

# DDS- Planning & Zoning: Plan Review Application



Submission date: **2 August 2022, 2:28PM**  
Receipt number: **906**  
Related form version: **2**

## Application Type

Check all that apply: **Special Permit**

## Property Information

Property Address: **100 Pearl Street No coordinates found**  
Zoning District: **DT-3**  
Parcel ID: **246-346-034**  
Property Owner: **SGS Pearl LLC**  
Address of Property Owner: **2362 Nostrand Ave, Suite 7**  
Email: **david@shelbourneco.com**

## Applicant

Name of Applicant: **Hartford Healthcare**  
File Date: **08/02/2022**  
Address: **1 State St No coordinates found**  
Phone: **860-696-6179**  
Email: **Dave.Casale@hhchealth.org**

## Primary Point of Contact

Name:	Dave Casale
Phone:	860-696-6179
Email	Dave.Casale@hhchealth.org

## Project Narrative

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

**Hartford Healthcare is proposing the installation of two dynamic displays, applied to the inside of the southern facing (Pearl St) and western facing (Trumbull St) facades of the newly constructed glass cube located at 100 Pearl St. The displays consist of a transparent LED film that would be applied to the inside of each window pane as shown in the attached plan. Attached is a site plan and an elevation plan, as well as specifications from the manufacturer, LG. Also included are examples of potential content, focused on community events and access.**

## Zoning Map Change Application

Proposed Zone:

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

Reason for this request:

## Zoning Appeal Application

Are you an aggrieved party?

Permit or Violation Number:

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

## Variance Application

Please state the particular hardship\* or unnecessary difficulty that prompts this application and the site the section of the zoning regulations that you are seeking relief from:

## Subdivision Application

Number of lots to be created:

Area of each lot in square feet:

Street frontage of each of the new lots in feet:

## Lot Combination Application

Addresses of lots to be combined

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

## Liquor Permit Application

Please upload a copy of your State of CT Liquor Permit below.

## Sign Permit Application

1. Is this sign proposed outside of the building line?

Maximum extension from building line:

2. Is this sign proposed outside of the street line?

Maximum extension from the Street line

3. Is the sign luminated?

4. Engineer Name (if any):

Phone:

Address:

5. Minimum distance from lowest point to the sidewalk:

6. Maximum height of sign from lowest point of established grade:

7. Distance from the nearest outdoor sign:

8. Square feet of surface for one face of the sign:

9. Wording of the sign (include all words):

Description of work (upload additional files if necessary)

Upload any supporting materials below.

[100 Pearl Dynamic Displays PZ 8-1-22.pptx](#)

## Signatures

Signature of Applicant



[Link to signature](#)

Printed Name of Applicant:

Dave Casale

Date:

08/02/2022

**If you are not the property owner, you must attach a Letter of Authorization - included with the approved Historic Commission application.**

Letter of Authorization from Property Owner

Date:

08/02/2022



# Hartford Healthcare

100 Pearl St – Proposed Dynamic Displays

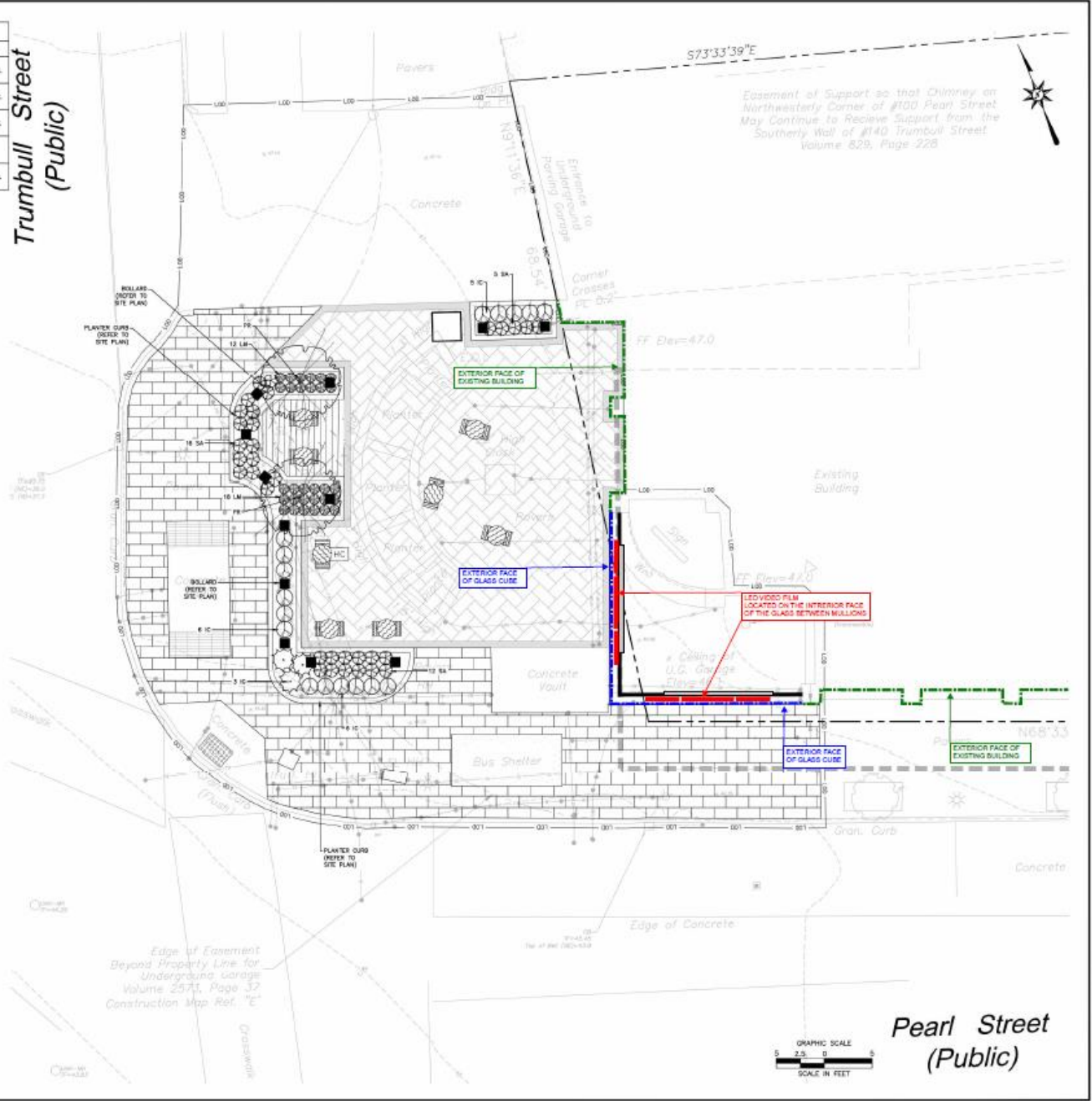
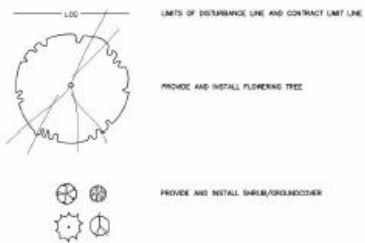
August 1, 2022

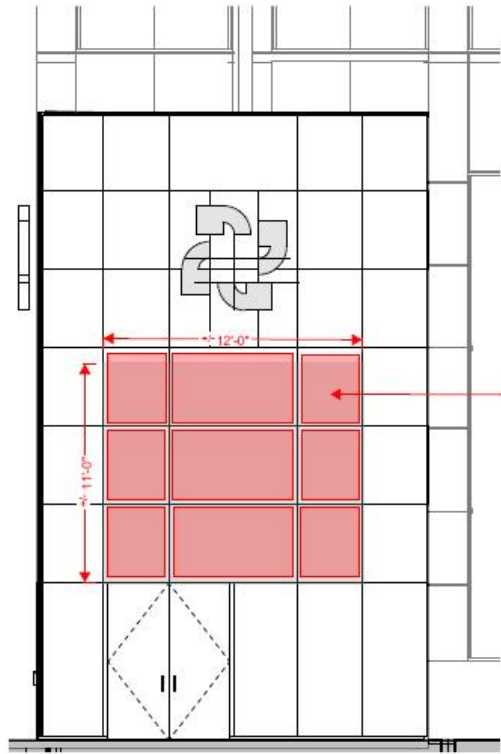
# Corner of Pearl & Trumbull

LM	30	LIROPE MUSCARI	BLUE LILY TURF	CONT.	4" - 12" HTL.	PLANT 12" D.C.
PR	3	PRUNUS E. NIGRA 'LACINAE'	DRUMME FLOWERING CHERRY	BBB	7" - 2.5' CAL.	
DA	100	SCILLA PALUMBINUS	RU/VAWA MAJOR GRASS	CONT.	0" - 12" HTL.	PLANT 10" D.C.

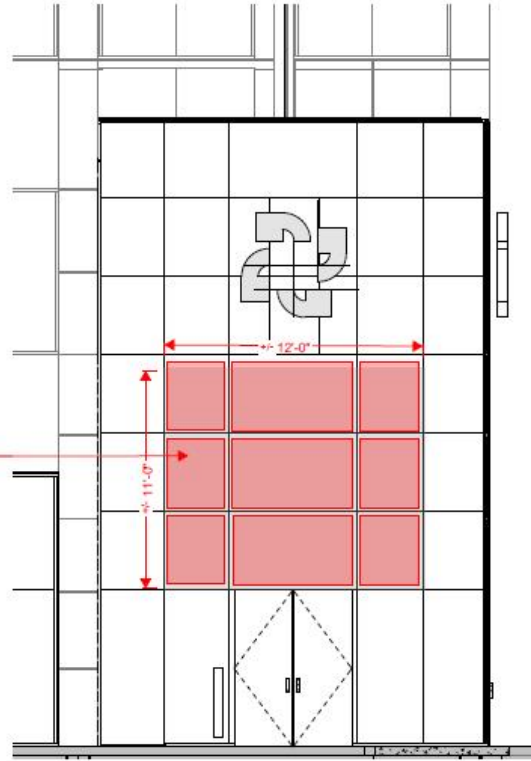
**NOTES:**  
 1) ALL SUBSTITUTIONS MUST RECEIVE APPROVAL FROM THE LANDSCAPE ARCHITECT PRIOR TO DELIVERY TO SITE.  
 2) PROVIDE AND INSTALL ALL PLANTS SHOWN ON THE PLANTING PLAN DRAWINGS. THE QUANTITIES IN THE PLANT LIST ARE PROVIDED FOR THE CONTRACTOR'S CONVENIENCE ONLY. IF DISCREPANCIES OCCUR, THE LARGER QUANTITY SHALL APPLY.  
 3) IF THERE IS A DISCREPANCY BETWEEN BOTANICAL AND COMMON NAME, BOTANICAL NAME PREVAILS.

## LANDSCAPE PLAN LEGEND



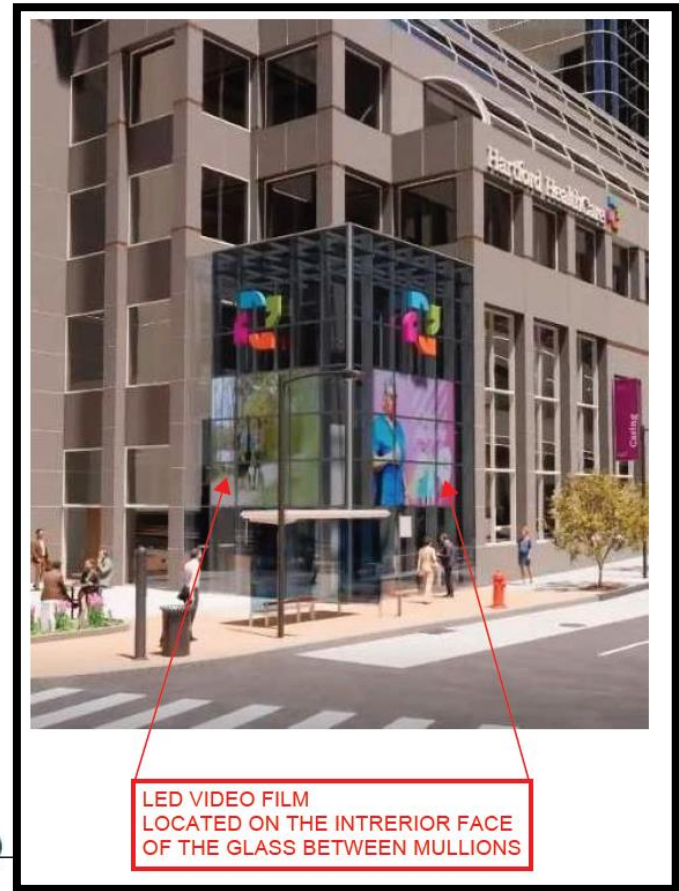


1 SOUTH ELEVATION (ALONG PEARL STREET)  
SCALE: 1/4" = 1'-0"



2 WEST ELEVATION (ALONG TRUMBULL STREET)  
SCALE: 1/4" = 1'-0"

LED VIDEO FILM  
LOCATED ON THE INTERIOR FACE  
OF THE GLASS BETWEEN MULLIONS



LED VIDEO FILM  
LOCATED ON THE INTERIOR FACE  
OF THE GLASS BETWEEN MULLIONS

COLOR TRANSPARENT LED FILM  
LOCATED ON THE INTERIOR FACE OF THE GLASS BETWEEN MULLIONS  
BRIGHTNESS LEVEL OF 2100 NIT

A NEW LEVEL  
OF RENOVATION  
WITH SEE-THROUGH VIEW

LG Color Transparent LED Film is a evolution in display technology. It is a transparent LED film that can be pasted to existing glass surface, thanks to its special self-adhesive material, its superb transparency enables the glass surface or window to which it is attached with a mystical beauty full of vivid color.

Revitalize your ordinary store or building with this revolutionary material that interact seamlessly with the surrounding environment.





# Technology – LG Transparent LED Film



※ All images used are for illustrative purposes only



Download  
LG C-Display+  
Mobile App  
Google Play Store

- [www.lg.com/us/2b](http://www.lg.com/us/2b)
- [www.youtube.com/c/LGECCommandDisplay](https://www.youtube.com/c/LGECCommandDisplay)
- [www.facebook.com/LGInformationDisplay](https://www.facebook.com/LGInformationDisplay)
- [www.linkedin.com/company/LGInformationDisplay](https://www.linkedin.com/company/LGInformationDisplay)

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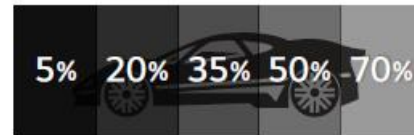
# Technology – LG Transparent LED Film

## KEY FEATURES

### High Transparency



High transparency (73%\*) allows glass to remain visible even after attaching the film, with no adverse effects on the original design. When the LED is ON, the film effectively displays content and information as digital signage, while also providing a see-through view with superb transparency. When the LED is OFF, the film is unnoticeable, blending into the glass completely.



\* 73% transparency is similar to that of a car's tinted front window.

### Full Color Expression

LG Color Transparent LED film delivers a surprisingly wide range of colors using a 2.4 mm pitch, while still maintaining a high transparency. Applications are not confined to delivering simple brand logos or pictograms, but can be extended to display an entire video or pictures in which various colors combinations are possible.



### Easy Space Innovation

#### Self-adhesive Film

The transparent LED film is self-adhesive, so it can be easily attached to the surfaces of existing window glass without the need for any complicated construction.



#### Superb Expandability and Flexibility

The size and layout of the film can be customized to fit in to the installation area. It can be expanded by adding more films in a vertical or horizontal way, or cut in parallel with the bezel to meet size requirements.

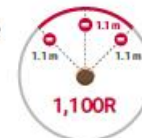


\* The film must be cut in parallel with the bezel by 1 pixel.

#### Curved Format Supported

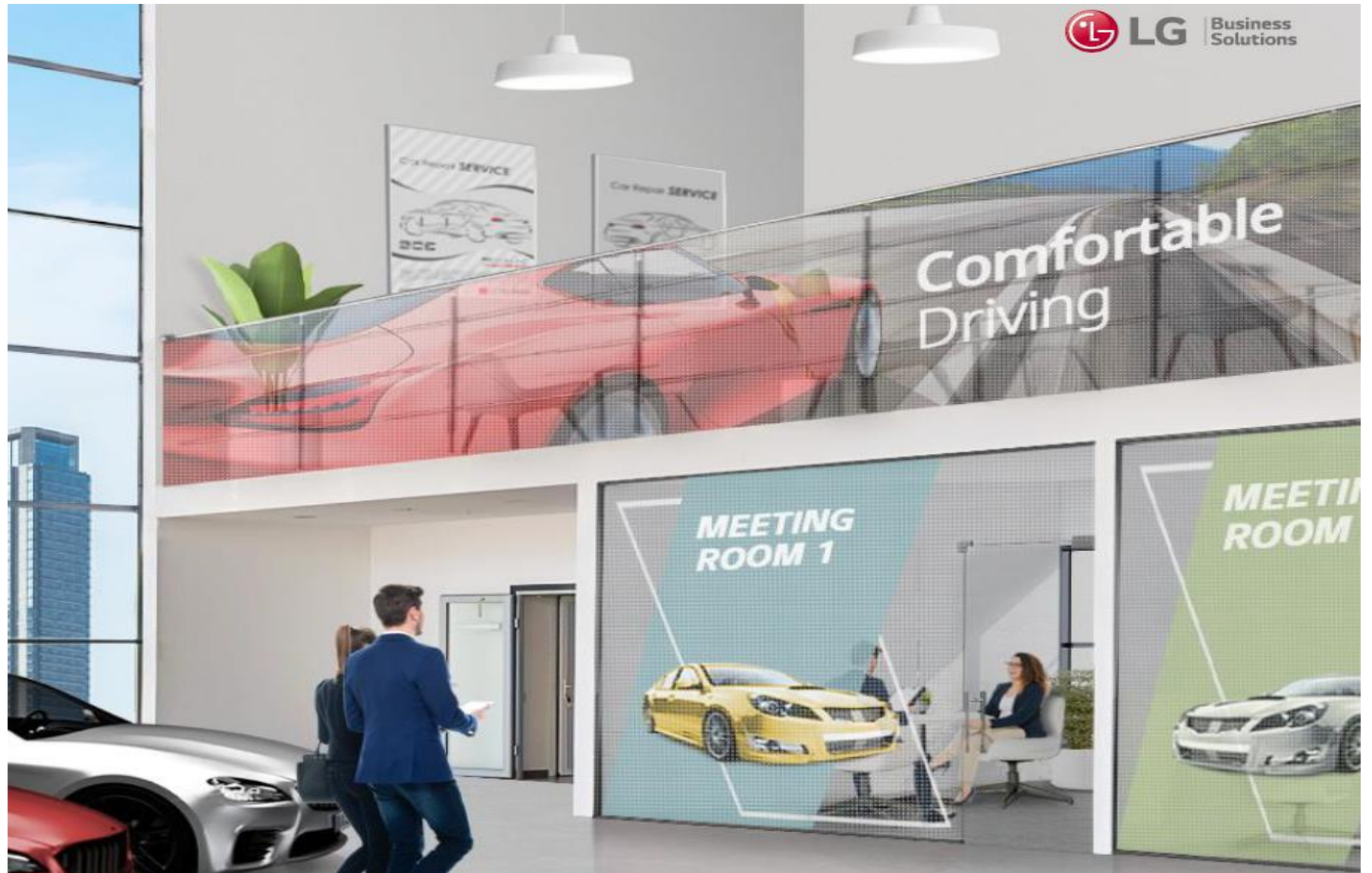
The transparent LED film supports curvatures up to 1,100R convex and concave for curved glass or window applications. This allows a wider range of venues to be redesigned as a landmark.

What is R?



# Technology – LG Transparent LED Film

Transparent LED Film LAT140





# Technology – LG Transparent LED Film

A NATURAL BLEND WITH SPACE



## Superb Transparency

The LG Transparent LED film reflects the object behind the product even after the product is attached and turned off. This offers a wide-open view while blending into existing interior design smoothly and delivers various information effectively by attracting the attention of passersby.

# Technology – LG Transparent LED Film



## Fitting in with Flats and Curves

The LG Transparent LED film supports curvatures up to 2,000R convex and concave for curved glass or window applications, and offers even surface by durable, transparent layers. This allows a wide range of venues to be redesigned with the LAT140 as a landmark.

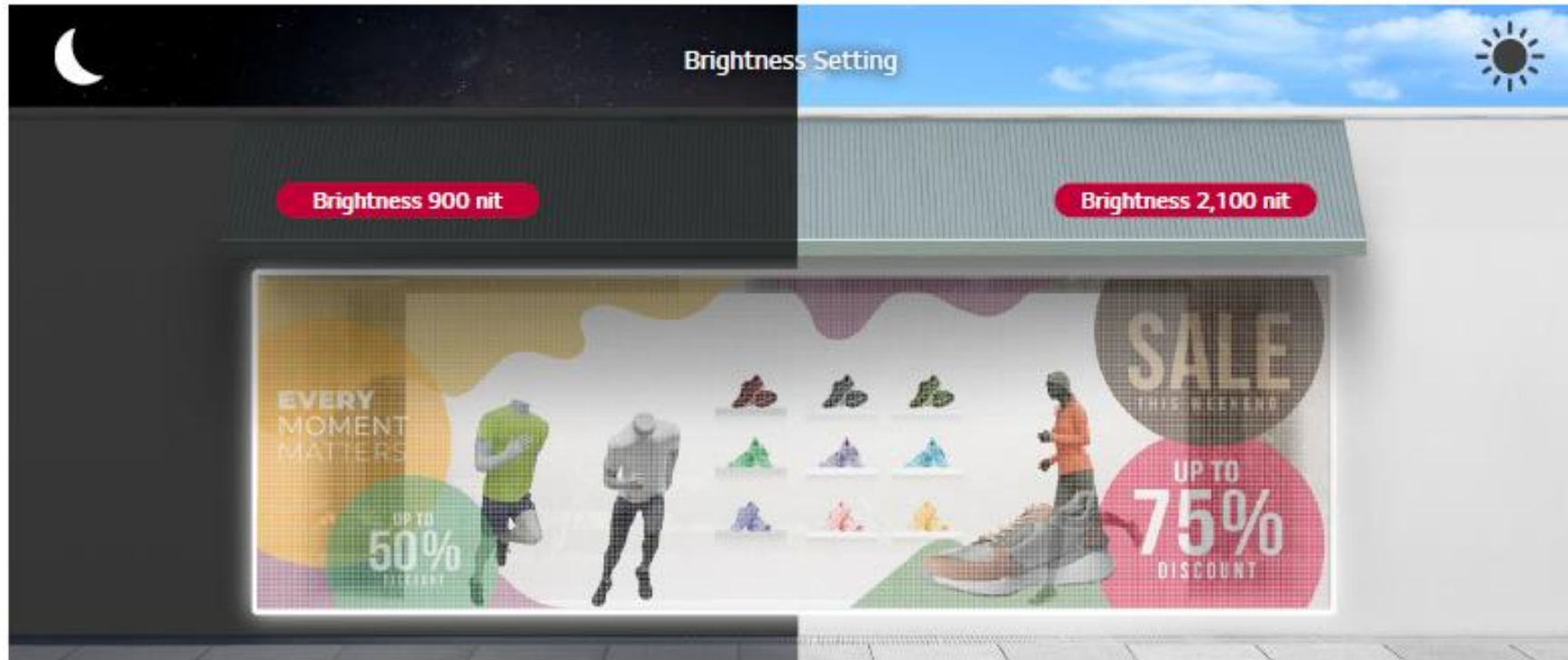
What is R?





# Technology – LG Transparent LED Film

## EYECATCHING CONTENT DISPLAY



### Enhanced Brightness and Control

The LED film with smaller pixel pitch, 14mm, and advanced brightness of up to 2,100nit(cd/m<sup>2</sup>)\* attracts the attention of passersby while displaying a wide range of colors. Also, by using Control Manager solution, you can adjust and set brightness by timeline to deliver messages with optimal brightness.



# Technology – LG Transparent LED Film

## PRODUCT INFORMATION



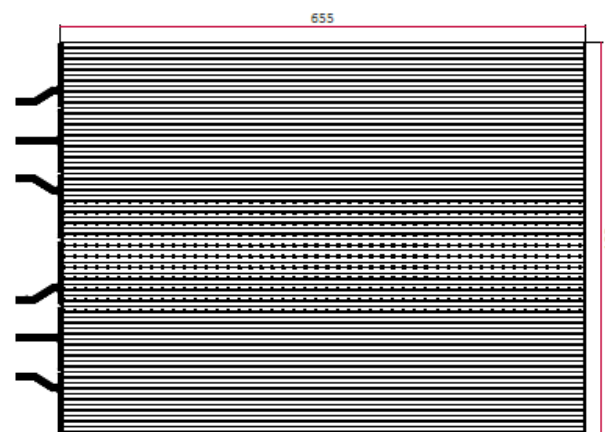
Transparent LED Film Panel

### LAT140

Pixel Pitch	14 mm
LED Type	3 in 1 SMD
Brightness	2,100 cd/m <sup>2</sup> (Typ.)
Transmittance	53%
Curvature (Concave and Convex)	2,000R

## DIMENSION

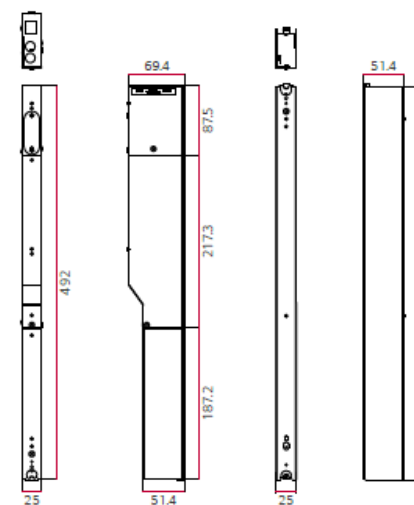
(unit: mm)



## Bezel Kit

1<sup>st</sup> Bezel

Common Bezel



# Content





# Content - Community





# Content - Community

**PRATT ST**  
JULY EVENTS CALENDAR

FRIDAY  
*July 8th*  
**SALSA SOCIAL**  
5:00 PM - 8:00 PM

SAVE **JULY 20**  
**15-17 22**

THE DATE

See you in  
**Bushnell Park**

GREATER HARTFORD  
FESTIVAL OF  
**JAZZ**

**ZERO**  
PROSTATE CANCER  
RUN/WALK  
HARTFORD • 2022

HARTFORD HEALTH INITIATIVE PRESENTS



SAVE THE DATE

**SISTER 2  
SISTER**  
HEALTH & WELLNESS

# Content – Health Access



**YOU'RE BETTER BOOSTED**  
**TUESDAY, FEBRUARY 15TH**  
**1:00PM - 5:00PM**  
**NORTH UNITED METHODIST CHURCH**  
**HARTFORD**





**Hartford**   
**HealthCare**

## Evelyne St-Louis

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**From:** Evelyne St-Louis  
**Sent:** Monday, September 19, 2022 4:57 PM  
**To:** 'Casale, Dave'  
**Cc:** Hartford Planning Division  
**Subject:** RE: 100 Pearl St - Special Permit Application

Hello Dave,

I'm reaching out to let you know that the public hearing date for this application will need to be **postponed to the following Commission meeting, Tuesday October 11**. My sincere apologies for the change of plans.

As we were re-reviewing the application, we realized that it should have been processed – and therefore also advertised – as a request for two special permits: a special permit for dynamic display per [Section 8.12.3](#), as well as a special permit for deviations from the sign regulations for DT districts per [Section 8.1.3.\(E\)](#). This is because the overall signage on the parcel will exceed what is permitted by-right, and because the proposed sign type doesn't fit neatly within the sign classification. As such, we want to make sure the application is properly advertised so as to avoid any issues down the road.

Given that this is our error, we'd be happy to resend the corrected notices to abutting property owners. I can also update the posted signs, assuming they are accessible from the sidewalk. You would still be responsible for getting the form re-notarized with the corrected dates.

Also, there will be an additional fee for the additional special permit (\$350). I can send over fee payment information in the next day or two.

Again, I apologize for this oversight. I'll give you a call in a few minutes to make sure you've received my message and to answer any questions.

Thank you,

**Evelyne St-Louis**

Senior Planner

Planning & Zoning Division, Department of Development Services, City of Hartford

She/Her/Hers

Phone: 860-757-9083

Email: [evelyne.st-louis@hartford.gov](mailto:evelyne.st-louis@hartford.gov)

---

**From:** Casale, Dave <Dave.Casale@hhchealth.org>  
**Sent:** Friday, September 16, 2022 11:15 AM  
**To:** Evelyne St-Louis <Evelyne.St-Louis@hartford.gov>  
**Cc:** Hartford Planning Division <oneplan@hartford.gov>  
**Subject:** RE: 100 Pearl St - Special Permit Application

Good Morning Evelyne,

Thank you for attaching the historic commission documentation to this application. Sorry about that.

I will provide the information requested in 2, 3a, 3b and 4 prior to 9/21.

Thanks  
Dave

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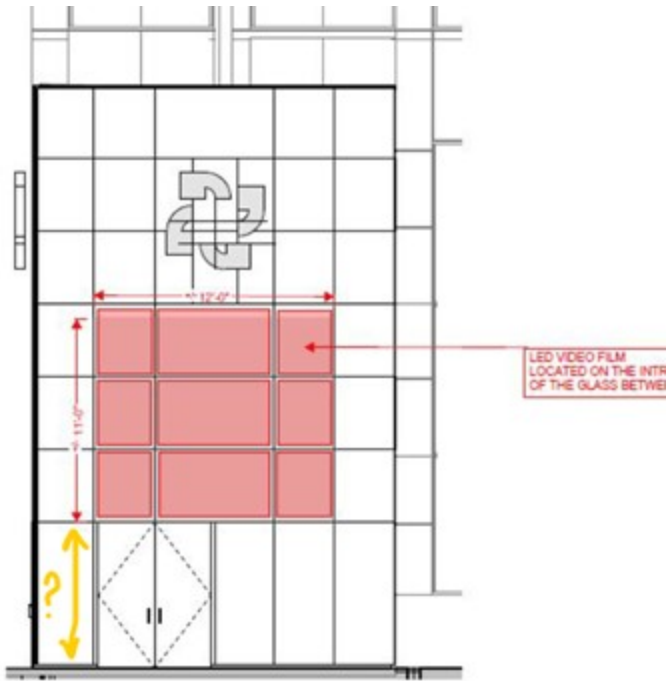
**From:** Evelyne St-Louis [<mailto:Evelyne.St-Louis@hartford.gov>]  
**Sent:** Wednesday, September 14, 2022 10:03 AM  
**To:** Casale, Dave <[Dave.Casale@hhchealth.org](mailto:Dave.Casale@hhchealth.org)>  
**Cc:** Hartford Planning Division <[oneplan@hartford.gov](mailto:oneplan@hartford.gov)>  
**Subject:** RE: 100 Pearl St - Special Permit Application

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Good morning Dave,

In addition to the public noticing requirements, Staff have a few comments and questions regarding your special permit application. We'd appreciate if you could provide a response by next Wednesday 9/21, or sooner if possible. Feel free to reach out with any clarifying questions.

1. A letter of authorization, a sign spec sheet, and stand-alone drawings (elevations + site plan) were submitted when you submitted your HPC application, but not re-submitted when you applied online for the special permit. Just wanted to note that I'm going to copy these files to your Special Permit application. I've attached them here for reference. Let me know if you have any concerns.
2. Please revise the elevation drawings to notate the distance shown in yellow on screenshot below.
3. Dynamic display signs are regulated by Section 8.12 of the Zoning Regulations ([available online here](#)), including specifically the display requirements of Section 8.12.3.E.
  - a. Please confirm in writing that the proposed display meets the requirements of Section 8.12.3.E subsections (1) through (6). Please also add these as notes somewhere on the plan set or specs sheet.
  - b. Please provide a written certification from the sign manufacturer to satisfy Section 8.12.3.E.(7). It seems that while the signs' proposed daytime brightness (2,100 nits) is within the permitted 5,000 nits, the proposed nighttime brightness (900 nits) exceeds what is permitted by the Regulations (250 nits).
  - c. For your reference, the property does not border an N district so subsection (8) does not apply in your case.
4. Is it correct that the proposed LED technology provides 73% transparency when on, and full transparency when off? Do you already have set times during which you plan to turn the signs on/off? Note that Staff and/or the Planning & Zoning Commission will likely recommend limiting the hours during the which the sign may be on.



1 SOUTH ELEVATION (ALONG PEARL STREET)  
SCALE 1/4" = 1'-0"

Thank you,  
Evelyne

**Evelyne St-Louis**

Senior Planner

Planning & Zoning Division, Department of Development Services, City of Hartford

She/Her/Hers

Phone: 860-757-9083

Email: [evelyne.st-louis@hartford.gov](mailto:evelyne.st-louis@hartford.gov)

---

**From:** Evelyne St-Louis

**Sent:** Tuesday, September 13, 2022 10:46 AM

**To:** Casale, Dave <[Dave.Casale@hhchealth.org](mailto:Dave.Casale@hhchealth.org)>

**Cc:** Hartford Planning Division <[oneplan@hartford.gov](mailto:oneplan@hartford.gov)>

**Subject:** RE: 100 Pearl St - Special Permit Application

Hi Dave,

The sign deposit check should be made out to the City of Hartford.

Thanks,

**Evelyne St-Louis**

860-757-9083

[evelyne.st-louis@hartford.gov](mailto:evelyne.st-louis@hartford.gov)

---

**From:** Casale, Dave <[Dave.Casale@hhchealth.org](mailto:Dave.Casale@hhchealth.org)>

**Sent:** Tuesday, September 13, 2022 8:57 AM

**To:** Evelyne St-Louis <[Evelyne.St-Louis@hartford.gov](mailto:Evelyne.St-Louis@hartford.gov)>

Cc: Hartford Planning Division <[oneplan@hartford.gov](mailto:oneplan@hartford.gov)>

Subject: RE: 100 Pearl St - Special Permit Application

Hi Evelyne,

One more question, who can I make the \$100 check out to?

Thanks

Dave

---

**From:** Evelyne St-Louis [<mailto:Evelyne.St-Louis@hartford.gov>]

**Sent:** Thursday, September 8, 2022 3:19 PM

**To:** Casale, Dave <[Dave.Casale@hhchealth.org](mailto:Dave.Casale@hhchealth.org)>

**Cc:** Hartford Planning Division <[oneplan@hartford.gov](mailto:oneplan@hartford.gov)>

**Subject:** RE: 100 Pearl St - Special Permit Application

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Hello Dave,

Yes that is correct. You can enter the building through these glass doors at the corner of Market St & Temple St (see screenshot below). The security guard will ask you to sign in and will direct you to our offices.



Thanks,

**Evelyne St-Louis**

Senior Planner

Planning & Zoning Division, Department of Development Services, City of Hartford

She/Her/Hers

Phone: 860-757-9083

Email: [evelyne.st-louis@hartford.gov](mailto:evelyne.st-louis@hartford.gov)

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**From:** Casale, Dave <[Dave.Casale@hhchealth.org](mailto:Dave.Casale@hhchealth.org)>

**Sent:** Thursday, September 8, 2022 1:56 PM



**To:** Evelyne St-Louis <[Evelyne.St-Louis@hartford.gov](mailto:Evelyne.St-Louis@hartford.gov)>  
**Cc:** Hartford Planning Division <[oneplan@hartford.gov](mailto:oneplan@hartford.gov)>  
**Subject:** RE: 100 Pearl St - Special Permit Application

Hi Evelyne,

Thank you for the info below. Is the address to pick up the signs 260 Constitution Plaza?

Dave

---

**From:** Evelyne St-Louis [<mailto:Evelyne.St-Louis@hartford.gov>]  
**Sent:** Friday, September 2, 2022 5:06 PM  
**To:** Casale, Dave <[Dave.Casale@hhchealth.org](mailto:Dave.Casale@hhchealth.org)>  
**Cc:** Hartford Planning Division <[oneplan@hartford.gov](mailto:oneplan@hartford.gov)>  
**Subject:** RE: 100 Pearl St - Special Permit Application

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Hello Dave,

Thank you for submitting a Special Permit application for 100 Pearl Street.

First, I wanted to confirm we received your fee payment, thanks.

Second, please see attached and below for instructions on how to satisfy the public noticing requirements:

- **Mail out notices to abutting property owners by Friday 9/16.** Attached you will find the names/addresses of abutting property owners within 150 ft, the letter to mail out, and a blank version of the Certificate of Mailing form. Please send us a copy of the completed & stamped Certificate of Mailing by 9/16 as proof that the notices were sent out on time (electronic copy via email is acceptable).
- **Pick up x2 signs and post on the property by Monday 9/19.** Please schedule an appointment before 9/19 to pick up the signs: <https://developmentervices.setmore.com/>. Please bring a check for \$100 for the sign deposit. An affidavit form will be given to you when you come in. You must send us a copy of the notarized form by 9/27 to confirm the signs were posted (electronic copy is acceptable).
- *Note that the original hard copies of the Certificate of Mailing and affidavit should be dropped off when you return the signs, after the hearing.*

Finally, I will aim to follow up sometime next week with any clarifying questions that we have about your application.

Thank you,

**Evelyne St-Louis**

Senior Planner  
Planning & Zoning Division, Department of Development Services, City of Hartford  
She/Her/Hers  
Phone: 860-757-9083  
Email: [evelyne.st-louis@hartford.gov](mailto:evelyne.st-louis@hartford.gov)

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**From:** Casale, Dave <[Dave.Casale@hhchealth.org](mailto:Dave.Casale@hhchealth.org)>  
**Sent:** Tuesday, August 16, 2022 11:15 AM  
**To:** Berschet, Paige <[Paige.Berschet@hartford.gov](mailto:Paige.Berschet@hartford.gov)>

**Cc:** Hartford Planning Division <[oneplan@hartford.gov](mailto:oneplan@hartford.gov)>; Evelyne St-Louis <[Evelyne.St-Louis@hartford.gov](mailto:Evelyne.St-Louis@hartford.gov)>

**Subject:** RE: 100 Pearl St - Special Permit Application

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Thank you!

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**From:** Berschet, Paige [<mailto:Paige.Berschet@hartford.gov>]

**Sent:** Wednesday, August 10, 2022 10:37 AM

**To:** Casale, Dave <[Dave.Casale@hhchealth.org](mailto:Dave.Casale@hhchealth.org)>

**Cc:** Hartford Planning Division <[oneplan@hartford.gov](mailto:oneplan@hartford.gov)>; Evelyne St-Louis <[Evelyne.St-Louis@hartford.gov](mailto:Evelyne.St-Louis@hartford.gov)>

**Subject:** 100 Pearl St - Special Permit Application

**This is an email from an external source. USE CAUTION opening attachments or links from unknown senders.**

Hello Dave,

Thank you for submitting your Special Permit Application for 100 Pearl St. The application review has been assigned to Evelyne St-Louis (cc'd) who will be in touch with any questions as she completes the staff report and the applicant public noticing requirements that must be completed prior to the public hearing. The public hearing is scheduled for the September 27, 2022 Planning & Zoning Commission Meeting and the meeting login information and documents will be posted here:

<https://www.meetinginfo.org/meetings/1739>

The application fee is \$350 and can be paid in person with credit card or a check made out to the City of Hartford by scheduling an appointment online (<https://developmentsservices.setmore.com/>), by mailing us a check with this email attached to the check and the address referenced to 260 Constitution Plaza, 1st Floor, Hartford, CT 06103 ATTN: Planning Division, or by paying online (<https://hartfordct-energov.tylerhost.net/Apps/SelfService#/payinvoice>) and searching for the invoice number: INV-00062687. **The application fee must be paid before the public hearing date.**

Let us know if you have any questions.

Best,

**Paige Berschet**

Administrative Assistant

City of Hartford - Department of Development Services

Planning & Zoning Division

she/her/hers

260 Constitution Plaza, 1<sup>st</sup> Floor

[oneplan@hartford.gov](mailto:oneplan@hartford.gov)

Desk: 860-757-9029

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*Please be advised that unless it is expressly stated, this correspondence does not constitute a zoning permit, certificate of zoning compliance, certification of a legal nonconforming use, or other approval within the Division's jurisdiction. If a permit or approval is desired, an application, application fee, and all required supporting documentation must be submitted to the Zoning Administrator in accordance with the Hartford Zoning Regulations. Please visit [www.hartfordct.gov/dds](http://www.hartfordct.gov/dds) and click on "Our Services" to begin the application process.*

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