

## **NEW HAVEN CITY PLAN COMMISSION REPORT**

**RE:** 500 SARGENT DRIVE, IKEA PDD #100, Request for Temporary Location of Banner for Pilot Pen Tournament (Pilot Pen Tennis)

**REPORT:** 1391-38

**ACTION:** Approval with Condition

**Submission:** Letter dated June 2006

### **BACKGROUND**

Pilot Pen Tennis requests permission to hang a temporary banner on the Pirelli Building within the IKEA Planned Development District #100. As part of the aldermanic approval of the IKEA PDD, temporary banner signs were permitted for any City of New Haven-sponsored event or non-profit event at the discretion of IKEA with City Plan Commission approval.

Pilot Pen has had permission to hang the large banners in this same location for the past six years to promote its August tournament, which includes free events for the community, a shuttle to downtown New Haven, and a tennis program for children. IKEA has agreed to allow the banner. The mesh windscreen banner measuring 60' wide by 15' tall is smaller than past banners and will hang on the front of the building facing I-95 and New Haven Harbor.

Last year the State Department of Transportation became aware of the banner's location adjacent to I-95 in area under their jurisdiction. Pilot Pen has consulted with CDOT about their regulations and has changed the size of the banner to conform to them.

### **PLANNING CONSIDERATIONS**

The Planned Development approval also permitted IKEA to hang banner signs on the Pirelli building "for IKEA sales events up to four times a year for a maximum of four weeks per event."

### **ACTION**

The Commission finds the temporary banners in accordance with the Planned Development approval and hereby grants an approval, subject to obtaining any necessary State Department of Transportation permits or consent.

1. The banner must be removed no later than September 30, 2006.

**ADOPTED:** June 21, 2006  
Patricia A. King  
Chair

**ATTEST:** \_\_\_\_\_  
Karyn M. Gilvarg, AIA  
Executive Director