

City of Cranston

Zoning Board of Review

July 8, 2020

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Matthew Gendron

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Tom Barbeiri

Joy Montenaro

Craig Norcliffe (1st Alternate)

Vacant (2nd Alternate)

Vacant (3rd Alternate)

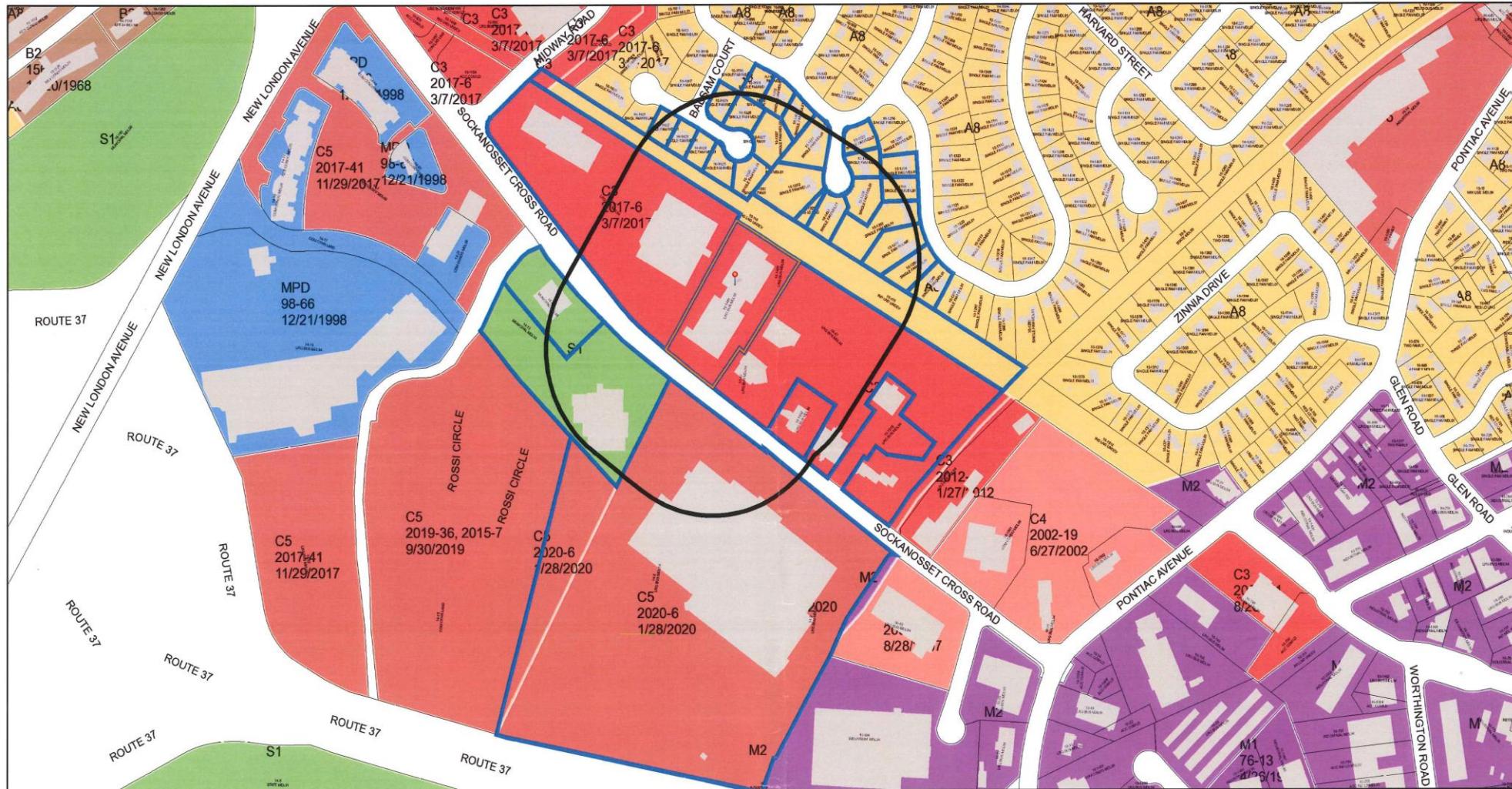
Joshua Catone (4th Alternate)

**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 responded 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

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

1:3,808
0 0.045 0.09 0.18 mi
0 0.05 0.1 0.2 km

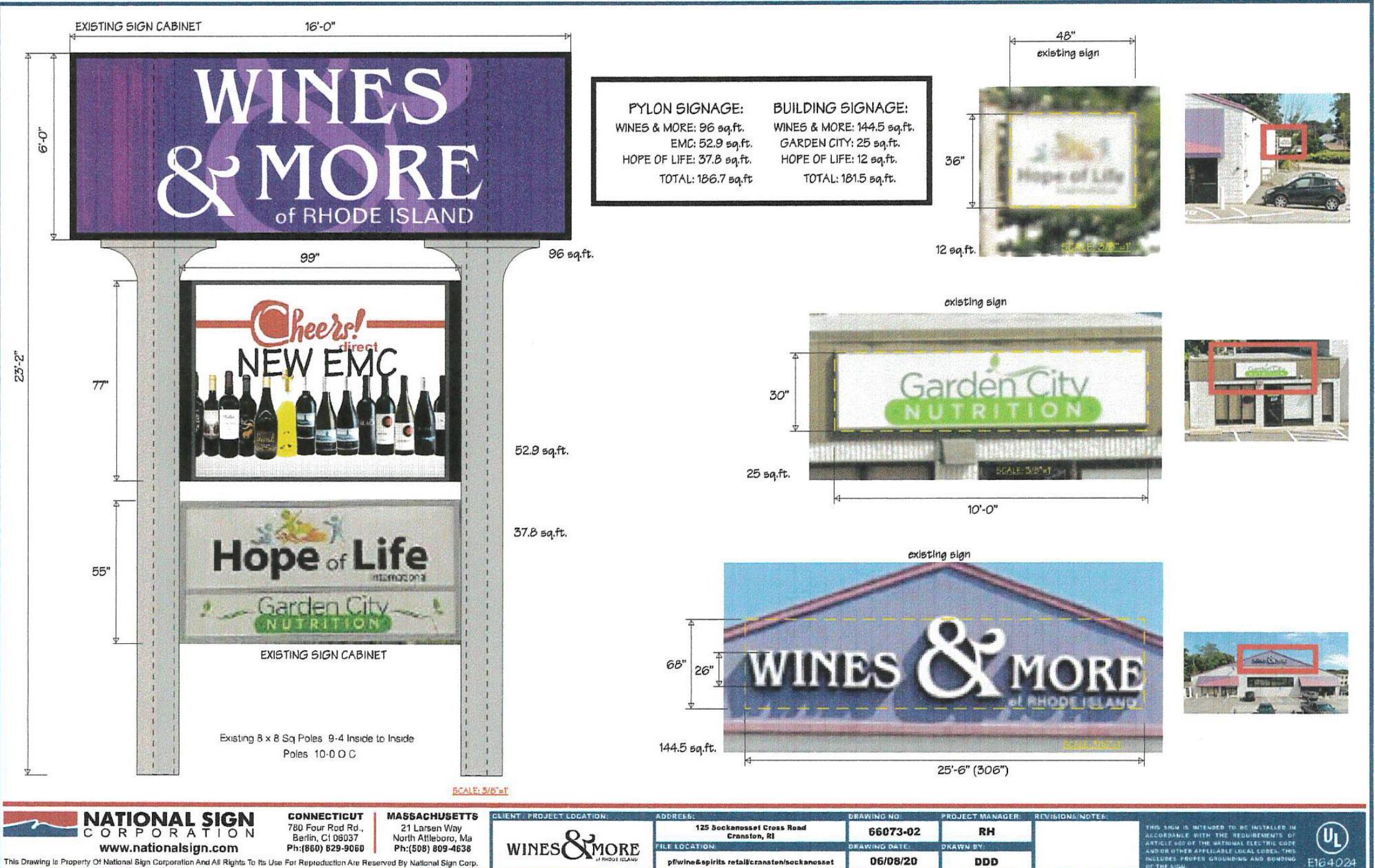
City of Cranston

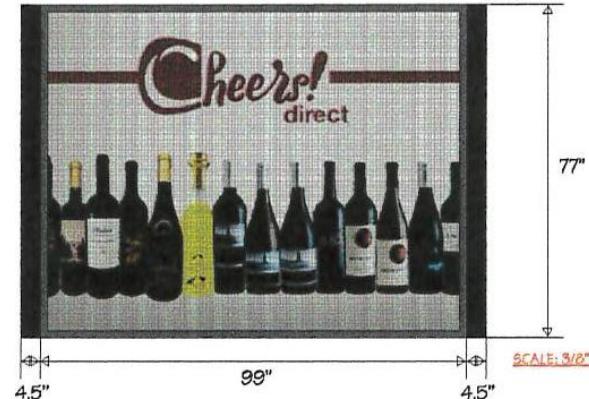
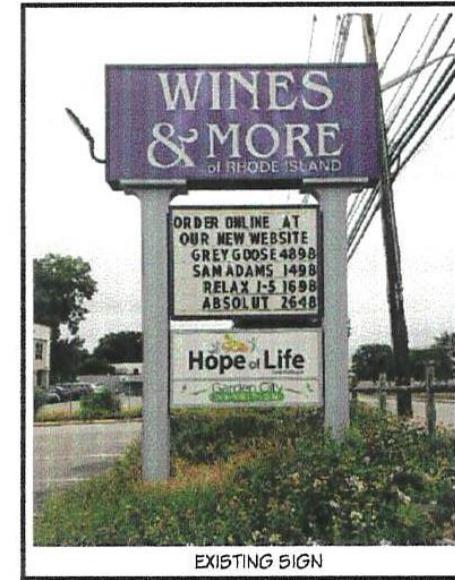
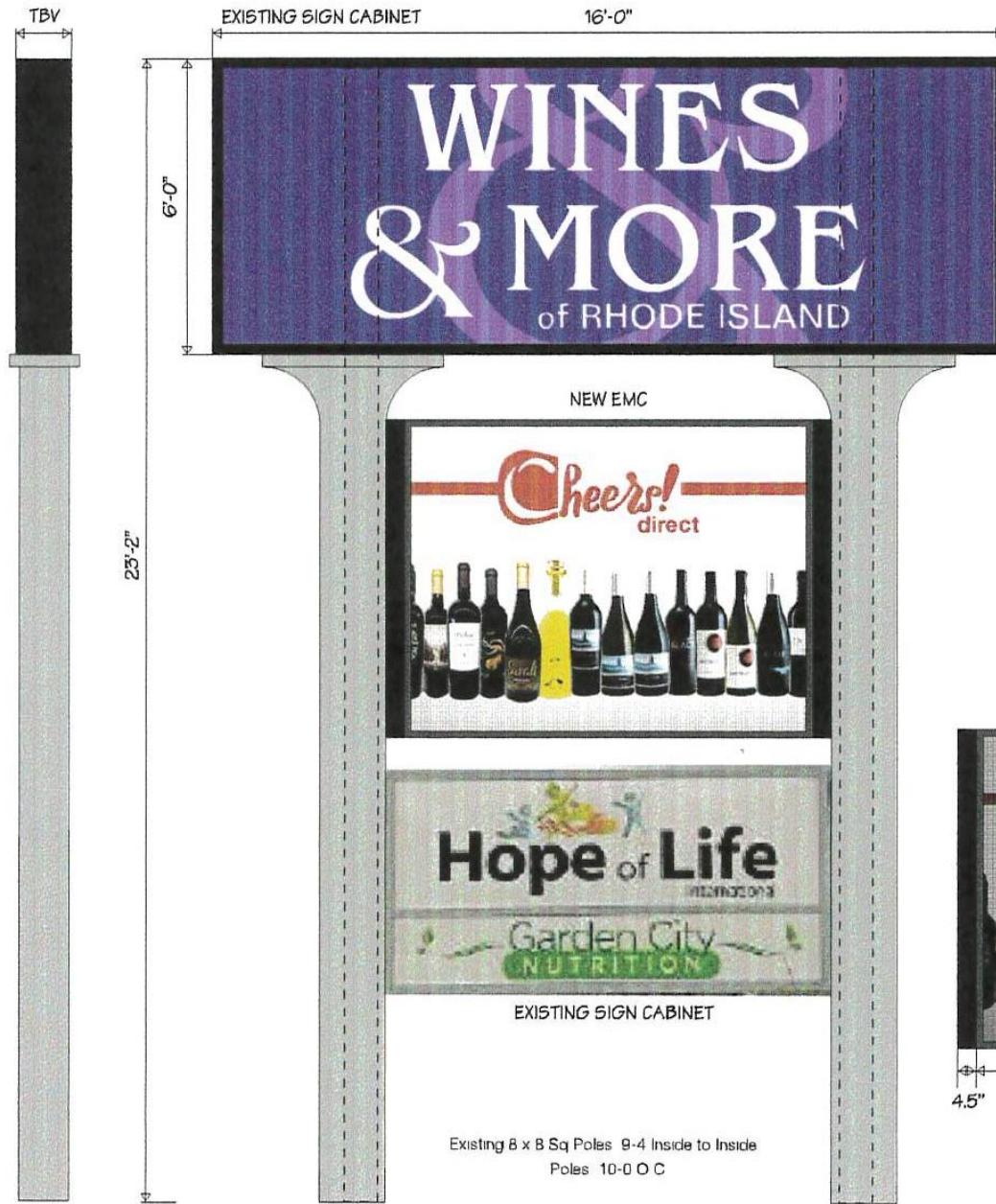
NEIGHBORHOOD AERIAL

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









- (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.