

NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT

RE: 235 WOOSTER STREET, Authorization for Sign over City Sidewalk (Grand Associates, LLC).

REPORT: 1467-12

ADVICE: Approval with Conditions

BACKGROUND

Allison Heit-Tirozzi of Grand Associates, LLC has petitioned the Board of Aldermen to place a sign over the City right of way at 235 Wooster Street for an insurance business (Nationwide) in Wooster Square. The business is immediately adjacent to Sally's Apizza Restaurant at the western end of Wooster Street. The sign is proposed to project 2'-6" from the façade of building at a height of 10' above the sidewalk. The sign itself will be 2' x 2' and will be hung from an ornamental metal bracket which will be bolted to the façade of the brick building with lag bolts. The case of the sign will be aluminum and it will be internally lit. The face will be white plastic with black vinyl letters.

PLANNING CONSIDERATIONS

The Board of Aldermen controls encroachments on the public right-of-way under the general authority of Section 49 of the Charter and Section 15-2 of the Code or Ordinances. The Commission advises the Board in considering proposals for appurtenances over City sidewalks, and looks at suitability of design, scale, durability of product and its supports, quality of construction materials, and height above the sidewalk in the light of potential vandalism and safety. The proposed sign bracket appears in good taste and is constructed of durable materials compatible with its location in an historic district at an adequate height above the sidewalk. In cases where the location is within a Historic District or the building is historic in nature, the Commission looks further at whether the appurtenances are complimentary to the architecture of the building. 235 Wooster Street is listed as a contributing property within the Wooster Square National Register Historic District and is also listed on the City's Historic Resources Inventory. While the sign structure does not appear to detract from the historic nature of the building, the Commission recommends that the text message be simplified to allow for easier reading by vehicular and pedestrian traffic.

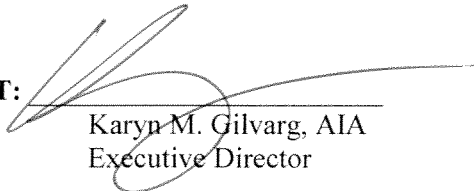
The City requires an indemnity agreement where the City is held harmless from damages. A public liability insurance certificate acceptable to the City's Corporation Counsel is required.

ADVICE

The City Plan Commission recommends approval of the proposed sign location with the following conditions:

1. The applicant shall maintain a current and continuous public liability certificate of insurance, acceptable to the City's Corporation Counsel.
2. The City reserves the right to revoke the privilege for the sign if hazardous to pedestrians using the sidewalk or not maintained in good repair and clean condition, or the Certificate of Liability Insurance lapses.
3. Sign text message shall be simplified.

ADOPTED: June 20, 2012
Edward Mattison
Chair

ATTEST: 
Karyn M. Gilvarg, AIA
Executive Director