

**NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT**

**RE:** 44 CROWN STREET, Authorization to Install Signage over the City sidewalk (Green Well Organic Tea & Coffee).

**REPORT:** 1465-10

**ADVICE:** Approval of one sign only with Conditions

**BACKGROUND**

Matt Greenwell has petitioned the Board of Aldermen for a blade sign for his new retail business, Greenwell Organic Tea and Coffee, at 44 Crown Street (between State and South Orange Street). The sign bracket is mounted on the wood frame structure on the face of the building between the entry door to the shop and the window wall. The sign, a simple design showing the logo of the shop, is custom carved on 1" thick PVC, double sided and painted to match the logo which is green and gray. The Torino Elite hanging blade sign bracket is made of 1" square tube steel shaft with iron ball finial and extends 40" from the building façade. While not shown on the submitted plan, the applicant states the bottom of the sign is 90" (or 7.5') above the sidewalk.

**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 appears in good taste and is constructed of durable materials, at a marginally 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 appurtenance is complimentary to the architecture of the building. 44 Crown Street is listed as a contributing property within the Ninth Square National Register Historic District. The sign does not detract from the historic nature of the building which has recently been rehabilitated together with 26-36 Crown Street for residential use with this ground floor location designated for commercial use.

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. No certificate was provided with the application.

The Commission notes while the sign bracket projects 40" from the building façade, the total projection over city property is 16" as the building is set back slightly from the property line.

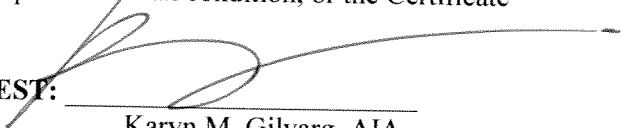
**ADVICE**

The City Plan Commission recommends approval of the proposed sign as shown in the submitted plans with the following conditions:

1. Total signage on the building frontage shall be in accord with the New Haven Zoning Ordinance.
2. The applicant shall maintain a **current** and continuous public liability certificate of insurance, acceptable to the City's Corporation Counsel.
3. 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.

**ADOPTED:** May 16, 2012  
Edward Mattison  
Chair

**ATTEST:**

  
Karyn M. Gilvarg, AIA  
Executive Director