

NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT

RE: RESOLUTION OF THE BOARD OF ALDERS Authorizing the Mayor of the City of New Haven to participate in the Domino's Paving for Pizza Grant and to execute all documents and contracts as necessary (Community Services Administrator).

REPORT: 1547-10

ADVICE: Approval

BACKGROUND

The Community Services Administrator submitted a resolution to the Board of Alders requesting approval for the City to apply for and receive a \$5,000 grant from the Domino's Paving for Pizza program. The project is a partnership with CSA and the students at Cooperative Arts and Humanities High School. Coop students have a long history of civic engagement, particularly now as part of the Downtown community. As part of this program, Domino's has agreed to provide additional funds to provide food and beverages for the students on the day of repairs, to celebrate road repairs in this area. Pursuant to the terms of the draft agreement, the City would agree to use the Funds solely for filling potholes and some paving opportunities, with all work to be completed in the Fall of 2018. The City would then provide Crispin Porter & Bogusky (CPB), agent for Domino's, with the total number of potholes that will be filled using the grant funds.

PLANNING CONSIDERATIONS


The Domino's Paving for Pizza program is part of a nationwide campaign for Domino's with the added benefit of providing resources for local infrastructure. Media buys include commercials that have aired on local cable. Burbank, CA, for example, has participated in the program and you can learn more about their experience online at <https://www.pavingforpizza.com/burbank-ca>. As this is related to a marketing campaign, Domino's may use New Haven as an official partner and gain national marketing exposure. In terms of the location around Cooperative High School, College Street recently was improved with new on-street parking between Crown and George Streets but the area has been subject to numerous road cuts and utility work associated with new projects, notably the new hotel by RMS at the corner of High and George Streets. More generally speaking, the Commission calls attention to the fact that DPW has worked diligently and successfully to address pothole issues, using SeeClickFix, fixing 638 in 2016 and another 763 in 2017.

As New Haven is the unrivaled pizza capital of the United States, the Commission is compelled to highlight our national significance, quality and innovation. New Haven not only is home to standard-bearers in Pepe's, Sally's and Modern, but also to anchor establishments in the neighborhoods like Grand Pizza in Fair Haven and Ernie's on Whalley Avenue. Domino's has been able to thrive in our highly-competitive marketplace which is a testament to the quality of their products and longstanding base of support.

ADVICE

The Commission recommends approval of this grant and recommends approval.

ADOPTED: August 15, 2018
Leslie Radcliffe
Vice Chair

ATTEST: 

Michael Piscitelli, AICP
Deputy Economic Development Administrator