



DEPARTMENT OF DEVELOPMENT SERVICES – PLANNING DIVISION

REPORT: 1477 Park Street, Hartford, CT 06106

For consideration: November 18, 2020

STAFF REPORT

TO: HARTFORD PRESERVATION COMMISSION
FROM: Kate Montgomery, Consultant
Email: oneplan@hartford.gov

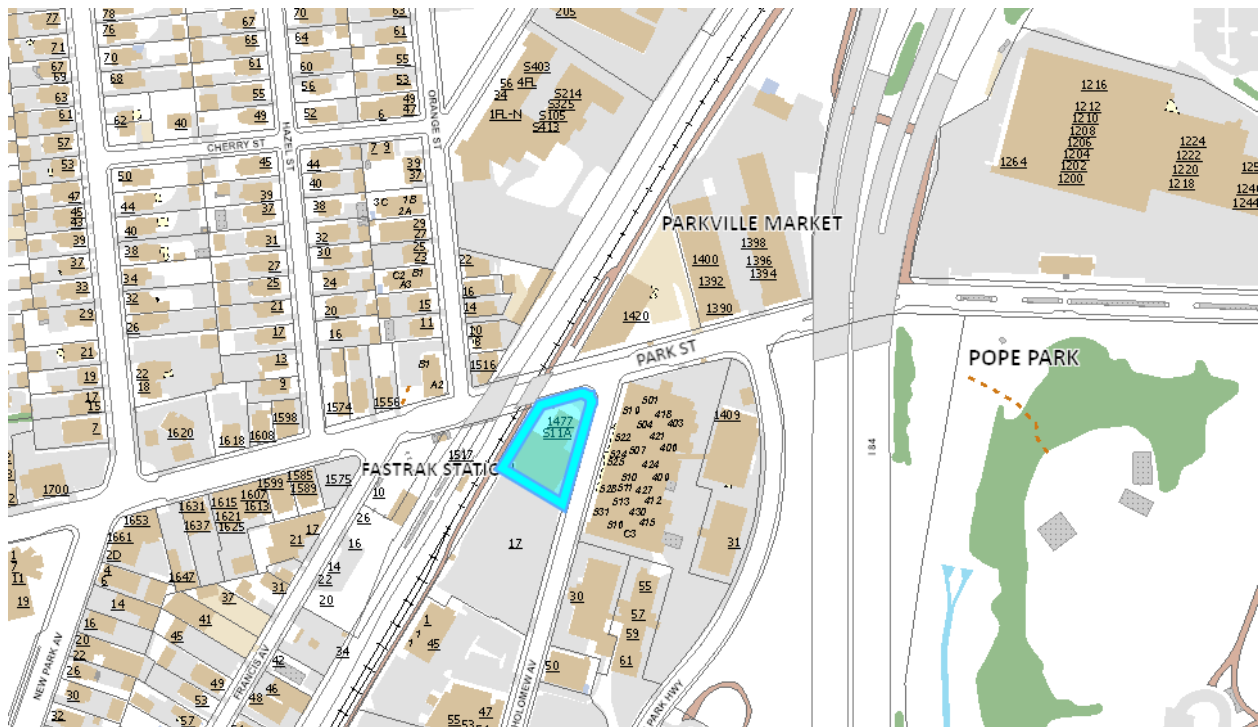
PROJECT: 1477 Park Street
PARCEL ID: 159-485-062
ENERGOV ID: COMM-2020-0269

ZONE: CX-1, TOD Overlay **HISTORIC DISTRICT:** Parkville Industrial Historic District

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

APPLICANT: Hilary Rudenauer / Advocacy Unlimited, Inc.

OWNER: Carlos Mouta / 1477 Park Street H, LLC.



Location Map

BACKGROUND INFORMATION

This front facing, side-gable, 3-story brick industrial building was originally constructed in 1895 with a third story addition added in 1910. The building is referred to as the “Hartford Rubber Works Company Brick Mill industrial building” in the Nomination and is an important structure to the Parkville Industrial National Historic District. The building has undergone many changes in use over the last several years as is evident by the changes in signage on the structure.

Proposed Project: The applicant is tenant in the building and seeks historic approval of an approximately 34” x 130”, or 30 SF, internally illuminated cabinet wall sign that reads “Toivo Holistic Healing & Stress Management” with a white background, black text, and purple and green Toivo logo. From the description on the website, Toivo is a “peer-run, non-profit initiative that includes statewide classes, workshops and a center for holistic healing and stress management. Donation-based offerings include yoga, meditation, qigong, sound healing, laughter yoga, drumming, creative expression, healing arts, support groups and more.”

The sign has been installed. This request is for retroactive historic approval. Work was done without permits and the installation of the subject sign is the subject of a zoning enforcement complaint.

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 37- “*Façades*” of the adopted ***Guidelines for Renovations and Additions to Historic Buildings*** “*On appropriately renovated buildings the original details, materials and scale have been retained. The addition of inappropriate details and materials can erode the original character of the building.*”

According to page 39- “*Storefronts*” of the adopted ***Secretary of the Interior’s Standards for Rehabilitation***; “*Using inappropriately scaled signs and logos or other types of signs that obscure, damage, or destroy remaining character-defining features of the historic building.*” is NOT recommended.”

FINDING OF FACTS

CURRENT USE:	Mixed Use	PROPOSED USE:	Mixed
YEAR BUILT:	1895 with 1910 addition	STYLE:	Industrial vernacular

Particular Mention in historic nomination: Page 18, 19 of the National Register of Historic Places, Parkville Industrial Historic District Nomination state:

“On the west side of Bartholomew directly opposite the United States Rubber Company Factory is the oldest surviving building once associated with the Hartford Rubber Works Company (Photograph 25 [in the nomination, attachment 3]). Designed by notable Hartford architect, George Keller, the three-story structure at 1477 Park Street was built as an office and factory for the Hartford-based rubber manufacturer in 1895 and consists of a standard brick mill design with ashlar brownstone block foundation; red-brick masonry walls; front-facing pitched roof; stepped parapet; and a three-story, cross-gable rear block. The building’s entry is centered on its three-bay façade (north elevation) and consists of a tall round-arched opening with recessed brick surround, half-

round fanlight, and brownstone hood mold. Fenestration throughout the building has rough-cut brownstone sills, the windows on the façade being in paired or tripartite arrangements.”

Section 7, page 39 lists the structure as:

“Hartford Rubber Works Company. Brick mill industrial building, 1895. George Keller, architect (Hartford). Three-story red-brick industrial building with front-facing and side-gabled roof. Northern wing raised from two to three stories in 1910. Latter work completed by George Zunner, architect (Hartford), and A.L. Hills, builder.”

Current Conditions: This building is in fair condition.

Condition of other properties in neighborhood: The period of significance for the Parkville Industrial National Historic District is 1860-1964 and many of the structures are in fair to good condition today. Nearby buildings in this portion of the district are examples of vernacular industrial buildings with some possessing Art Deco features. Other buildings in the district are Colonial Revival and Queen Anne Style.



Figure 1. Image from Applicant. View of the front of subject property. The subject sign of this application is above the first-floor window in the right side and was installed in February.

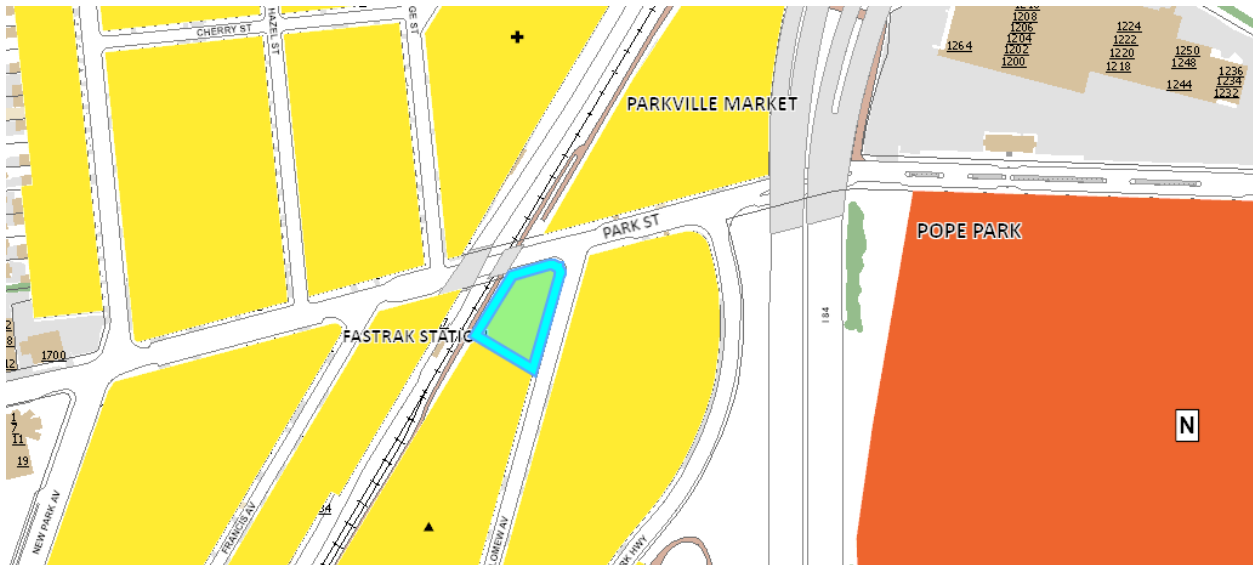


Figure 2. Hartford GIS. The buildings location is centered within the Historic District. Yellow is the Parkville National Historic District, Orange is the Frog Hollow National Historic District.



Figure 3. Taken by Staff, Nov. 2020. Depicts the front façade, which has lost some of its historic details, and the installed subject sign above the right window. The sign is not centered over the window due to the existing building mounted light. The sign is located just above the horizontal brick pattern lintels.



Figure 4. Taken by Staff, Nov. 2020. Depicts the building as viewed from the southeast corner of Bartholomew Ave.



Figure 5. Provided by applicant. The sign when illuminated at night. The building mounted lights do not appear on in this image.



Figure 6. Google Streetview, dated July 2018. View of previous signage on the subject property. An illuminated cabinet sign for Hog River Brewery on the building at 1429 Park Street is seen on the left.



Figure 7. Google Streetview, dated June 2019. Images of nearby buildings and signage within this historic district. Most existing signage is modern industrial in nature rather than matching the age of the structures. 1420 Park is non-contributing and the Bishop Ladder building is now Parkville Market.



Figure 8. Taken by Staff, Nov. 2020. Recently installed signage at Parkville Market replaces the “Bishops Ladder” signage on the front of the building diagonally across the street from the subject parcel. Not shown is an additional illuminated sign on the roof facing the highway.

COMMENTS RECEIVED

(None received as of November 5, 2020)

ANALYSIS

Despite the removal and loss of detailing on the existing façade, this building is in fair to good condition and contributes to the historic character through its symmetry, lintel and sill detailing, and stepped parapet. The subject sign could be better sized or located to honor the symmetry of the building, but due to the existing building mounted lights, centering this sign above the window in its current location is not feasible. The subject sign does not cover any significant architectural features. It is unclear whether the damage to the brick facade where the "Available Space" sign was is the result of that sign's installation or if it was a pre-existing condition of the building face.

The historically industrial district does not have a cohesive street wall or characteristic signage style but the existing signage is typically modern industrial. The materials of the sign which is the subject of this application is similar to others found in the district and does not negatively impact the character of the district.

Staff believes that the subject sign is not in conflict with the *Guidelines for Renovations and Additions to Historic Buildings* or the *Secretary of the Interior's Standards for Rehabilitation*. The sign shall be subject to zoning review after the historic commission renders its decision.

STAFF RECOMMENDATION

Staff recommends approval of this application.

A draft resolution follows.

ATTACHMENTS

1. Application and supporting documents.
2. Images from Applicant

REVIEWED,

Aimee Chambers, Director



**CITY OF HARTFORD
HISTORIC PRESERVATION COMMISSION RESOLUTION
1477 PARK STREET
HISTORIC PRESERVATION PROPOSAL**

- Whereas,** The City of Hartford Historic Preservation Commission reviewed the application for an illuminated wall sign on the building at 1477 Park Street; and
- Whereas,** The property is located in the Parkville Industrial National Historic District; and
- Whereas,** The structure is a 1895, brick mill industrial building designed by George Keller with end-gable, stepped parapet, 3rd floor addition on the north end dating to 1910 and by George Zunner, architect, and A.L. Hills, builder; and
- Whereas,** The applicant seeks approval of an approximately 34” x 130”, internally illuminated cabinet wall sign that reads “Tiovo Holistic Healing & Stress Management” with a white background, black text, and purple and green Tiovo lotus flower logo; and
- Whereas,** The subject sign does not cover any significant architectural features; and
- Whereas,** The proposed work does not conflict with the City’s Historic Design Principles;
- Now therefore Be It
- Resolved,** The City of Hartford Historic Preservation Commission hereby **approves** the proposed work.
- Be It Further,
- Resolved,** This 18th day of November 2020.

City of Hartford
Department of Development Services
Planning Division

Return Form to the Planning Desk at the
Licenses & Inspections Division Counter
860-757-9239
260 Constitution Plaza
Hartford, Connecticut 06103-1822



For Assistance Contact Planning Division
860-757-9040
250 Constitution Plaza, 4th Floor
Hartford, Connecticut 06103-1822
<http://planning.hartford.gov>

PLANNING AND ZONING APPLICATION

PLEASE CHECK THE ACTION(S) YOU ARE APPLYING FOR:

- | | | |
|---|---|---|
| <input type="checkbox"/> Zoning Appeal | <input type="checkbox"/> Approval of Location | <input checked="" type="checkbox"/> Historic Review |
| <input checked="" type="checkbox"/> Zoning Permit:
Signage/Use/Accessory | <input type="checkbox"/> Zoning Variance | <input type="checkbox"/> Lot Combination |
| <input type="checkbox"/> Site Plan | <input type="checkbox"/> Zoning Map Change | <input type="checkbox"/> Liquor Permit |
| <input type="checkbox"/> Subdivision/Lot Line Revision | | <input type="checkbox"/> Special Permit |

Receiving Federal Funds:

☐ Yes ☐ No

☐ Demo ☐ Add. ☐ Repair

1. PROPERTY INFORMATION

Property Address: 1477 Park Street, Suite 102 City: Hartford State: CT Zip Code: 06106
Zoning District: (<http://assessor1.hartford.gov/default.asp>) CX-1 Parcel ID: 159-485-062
Property Owner: 1477 Park Street A, LLC
Property Owner's Address: 2074 Park Street, Suite 101 City: Hartford State: CT Zip Code: 06106
Phone: 860-522-8000 Email: Carlos@Parkvillemgmt.com

2. APPLICANT

☐ Please check if "Applicant" is the same as "Property Owner"

Name of Applicant: Hilary Rudenauer/Advocacy Unlimited, Inc. File Date: _____
Address: 114 West Main Street, Suite 201 City: New Britain State: CT Zip Code: 06051
Phone: 860 549 2058 Email: hrudenauer@toivocenter.org

3. PRIMARY POINT OF CONTACT:

Name: Hilary Rudenauer
Phone: 860 549 2058
Email: hrudenauer@toivocenter.org

4. PROJECT NARRATIVE

Describe your application action(s) and provide as much detail as possible. Attach additional pages if necessary:

INSTALL INTERNALLY ILLUMINATED CABINET, PER SKETCH

**** Please complete the following sections as they pertain to the actions you are applying for. ****
 Be sure to sign the application in Section 5 on the last page.

A. COMPLETE IF APPLYING FOR ZONING MAP CHANGE:

Proposed Zone: _____

Describe the existing use of land and buildings in the zone change area:

Describe the proposed use of land and buildings in the zone change area:

Reason for this request: _____

B. COMPLETE IF APPLYING FOR ZONING APPEAL:

Are you an aggrieved party? (Check one): ☐ Yes ☐ No

Permit or Violation number: _____

State your reason for appealing the decision of the administrator or enforcement officer :

C. COMPLETE IF APPLYING FOR ZONING VARIANCE:

State the particular hardship* or unnecessary difficulty that prompts this application :

**A "hardship" as defined by the Connecticut State Statutes Section 8-6 whereby "with respect to a parcel of land where, owing to conditions especially affecting such parcel but not affecting generally the district in which it is situated, a literal enforcement of such bylaws, ordinances or regulations would result in exceptional difficulty or unusual hardship." Note that "mere financial loss does not constitute hardship warranting granting of variance [unless] loss is so great as to amount to confiscation of applicant's property, [a] variance might be justified."*

D. COMPLETE IF APPLYING FOR SUBDIVISION, LOT LINE REVISION, OR LOT COMBINATION**Lot Subdivision/Lot Line Revision:**

Number of new lots to be created: _____ Area of each of the new lots in square feet _____

Street frontage of each of the new lots in feet _____

Lot Combination:

Address of lots to be combined _____

Map/Block/Lot for each property to be combined: Map _____ Block _____ Lot _____

Map _____ Block _____ Lot _____

Map _____ Block _____ Lot _____

(Map/Block/Lot and address information can be found at <http://gis.hartford.gov/parcelviewer/index.html>)

E. COMPLETE IF APPLYING FOR HISTORIC REVIEW

IMPORTANT: HISTORIC COMMISSION APPROVAL MUST FIRST BE OBTAINED BEFORE ANY BUILDING OR DEMOLITION PERMIT WILL BE ISSUED FOR WORK ON HISTORIC PROPERTIES. NO WORK MAY BEGIN UNTIL A BUILDING PERMIT IS ISSUED

☐ Please check if photographs are included with application (required for certain projects)

Proposed work includes:
(Check all that apply)

<input type="checkbox"/> Repairs	<input type="checkbox"/> Addition	<input type="checkbox"/> New construction	<input type="checkbox"/> Demolition	<input checked="" type="checkbox"/> Other (specify) <i>signage</i>
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If proposing demolition, provide reason (attach additional pages if necessary):

Current materials being repaired/replaced: _____

Materials/products being used in work: _____

F. COMPLETE IF APPLYING FOR A SIGN PERMIT

1. Is this sign proposed outside of the Buildingline? ☐ Yes ☒ No
Maximum extension from the Buildingline: 0 ft. 6 in.

2. Is this sign proposed outside of the Streetline? ☐ Yes ☒ No
Maximum extension from the Streetline: _____ ft. _____ in.

3. Is this sign illuminated? ☒ Yes ☐ No

4. Engineer Name (if any): BIANCA SIGNS, Inc. Phone: 800-223-8778
Address: 1177 FAIR STREET 99 Newington Ave New Britain CT 06051

5. Minimum distance from lowest point of sign to sidewalk: 16 ft. _____ in.

6. Maximum height of sign from lowest established grade: 19 ft. _____ in.

7. Distance from the nearest outdoor sign: N.A. ft. _____ in.

8. Square feet of surface for one face of the sign: 30 SF ft. _____ in.

9. Wording on the sign (include all words): SEE SKETCH

Description of work (attach additional pages if necessary):

→ INSTALL CABINET ON FRONT FACADE

→ BLDG. FRONTAGE 35'

NOTE: Please submit two copies of all drawings drawn to scale. Sign drawings should include the dimension of the sign. Elevation of building should include the location of proposed and existing signs. Site plans should include the location of proposed and existing signs and their distance from Buildinglines and Property lines.

5. SIGNATURE(S)

By signing below, I certify that all work will be done in strict accordance with the LOCAL, STATE AND FEDERAL CODES. Further, all work covered by this application has been authorized by the owner of this property. No work shall commence until all determinations have been made and the proper permits have been obtained.

Signature of Applicant: [Signature] Date: 9/28/2020

Printed Name of Applicant: Hilary Rudenauer

Signature of Property Owner: [Signature] Date: 9/28/2020

Printed Name of Property Owner: Carlos Masta

34" x 130" Printed Trans.



Holistic Healing & Stress Management

- LEXAN FACING.
- TRANSLUCENT VINYL TEXT.
- COLORS TO MATCH.
- ALUMINUM CABINET.

AVAILABLE
860-236-6336


TOIVO
Holistic Healing & Stress Management

1477
PARK STREET

PREMISES
UNDER VIDEO
SURVEILLANCE
LOCAL BAJO
VIGILANCIA
DE VIDEO

FOR LEASE
2,000 Sq. Ft.

NEG IRON

AVAILABLE
860-236-6336


TOIVO
Holistic Healing & Stress Management

1477
PARK STREET

PREMISES
UNDER VIDEO
SURVEILLANCE
LOCAL BAJO
VIGILANCIA
DE VIDEO

1477
PARK STREET


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