

NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT

RE: 338 ELM STREET, Authorization for a projecting Sign over City Sidewalk (Artfx Signs for Box 63).

REPORT: 1452-09

ADVICE: Approval with Conditions

BACKGROUND

Artfx Signs has petitioned the Board of Aldermen for a blade sign in behalf of its client Box 63, a new restaurant opening at the corner of Elm and Park Streets. The sign is a simple design, showing the logo of the restaurant, and will be mounted on the outside brick wall of the building as it faces Elm Street overhanging the sidewalk by 48". The sign will be mounted above an existing vestibule on an aluminum plate secured to the wall with hilti epoxy anchors and a 3' sign support. The sign will be fabricated of aluminum panels with a sprayed finish and is 21 1.2" in height at its tallest point. Its colors are the same as the remainder of the motif, red, white and blue. There are blue awnings with a white stripe over the windows on the Elm Street side of the building and a red wooden vestibule around the Elm Street entry, all which appear to be on private property. There is already in place a sign with lit arrow over private property in the inset of the building at the corner. There is a retro flat wall sign "American Bar & Grill" on the blank wall facing Park Street.

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. The sign appears in good taste and will be constructed of durable materials, 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 appurtenance is complimentary to the architecture of the building. 338-340 Elm Street is listed as a contributing property within the Dwight National Register Historic District. The signs do not detract from the historic nature of the building.

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 has been presented with the application.

The Commission notes the awnings may project slightly over the public right of way. It previously approved awnings and signs for a former restaurant at the site, Xando Coffee Bar and Restaurant (CPC 1203-05, 03/13/96), although the new installation requires its own aldermanic authorization.

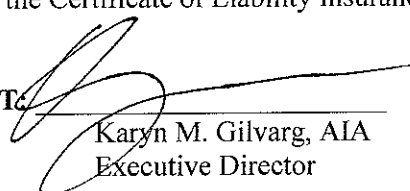
ADVICE

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 18, 2011
Edward Mattison
Chair

ATTEST


Karyn M. Gilvarg, AIA
Executive Director