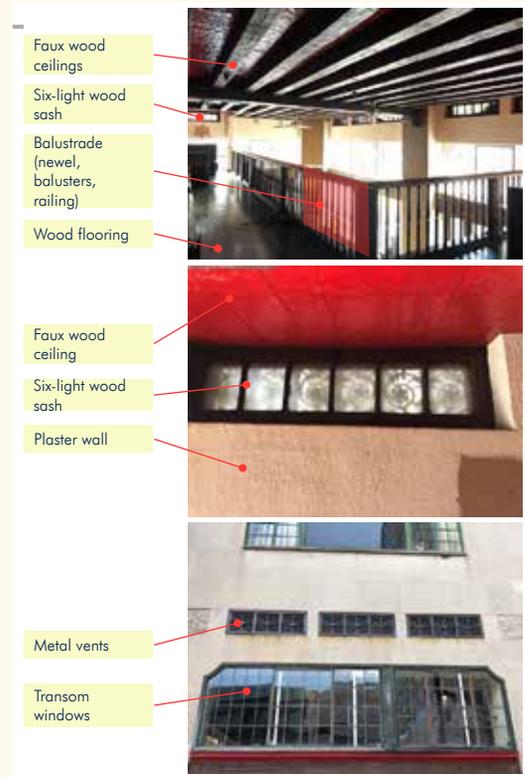


## 02 HISTORIC CONSIDERATIONS

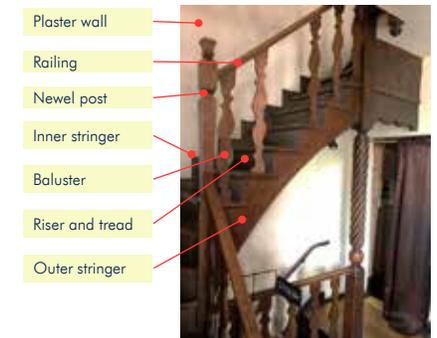
### 103 PRATT STREET

Retain and preserve the following character defining features:

- a. Faux wood ceilings: Decorative faux wood beams are applied to the underside of the concrete deck.
- b. Plaster walls: Plaster walls occur on the interior faces of exterior walls and demising walls. Surfaces of newer, internal partitions are likely sheetrock and are therefore not subject to retention.
- c. Mezzanine structure: Retain and preserve the mezzanine structure.
- d. Wood flooring at mezzanine level: Original wood flooring occurs at the mezzanine level.
- e. Wood stairs leading to mezzanine level and basement: Wood stair assembly including riser, treads and decorative wall (inner) and outer stringers.
- f. Balustrade at wood stairs and mezzanine: Balustrade components include newel posts, balusters and railings. The balustrade or guardrail at the mezzanine level is supported by a wood entablature with denticulated cornice; this feature shall also be retained.
- g. Transom windows: There are multi-light transom windows located above the storefront windows.
- h. Decorative metal vents at upper portion of west and north walls and six-light sash: There are metal grilles at the exterior and six-light wood sash at the interior.
- i. Storefronts: Any proposed changes to the storefronts must be reviewed and approved by the Architect.



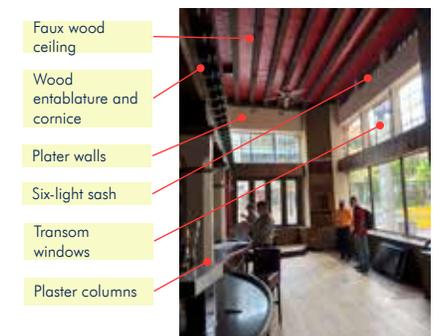
Storefront at Pratt Street



Storefront at Trumbull Street



Storefront at Pratt Street

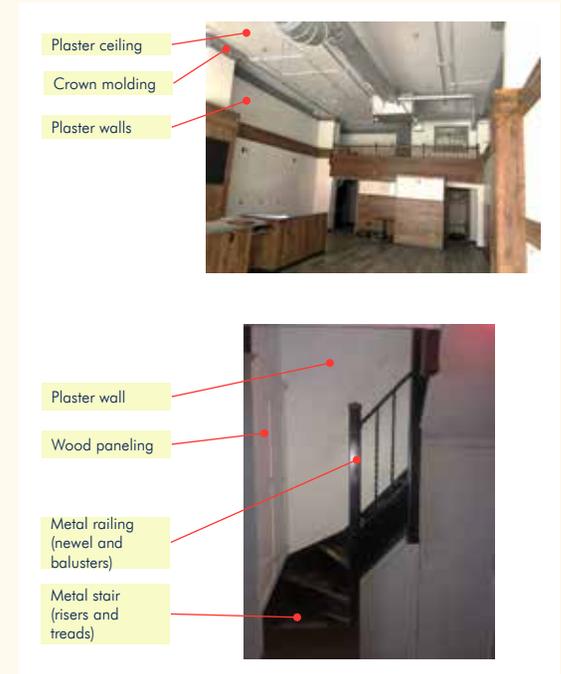


## 02 HISTORIC CONSIDERATIONS

### 101 PRATT STREET

Retain and preserve the following character defining features:

- a. Plaster ceiling: Plaster ceilings exist throughout the space; retain and preserve.
- b. Plaster walls: Plaster walls occur on the interior faces of exterior walls and demising walls. Surfaces of newer, internal partitions are likely sheetrock and are therefore not subject to retention.
- c. Crown molding: Original plaster crown molding extends around the perimeter of the ceiling.
- d. Mezzanine structure: Retain and preserve the mezzanine structure.
- e. Metal stair and balustrade leading to mezzanine: The metal stair assembly consist of metal risers, treads, stringer and metal balustrade (newel posts, balusters and railing).
- f. Wood paneling on mezzanine stair wall: Retain all wood paneling.
- g. Storefront-bay ceiling finish: Retain and preserve the ceiling finish and associated trim in the storefront bays.
- h. Decorative metal vents above storefronts.
- i. Storefronts: Any proposed changes to the storefronts must be reviewed and approved by the Architect.
- j. Storefronts: Any proposed changes to the storefronts must be reviewed and approved by the Architect.

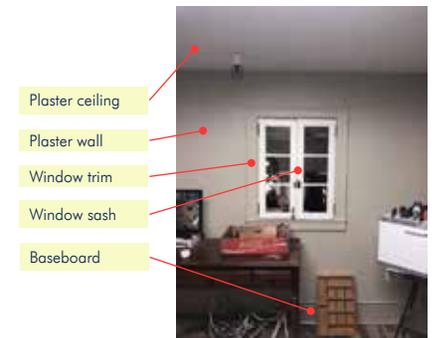
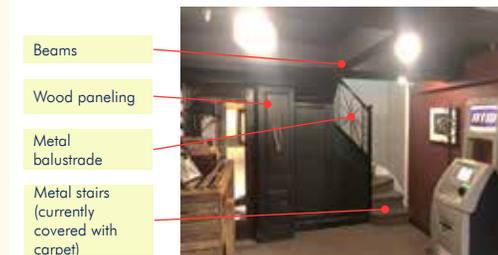


## 02 HISTORIC CONSIDERATIONS

### 97 PRATT STREET

Retain and preserve the following character defining features:

- a. Plaster ceiling: Plaster ceilings exist throughout the space along with plaster rosettes; retain and preserve.
- b. Plaster walls: Plaster walls occur on the interior faces of exterior walls, demising walls and at the mezzanine level. Surfaces of newer, internal partitions are likely sheetrock and are therefore not subject to retention.
- c. Crown molding and recessed coffered areas: Original plaster crown molding extends around the perimeter of the ceiling. Recessed coffered areas are adjacent to the storefront-bays, between the angled walls.
- d. Mezzanine structure: Retain and preserve the mezzanine structure.
- e. Metal stair and balustrade leading to mezzanine: The metal stair assembly consist of metal risers, treads, stringer and metal balustrade (newel posts, balusters and railing).
- f. Wood paneling on mezzanine stair wall: Retain all wood paneling.
- g. Exposed beams: The supporting beams beneath the mezzanine level are exposed and have trim. The beams need to remain exposed.
- h. Mezzanine: The mezzanine level features plaster ceilings, walls and crown molding and retains original window sash, and window and door trim.
- i. Storefront-bay ceiling finish: Retain and preserve the ceiling finish and associated trim in the storefront bays.
- j. Decorative metal vents above storefronts.
- k. Storefronts: Any proposed changes to the storefronts must be reviewed and approved by the Architect.

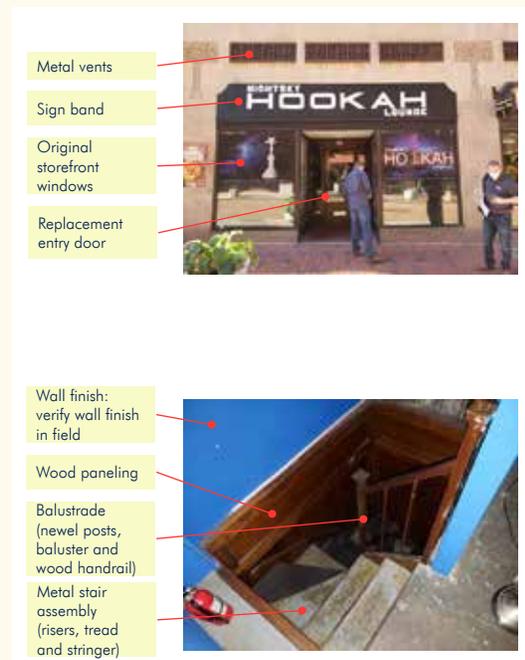


## 02 HISTORIC CONSIDERATIONS

### 95 PRATT STREET

Retain and preserve the following character defining features:

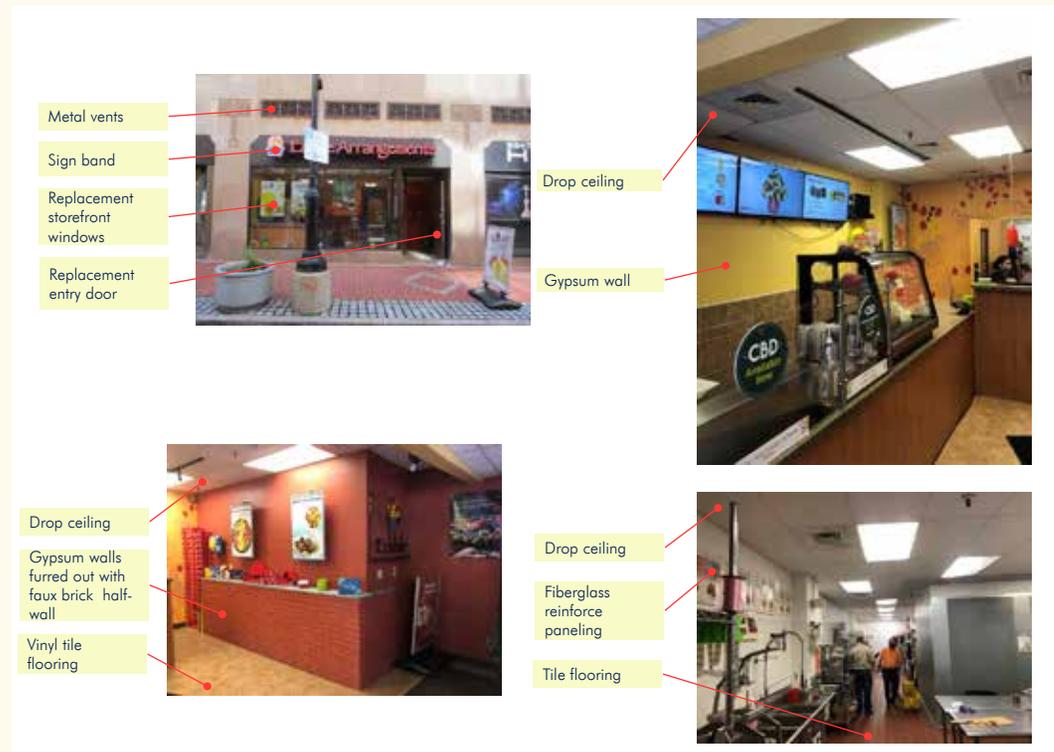
- a. Plaster ceiling: Plaster ceilings exist throughout the space; retain and preserve.
- b. Plaster walls: Plaster walls may exist behind furred walls on the interior faces of exterior walls and demising walls. Surfaces of newer, internal partitions are likely sheetrock and are therefore not subject to retention.
- c. Crown molding: Original plaster crown molding extends around the perimeter of the ceiling.
- d. Mezzanine structure: Retain and preserve the mezzanine structure.
- e. Metal stair and balustrade leading to mezzanine: The metal stair assembly consist of metal risers, treads, stringer and metal balustrade (newel posts, balusters and wood railing). The stringer, baluster and newel are painted with a faux wood graining.
- f. Wood paneling on mezzanine stair wall: Retain all wood paneling.
- g. Decorative metal vents above storefronts.
- h. Storefronts: Any proposed changes to the storefronts must be reviewed and approved by the Architect.



## 02 HISTORIC CONSIDERATIONS

### 93 PRATT STREET

The space has been built-out with modern finishes that include gypsum walls, drop ceilings, tile and vinyl flooring and fiberglass reinforced paneling(FRP) in the kitchen/prep area. The extent of original finishes are not known. Therefore, if any renovations are planned for this space that include removal of these modern finishes, notify the Architect of intent of removal and/or to renovate so that additional investigation can be conducted and/or a proper rehabilitation plan that includes retention of historic features can be put forth.



## 02 HISTORIC CONSIDERATIONS

### 89 PRATT STREET

The space has been built-out with modern finishes that include gypsum walls, drop ceilings, and vinyl flooring. The extent of original finishes behind gypsum walls and drop ceilings are not known. However, it is likely that there are some plaster walls. All wall finishes need to be field verified. If any renovations are planned for this space that include removal of these modern finishes, notify the Architect of intent of removal and/or to renovate so that additional investigation can be conducted and/or a proper rehabilitation plan that includes retention of historic features can be put forth.







# 03

## EXTERIOR

- 3.1 Exterior Overview
- 3.2 Storefront/Outdoor Signage
- 3.3 Awnings
- 3.4 Blade Signs
- 3.5 Streetfront Furniture & Displays
- 3.6 Storefront Areas

### 3.1 EXTERIOR PRECEDENT, INSPIRATION IMAGES



### 3.1 EXTERIOR OVERVIEW

Paramount to the success of the updated retail environment is the incorporation of new and improved outdoor signage, outdoor seating, and storefront facades. Landlord has invested in restoring the historic storefronts and has drafted criteria to help guide Tenants on signage types and locations to maintain design integrity and encourage creativity within the block.

While Tenants should be creative and original in their design efforts, incorporating quality light fixtures and creative signage, all Tenants, including those with established corporate design standards will be expected to follow these guidelines to assure compatibility with neighboring Tenants and the overall image of the street.

Landlord has inventoried all the Leased Premises and created a preliminary list of historic character defining features that must be maintained or restored during Tenant upfit. This list is thorough but is not guaranteed to be comprehensive, SHPO and NPS have final say on elements that must be maintained or restored as part of Tenant Improvements.

**Storefronts:** Landlord is restoring storefronts. Tenant will only be responsible for adding furnishing, signage, and lighting on exterior façade. If tenant wishes to make additional changes to the exterior storefront, (Ex: painting entrance door) they may submit changes to Shelbourne for consideration. If Landlord approves, the Historic Consultant will submit to SHPO for review and approval.

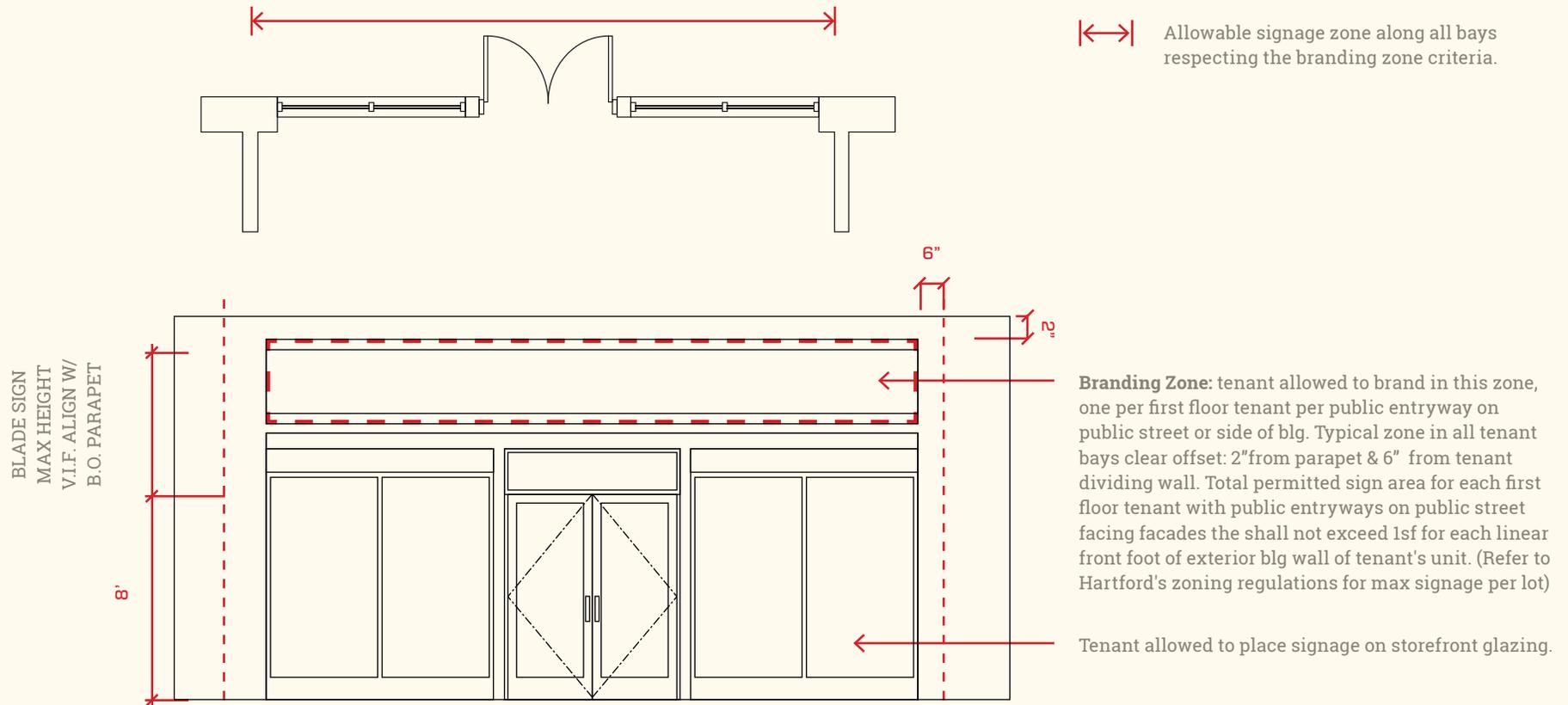
## 03 EXTERIOR

### 3.2 STOREFRONT/OUTDOOR SIGNAGE

- a. Signage is subject to Landlord and both SHPO and NPS review and approval. Please confirm awning is allowed prior to commencing design.
- b. Tenant will be required to install at least one permanent sign at their leased premises.
- c. Signage may be located in the zones shown on the illustrated graphics included here. Approved signage placement varies based on façade location.
- d. In the case of a space with two sides of exposure, additional identification signs are permitted, subject to local jurisdiction allowances.
- e. Signage should be treated with as much design creativity and focus by the Tenant as the rest of the design concept and represent industry-leading, state-of-the-art creativity and impact. Signage and Graphics proposals that, in Landlord's judgment, do not accomplish these goals will be rejected. Landlord encourages signage that is creative, three dimensional and expressive of the Tenant's brand image, merchandise or service while contrasting with adjacent Tenant's signs to provide differentiation.
- f. Signage verbiage shall include trade name and logo. If other descriptive text is desired, Landlord must approve it.
- a. When proposing new signs, Tenants should refer to historic precedent. Furthermore, new signs should be designed according to the guidance in Preservation Brief 25: The Preservation of Historic Signs: <https://www.nps.gov/tps/how-to-preserve/briefs/25-signs.htm>
- b. Allowable sign types
  1. Acceptable materials include painted, metal, wood, acrylic, glass or other approved materials with painted, specially treated or exposed finishes. Plastic and PVC signs are discouraged. Tenant may suggest other types of signs for Landlord consideration.
  2. Signage may be applied to the glass as cut vinyl or hand painted application.
  3. Lit signs may be installed inside the windows. No 'off the shelf' or 'mass produced' open signs will be permitted. Signage must match branding. (cross reference question in section 4.8.k)
  4. Painted signs may be allowed on the masonry in some instances. No portion of the storefront may be painted without approval from Landlord, SHPO and NPS and the City.
  5. A-frames are encouraged. They must be designed to represent the unique theme of the Tenant. No plastic A-frames will be permitted. Where text is to change regularly on A-frames, chalk and chalk pens are permitted, as are professionally printed graphics. No neon pens will be allowed.
- c. Sign Lighting
  1. Lit signs are required on exterior.
  2. Installation and power is the responsibility of Tenant. Power to illuminate signs should run to Tenant's panel within the Leased Premises.
  3. Tenant must submit drawings detailing method of power supply and installation for approval.
  4. Signs may not employ exposed raceways, ballast boxes, transformers, crossovers, or conduits. Exception: real neon signs may have visible, exposed electrical but should try to conceal it where possible and must be submitted to Landlord for approval.
  5. All Tenant sign lighting shall be illuminated during hours of operation. Lighting after hours is also required but may be at a reduced level.
- d. Not allowed
  1. Banner signage is not allowed
  2. Internally lit acrylic 'strip center' signs are not permitted.
  3. Animated component signs and signs employing moving or flashing lights are not permitted.
  4. Surface-mounted box or cabinet-type signs are not permitted.
  5. Formed plastic or injection molded signs, or vacuum formed letter signs are not permitted (exception may be made for reuse of antique).
  6. Signs fabricated from simulated materials such as wall coverings, stone or wood-grained plastic laminates are not permitted unless approved by Landlord.
  7. Posters, non-Tenant branded stickers (ex: visa/Mastercard or AAA membership stickers), taped paper signs are not permitted
  8. 'Off the shelf' neon 'open/closed' signs are not permitted
  9. Direct Lighting fixtures are not permitted
  10. Credit card signs or symbols, decals are not permitted

### 03 EXTERIOR

#### 3.2 STOREFRONT/OUTDOOR SIGNAGE



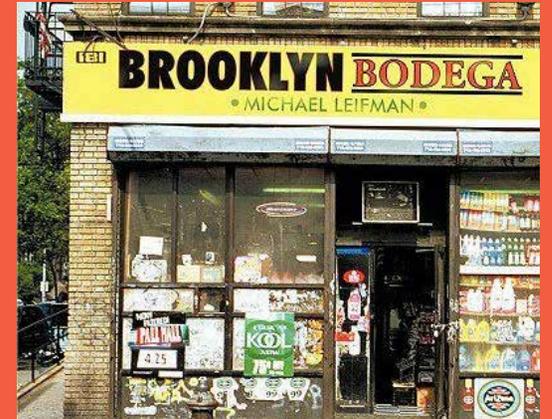
## 03 EXTERIOR

### 3.2 SIGNAGE: OUTDOOR

DO



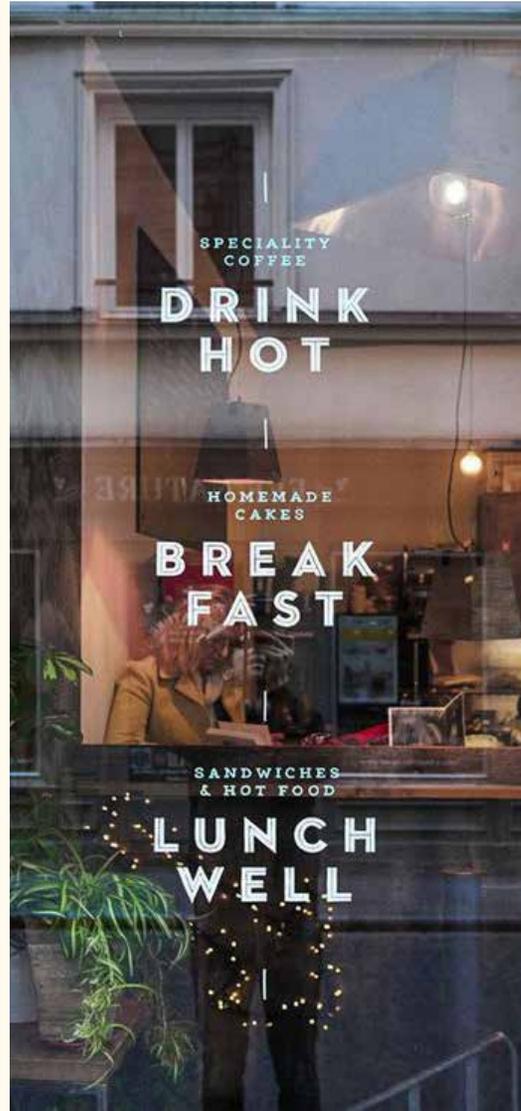
DON'T



### 03 EXTERIOR

#### 3.2 SIGNAGE: GLASS APPLICATION

##### DO



##### DON'T

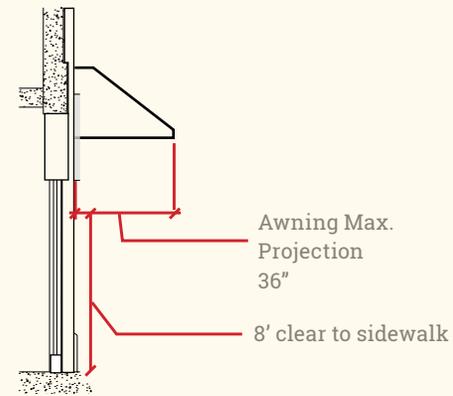


## 03 EXTERIOR

### 3.3 AWNINGS

Awnings are subject to Landlord and both SHPO and NPS review and approval. If no awnings are present, historic photographs and drawings can be used to determine if an awning existed or an earlier awning configuration. Please confirm awning is allowed prior to commencing designs. Proposed canopies must be done in accordance with Preservation Brief 44: The Use of Awnings on Historic Buildings, Repair, Replacement and New Design: <https://www.nps.gov/tps/how-to-preserve/briefs/44-awnings.htm>

- a. Permissible materials for the awnings are steel, fabric, wood, polycarbonate.
- b. Tenants who take ground floor space are only allowed awnings on ground floor.
- c. Awnings to project a maximum of 36" from facade. See diagram.
- d. Awnings must be 8 feet clear to sidewalk. See diagram.



#### PRECEDENT EXAMPLES OF HISTORICAL AWNINGS



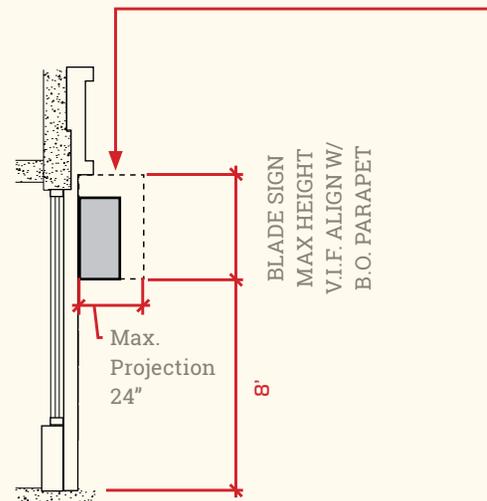
#### PRECEDENT EXAMPLES OF MODERN AWNINGS



## 03 EXTERIOR

### 3.4 BLADE SIGNS

- a. Depending on SHPO and NPS approval, Tenants will be entitled to have one two-sided blade sign located on the façade of their Leased Premises. Typically located on the column at the entry side of storefront. Side to be agreed upon by Landlord.
- b. The blade sign support armature, light fixtures, power, sign panel and connections to armature shall be designed, furnished and installed by Tenant.
- c. Indirect lighting only.
- d. The blade sign light fixtures shall be maintained (cleaned and relamped) by Tenant.
- e. The sign face graphics must be consistent with the graphics of the Tenant's brand.
- f. The maximum blade sign weight is dependent upon individual storefront. Engineering, fabrication and installation is the Tenants responsibility.
- g. Blade sign panel and brackets may be of any shape, we encourage creativity and differentiation from neighboring tenants.
- h. Materials: Wood or metal channel letters, paint, wood signs, laser cut signs
- i. Size and placement
  1. Bottom of blades signs must be 8' clear to sidewalk
  2. Blade signs may protrude up to 24" from face of storefront
  3. Maximum height of sign to be Verified in the field (VIF) to align with bottom of parapet
  4. Pratt Street blade signs have a maximum area of 3 square feet



Blade sign: max size for each projecting sign is 20 sf per face. Max size of projecting signs when mixed with other sign types, or when utilized for multiple tenants on one lot, is 6sf per face. (Refer to Hartford's zoning regulations for max signage per lot.)

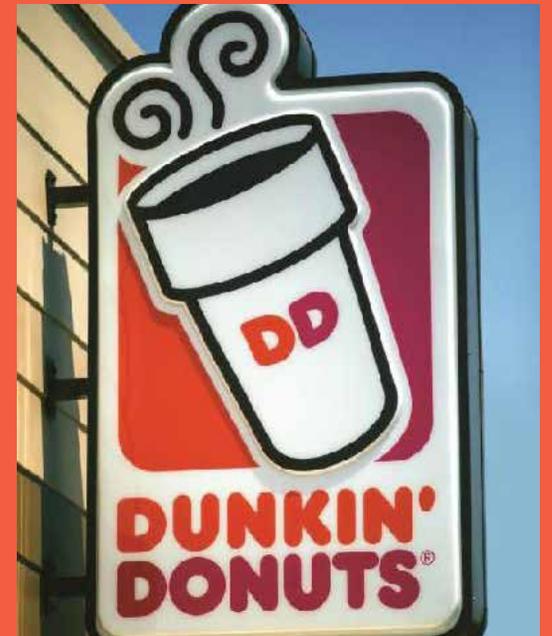
### 03 EXTERIOR

#### 3.4 BLADE SIGNAGE

DO



DON'T



## 03 EXTERIOR

### 3.5 STREETFRONT FURNISHINGS & DISPLAY

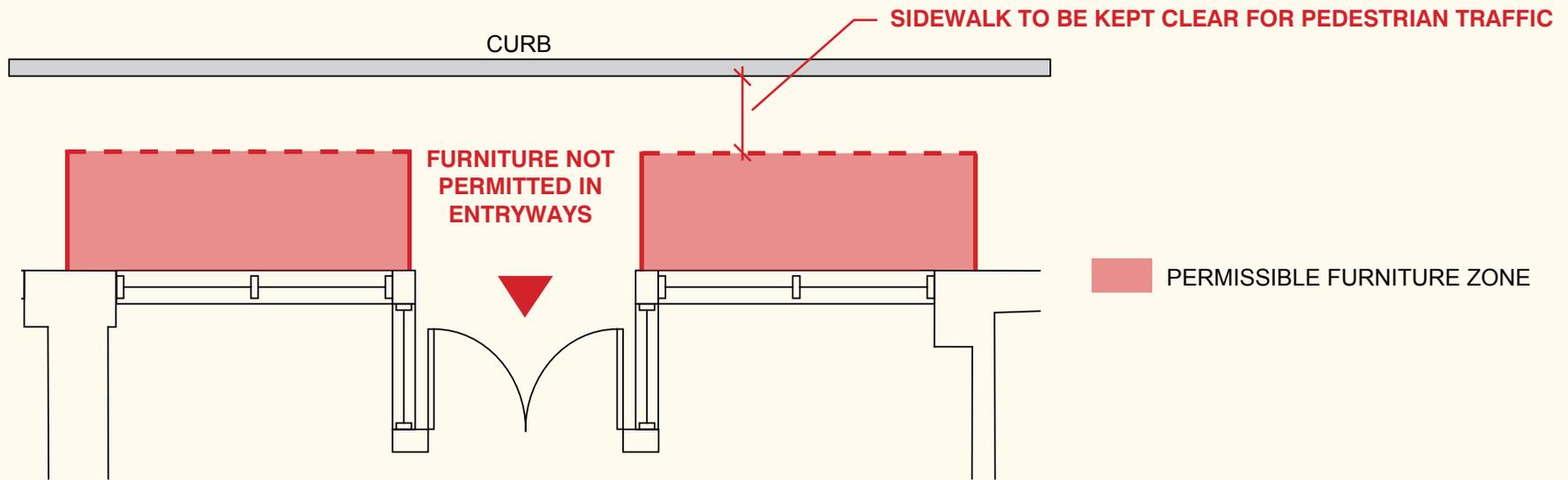
- a. All outdoor furniture, planters, and displays require prior Landlord approval.
- b. Permissible furnishings only allowed in front of tenant space.
- c. All outdoor furniture and signs must be located so that traffic flows of sidewalk pedestrian traffic in and out of the store is not impeded.
- d. Plastic A-frames/sandwich boards are not allowed.

### PRECEDENT IMAGES OF SCALE AND QUALITY OF FURNISHINGS AND DISPLAY



**03 EXTERIOR**

**3.5 STREETFRONT FURNISHINGS & DISPLAY**



## 03 EXTERIOR

### 3.6 STOREFRONT AREAS

- a. Tenant is encouraged to design its Leased Premises so that it can be closed without the use of security shutters, grilles, cables or other closures at the lease line that present an unwelcome appearance when the store is not in operation.
- b. Closures when used, such as grilles and/or shutters, must allow visibility into the merchandise even when closed. And when opened, shall be concealed within the design of the Leased Premises.
- c. The Storefront areas are specifically reserved for creative product presentation. All areas exposed to the public view are especially subject to Landlord review and approval. Particular attention shall be paid by the Tenant to the visual organization of the Storefront. All finishes, graphics, signs, materials, and methods of presentation are subject to Landlord approval.
- d. Tenant is not to modify or penetrate the exterior storefront without approval from Landlord.
- e. The painting of wood doors and windows should not be undertaken by the Tenant.
- f. Display fixtures or merchandise, either temporary or permanent, must be placed behind the Tenant's entry door closure line after hours.
- g. Merchandise racks and display features must not block customer traffic flow in and out of the store.
- h. Windows are to be kept open, clear and free of any obstructions so that the public can see into stores. Displays may be intentionally designed to house displayed merchandise in windows as long as there is visibility into the store.
- i. Full-height display fixtures or display fixtures that are closed are not permitted in front of windows.
- j. Tenant is required to take advantage of the storefront glass display area and incorporate into the design of the sales area. Decorative merchandise display is allowed and encouraged in front of a window wall. Items not allowed in front of glass.
  1. Storerooms, offices and similar spaces in front of window walls is not allowed.
  2. Walls are not to be constructed in front of window walls.
  3. No stacking/storage of goods against a window wall is permitted.
- k. Lighting greatly influences the perception of storefronts and displays. It also distinguishes the well-designed retail environment from background and support areas. Landlord does not provide lighting for Tenant Storefronts. General illumination will not be adequate to light Storefront merchandise.
- l. Night lighting shall be provided inside the first 18" of the storefront to ensure a safe and engaging consumer environment 24/7.
- m. No speakers are to be installed on the bordering Tenant demising walls or within. Sound systems from within the Tenant's space are not permitted to transmit sound into Landlord's common area or the City street without permission.
- n. Television monitors are not permitted without permission.
- o. All lighting is subject to SHPO and NPS review and approval.
- p. Tenant is encouraged to change storefront displays seasonally to enhance the

### 03 EXTERIOR

#### 3.6 STOREFRONT AREAS: PRECEDENT WINDOW DISPLAY

DO



DON'T







# 04

## INTERIOR

- 4.1 General Design Standards
- 4.2 Interior Signage
- 4.3 Fixtures And Merchandise Display
- 4.4 Menu Boards
- 4.5 Back Of House & Food Service Areas
- 4.6 Demising And Partition Walls
- 4.7 Wall Finishes
- 4.8 Floor Finishes
- 4.9 Ceiling Finishes
- 4.10 Lighting

### 4.1 GENERAL DESIGN STANDARDS

- a. The interior design of each Leased Premises, as viewed from the Street, must convey the unique character and sense of identity for each Tenant. Tenant should creatively employ visible walls, ceilings and floors to act as a dramatic backdrop in its merchandising efforts. The use of special features, tasteful props and displays is encouraged to project Tenant's concept image through the storefront and attract customers into the Leased Space.
- b. Tenant is responsible for maintaining any historic surfaces, elements or materials as determined by SHPO.
- c. Tenant will be expected to take a fresh and innovative look at how its space can best be designed to present world-class sophistication in a casual yet stylish manner while honoring or restoring elements of historic character.
- d. Creative adaptations of retail designs are strongly encouraged within the requirements of the TDS.

## 04 INTERIOR

### 4.1 GENERAL DESIGN INTERIOR EXAMPLES



## 04 INTERIOR

### 4.2 INTERIOR SIGNAGE

- The following guidelines and restrictions apply to the fabrication and installation of signage within the Leased Premises.
- Permanent or temporary interior signage specifying products and prices must be designed, constructed and executed with quality and professional standards of fabrication.
- Commercially produced graphics for nationally produced and merchandised products are generally unacceptable.

### INTERIOR SIGNAGE INSPIRATION



## 04 INTERIOR

### 4.2 INTERIOR SIGNAGE

DO



DON'T



## 04 INTERIOR

### 4.3 FIXTURES AND MERCHANDISE DISPLAY

- a. Landlord reserves the right to approve all materials and finishes used within the Leased Premises, including merchandise display fixtures.
- b. Displays should be attractive, but must not interfere with the egress or access to the Leased Premises.
- c. Mass merchandising, slatwall, or the use of general (logoed) merchandising concepts supplied by national brands is not permitted without demonstrating to Landlord that it enhances the design experience.
- d. Fixtures must be of high quality, wood, laminate, stone, iron, steel or other suitable material as approved by Landlord. Repurposed furniture is permitted for merchandise display.
- e. Merchandise that is to be displayed outside the store must be rolled inside after hours and must be acceptable looking through the glass after hours.
- f. Landlord encourages storefront displays of merchandise. Storefront must present a clean, uncluttered appearance. Excess supplies in boxes must be stored out of sight of the public.
- g. Layout of the store and fixture locations (both permanent and movable) are explicit requirements and as such must be included in the submittal and receive approval, as provided herein. Landlord will not permit “reshuffling” or additional fixtures or signs (either permanent or movable) unless their design and location receive written approval prior to installation.
- h. Counter surfaces must be durable and not mar or scratch under normal use unless the design theme includes a worn or aged look.
- i. The front counter must present a clean, uncluttered appearance.
- j. Food service equipment, beverage dispensers, point-of-sale (POS), and other equipment must be concealed from view as much as possible unless decorative (ex: Italian espresso machines) or well displayed.
  1. Open storage or paper goods, packaging, and supplies visible to the public is not permitted unless approved by Landlord as part of the intentional branding by Tenant. Where paper and serving supplies are visible to the public, they must be intentionally displayed in attractive bins, shelves, containers. Excess supplies in boxes must be stored out of sight of the public.
  2. Separate countertop stations in seating areas may be provided.
  3. Sneeze guards and/or tray slides, when required, must be custom designed as an integral part of the front counter and be constructed of glass and stainless steel or brass, or similar if approved by Landlord.

## 04 INTERIOR

### 4.3 FIXTURES AND MERCHANDISE DISPLAY

DO



DON'T



## 04 INTERIOR

### 4.4 MENU BOARDS

- a. Menu boards should be integrated into the overall design and kept current at all times.
- b. The menu board shall be of proper size, color and illumination level to be readily visible.
- c. Adjustable track lighting or wall mounted decorative arm lights directly above the menu board is an acceptable means of illumination for the menu board.
- d. Internally illuminated menu boards are not allowed. Neon pen menu boards are not allowed. "Fast Food" like menus with photos of food are not allowed.
- e. Video screens are strongly discouraged for menu boards and require Landlord approval.
- f. All menu boards and photos of menu items should be professionally designed, fabricated and be integrated within the Tenant's graphics and merchandising design.
- g. Restaurants may have a storefront mounted menu display case. Cases must be designed in keeping with the Tenant's theme or the storefront architecture and the details are subject to Landlord approval. Internal lighting of display cases is encouraged.



## 04 INTERIOR

### 4.5 BACK OF HOUSE & FOOD SERVICE AREAS

- a. Wall openings between the sales area and the service area must be kept to a minimum. Pass-through openings shall be designed to block view into the service area.
- b. General stock must be contained within the stockroom areas specifically designed for this purpose. All stock shall be hidden from public view. No open warehouse storage of boxed materials will be permitted.
- c. Any activities that involve the final preparation of food from raw or partially prepared ingredients shall be concealed from public view.
- d. Tenant must provide a full height Partition Wall separating the sales area from the kitchen, service and storage area to shield views into the service area. Where open display kitchen concepts are desired by Tenant, the kitchen (where food is to be cooked, not prepared), is the only portion of the BOH to be visible from the seating area and Common Area.

### 4.6 DEMISING AND PARTITION WALLS

- a. Demising Walls between Tenants or Common Areas shall be maintained. No penetrations may be made to demising walls without Landlord, and SHPO and NPS approval.
- b. Tenant must seal around all structural shapes, ducts, pipes and other penetrations through the Demising Walls in an airtight manner.

### 4.7 WALL FINISHES

- a. All wall surfaces within the Leased Premises visible to the public must be finished in an acceptable manner. Historic wall finishes may require restoration or specialty contractors.
- b. Original walls that retain original finishes like plaster, and any associated crown molding and trim shall be retained and preserved. Applying non-historic finishes like wall coverings or moldings that didn't exist historically will create a sense of false history and are therefore not considered appropriate; however, accent walls with reversible treatments may be considered. The use of paint colors appropriate to the period of the building's construction is encouraged. Avoid painting previously unpainted millwork. Repairing deteriorated plasterwork is encouraged.
- c. Materials that should be used sparingly or with clear design intention include the following:  
Wood grained or simulated pattern plastic laminates
  1. Pegboard or corkboard
  2. Plywood
  3. Particleboard
  4. MDF
  5. Carpeting on walls
  6. Overly extensive use of mirrors
  7. Slatwall
  8. Rubber base
  9. Simulated pattern plastic laminates
  10. Any other material as determined by Landlord.
- d. Wall treatments should be finished at the floor with a durable base. Durable quality base materials may be of the following materials:
  1. Wood
  2. Stone
  3. Ceramic tile
  4. Any other material as determined by Landlord
  5. Vinyl or rubber base will not be permitted in areas of the Leased Premises visible to the public.

## 04 INTERIOR

### 4.7 WALL FINISHES

### INSPIRATION IMAGES



## 04 INTERIOR

### 4.8 FLOOR FINISHES

- a. New floor finishes must be compatible with the building's historic character. It is unlikely that any faux LVT product will be appropriate pending details of what the historic floor finishes were throughout the building. All floor finish details must be provided for review and approval prior to installation.
- b. A suitable floor finish must be provided by Tenant at all public areas of the Leased Premises.
- c. Floor finish materials that are not permitted in areas of the Leased Premises visible by the public include quarry tile, rubber/vinyl flooring or vinyl composition tile. LVT may be considered by landlord.
- d. Tenant shall prepare the interior slab as required to provide a smooth, sound substrate to receive tenant finishes.
- e. If an expansion joint occurs within the Leased Premise, it shall be Tenant's responsibility to install the finish floor material to meet this joint in a flush alignment. Landlord will not be responsible for any damage caused to the finished floor material installed over expansion joints.
- f. Tenant must install waterproof membrane beneath tile floor in all kitchen, food prep, dish washing, restroom and bar locations. Tenant must ensure flooring in all kitchen and food prep or washroom locations is watertight.

## 04 INTERIOR

### 4.8 FLOOR FINISHES

Restoring original hardwoods, terazzo and concrete are always acceptable and it's understood that imperfections will remain. When installing new flooring, tile and hardwood are preferred over all synthetic or composite flooring. Refinishing or replacing hardwoods if beyond repair is acceptable.

### INSPIRATION IMAGES



## 04 INTERIOR

### 4.9 CEILING FINISHES

#### GENERAL

- a. The minimum clear height for ceilings must meet code.
- b. Tenants should inspect spaces to determine opportunities for higher ceiling areas and potential conflicts with existing obstructions.
- c. Approved ceiling systems for any area visible to the public include the following:
  1. Painted gypsum board or plaster
  2. Historic ceilings; typically wood, tin or plaster
  3. Special or custom designed ceiling trellis, panels or open grids.
  4. Painted Exposed Structural/HVAC – in seating and merchandise areas only. Food preparation areas must have a hard lid and easily cleanable surface above.
- d. Acoustical ceiling tile systems are not permitted in the sales area; however, they may be used in the storage rooms and other such areas and may not be visible from sales and dining areas. Any vertical, beveled, or other type fascia shall be drywall, cement plaster, wood, tin or other ‘real’ material subject to Landlord’s approval.
- e. A wide opening ceiling may be considered based on its design merits should it incorporate other elements such as suspended ceiling panels, bulkheads, etc. These elements add character to interior store design. Should an open ceiling concept be approved, all structural, mechanical, and electrical elements above the sales area are to be cleaned, painted, and built in compliance with code and plenum return requirements.
- f. Ceiling suspension systems may not be fastened to the underside of the piping or ductwork above. All fastening devices must be secured to the structure above.
- g. Combustible materials of any type are not permitted above the finished ceiling.
- h. The ceiling in certain locations within the Leased Premises may need to be accessible to allow Landlord to access existing equipment valves, controls, Wi-Fi, DAS and Fire Suppression System, etc. Where Tenant installs finished ceiling, Tenant must provide access panels or access panels shall be installed at Tenant’s expense.
  - i. All Ceilings constructed below equipment systems such as air handler units, VAV boxes and isolation valves must allow access to that equipment to complete routine maintenance and repairs such as filter change outs, coil removal and repair, condensate drain clearing, belt replacement, etc. The space under these access points must be easily cleared to allow Landlord or contractors to use ladders or lifts to access this equipment.
  - j. Tenant shall attach ceiling wires to structural members only. Attachment to the deck or other infrastructure is prohibited unless otherwise approved by Shelbourne.
  - k. Ceiling materials within the design control zone shall be gypsum, wood, tin, or other hard surface material. Open ceilings will be considered for approval. Acoustical ceilings are not permitted.
  - l. Sprinkler heads in the ceiling shall be the fully recessed with cover plates matching the adjacent surface where possible.

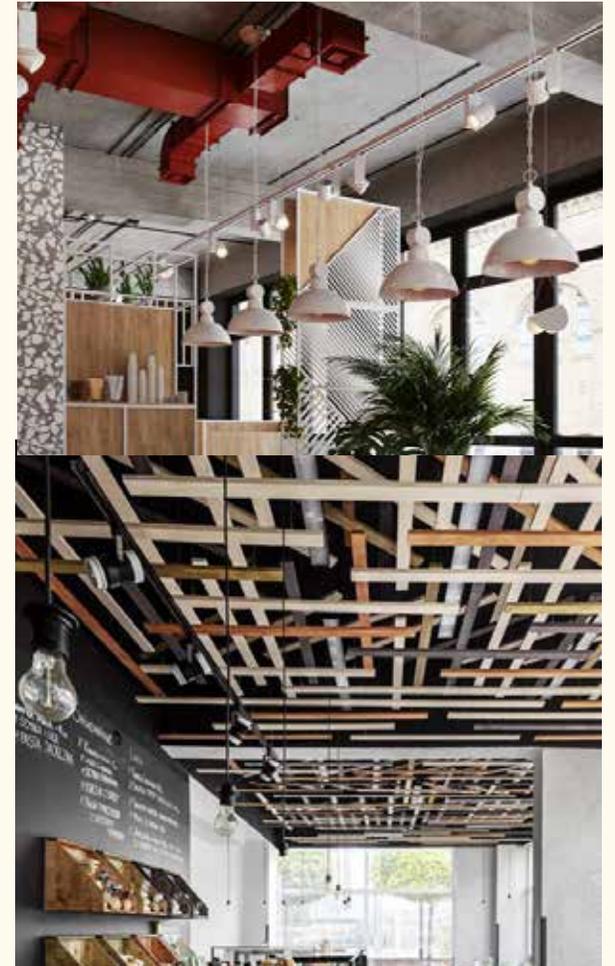
#### FOR HISTORIC TAX CREDIT PROJECTS

- m. New ceiling finishes must be compatible with the building’s historic character. Historic plaster ceilings must remain exposed, or limited areas of dropped gypsum board should be used. MEP systems must be installed in a manner that has minimal effect on the historic character of the buildings. Revised finish details and systems plans must be provided for review and approval. In locations of limited ceiling drops, section drawings must be provided to illustrate the relationship between the historic ceiling height and proposed. .
- n. Tenants should inspect spaced to determine if restoring the original ceiling height is possible and if potential conflict with existing obstructions existing.
- o. Historic Ceilings should remain exposed (plaster, wood, pressed metal) Where new ceilings are required, painted gypsum is acceptable. In limited instances like over a register or seating area, special or custom designed ceiling trellis, panels or open grids may be allowed. Painted Exposed Structural/HVAC – In seating and merchandise areas only. Food preparation areas must have a hard lid and easily cleanable surface above.

## 04 INTERIOR

### 4.9 CEILING FINISHES

#### INSPIRATION IMAGES



## 04 INTERIOR

### 4.10 LIGHTING

- a. Interior lighting fixtures, other than recessed lighting, should be in keeping with the historic character of the building. Any new supplementary lighting necessary to meet lighting requirements should be designed and placed inconspicuously to avoid detracting from the historic lighting and architecture.
- b. Careful attention should be paid to lighting design as an integral part of the overall interior to enhance the brand and mood of the space.
- c. Where historic ceiling finishes exist, Tenant shall take care to reduce number of penetrations and cuts to existing ceiling materials, especially plaster, tin and wood ceilings.
- d. If compact fluorescent lighting is used, it shall only be permitted in back of house spaces not visible to the public. LED lighting is preferred. All fluorescent lighting shall utilize lamps which provide color-corrected light appropriate for a retail environment (3000-3500K).
- e. General lighting fixtures should provide a minimum of an 82 Color Rendering Index (CRI) for all lamps.
- f. Surface or pendant-mounted LED track and track lighting fixtures installed for accent lighting may be used, especially where historic ceilings may make recessed fixtures challenging.
- g. The track and fixtures shall be painted to match the ceiling color of Leased Premises unless tenant can demonstrate design intent to differ.
- h. Lighting that provides focus on merchandise displays and general "sparkle" or 'drama' to the space is encouraged.
- i. Decorative type lighting, i.e., LED or fluorescent pendant units, chandeliers, or wall brackets, are encouraged to facilitate the Tenant's established identity based on their design theme.
- j. All self-illuminated showcases and display cases must be adequately illuminated and ventilated.
- k. Night lighting shall be provided inside the first 18" of the storefront to ensure a safe and engaging consumer environment 24/7. Lighting must be energy efficient and long lasting, preferably LED.
- l. Exposed conduit may be used where existing historic ceilings make adding electrical challenging. Conduit should be painted to match ceilings and walls unless intentionally designed as an accent.
- m. Mercury vapor or high pressure sodium lamps, coated metal halide lighting, strobe, spinner chase or moving types of lighting are not permitted.
- n. The installation and use of automated lighting controls is encouraged for back of house applications where lighting is not required constantly (i.e. office, washrooms, storage) and/or does not compromise the health and safety of the employees and the space.

## 04 INTERIOR

### 4.10 LIGHTING

#### DO



#### DON'T

Fluorescent ceilings and LED light boxes are not allowed on shop floor.







# 05

## DESIGN APPROVAL PROCESS

- 5.1 Design Approval Process Introduction
- 5.2 Submittal Process
- 5.3 Preliminary Design Review
- 5.4 Final Design Submission
- 5.5 As-Builts

### 5.1 INTRODUCTION

The Design Approval Process starts when the tenant or its representative submits a completed Design Review application and drawings in electronic PDF format to describe the scope of work. This usually starts with the Preliminary Design Set. Landlord will review and comment on this and the Final Design Set.

#### **Construction Requirements:**

All proposed designs must comply with applicable local, state and federal regulations. All materials and construction must meet all applicable building codes (Health code, ADA, etc.)

- a. Prior to undertaking any work on state and federal tax credit projects, Tenants must submit an Amendment to Landlord for the entire fit-out including MEP plans and receive approval from both SHPO and NPS.
- b. Tenant is solely responsible for costs or impacts incurred by failure to follow the above.
- c. Tenant is solely responsible for work of Tenant's contractor; any failure by Tenant's contractor to follow any and all requirements of this TDS, or other Landlord requirements shall be deemed failure by Tenant.
- d. Once design is approved, Tenants must apply for and obtain all required permits, insurance certificates and provide proof of such to Landlord before beginning any construction in the leased premises. Where required, such permits are to be posted at the site, and a set of the permit drawings kept on site for reference. Permit Drawings must also be submitted to Landlord.

## 06 DESIGN APPROVAL PROCESS

### 5.2 SUBMITTAL PROCESS

Landlord and its consultants will review the drawings and issue their approval of the design concept, revisions, or comments in writing within 14 business days of the submission date. Should changes be required, the Tenant must resubmit the drawings until approved.

- a. Landlord reserves the right to approve all materials and finishes used within the Leased Premises, including merchandise display fixtures.
- b. Tenant is responsible to provide the associated design calculations, design documents, etc. to indicate compliance to the applicable portions of the code if applicable.
- c. Any installation that does not conform to the criteria, Landlord's review notes, or have Landlord's prior written approval will be removed by Landlord at the Tenant's expense. Any costs incurred by Landlord with regards to such actions are subject to a 15% administration fee. Landlord shall not be held responsible for the condition, storage, or the return of any such removed installation. Landlord shall not be held responsible for any loss of goods or loss of business as a result of these actions. All items removed will be disposed of at the time of removal. The costs of such disposal shall be charged back to the Tenant, including all administration fees.

### 5.3 PRELIMINARY DESIGN SUBMISSION

- a. Preliminary design submission involves submittal of the design concept for approval. Tenants proposing to carry out any construction/renovation in leased premises must first submit the design to Landlord for preliminary approval.
- b. All drawings to be submitted in PDF format.
- c. The preliminary design submission consists of the following:
  1. Key plan with unit number (PDF format)
  2. Coloured 3D rendering/perspectives of the Interiors (PDF format)
  1. Elevation and typical cross-sections with proposed signage of the Storefront at a suitable scale sufficient to allow understanding of design details (PDF format)
  1. Basic construction floor plan and reflected ceiling plan (PDF format)
  2. Signage design and signage finishes (PDF format)
  3. Sample board: A complete digital material/colour sample board with project name, date of submission, and LABELED physical sample of cross-reference material specifications must be submitted to the Landlord. Pictures, scans of material samples, or loose material samples are not a substitute to physical material samples.

Note: Preliminary approval is for concept only. Final Submission is required for commencement of construction or the manufacturing/ordering of materials, store fixtures and signage. No approval will be provided without a Preliminary submission, and the Tenant is NOT to proceed with full working drawings until the Preliminary submission has been fully approved. Landlord will not be held responsible for any additional costs incurred should the Tenant proceed without first receiving written approval.

## 05 DESIGN APPROVAL PROCESS

### 5.4 FINAL DESIGN SUBMISSION

- a. Upon Landlord's written approval for the preliminary design submission, the Tenant is required to provide final construction drawings reflecting the approved design concept. All drawings submitted to Landlord for final design review must be stamped / signed by a licensed Interior Designer or Architect prior to submission. The design must conform to the requirements of the local building code and the local authorities having jurisdiction, including historic compliance if applicable.
- b. Final Drawing Submission and specifications shall include the following as a minimum requirement:
  1. Demolition plan of existing partitions and fixtures where applicable;
  2. Floor plan and interior elevations, including merchandising display unit details and furniture selections;
  3. Storefront elevation and all proposed signage, planters, railings and furnishings;
  4. Reflected ceiling plan showing ceiling materials, location and types in legend format of all lighting fixtures, locations of all special electrical equipment, location of mechanical diffusers and return air grilles, and location of all access panels;
  5. Interior finishing schedules and material sample board; Drawings must include complete material specifications, including manufacturer's name and product number and complete schedules of all equipment and fixtures to be installed. Where antiques are being used, submit precedent images.
  6. Signage manufacturer's shop drawings;
  7. Custom fixture/furniture shop drawings;

### 5.5 AS-BUILTS

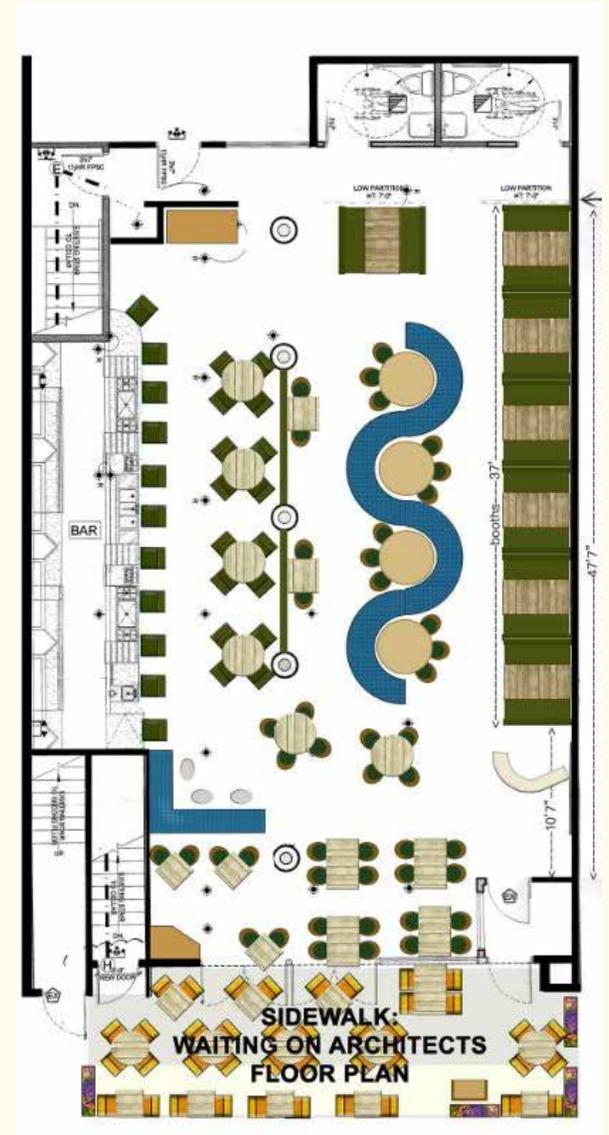
Upon store completion the Tenant is required to supply Landlord a copy of a complete set of As-Built drawings including Architectural, Mechanical, Electrical, and Structural in BOTH full size PDF and Auto CAD format.

- c. Documents for each submittal phases outlined above shall be sent to:

Shelbourne  
c/o Michael Seidenfeld  
2362 Nostrand Ave. Suite 7  
Brooklyn, NY 11210

## 05 DESIGN APPROVAL PROCESS

### 5.4 SUBMISSION EXAMPLES: PLANS, FINISHES, RENDERING



The Hartford  
Courant  
Since  
1764



A Joint Project of:



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