CITY PLANNING DEPARTMENT

Memorandum – FINAL

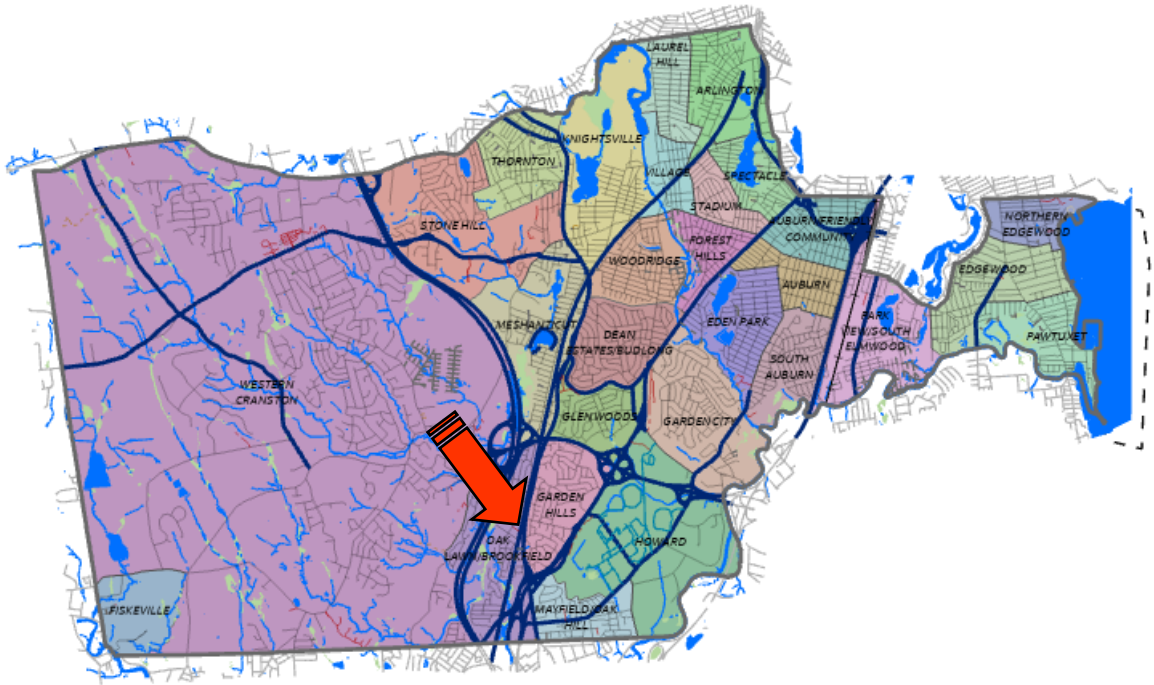
To: City Plan Commission
From: James Ray | Planner Technician
Date: December 1, 2026
RE: 965 Oaklawn Avenue – Assessors Plat 18, Lot 9
Application for Dimensional Variance (Signage)

Owner: Constance L. Marzilla
Applicant: National Sign Corporation
Location: 965 Oaklawn Avenue
Zoning: C-2: Neighborhood Business
FLUM Designation: Highway Commercial/Services

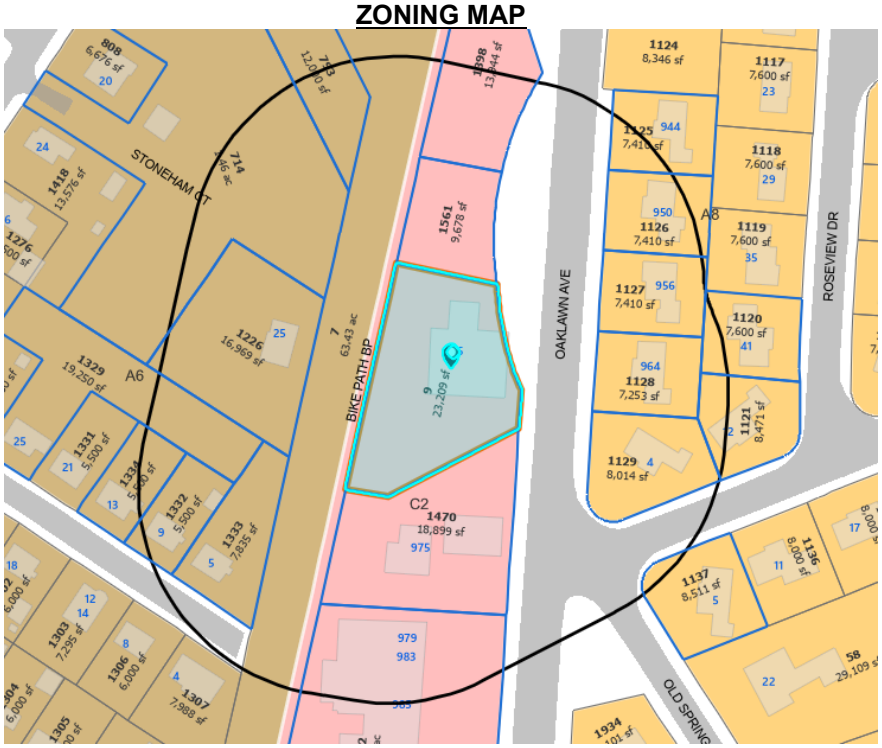
Subject Property:
The subject property is located at 965 Oaklawn Avenue, identified as Plat 18, Lot 9, and has a land area of 0.5328± acres, (23,209 ± sq. ft.).

Request:
This application proposes to construct a monument sign exceeding the allowable size and total area. Applicants seek relief per Section 17.92.010- Variances; Section 17.72.010- Signs.

LOCATION MAP



ZONING MAP



FUTURE LAND USE MAP



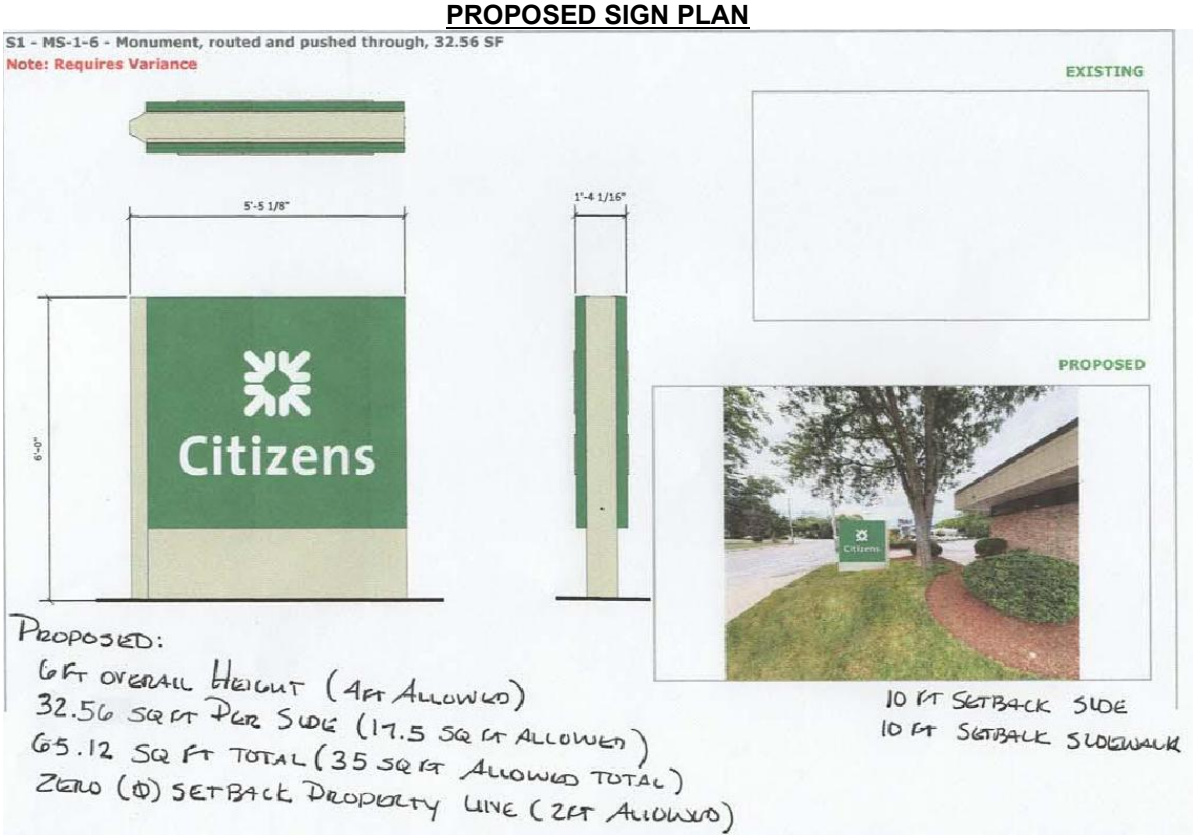
AERIAL PHOTO



EXISTING SIGNAGE



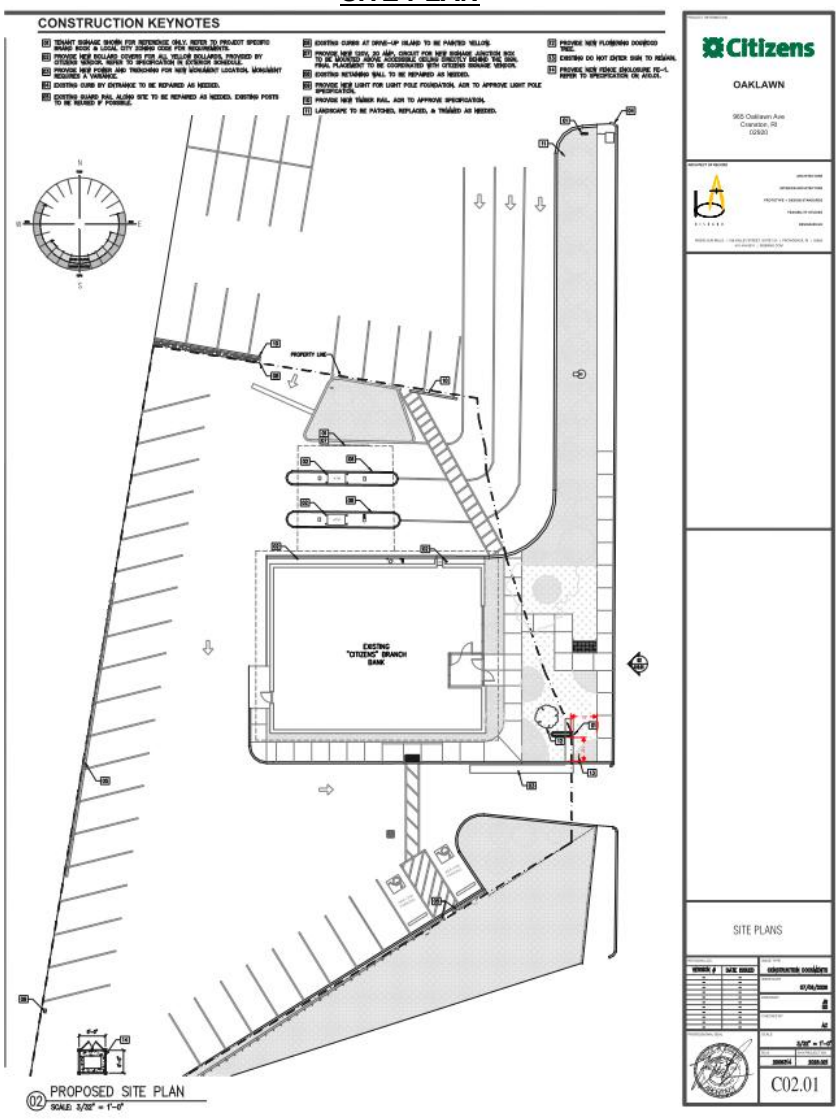
PROPOSED SIGN PLAN



PROPOSED SIGN



SITE PLAN



Findings of Fact:

The Applicant has requested specific relief in their application, namely:

- 17.72.010 – Signs

The bank feels the relocation of the ground sign to the front of the building will provide better visibility of the branch for approaching motorists and can easily be viewed in both directions - whereas the existing sign is setback much further on one side of the driveway and has restricted visibility.

17.72.010(3) – Sign Code Relief Sought:

C-2 Zone	Allowed	Proposed	Relief Sought
Total Sign Area	35 sf	65 sf	30 sf
Sign Height	4 feet	6 feet	2 feet
Sign Setback	2 feet	0 feet	2 feet

Analysis:

- Staff has reviewed this application in consideration of the compatibility with the general character of the surrounding neighborhood and the request does not impose undue nuisances and is not out of character beyond any uses on this site or within the surrounding area.
- The proposed sign matches the scale of the site and surrounding neighborhood.
    - Oaklawn Avenue has many preexisting signs that contribute to the aesthetics of the street's commercial corridor.
- The sign height and setback relief is minimal.
    - The applicant only exceeds the height requirement by 2 feet.
    - The sign has a proposed 0 feet setback from the lot line. However, the lot line itself is setback from the sidewalk by 10 feet. This means that the sign is placed far enough back from the street and sidewalk to avoid interference with pedestrians or drivers.
- The placement of the proposed sign complies with § 17.20.100B – Driveway Corner Visibility, with its placement 10 feet from the street line and 10 feet from the sides of the driveway.

Consistency with the Comprehensive Plan:

- Staff finds that the following goals, policies, and action items outlined in the Comprehensive Plan pertaining to commercial development support the approval of this Application:
    - Goal ED-2: Attract capital into the Cranston area and expand the City's economic base.
    - Policy ED-15: Work with regulatory staff to proactively inform and assist developers in regulatory and approval processes and otherwise improve relations with developers, businesses, and property owners.
    - Policy ED-24: Ensure that new and expanded commercial development along major arterials exhibits a high standard of design quality and is compatible with existing roadway functions and adjacent residential neighborhoods.

Recommendation (ZBR-26-66):
In accordance with RIGL § 45-24-41(b) and Section 17.92.010(A) of the Zoning Ordinance, Staff finds this Application to be consistent with the goals and purposes of the Comprehensive Plan and determines that it is compatible with the general character of the surrounding neighborhood. Staff therefore recommends that the City Plan Commission adopt the Findings of Fact documented above and forward a ***POSITIVE RECOMMENDATION*** on the Application to the Zoning Board of Review.

Respectfully Submitted,

James S. Ray

James Ray
Planner Technician/Administrative Officer

Cc: City Planning Director
File