

NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT

RE: 2 HOWE STREET, Authorization for Signage in the Public Right-of-Way (SIGN Lite Inc.)
REPORT: 1443-12
ADVICE: Approval with Conditions

BACKGROUND

Yale New Haven Hospital is adding directional signs in the vicinity of a recently completed building complex it occupies at 2 Howe Street which includes a garage on the south and west sides, a residential "suite hotel" component on the north side and retail spaces on the west side with office space above. While most signs are on private property, there is one sign (Sign Type H-D/F ground sign) on Legion Avenue near the corner of Howe Street which is on public property and requires aldermanic approval. Any signs which overhang the City sidewalk or are in the public right of way require approval by the Board of Aldermen.

Sign types D, E, and C are all on private property and do not require aldermanic approval.

PLANNING CONSIDERATIONS

The ground sign at Legion and Howe is 3'-9" wide and 5'-7" tall including the post height. The aluminum sign will be mounted between two aluminum posts painted blue which are anchor bolted into the concrete. The sign itself will be blue with white reflective outline and lettering. The sign will be placed within a raised landscaped bed approximately 6' from the curb of Legion Avenue leaving more than adequate room for pedestrian passage on either side. The sign contains the address of the building and promotes the retail shops on Howe Street and the Suites at Yale New Haven, intended for families of patients at Yale New Haven Hospital.

When the Commission considers proposals for private signs over or on City sidewalks, it looks at suitability of placement, design, scale, durability, and quality of construction materials. Photo simulations by SIGN Lite, Inc. dated 6/7/10 show that the sign structure is carefully and artistically designed and constructed of durable materials so that it will withstand weather elements. Its placement in the landscaped bed surrounded by concrete allows for safe passage of pedestrians across the plaza like corner, and is far enough away from the curb to not be endangered by a potential wayward motorist.

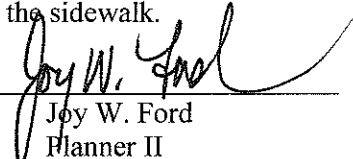
The City is held harmless from any damages as the applicant is required to provide a public liability insurance certificate in an amount acceptable to the City's Corporation Counsel. The policy shall be maintained in force, as long as the sign is maintained in this location.

ADVICE

The Commission recommends approval of the proposed ground sign with the following conditions:

1. Exact sign locations and installation details are subject to approval of the Department of Transportation, Traffic and Parking.
2. The owner is responsible for maintaining for the life of the signs a valid certificate of insurance, acceptable to Corporation Counsel, which indemnifies the City of any liability or responsibility for the appurtenances on the City sidewalk.
3. It is the owner's responsibility to keep the poles and sign in safe and clean condition. The City reserves the right to revoke the privilege to mount the sign on the City sidewalk if at any time it deems that either it is not being kept in good repair or is hazardous to pedestrians using the sidewalk.

ADOPTED: August 18, 2010
Edward Mattison
Chair

ATTEST: 
Joy W. Ford
Planner II