

Davis, Lisa

From: Davis, Lisa
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Subject: Business Newsletter - June 2018

Hello Business Owners,

Welcome to the new businesses now receiving this newsletter. This month we focus on ideas for maintaining a vibrant and inviting storefront – that also meets New Rochelle city code.

New dog-friendly idea

Dog Parker recently shared information about their sidewalk “dog sanctuaries” available for business owners to provide as a service to their customers. These structures are allowed on the sidewalk with a permit as a “furnishing zone” item.

Being dog-friendly is good for business. DogSpot makes it possible for dog owners to visit your store or restaurant even if they have their dog with them. DogSpot builds connected networks of on-demand, pay-by-the-minute dog houses —similar to other shared economy services like bike shares and ride shares ([video](#)). DogSpot solves the growing problem of “No Dogs Allowed” by enabling dogs and their owners to be together more often without having to resort to risky behavior like tying their dogs up outside, leaving their dogs in cars, or faking service animal status. DogSpot partners with developers, property managers and retailers to place their high-tech sidewalk sanctuaries in walkable, dog-dense shopping areas and food venues. They’ve seen measurable results in increasing foot traffic and sales for partners.

The team at DogSpot will be scouting for New Rochelle location partners in the near future. If you are interested in benefiting from becoming more dog-friendly, please feel free to start now and contact DogSpot Partnerships Manager Lauren McManus at (347) 997-5014 or Lauren@DogParker.com.



Sidewalk café, planters and other outdoor items need permits before they are placed outside

The guidelines for placement of any items on the sidewalk are clear and intended to create a safe and attractive streetscape. Get your permit BEFORE you place any items outside on the public way or you risk receiving a violation. Here is what you need to know about permitting required for different items:

- **Sidewalk café** – Restaurants can provide seating outside their restaurant on the city sidewalk by applying for a “sidewalk café” permit. To apply for a permit, visit <http://www.newrochelleny.com> and follow the prompts to submit a permit for a Sidewalk Cafe. This is an annual permit and the application must include a diagram showing the number and placement of all chairs, tables, planters, enclosures or other objects plus required insurance documents. If planters are included and were not previously approved by the Municipal Arts Commission (MAC), the application will need to be reviewed and approved by the MAC prior to setting up outside.

- If you have a **planter or other “furnishing zone”** item placed on the sidewalk, you must submit an application for a permit or remove the item. The permit requires a one-time application process and fee. Unless you previously completed the process and received your permit, you will need to apply for a permit. To apply, visit <http://www.newrochelleny.com> and select Applications and Permits, then Public Works Application. Follow the prompts to submit a permit for a Sidewalk Obstruction. All planter permits are to be reviewed by the Municipal Arts Commission.
- **Outdoor Dining** – Restaurants can provide outdoor seating on their own property by applying for an “outdoor dining” permit. To apply for a permit, visit <http://www.newrochelleny.com> and select Applications and Permits, then Buildings. Follow the prompts to submit a permit as “other” and in the detailed description include the parameters of the dining area. The application must include a diagram showing the number and placement of all chairs, tables, planters, enclosures or other objects plus any structural changes, means of egress and more.

Contact me if you need any assistance with the permitting process.

Signage must conform to City code

Signs are a necessary way to inform customers about your business. An enticing storefront makes customers want to walk into your store. However, excessive or improperly placed signage can take away from your business and may create a safety hazard. Enforcement is underway to identify violations of City code. For complete information review [Chapter 270](#).

- **Window Signage** – Signs, whether individual or in total, may not cover more than 15% of available window and door space.
- No **blinking, flashing or chasing lighted** signage is permitted
- **Wall signs** – exterior signs on walls or awnings require a permit. As businesses change hands, the old signs must be removed within one month of the cease of operations. New owners must work with a licensed sign hanger to get a permit and have signs placed on the exterior of their business.
- **Portable Signage** – no easel signs, feather flags, stands or other portable signage are permitted on the public sidewalk.

Exhibitors wanted for sixth annual 2018 New Rochelle Street Fair



Reminder, early bird pricing ends June 29, 2019

The **Sixth Annual New Rochelle Street Fair** returns to Downtown on Sunday, **September 9** from **11AM to 5PM**. This ever-popular event is presented by the City of New Rochelle in partnership with the Chamber of Commerce, BID, Council on the Arts and Volunteer New York!

To register for the fair, contact the Parks and Recreation Department at info@newrochelleny.com or download and mail in

an application from the City’s website: www.newrochelleny.com/streetfair.

* If your business is on one of the street fair streets and you want to set up outside, please indicate that on your application. These requests cannot be guaranteed so apply early to reserve your space.

Featured Business program taking off

Congratulations to our newest Featured Businesses and look for the Featured Business sticker in their storefronts:

- Beechmont Tavern
- Mahlsted Gallery
- TP Toys

In addition to placement on the [Ideally New Rochelle map](#), info about Featured Businesses will soon be found on the wi-fi kiosks being placed around the City. Visitors and residents will have another easy way to locate places to shop, eat and play.

Interested businesses should apply and can qualify based on 5 criteria that demonstrate customer appeal, commitment to excellence, and compliance with all City ordinances. Visit <https://www.ideallynewrochelle.com/featured-business-program/> for more information or to apply.

Congratulate!

- **1 OF 1 NYC** – Local designer who's made clothing for rap stars opens showroom in New Rochelle [See more](#)
- **Smack N Crabs** – new restaurant now open at 134 North Ave.

Advertise at the New Rochelle Train Station

Every day over 5,000 commuters pass through the New Rochelle train station. We have a brochure rack for registered New Rochelle businesses and the information goes out very fast. We need brochures or menus to keep the rack full. The best size is a 3x8 portrait printed on cardstock paper. If you want to drop off brochures, please give them to the concierge at the train station or bring them to City Hall for my attention.

For more information on any of these topics, please contact me. If you do not wish to receive this newsletter in the future, please reply with Unsubscribe in the subject line. Thank you.

Sincerely,

Lisa Davis
Business Ambassador
City of New Rochelle
914-654-2189

