

#### DEPARTMENT OF DEVELOPMENT SERVICES – PLANNING DIVISION

*REPORT:* Special Permit - Signage, The Place 2 Be, 5 Constitution Plaza for consideration October 13, 2020

#### STAFF REPORT

To: Planning and Zoning Commission

PREPARED BY: Kate Montgomery, Consultant

oneplan@hartford.gov

PROJECT: The Place 2 Be

5 Constitution Plaza PARCEL ID: 268-335-0936

**ENERGOV ID: COMM-2020-0264** 

ZONE: DT-1 Downtown District

TYPE: Special Permit per Section 1.3.4, Section 8.1.3.E and Figure 8.2-B of

Hartford Zoning Regulations, Last Amended June 5, 2020 (the

"Regulations")

**APPLICANT:** Gjinovefa Luari

**OWNER:** 5 CP Landlord, LLC



Hartford GIS Location Map

#### **BACKGROUND INFORMATION**

This application is for a special permit to approve the new signage at The Place 2 Be restaurant. The applicant is largely matching the type, location, and size of the signage installed by the previous tenant, Spectra Wired Café, but added two banner signs along the building columns on Columbus Blvd. that are larger in area than the previous banner signs and a window sign on Columbus Blvd. that exceeds the maximum permitted sign area per Section 8.9.2/Figure 8.9-A.

#### The applicants submitted narrative:

"The Place 2 Be restaurant is expanding their operations into downtown Hartford, taking over the former Spectra Wired Café, which was formerly owned & operated by 5 CP, LLC Landlords. The café was built to suit a restaurant, so The Place 2 Be had to make very minimal updates that were mostly cosmetic prior to opening. Specifically related to signage, where the existing signage was rebranded and resurfaced to reflect The Place 2 Be logo imaging/text. Prior to making these alterations The Place 2 Be consulted with signage company, city leaders, & former tenants of the space who advised permits were pulled prior, therefore The Place to Be resurfacing would not require town app."

#### **KEY APPLICATION TIMELINES**

- Application Submission Date: June 16, 2020
- Date Application Accepted as Complete: September 23, 2020
- Application Date of Receipt: October 13, 2020 (sooner of either: date of next regularly scheduled meeting, or 35 days after acceptance of complete application)
- Public Hearing is scheduled to open on Tuesday, October 13, 2020; Open Hearing Deadline: November 27, 2020.
- Close Hearing Deadline (if opens October 13, 2020): Tuesday, November 17, 2020
- CT General Statutes Sec.8-7D allow that the applicant may consent to one or more extensions of time, provided the total extension of all time periods shall not be for longer than 65 days\*.
- On March 10, 2020, State of Connecticut Governor Ned Lamont declared a public health and civil preparedness emergency ("state of emergency") as a result of coronavirus disease 2019 (COVID-19) outbreak and pandemic.
- On March 14, 2020, Governor Lamont issued Executive Order No. 7B, which contains relief and directives for conducting public meetings to protect public health and safety during the state of emergency, effective immediately and to remain in effect for the duration of the state of emergency, unless earlier modified or terminated.
- On March 21, 2020, Governor Lamont issued Executive Order No. 7I, which contains directives related to public noticing requirements and extensions of time limits during the state of emergency, effective immediately and to remain in effect for the duration of the state of emergency, unless earlier modified or terminated.
  - Notice of Hearing requirements of Zoning Regulations Sections 1.3.1.D and 1.3.6.C are suspended and modified as follows during the state of emergency:
    - o In lieu of published notice in a newspaper, a municipality single notice published electronically on a municipality's website at least 10 days in advance of the scheduled public hearing (Executive Order No, 7I, Section 19, Subpart (c)).
    - o In lieu of mailed notice to nearby property owners, either:
      - 1) Electronic mail notification, if electronic mailing addresses are known; or

- 2) Post a physical, weatherproof sign of at least two feet by three feet in area, in a prominent location on the subject property (containing necessary information); or
- 3) Mail letters via regular U.S. mail to addresses provided by the municipality or agency.

\*Time periods that may pass or expire during the state of emergency may be further extended by no more than an additional 90 days, for a total of 155 extension days available, which may be applied towards all time periods, as needed

#### LEGAL STANDARD

The Commission reviews special permits in accordance with Zoning Regulations section 1.3.4. Special permits may be approved, approved with conditions, or denied. Considerations the Commission may weigh in special permit review include: harmony with the plan of conservation & development; compliance with the purposes of the district; effect on existing development; creation of safety hazards in vehicular and pedestrian circulation; effects on traffic; compatibility with adjacent properties; suitability of arrangement of buildings, open space, and provision of light and air; impact on essential services; impact on stormwater runoff; impact on city services and infrastructure; tree and landscape provision; and pedestrian amenities. The Commission may deviate from the minimum requirements for building siting, height, street facades, accessory structures dimensions, tree installation, landscape installation, buffers, fencing, lighting, parking, signage, and street design by up to 15% upon certain findings.

#### STANDARD SPECIFIC TO THE USE

**Zoning Regulations** 

Chapter 1, Section 1.3.4 Administration, Procedures for Special Permits Chapter 8, Signs:

**Section 8.1.3.E.**: "DT Districts. Notwithstanding anything to the contrary in this chapter, deviations from this chapter's requirements for sign quantity, sign size, sign area, height, location on the building or site, or placement on the building or site may be allowed for signage in the DT districts pursuant to special permit review."\*

**Figure 8.2-B**: For the Downtown Districts and Transit Oriented Development Overlay (DT-1, DT-2, DT-3) column, "3 Square feet per one linear foot of front lot length, excluding two roof or wall signs allowed on buildings with 12 or more stories which are located on the upper portions of the building or as otherwise allowed pursuant to special permit review."\*

\*These sections of the regulations were approved as additions to the regulations on May 4, 2020 but have not yet been published in the Regulation text.

#### FINDING OF FACTS

• The subject property is located in DT-1 Downtown District and is the new location for The Place 2 Be eating and drinking place. The restaurant at 5 Constitution Plaza will be an additional location for the Hartford based business which started out in 2016 on Franklin Ave.



Figure 1. Hartford GIS.

- The parcel is ±31,983 SF with approximately 100 feet for frontage on Kinsley Street and 72 feet on Columbus Blvd.
- Per Figure 8.2-B 3 square feet per 1 linear foot of front lot length is permitted in the DT-1
  District without a special permit. Permitted total signage on Kinsley Street is 300 SF and 216
  SF on Columbus Blvd.
- The total signage proposed for Kinsley Street is ±20 square feet where 300 square feet is permitted.
- The total signage proposed on Columbus Blvd. is ±152 square feet and 216 square feet is permitted.



Figure 2. Google Street View, dated June 2019. The restaurant space on the ground floor on the corner of Kinsley street, to the left, and Columbus Blvd. to the right. Signage from the previous tenant, Spectra Café, is shown.

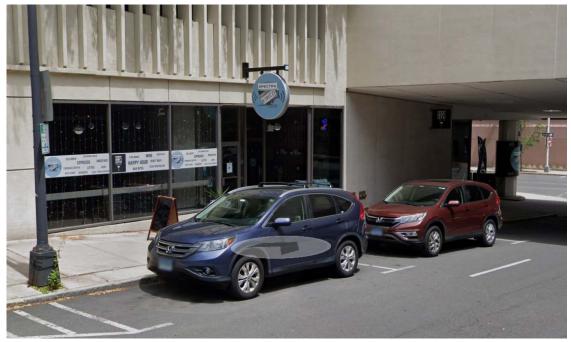


Figure 3. Google Street View, dated June 2019. View of the main entrance to the Restaurant Space on Kinsey Street and existing projecting signs.



Figure 4. artfx, The refaced signage on Kinsley Street, a total of 18.6 SF of projecting signage on this street.



Figure 5. artfx, Window signs proposed for the entrances on Columbus Blvd. (left) and Kinsley Street (right).



Figure 6. Google Street View, dated June 2019. A closer view of the subject unit from the corner of Columbus and Kinsey depicts the signage of previous tenant and location of the proposed banner signs and refaced cabinet sign. Two of the proposed projecting banner signs will be larger than the current projecting signs and the cabinet sign will be refaced.



Figure 7. artfx, Depiction of the refaced sign on the corner of Columbus Blvd. and Kinsey Street.

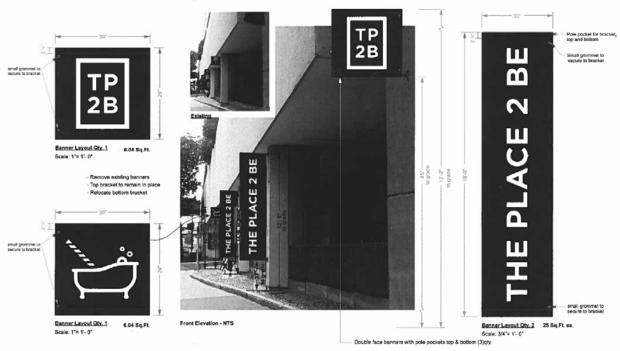


Figure 8. artfx, Projecting banner signs on Columbus Blvd., the 3 small banner signs are 6.04 SF each and the 2 large signs are 25 SF each. Per Figure 8.4-A, the maximum size for each projecting sign is 20 square feet per face and the maximum size of projecting signs when mixed with other sign types or when utilized for multiple tenants on one lot is 6 square feet per face.



Figure 9. Google Street View, dated June 2019. View looking into the outdoor seating area that occupies the corner of Columbus and Kinsey. The building overhang limits visibility of the window sign proposed on the left side of this space.



Figure 10. Google Street View, Location of Window sign on Columbus Blvd.



Figure 11. artfx, The 48.25 SF Window Sign depicted facing Columbus Blvd. covers approximately 32% of this set of windows and the maximum permitted sign area per Section 8.9.2/Figure 8.9-A is

up to 30% coverage of a set of continuous windows or no more than 50% on any one window panel and no more than 10% of the windows on any façade.

#### **COMMENTS RECEIVED**

No comments from Department of Public Works.

#### **ANALYSIS**

This application is for a special permit to approve the new signage at The Place 2 Be restaurant. The applicant is requesting to install signage at their new restaurant location, 5 Constitution Plaza, at the ground floor space on the northwest corner of the Columbus Blvd and Kinsey Street intersection. The applicant is largely matching the type, location, and size of the signage installed by the previous tenant, Spectra Wired Café. The increase in size of two of the projecting banner signs along the building columns and a window sign on Columbus Blvd. are the major changes which are not consistent with the Regulations. It is worth noting that the proposed signs have already been installed, without permits. On September 16, 2020, the Historic Preservation Commission retroactively reviewed and approved the already installed signs. Since that time, the applicant installed an additional neon sign on the Kinsley Street frontage, which is not permitted per the regulations.

A recently adopted provision of the Zoning Regulations, Section 8.1.3.E, is intended to allow for additional flexibility in signage within the Downtown Districts. This storefront space has limited visibility due to the primary entrance location on Kinsley Street and the frontage on Columbus Blvd, both of which are designated as secondary streets with less pedestrian traffic and no other small storefronts. The location and massive scale of the modern concrete building warrants additional and larger signage than is permitted by the Regulations. The large window sign is proposed for a dark tinted window set back from the street with an overhang from the building protruding above it, making it otherwise difficult to notice the restaurant space. The scale of the window sign and the larger banner signs are reasonable for visibility of this business from Columbus Blvd; a street with low pedestrian activity and fast-moving vehicle traffic.

The reviewed Place 2 Be restaurant signage is not expected to negatively impact any nearby businesses or interfere with the sidewalk. The approval of this special permit should contribute to the successful expansion of this Hartford based restaurant into Downtown and is in harmony with the Plan of Conservation & Development, however the neon sign stating "this must be the place to be", not included in the Artfx proposal shall be removed or relocated so as to not be included as an exterior sign. .

#### **STAFF RECOMMENDATION**

Staff recommends approval of this application.

#### A draft resolution follows.

#### **ATTACHMENTS**

Application & Supporting Documents – provided by the applicant

- 1. Application
- 2. Proposed Signage

#### REVIEWED AND EDITED BY,

Aimee Chambers, Director



# CITY OF HARTFORD PLANNING AND ZONING COMMITTION DRAFT SPECIAL PERMIT RESOLUTION FOR SIGNS 5 CONSTITUTION PLAZA

October 13, 2020

Whereas, The City of Hartford The Planning and Zoning Commission (the "Commission") has reviewed the petition for Special Permit per Section 1.3.4, Section 8.1.3.E, and Figure 8.2-B for signage at a new restaurant called The Place 2 Be.

Whereas, The property is located at 5 Constitution Plaza in the DT-1 Downtown District; and

Whereas, The subject of this petition is the ground floor storefront on the northwest corner of the Columbus Boulevard and Kinsey Street intersection; and

Whereas, The applicant proposes to install signage on the property for The Place 2 Be restaurant, a Hartford based restaurant on Franklin Ave that is adding an additional location in the space previously occupied by Spectra Wired Café; and

Whereas, The proposed signage is largely compliant with the Regulations and matching the type, location, and size of the signage installed by the previous tenant with the exception of the two (2) projecting banner signs and a new window sign; and

Whereas, Per Figure 8.4-A of the Regulations, the maximum size for each projecting sign is 20 square feet per face, and the maximum size of projecting signs when mixed with other sign types or when utilized for multiple tenants on one lot, is 6 square feet per face; and

Whereas, The three (3) small projecting signs are 6.04 SF each and the two (2) larger projecting signs proposed for the building columns along Columbus Blvd. are 25 square feet each; and

**Whereas,** The banner signs project 30 inches from the building but do not interfere with the sidewalk; and

Whereas, The maximum area for windows signs per Figure 8.9-A is 30% coverage of a set of continuous windows, and no more than 50% on any one window panel may be covered with signs; and

Whereas, The proposed approximately 48.25 square foot window sign on Columbus Boulevard will read "Go Bottom - Less ...in the garden" and covers approximately 32% of the set of windows; and

Whereas, The overall quantity of signage permitted for Downtown Districts without a special permit is 3 square feet per 1 linear foot of front lot length per Figure 8.2-B; and

Whereas, The total signage proposed for the  $\pm 100$  feet Kinsley Street is  $\pm 20$  square feet where 300 square feet is permitted.

Whereas, The total signage proposed on the  $\pm 72$  feet of frontage on Columbus Blvd. is  $\pm 152$  square feet; 216 square feet is permitted; and

Whereas, The intention of the recently adopted provision of the Zoning Regulations, Section 8.1.3.E, and amendment to Figure 8.2-B, is to allow additional flexibility for signage within the Downtown Districts by special permit; and

Whereas, The proposed signage was approved by the City of Hartford Historic Preservation Commission on the 16th day of September 2020; and

Whereas, The requested signage is not anticipated to be detrimental to existing development and otherwise complies with the regulations and comports to the purposes of the district;

#### Now Therefore Be It

**Resolved,** That the City of Hartford Planning and Zoning Commission hereby approves the petition of Gjinovefa Luari, of The Place 2 Be restaurant, for Special Permit for signage depicted on the drawings prepared by artfx signs and entitled "Place to Be - 5 Constitution Plaza, Hartford, CT," Rev 2, June 11, 2020.

Be It Further,

**Resolved,** This 13th day of October 2020.

Attachment 1: Application

EnerGov App. #:\_\_\_\_\_

## 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

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



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

☐ Zoning Appeal  Zoning Permit: Signage/Use/Accessory ☐ Site Plan ☐ Subdivision/Lot Line	□ Zoning Map Change	Historic Review  Lot Combination  Liquor Permit  Special Permit	Receiving Federal Funds:  Yes No Demo Add. Repair				
1. PROPERTY INFORMATION							
Zoning District: (http://as Property Owner: Property Owner's Address	sessor1.hartford.gov/default.asp)	Parcel  City: New York State: CT  Email: 1 Parcel  Commonwealth	ID: <u>268-335-</u> 0936 NY Zip Code: 10001				
Name of Applicant: C	ham Pd	City: East Hact fool State ( Email: 9 100:00 yaboo	T Zip Code: OSU8				
3. PRIMARY POINT							
Name: Zachard Phone: 860 - 6 Email: Morton 2c		1. com					

Describe your application action(s) and provide as much detail as possible. Attach additional pages if necessary:
The Place 2 Be resturant is expending their operations in to
downtown Hortford, taking over the former Spectra wired (afe much was brown by
owned & operated by SCP, LC Lordlands. The cafe was
boilt to suit a resturant, so The Place 2 Be had to
make very minimal updates that were mostly Cosmetic
Prior to opening. Specifically related to squage, where
the existing signege was reborded & resurfaced to
reflect The Place 2 Be logo imaging /text. Prior to making
these alterations the Place 2 Be consulted with Experse company,
City leaders of borner tenants of the Space who advised Panits were  Palled Prior starfore. The Place 2 Be resultant would not require foun app  ** 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:

				EnerGov .	Арр. # <u>:</u>
C. COMPLETE IF AP	PLYING FOR ZONING V	ARIANCE:		and profession was always	
State the particular hardsh	nip* or unnecessary difficulty (	that prompts th	nis application :	4,	
			- 520 - 2010		<del></del>
especially affecting such parcel regulations would result in except	the <u>Connecticut State Statutes Secti</u> but not affecting generally the distri eptional difficulty or unusual hards oss is so great as to amount to confis	ct in which it is s hip." Note that	ituated, a literal enford "mere financial loss d	cement of such bylaws, loes not constitute hard	ordinances or Iship warranting
D. COMPLETE IF AP.	PLYING FOR SUBDIVISI	ON, LOT LI	NE REVISION,	OR LOT COME	BINATION
Lot Subdivision/Lot Lis	ne Revision:		٧,		
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 com	hinad				
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			Block		<del> </del>
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	ress information can be found		artrord.gov/parce	wiewer/index.nun	1)
E. COMPLETE IF API	PLYING FOR HISTORIC	REVIEW		1026 1102	
OR DEMOLITION PE	RIC COMMISSION APPRO RMIT WILL BE ISSUED DING PERMIT IS ISSUED				
☐ Please check if pho	tographs are included with app	plication (requi	red for certain pro	jects)	
Proposed work includes: (Check all that apply)	□ Repairs □ Addition	n 🗆 New constru		lition □ Other (specify)	
If proposing demolition, p	rovide reason (attach addition	nal pages if nec	essary):		
	30 254				
Current materials being re	paired/replaced:				

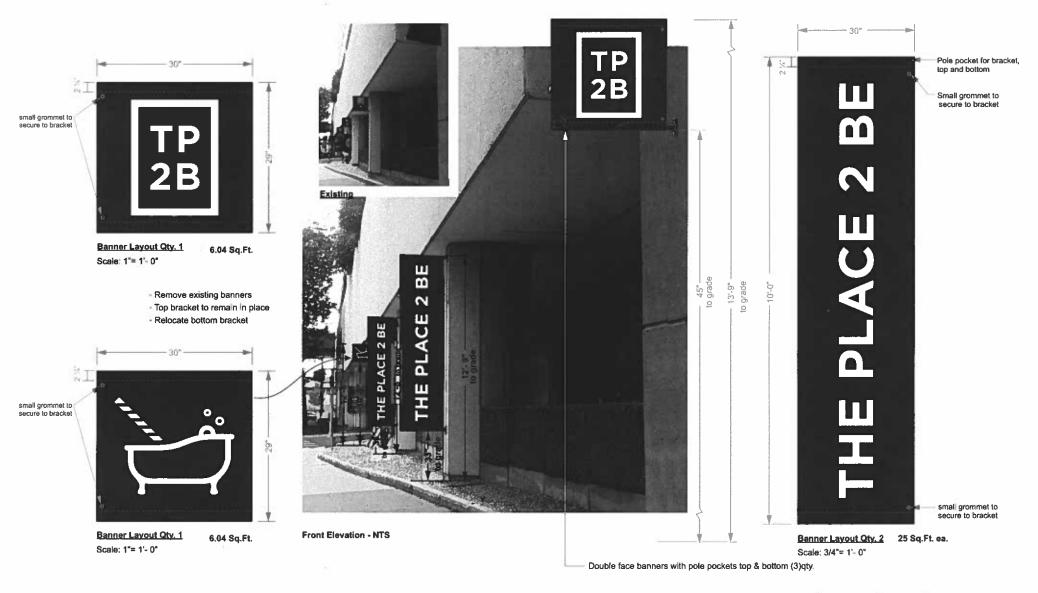
Materials/products being used in work: \_

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Maximum extension from the Buildingline: ft	in.	
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2. Is this sign proposed outside of the Streetline?		
Maximum extension from the Streetline: ft in	1.	
3. Is this sign illuminated? Yes □ N	No	
4. Engineer Name (if any):	Phone:	to the
Address:		
5. Minimum distance from lowest point of sign to sidewalk:	ft. in.	
. •		- G previde
6. Maximum height of sign from lowest established grade:	ft in.	In the
7. Distance from the nearest outdoor sign:	ftin. **	-7 cutteched
8. Square feet of surface for one face of the sign:	ft in.	
	· TO 2 = 1	- 0
9. Wording on the sign (include all words): The Place 7 Se	E IFCB, IL	1, was prop.
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Attachment 2: Proposed Signage



Place to Be | 5 Constitution Plaza, Hartford, CT Rev 2
June 11, 2020



art/x

27 Britton Drive, Bloomfield, CT 06002 860.242.0031 800.466.4278 860.242.2898 artfr.ssigns.com
These plans are copyrighted by ARTitz. Unless purchased they are the exclusive property of ARTit. They are submitted to you for the sole purpose of your
consideration of whether to purchase from ARTitz, a sign or enchitectural product manufactured seconding to these plans. Distribution or enablishon of these
plans beyond your company is forbidden. If you would like to obtain legal ownership of these plans, you many purchase a copyright release from ARTitz.

Project Name:

Place To Be - 5 Constitution Plaza, Hartford
Property Owner: 5 CP Landlord, LLC rev 2 | 56849 | As Noted | 6/9/20 | PNH | CB | 1



**Proposed Double Sided Blade Sign** 

6.04 Sq.Ft.

**Proposed Double Sided Banner** 

Project Name:

Scale: Date:

- 9'. 5" -

27 Britton Drive, Bloomfield, CT 06002 | 860.242.0031 | 800.466.4278 | 860.242.2898 | arithsigns.com
These plans are copyrighted by ARTE. Unless purchased they are the exclusive property of ARTE. They are submitted to you far the sole purpose of your
consideration for whether to purches from ARTE, a sign or architectural product manufactured according to these plans. Distribution or arbibition of the
plans beyond your company is forbidden. If you would file to obtain legal ownership of these plans, you may purchase a copyright release from ARTE. Job#: Artist: Proofed By: Page: Place To Be - 5 Constitution Plaza, Hartford Property Owner: 5 CP Landlord, LLC PNH rev 2 56849 As Noted 6/9/20 CB

Blade Sign Layout

Scale: 1"= 1'- 0"

12.56 Sq.Ft.



Existing vinyl has been removed

Existing



Proposed

Total Sq.Ft. 48.25

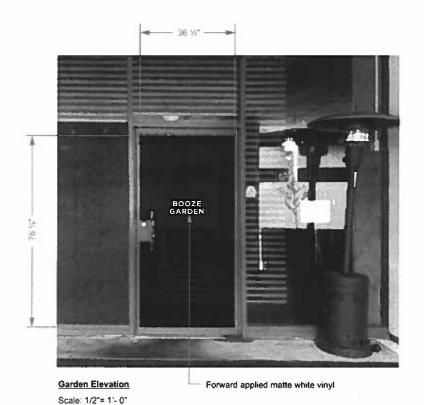


Window Layout

Scale: 3/8" = 1'- 0"

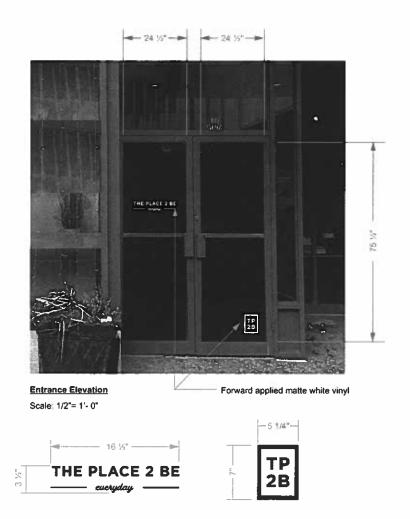


27 Britton Drive, Bloomfield, CT 06002 | 860.242.0031 | 800.466.4278 | 860.242.2898 | artifixing issue on These plans are copyrighted by ARTh. Utiles purchased they are the exclusive property of ARTh. They are submitted to you for the sole purpose of your consideration of whether to purchase from ARThs. aging no architecturing roduct manifestured according to these plans. Distribution of these plans beyond your company is forbidden. If you would like to obtain legal ownership of these plans, you may purchase a copyright release from ARTh.





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GARDEN \_\_\_\_\_

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	Place To Be - 5 Constitution Plaza, Hartford Property Owner: 5 CP Landlord LLC	rev 2	56849	As Noted	6/9/20	PNH	CB	,

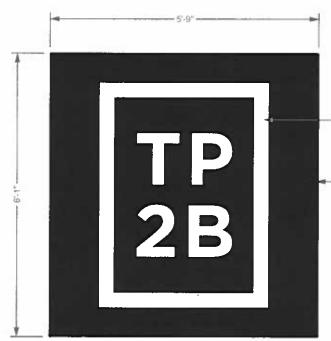


**Existing D/F Cabinet** 



Face to be cut to create flange for mounted new face





Exposed 3/16\* White polycarbonate, mechanically fastened from behind, to illuminate

-.125" Aluminum plate with stencil cut face, painted low luster black, opaque

Page:

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These plans are copyrighted by ARTIC. Unless purchased they are the exclusive property of ARTIC. They are submitted to you for the sole purpose of your
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**Proposed D/F Cabinet** 

Project Name: Job#: Place To Be - 5 Constitution Plaza, Hartford Property Owner: 5 CP Landlord, LLC rev 2 56849

Sq.Ft. 34.97

Scale: Date: Artist: Proofed By: As Noted 6/9/20 PNH CB