

HERRING MEDIA GROUP, INC

ARCHITECTURAL MEDIA STRATEGY & STANDARDS



The Wadsworth Athenaeum



Dali & Picasso



Surrealist Vision Exhibit Opening



PREPARED FOR
THE CITY OF HARTFORD
FEBRUARY 2005

PREPARED BY
CONNECTICUT PLANNING & DEVELOPMENT, LLC
HARTFORD, CONNECTICUT

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Herring Media Group, Inc.
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Dear Mr. Marc Herring:

I am pleased to have this opportunity to work with you on developing standards for the use of Architectural Media in the City of Hartford. In doing so, I have further fleshed out the concept of Architectural Media as a way to create and manage change in soft market cities.

The following is a preliminary draft that develops a framework for creating standards related to Architectural Media. At this point the standards are being drafted in a general format that could later be modified into a regulation, code or guideline.

So far I have focused the key components to developing a regulatory standard. These components include the purpose, definition of terms, location preferences, and general requirements and standards. I will need further insight and recommendations from you on the terms to be defined and some of the technical or logistical issues with projects. We want to make sure that I do not develop these standards in such a way that limits your ability to create installation. In addition, some of the technical aspects that you would be aware of could be utilized to limit the ability of other to compete with you.

Once we have some insight from the City as to how they wish to proceed (use of zoning, ordinance, or other vehicle such as the Arts Council) I can then develop additional standards for the application and approval process to locate such installations.

I look forward to further discussing this project with you.

Respectfully Submitted,

Donald J. Poland, AICP
Development Consultant

ARCHITECTURAL MEDIA

A Historic City - A Modern Approach Managing Change - Architectural Median in Hartford

HARTFORD – THE CROSS ROADS OF NEW ENGLAND TRADITION & INNOVATION

Hartford is one of the oldest cities in America and its significant history can rival most cities in America. Since Hartford was first discovered 1614 and settled by the English in 1636, Hartford has been a cradle for innovation. The Fundamental Orders of 1639 (the first written constitution) were adopted here in Hartford. Inspired by Thomas Hooker, who said, the foundation of authority lay in “the free consent of the people” the Fundamental Orders gave the Connecticut Colony the right to self-government and formed the basis for our U.S. Constitution.

Evolving from an early agricultural economy, Hartford developed into an important inland trading center on the Connecticut River. Hartford later became an important cultural and communications center. The development of a large publishing industry with 22 publishers attracted authors like Mark Twain, Harriet Beecher Stowe and others to Hartford.

Pioneering manufacturer Samuel Colt also called Hartford home. Colt's experiments with interchangeable parts created the basis for today's assembly line manufacturing and new techniques employed in his factory made mass production possible and laid the groundwork for Hartford's pre-eminence in the area of precision manufacturing. Colt and the many other manufactures made Hartford a leader in the American Industrial Revolution.

Hartford has led the way in insurance and finance for over 150 years and has earned the title, The Insurance Capitol of the World. The Hartford Insurance Company was the first public insurance company in the World and J.P. Morgan, the world renowned financier also called Hartford home.

The world-renowned Wadsworth Athenaeum is best known for its Wallace Nutting collection of Pilgrim Century furniture and 19th-century Hudson School landscapes. And from 1927-1945 the Athenaeum became internationally known as the center of the art's world under the direction of A. Everett “Chick” Austin, Jr. To many in Paris, London, and New York, Chick made Hartford “The New Athens”. During his time as Director, Chick brought the first comprehensive American exhibitions of Picasso and Salvador Dali to Hartford and opened the Avery Hall, the most modern museum of its time.

Today Hartford sits at the cross road of Interstates 91 and 84, the gateway to New England and Yankee tradition. At the center of one of the wealthiest regions in the country, Hartford is still a leader in insurance/financial services and precision manufacturing. The recent Surrealist Vision Exhibit at the Wadsworth celebrated Hartford's collection of modern art and our significance in the Art's world.

Architectural Media provides Hartford another opportunity to be a leader in the use of modern projection and lighting technology and the innovative use of Architectural Media as a vehicle of change to create energy and excitement in a traditional New England city.

Architectural Media also provides Hartford the ability to address real issues in real time. Architectural Media can target audiences with specific messaging to enhance the many community initiatives already being employed in the city.

WHAT IS ARCHITECTURAL MEDIA

Architectural Media is an urban environmental imaging and communication system that consists of projecting and/or illuminating high-resolution graphics, text and iconic messages upon buildings and large architectural structures and surfaces. This technology, when executed as a comprehensive strategy, has the ability to transform the urban environment. This transformation can range from real time public service announcements targeted at specific areas, neighborhoods, or populations based on real time needs to transforming a downtown entertainment district into a lively and exciting place to be.

HARTFORD: A SOFT MARKET CITIES

Soft Market cities are those cities that have suffered the affects of outward migration, declining property values, an aging housing stock, neighborhoods that struggle to compete in the regional market, and have increasing crime, poverty, and disinvestment. However, most of these cities still play a vital role in their regions and states, tend to have significant arts communities, entertainment venues, historical places/buildings, many cultural assets, and are still the job center for their respective regions. As with any urban market, soft market cities have high population densities and attract large numbers of visitors for arts, entertainment, and business.

While Hartford is classified as a soft market city, it has greater assets and potential than most. The strength of the region, its strategic location between New York and Boston, its large corporate base, and its history and culture provide it the ability to attract visitors, homeowners and renters, jobs, and most of all, investment. It is these assets that provide Hartford a competitive advantage over other soft market cities.

THE APPLICATION OF ARCHITECTURAL MEDIA IN CITY REDEVELOPMENT

Many cities struggle to manage many aspects of their environment and to deal with increased burdens placed upon them in growing and expanding suburbanized regions. With high concentrations of poverty, an under-skilled labor pool, and continued competition with suburban communities for business, jobs, and taxes, soft market cities need to develop creative and innovative strategies to create change and better position themselves within the market.

Architectural Media can be utilized as a comprehensive strategy or tool to create and manage change in Hartford. The following are examples of how Architectural Media, when packaged as a comprehensive imaging, messaging, and design enhancement strategy can be implemented to create change.

Architectural Media can:

- Be utilized to change public perception of a city or neighborhood
- Create a more friendly, interesting, and safe urban environment
- Coordinate themes to promote events for more cohesive marketing of events
- Market downtown entertainment districts to create a unique environment and a destination
- Can create an interesting and vibrant urban environment that can draw visitors to the city
- Create greater corporate sponsorship for arts, entertainment, events, and community organizations
- Provide for public service and community messaging to further community objectives
- Targeted public service announcements can help deal with crime, education, and workforce development
- Can be incorporated in disaster management planning to get vital information out in times of need

ARCHITECTURAL MEDIA STRATEGIES

Architectural Media can be implemented in many ways to enhance an urban environment. The following are varying levels of Architectural Media enhancements that can be implemented to create a positive, energetic, and interesting urban environment.

Architectural Lighting Enhancements

AM can be used to create interesting and creative lighting enhancements in downtown areas that not only improve lighting, but also create a more interesting and safe environment. Lighting enhancements would include working with property owners to up-light building facades, improved entry lighting, and creative lighting improvements. This technique includes the use of colored lights, strategically designed lighting, and specific light projections to enhance historic and significant structures. An example for Hartford would be the use of colored filters to enhance the environment of Pratt Street which is already well designed with up-lit facades. Colored lighting would create a feel and ambiance different than the plain white lights.

Monument Lighting Enhancements

AM can be used to highlight and attract attention to monuments and places of interest. Lighting enhancements to locations and monuments in Bushnell Park, Stonefield, Stegosaurus, and the Corning Fountain would draw attention to Hartford's history, create an interesting environment, and improve lighting to create a safe feeling.

Pathway Enhancements

AM can be utilized to direct visitors from one location to another and provide a fun and interesting experience. For example, AM could be used to draw visitors for the Convention Center and hotel into the core of downtown and encourage them to visit local establishments. Picture blank concrete walls along Columbus Blvd., State Street, and Central Row being lit with projections that provided directions into the core of downtown, images of local restaurants, menus from those restaurants, and other images of Hartford historic landmarks, sites, and attractions.

Promotion Enhancements

AM and lighting enhancements can be used to create a sense of place, enhance an event, or celebrate a victory. Blue lighting could be utilized to celebrate a UCONN national championship or during the Big East Tournament, or the opening weekend of UCONN football. Green lighting could be utilized to celebrate St. Patrick's Day and the parade or red and green lighting for the holidays. Comprehensive lighting schemes would create a sense of place, provide a feeling of unity and pride, and create an attractive environment where people want to visit and be a part of the event or celebration. This helps to market the city and create a sense of change and that something new is going on in Hartford.

Architectural Media Enhancements

AM can be used for direct marketing while enhancing the urban environment. The use of projections and imagery on black walls in strategic locations can promote events, local establishments, and send positive community messages. The strategic use of this technology can transform a location or locations into interactive environments that engage visitors and create excitement. Dark and unexciting locations could be illuminated with images of Hartford, events, attractions, and community messages that promote the City is a fun and exciting place to visit and live.

A comprehensive strategy of lighting enhancements and projections could create an exciting, ever changing, and interactive environment that promotes Hartford and creates a sense of place and pride. The images on the front cover of this report show how a location like the Wadsworth or the City can be transformed by lighting and projections.

THE APPLICATION OF ARCHITECTURAL MEDIA IN HARTFORD

Hartford has struggled with many of the same issues of other cities. However, changes in the market, comprehensive City initiatives, and Hartford strategic location have aided in the positive change that has started to occur in Hartford in recent years. Hartford's significant amount of historic, cultural, artistic, and entertainment assets can be packaged and promoted through the use of a comprehensive Architectural Media Strategy (AMS) to create a positive image of the city. In addition, AMS can be utilized to enhance and promote the many community initiatives that are being implemented by the City and other community organizations. AMS provides a unique opportunity to create an active, interesting, and vibrant city. AMS can create buzz around Hartford's many assets, celebrate Hartford's history, and inject life into seemingly, at times, desolate urban environments.

In addition, corporate sponsorship of Architectural Media installations can provide the resources needed to implement the Architectural Media Strategy and to bring much needed corporate support to the city and community events. Events such as, Riverfest, The Jazz Festival, First Night, First Thursdays, and UCONN Basketball can all be enhanced by an Architectural Media Strategy. Community arts organizations, Hartford Stage, The Wadsworth, The Bushnell, Real Art Ways, and Theater Works can all be promoted as part of an Architectural Media Strategy. And local dining and entertainment establishments can be promoted through the use of Architectural Media.

In addition to greater promotion of Hartford's Downtown Neighborhood, Architecture Media can be targeted into any area of the city to address issue in real time. Anti-crime and anti-violence messages can be displayed in areas where these issues exist and can be removed just a quick. Targeted messaging can enhance efforts to attract new residents, reduce litter, and to reach out to young people.

Architectural Media can be used to promote homeownership, college education attainment, public safety, public health, and economic development. Installations and messaging can be installed and targeted at specific events and populations. For example, Architectural Media installations could be utilized during Riverfest to promote homeownership, downtown living, and economic development.

The following is a sample Architectural Media installation projection sequence based on the above described usages. It provides a sample of a three minute loop of images and messaging.

| Time in Seconds | Image/Messaging |
|------------------------|--|
| 0:00 – 0:15 | Hartford, New England's Rising Star – Sports |
| 0:15 – 0:30 | Paid - BMW Sponsorship Ad |
| 0:30 – 0:45 | Community - Bushnell, Wicked – Wadsworth, Dali Picasso |
| 0:45 – 1:00 | PSA – Homeownership, The Historic West End |
| 1:00 – 1:15 | Hartford, New England's Rising Star – Arts |
| 1:15 – 1:30 | Paid – The Hartford Insurance Company |
| 1:30 – 1:45 | Dinning – Max, Black Eyed Sally's, City Steam |
| 1:45 – 2:00 | PAS – Partnership for Strong Communities |
| 2:00 – 2:15 | Hartford, New England's Rising Star – Live Video/Bar |
| 2:15 – 2:30 | Paid – Nike |
| 2:30 – 2:45 | Arts - Dali Picasso Images |
| 2:45 – 3:00 | PSA – The United Way of Connecticut |

Connecticut Planning & Development, LLC
Urban Planning & Geography – A Rational Approach

As can be seen above, each minute is divided into four 15 second segments. Each segment is allocated for specific uses that include the Hartford Image Project, Commercial Paid Sponsorship, Community Images, and Public Service Announcements. This allows for imaging of the city, promotions of events and establishments, traditional public service announcements, and corporate sponsorship to pay the cost of Architectural Media installations. The corporate sponsorship segments only make up 25 percent of the total time of imaging so that the use of Architectural Media is not dominated by would appear to be advertisements. The remaining 75 percent of time allows for images that promote the city and city establishments, have cultural and artistic value, and allow for the promotion of community initiatives through public service style announcements.

Architectural Media is about community imaging, creating an active, interesting, and vibrant urban experiences that promotes Hartford, its institutions, and establishments.

IMPLEMENTING AN ARCHITECTURAL MEDIA STRATEGY IN HARTFORD

To ensure that Architectural Media does create issues with zoning and/or open up the city to projection style outdoor advertisement that does not enhance the city and promote community initiatives, we propose that an Architectural Media Strategy be developed and implemented by The Greater Hartford Art's Council. If need be, an ordinance could be developed and adopted by the City Court of Common Council to permit the Art's Council to implement AMS and regulate Architectural Media. Architectural Media would be launched as community initiative designed to promote Hartford, to create energy around positive change in Hartford, and to enhance community initiatives. Architectural Media is not being promoted as a means of outdoor advertisement or an advertising mechanism, although commercial sponsorship is required and utilized to fund the implementation of Architectural Media. Architectural Media is being promoted as a tool for managing and enhancing change.

The best way to implement a comprehensive Architectural Media Strategy in Hartford would be through the Greater Hartford's Art's Council in cooperation with The Herring Media Group. Herring Media Group has developed a set of standards, based on typical zoning and land use concerns, to regulate the use of Architectural Media in Hartford and to ensure that it is implemented as a community imaging program and not as a commercial outdoor advertising program. The Herring Media Group believes that the Greater Hartford Arts Council is the best organization to implement a comprehensive Architectural Media Strategy since they are a community based organization that has the best interests of Hartford as part of its mission and could enhance the artistic, design, and community value of Architectural Media. This will ensure that the AMS is about promoting community, improving Hartford's image, and that it is done in a way that is sensitive to the urban environment.

Herring Media Group would be the AM service provider for The Arts Council. The Arts Council would manage the program, but Herring Media Group would be responsible for the development of images, securing installation locations, and for the sale of corporate sponsorship to fund the program. Herring Media Group would not be paid by The Arts Council for this service. Herring Media Group would be responsible for securing corporate sponsorship of Architectural Media Installations to earn its pay for this service. The Arts Council and the City of Hartford would receive fees from Herring Media Group for the oversight of the program.

REGULATING ARCHITECTURAL MEDIA IN HARTFORD

To ensure that the City of Hartford and The Arts Council are satisfied that the implementation of an Architectural Media program and to ensure that the use of Architectural Media does not adversely impact the public health, safety, and general welfare of the community, Herring Media Group, in consultation with Connecticut Planning and Development, have developed a set of draft standards that could be used to implement and regulate the use of Architectural Media and Architectural Media installations. The draft standards could be implemented as guidelines or could be incorporated into an ordinance or regulations.

In addition, the draft standards could be modified and tailored to meet the needs and extent of the Architectural Media Strategy that the City would be interested in implementing. For example, what types uses, types of messaging, and locations or areas of the city available for AM installations.

Architectural Media Standards

PURPOSE

The intent of this regulation/standard is to provide policies and procedures for the establishment of Architectural Media installations in Downtown Hartford while protecting the public health, safety, and general welfare and minimizing any potential adverse visual and operational effects of such installations. More specifically this regulation/standard has been developed to:

- Maximize use of Architectural Media to promote Hartford as an active and innovative place
- Create a unique and interactive urban experience
- To prevent the use and potential proliferation of AM as a form of outdoor advertisement

AUTHORITY

The Greater Hartford Arts Council has sole authority over the development and implementation of an Architectural Media Strategy in Hartford. The Arts Council is responsible for management of the strategy and has authority over the community image and public service content of AM installation projections.

DEFINITIONS

The following are terms and definitions commonly used with Architectural Media and are used within this regulation/standard:

Architectural Media: Architectural Media is an urban environmental communication system that consists of projecting and/or illuminating high-resolution graphics, text and iconic messages upon buildings and large architectural structures.

Display Surface: Is the location, building, or surface that an Architectural Media projection is displayed on.

Installation: A single location and/or property used for the projection and display of Architectural Media. An installation includes both the location of the projection technology and the surface or plane that displays the projection.

Installation Program: One installation location utilizing multiple technologies and projections to create a theme focused on an event at a specific location for the promotion of such event.

Installation, Series: A themed Architectural Media production that includes three or more installation locations that display images focused around a common theme.

Projection Location: The portion of an installation that includes the location or surface where an Architectural Media image is projected from.

Projection, Static: A sole image or multiple images displayed in a constant or timed sequence that do not move or change during their display.

Projection, Interactive: One or more images that are displayed in such a way that they included movement or changes in intensity. This may include video, animation, scrolling, rotating, or any other form of movement.

INSTALLATION LOCATIONS

Architectural Media installations shall only be used in the Downtown neighborhood as defined by the City. The following are standards for individual locations:

- No projection equipment shall be installed in a public right-of-way in such a way that creates a safety hazard.
- Projections should not be projected across any public right-of-way less than 15 feet above ground.
- No projection should be installed in such a way that interferes with pedestrian or vehicular traffic.
- No projection shall be installed in a way that it could interfere with ones vision or create a significant distraction.

GENERAL REQUIREMENTS & STANDARDS

Architectural Media Content: The content for Architectural Media installations shall include images for public service announcements, the promotion of the arts and entertainment, commercial sponsorship in the form of advertisements or logos, and the promotion of Hartford. No installation, projection, or display shall contain commercial sponsorship imaging that exceeds more than 50% of the total display image, calculated in either percentage of surface area or percentage of total time. For Architectural Media Installation Series that include more than 15 installations promoting a single event or concept at the same time, individual installations may display 100 percent commercial advertisements provided that not more than 35 percent of the total installations are dedicated solely to advertisement and that total surface area of such displays do not exceed 40 percent of the total surface area of all the installations in the series.

Commercial Advertisement: Architectural Media can not be used solely for the purpose of commercial advertisement. All installations must include an artistic or community promoting component or are designed for the promotion for a single location and in association with a specific event. Architectural Media for the purpose of commercial advertisement can only be utilized on a surface already existing and approved for commercial outdoor advertisement at the time of the adoption of this regulation.

Onsite Event Promotion: When Architectural Media is used for the promotion of specific events on the same site or at the same location of the event, AM shall not be considered commercial advertisement. Onsite event promotions must comply with the Architectural Media content requirements.

Architectural Media Images: The images projected and displayed as part of architectural media installations shall comply with the following requirements:

- No projection or display shall include lights or images that could be confused with lighting and equipment utilized by emergency services.
- No projection or display shall include adult oriented content.
- No projection or display shall include political advertisements.