



# PRATTSE

## TENANT DESIGN STANDARDS ABRIDGED VERSION

Prepared for City of Hartford's Historic Preservation Commission

A Joint Project of:





# PRATT STREET AERIAL VIEW



# TRUMBULL STREET ELEVATION



103 Pratt

208 Trumbull

208 Trumbull

196 Trumbull



# PRATT STREET ELEVATION



55 Pratt

59 Pratt

65 Pratt

71 Pratt

73 Pratt

77 Pratt

89 Pratt

93 Pratt

95 Pratt

97 Pratt

101 Pratt

103 Pratt

## 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.

## 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**

## 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

## 208 TRUMBULL STREET

Transom windows

Original storefront windows



Recessed entry step



Transom windows may exist below sign panel

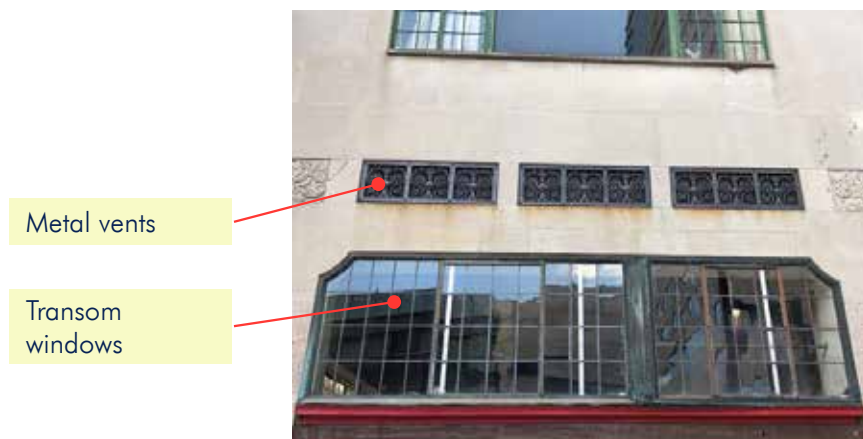
Replacement storefronts



Metal vents



## 103 PRATT STREET



Metal vents

Transom windows



Metal vents

Transom windows

Storefront windows

Entry door

Replacement storefront windows

Storefront at Pratt Street



Transom windows

Original storefront windows

Storefront at Pratt Street



Transom windows

Replacement storefront windows

Replacement door set within original wood frame with decorative side panels

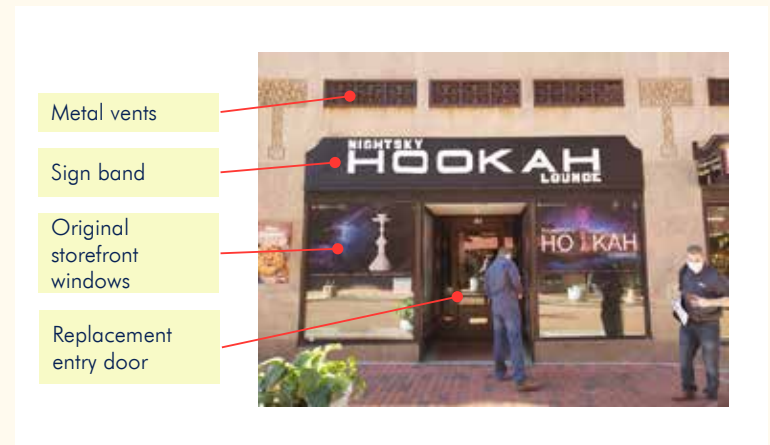
Storefront at Trumbull Street



## 97 PRATT STREET



## 95 PRATT STREET



## 93 PRATT STREET



## 89 PRATT STREET





# EXTERIOR

## 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.

## EXTERIOR PRECEDENT, INSPIRATION IMAGES



## STOREFRONT/OUTDOOR SIGNAGE

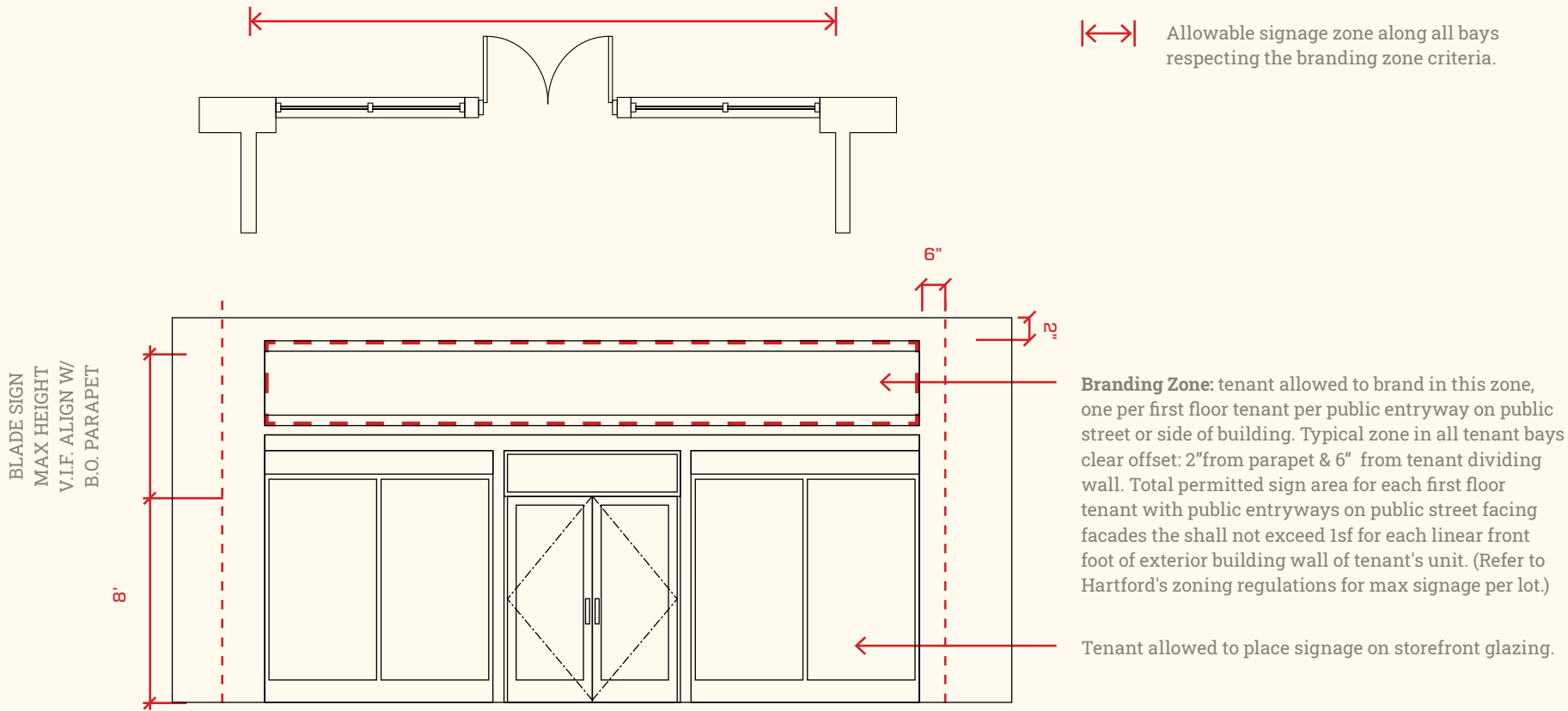
- a. Signage is subject to Landlord and both SHPO and NPS review and approval.
- b. For all outdoor signage, refer to pages 248-255 of the Zoning Regulations as of 06052020 PDF document: Land Use and Zoning: <https://www.hartfordct.gov/Government/Departments/DDS/DDS-Divisions/Planning-Zoning>.
- c. Tenant will be required to install at least one permanent sign at their leased premises.
- d. Signage may be located in the zones shown on the illustrated graphics included here. Approved signage placement varies based on façade location.
- e. In the case of a space with two sides of exposure, additional identification signs are permitted, subject to local jurisdiction allowances.
- f. 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.
- g. Signage verbiage shall include trade name and logo. If other descriptive text is desired, Landlord must approve it.
- h. Glass applied signage may not cover more than 1/3 of the glass surface.
- i. 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>
- j. 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.

- k. 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.
- l. 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



STOREFRONT/OUTDOOR SIGNAGE

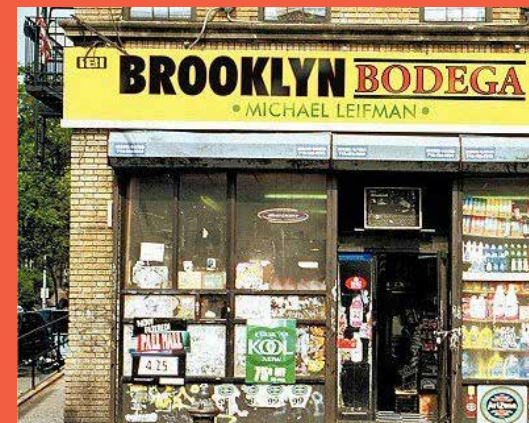


## SIGNAGE: OUTDOOR

DO



DON'T





## SIGNAGE: GLASS APPLICATION

DO



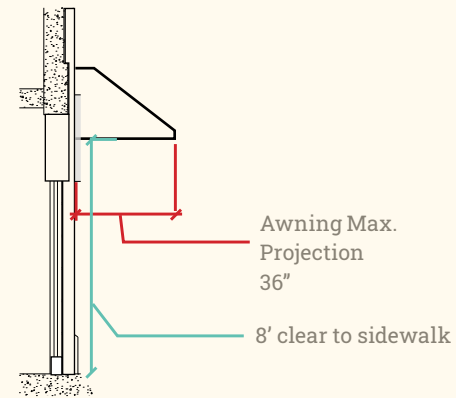
DON'T



## AWNINGS

Awnings are subject to local zoning, Landlord, and Historic Preservation Committee approvals. 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>

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



## PRECEDENT EXAMPLES OF HISTORICAL AWNINGS



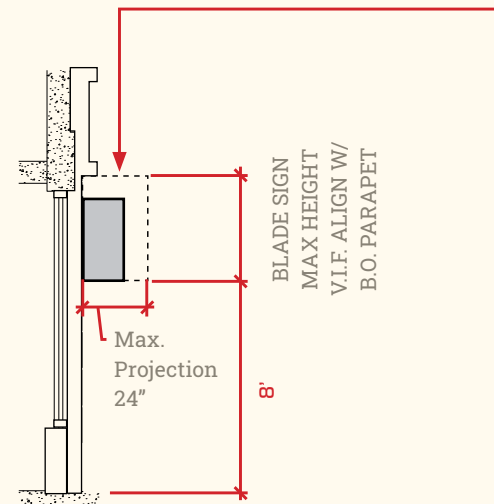
## PRECEDENT EXAMPLES OF MODERN AWNINGS





## BLADE SIGNS

- a. Blade signs are subject to local zoning, Landlord, and Historic Preservation Committee approval.
- b. 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.
- c. The blade sign support armature, light fixtures, power, sign panel and connections to armature shall be designed, furnished and installed by Tenant.
- d. Indirect lighting only.
- e. The blade sign light fixtures shall be maintained (cleaned and relamped) by Tenant.
- f. The sign face graphics must be consistent with the graphics of the Tenant's brand.
- g. The maximum blade sign weight is dependent upon individual storefront. Engineering, fabrication and installation is the Tenants responsibility.
- h. Blade sign panel and brackets may be of any shape, we encourage creativity and differentiation from neighboring tenants.
- i. Materials: Wood or metal channel letters, paint, wood signs, laser cut signs
- j. 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.)

## BLADE SIGNAGE

DO



DON'T





## 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



## STOREFRONT AREAS: PRECEDENT WINDOW DISPLAY

DO



DON'T







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