

# City of Cranston

# Zoning Board of Review

*July 8, 2020*

## **Chairman of the Board**

Matthew Gendron

## **Members**

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Tom Barbeiri

Joy Montenaro

Craig Norclife (1<sup>st</sup> Alternate)

Vacant (2<sup>nd</sup> Alternate)

Vacant (3<sup>rd</sup> Alternate)

Joshua Catone (4<sup>th</sup> Alternate)

**MARCIA B. SMITH and MARVIN M. SMITH (OWN) and  
WINES AND MORE OF RI, INC. (APP)** have filed an  
application to install a new digital and animated sign at **125  
Sockanosset Crossroad**, A.P. 10, Lot 1489; area 2.32 ac ; zoned  
C3. Applicant seeks relief per 17.92.010; Section 17.72.010 Signs.  
Application filed 6/10/2020. Louis DeSimone, Esq.

# Staff Analysis

- The proposal does not increase the height or area of existing signage on the site, which the ZBR granted relief for in 2009.
- There are at least 3 other examples of animated signs on Sockanosset Crossroad alone, so relief would not be out of character with the area.
- Regarding animation and timing of images on the message board, the applicant clarified that *“the petitioner is requesting that a variance be granted to permit the digital sign to change every twenty (20) seconds to delineate products and items for sale at the establishment.”*
  - Regarding brightness of the sign, the applicant has corresponded that *“the electronic message centers have automatic dimming capabilities and Watchfire Electronic message centers are equipped with a photocell that detects ambient light and adjusts brightness levels accordingly.”*
- Staff holds that if the City chooses to allow changeable copy signs, that allowing them to be upgraded to animated signs (with restrictions) would be reasonable.
- Relief, if granted, would not undermine the intent of zoning or the Comprehensive Plan.

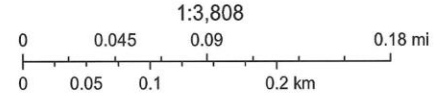


# 125 Sockanosett Cross Rd 400' Plat 10 Lot 1489



6/2/2020, 11:31:23 AM

- |  |                   |               |                           |  |     |  |    |  |       |
|--|-------------------|---------------|---------------------------|--|-----|--|----|--|-------|
|  | Parcel Outlines   |               | Buildings                 |  | A20 |  | C1 |  | M2    |
|  | Plat Boundaries   |               | Zoning Dimensions         |  | A12 |  | C2 |  | EI    |
|  | Parcel ID Labels  |               | Historic Overlay District |  | A8  |  | C3 |  | MPD   |
|  | Streets Names     | <b>Zoning</b> |                           |  | A6  |  | C4 |  | S1    |
|  | Cranston Boundary | none          |                           |  | B1  |  | C5 |  | Other |
|  | Parcels           | A80           |                           |  | B2  |  | M1 |  |       |



City of Cranston



# NEIGHBORHOOD AERIAL

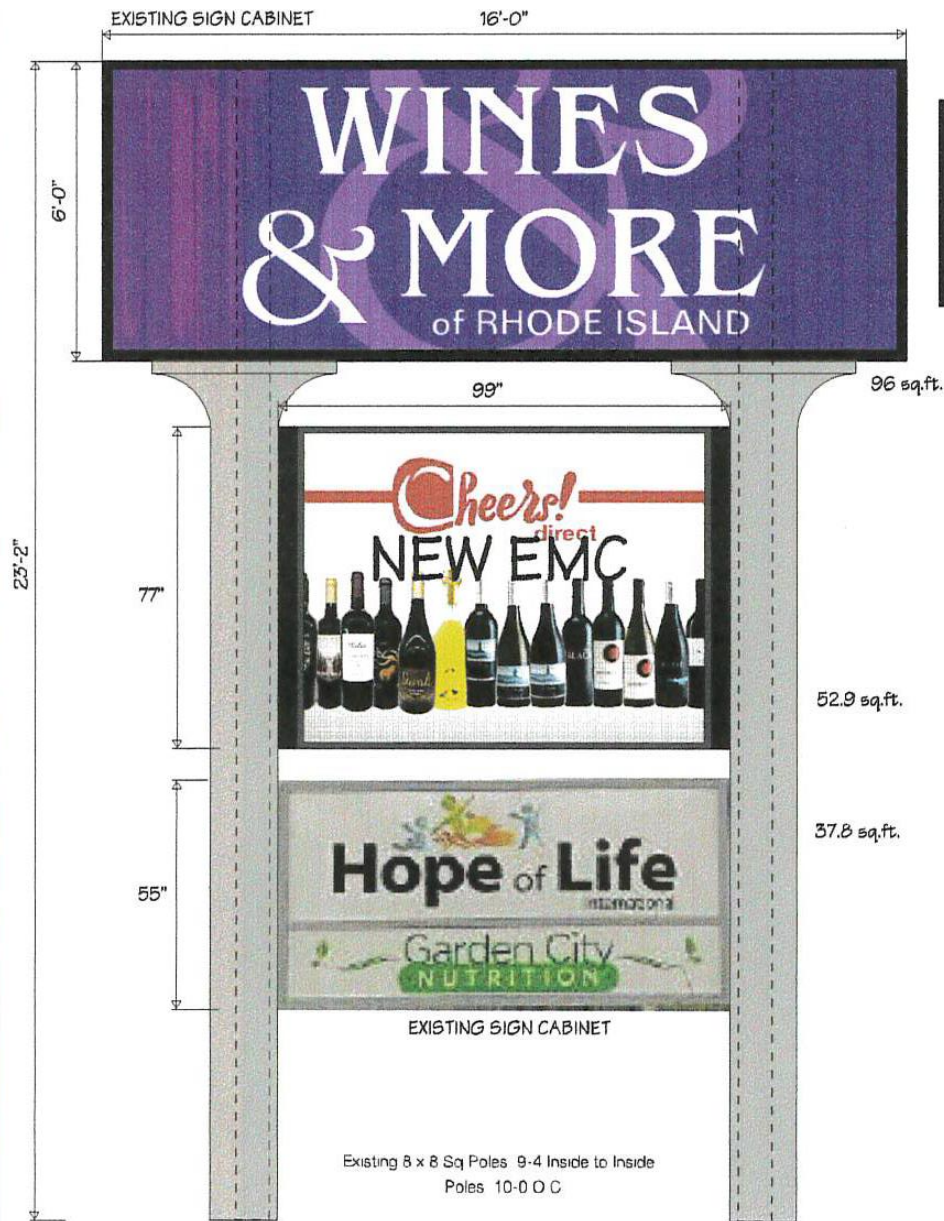
(subject parcel marked in orange, 400 foot radius marked in black)



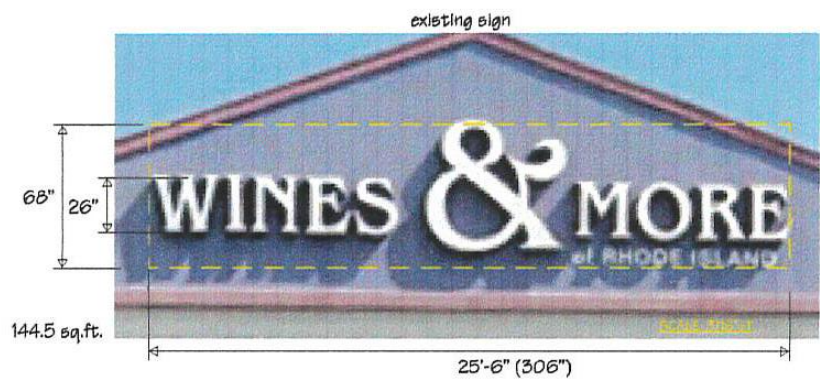
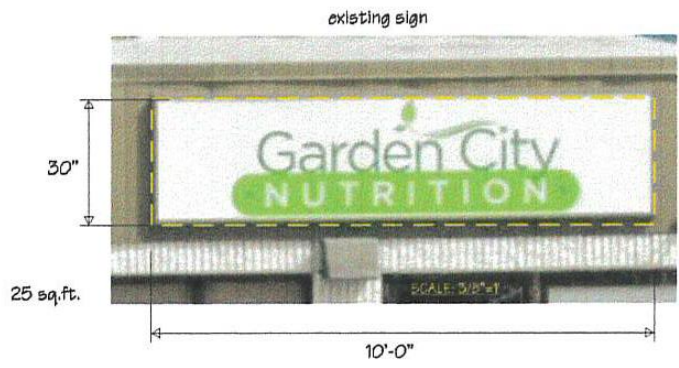
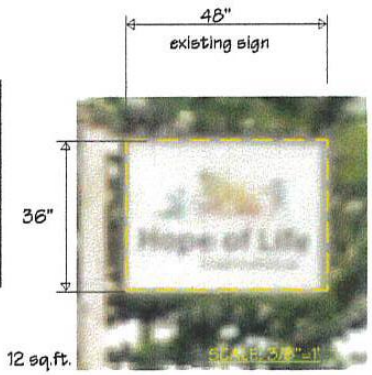








<b>PYLON SIGNAGE:</b>	<b>BUILDING SIGNAGE:</b>
WINES & MORE: 96 sq.ft.	WINES & MORE: 144.5 sq.ft.
EMC: 52.9 sq.ft.	GARDEN CITY: 25 sq.ft.
HOPE OF LIFE: 37.8 sq.ft.	HOPE OF LIFE: 12 sq.ft.
<b>TOTAL: 186.7 sq.ft</b>	<b>TOTAL: 181.5 sq.ft.</b>



SCALE: 3/8"=1'

**NATIONAL SIGN CORPORATION**  
www.nationalsign.com

**CONNECTICUT**  
780 Four Rod Rd.,  
Berlin, CT 06037  
Ph: (860) 829-9060

**MASSACHUSETTS**  
21 Larsen Way  
North Attleboro, Ma  
Ph: (508) 809-4638

CLIENT / PROJECT LOCATION:  
**WINES & MORE**  
of RHODE ISLAND

ADDRESS:  
125 Sockanosset Cross Road  
Cranston, RI

FILE LOCATION:  
pflwine&spirits retail/cranston/sockanosset

DRAWING NO:  
**66073-02**

DRAWING DATE:  
**06/08/20**

PROJECT MANAGER:  
**RH**

DRAWN BY:  
**DDD**

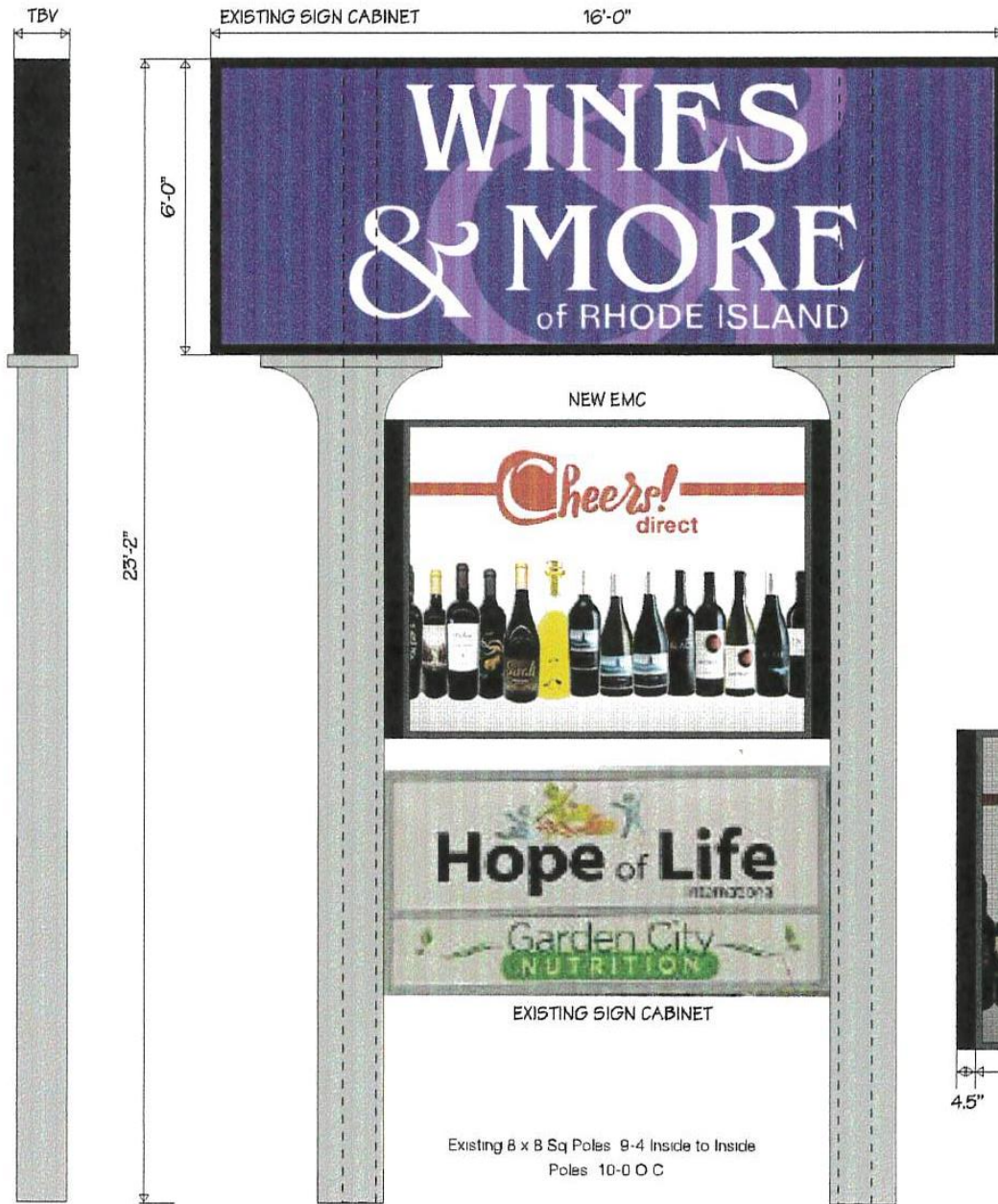
REVISIONS/NOTES:

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



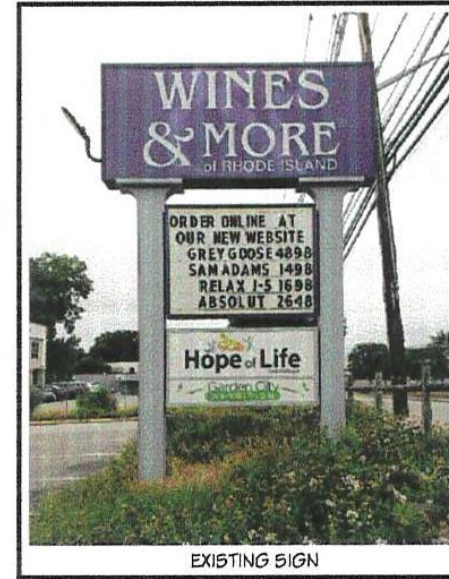
E164024



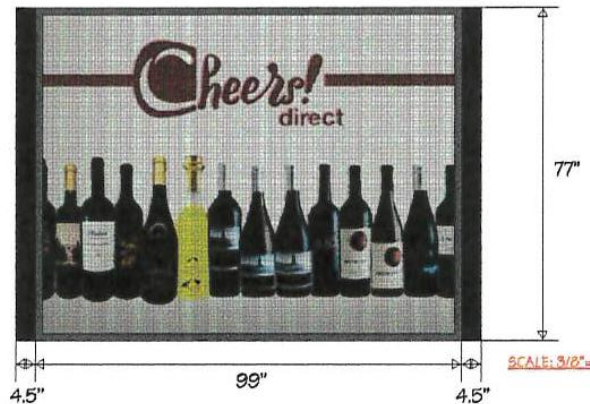


Existing 8 x 8 Sq Poles 9-4 Inside to Inside  
Poles 10-0 O.C

SCALE: 3/8"=1'



EXISTING SIGN



- (Qty: 2) New 8'-3" x W6'-5"H, 10mm, full color, face vent EMCs secured to existing 8" x 8" square steel poles in field with 2" x 2" x 3/16" steel angle runners
- 2" x 2" x 3/16" x 5"L steel angle clips mechanically fastened to 8" steel poles in field as required
- Existing reader board to be replaced  
\* exact same size as existing
- Primary electrical connection by others



# Staff Recommendation

Due to the findings that the proposal is consistent with the Comprehensive Plan and the character of the commercial area, and due to the assertion that businesses should be allowed to have animated signs instead of changeable copy signs (with restrictions), the Planning Department recommends that the Plan Commission forward a *positive recommendation* on this application to the Zoning Board of review, with restrictions to the sign's luminescence, animation, and frame change timing.