

# City Planning Department



## Memo

To: Cranston City Plan Commission  
From: Amelia Lavallee, MPA – Planning Intern  
Date: July 11, 2023  
Re: Variance Application for 777 Cranston Street

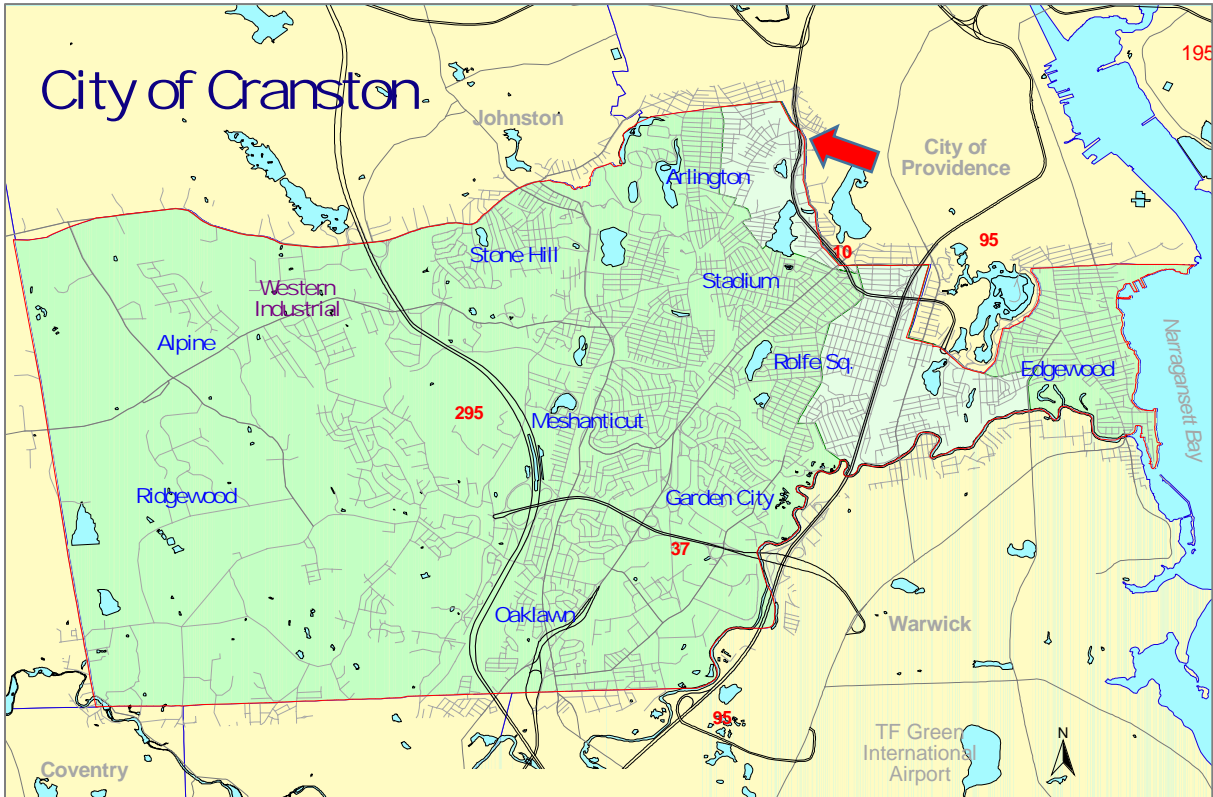
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**Owner:** Cranston Street Associates, LLC  
**Applicant:** Colbea Enterprises LLC  
**Location:** 777 Cranston Street, A.P. 7 Lot 1  
**Zone:** “Special C-5 (Heavy business, industry) with conditions”. See Ordinance #9-22-01 & #9-22-02 (Comprehensive Plan Amendment & Change of Zone)  
**FLU:** Highway Commercial/Services

### **DIMENSIONAL VARIANCE REQUESTS:**

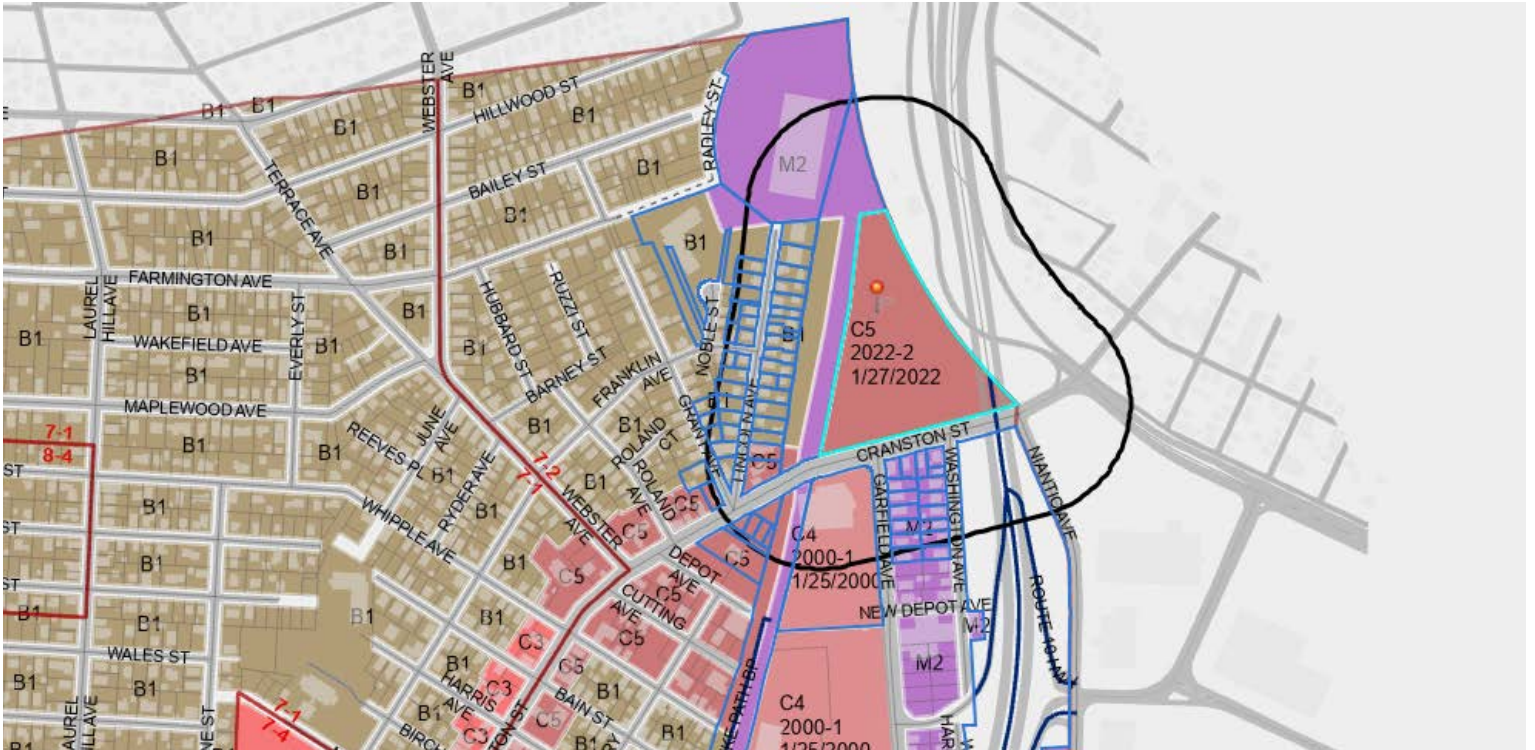
1. To exceed the maximum total area of a wall sign from thirty (30) square feet to 85 square feet (55 square feet). [17.72.010(6)]
2. To exceed the total area of a monument sign from forty-five (45) square feet to 86.2 square feet (31.2 feet). [17.72.010(6)]
3. To exceed the maximum height of a monument sign from four (4) feet to 7.36 feet (3.36 feet). [17.72.010(6)]
4. To exceed maximum total signage area from 284.2 sq. feet (20 percent of the total street facing façade wall area), to 311.8 sq. feet (27.7 sq. feet). [17.72.010(6)]
5. To exceed maximum building height from 35 feet to 36' 2-½" inches (1' 2-1/2"). [17.92.010. Variances]
6. To exceed maximum total number of freestanding signs from one (1) per street frontage to two (2) freestanding signs on the premises. [17.72.010(6)].

# LOCATION MAP



# ZONING MAP

(400 - foot radius marked in black)



# FUTURE LAND USE MAP



# NEIGHBORHOOD AERIAL

(400 - foot radius marked in black)



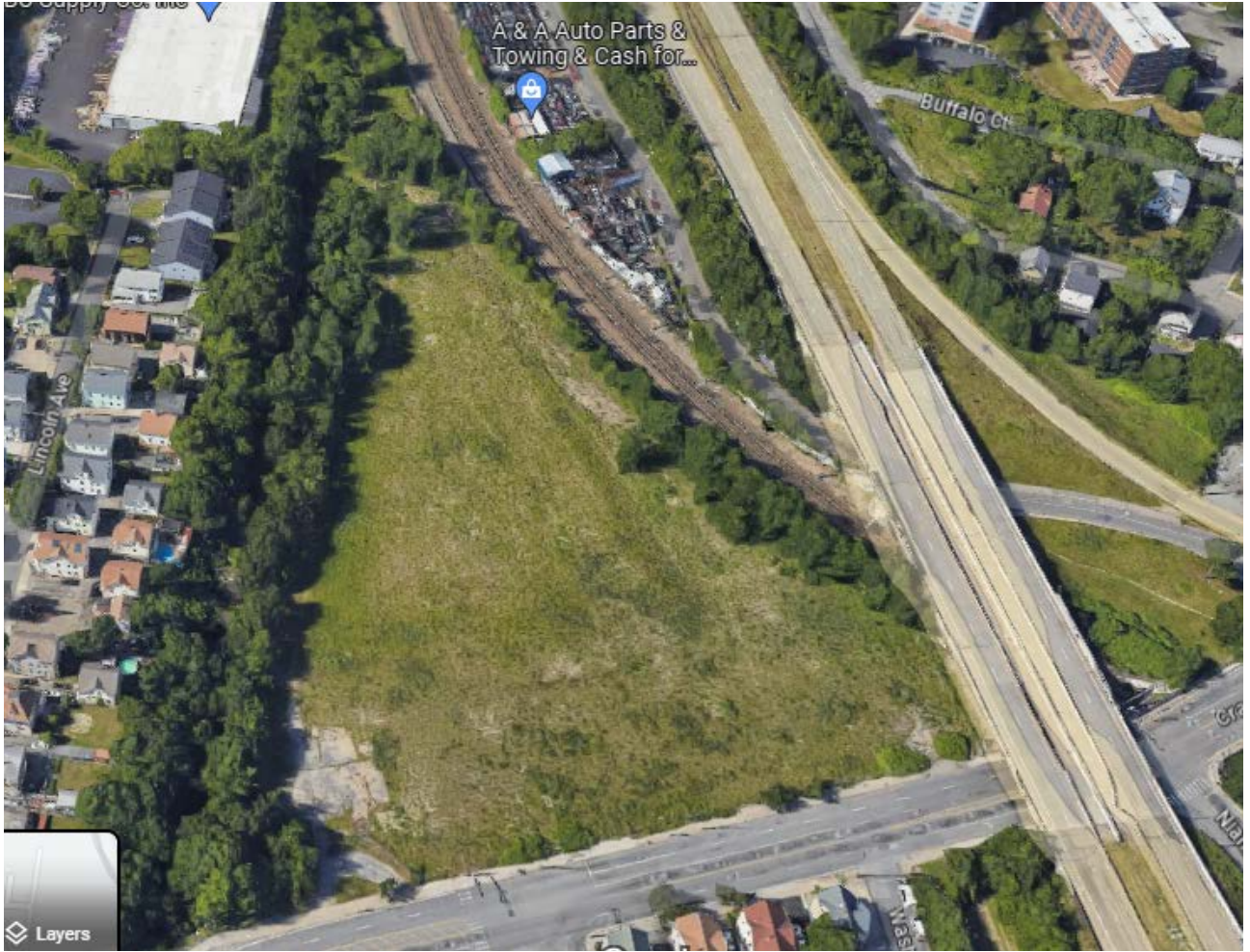
**STREET VIEW**  
(from Cranston Street)



# AERIAL CLOSE UP



### 3-D AERIAL VIEW



# RENDERINGS OF PROPOSED SIGNS

**Proposed Front Elevation**  
**Proposed Side Elevation**

**Proposed Sign Schedule**

Item	Description	Material	Color	Size (ft)	Area (sq ft)	Notes
1	Seasons Logo	Aluminum	Blue	4.0 x 2.0	8.0	See Note 1
2	Corner Market Sign	Aluminum	Black	10.0 x 4.0	40.0	See Note 2
3	Electric Vehicle Charging Sign	Aluminum	Orange	4.0 x 2.0	8.0	See Note 3
4	180 kWh Sign	Aluminum	White	2.0 x 1.0	2.0	See Note 4
5	Price Tag Sign	Aluminum	Red	1.0 x 1.0	1.0	See Note 5
6	Price Tag Sign	Aluminum	Green	1.0 x 1.0	1.0	See Note 5
7	Price Tag Sign	Aluminum	Blue	1.0 x 1.0	1.0	See Note 5
8	Price Tag Sign	Aluminum	Yellow	1.0 x 1.0	1.0	See Note 5
9	Price Tag Sign	Aluminum	White	1.0 x 1.0	1.0	See Note 5
10	Price Tag Sign	Aluminum	Black	1.0 x 1.0	1.0	See Note 5
11	Price Tag Sign	Aluminum	Red	1.0 x 1.0	1.0	See Note 5
12	Price Tag Sign	Aluminum	Green	1.0 x 1.0	1.0	See Note 5
13	Price Tag Sign	Aluminum	Blue	1.0 x 1.0	1.0	See Note 5
14	Price Tag Sign	Aluminum	Yellow	1.0 x 1.0	1.0	See Note 5
15	Price Tag Sign	Aluminum	White	1.0 x 1.0	1.0	See Note 5
16	Price Tag Sign	Aluminum	Black	1.0 x 1.0	1.0	See Note 5
17	Price Tag Sign	Aluminum	Red	1.0 x 1.0	1.0	See Note 5
18	Price Tag Sign	Aluminum	Green	1.0 x 1.0	1.0	See Note 5
19	Price Tag Sign	Aluminum	Blue	1.0 x 1.0	1.0	See Note 5
20	Price Tag Sign	Aluminum	Yellow	1.0 x 1.0	1.0	See Note 5
21	Price Tag Sign	Aluminum	White	1.0 x 1.0	1.0	See Note 5
22	Price Tag Sign	Aluminum	Black	1.0 x 1.0	1.0	See Note 5
23	Price Tag Sign	Aluminum	Red	1.0 x 1.0	1.0	See Note 5
24	Price Tag Sign	Aluminum	Green	1.0 x 1.0	1.0	See Note 5
25	Price Tag Sign	Aluminum	Blue	1.0 x 1.0	1.0	See Note 5
26	Price Tag Sign	Aluminum	Yellow	1.0 x 1.0	1.0	See Note 5
27	Price Tag Sign	Aluminum	White	1.0 x 1.0	1.0	See Note 5
28	Price Tag Sign	Aluminum	Black	1.0 x 1.0	1.0	See Note 5
29	Price Tag Sign	Aluminum	Red	1.0 x 1.0	1.0	See Note 5
30	Price Tag Sign	Aluminum	Green	1.0 x 1.0	1.0	See Note 5
31	Price Tag Sign	Aluminum	Blue	1.0 x 1.0	1.0	See Note 5
32	Price Tag Sign	Aluminum	Yellow	1.0 x 1.0	1.0	See Note 5
33	Price Tag Sign	Aluminum	White	1.0 x 1.0	1.0	See Note 5
34	Price Tag Sign	Aluminum	Black	1.0 x 1.0	1.0	See Note 5
35	Price Tag Sign	Aluminum	Red	1.0 x 1.0	1.0	See Note 5
36	Price Tag Sign	Aluminum	Green	1.0 x 1.0	1.0	See Note 5
37	Price Tag Sign	Aluminum	Blue	1.0 x 1.0	1.0	See Note 5
38	Price Tag Sign	Aluminum	Yellow	1.0 x 1.0	1.0	See Note 5
39	Price Tag Sign	Aluminum	White	1.0 x 1.0	1.0	See Note 5
40	Price Tag Sign	Aluminum	Black	1.0 x 1.0	1.0	See Note 5

**Signage Plan & Elevations** SHEET 101  
 SEASONS CORNER MARKET  
 777 CLARKSON STREET  
 CLARKSON, MD

PREPARED BY: **seasons corner market**

Scale: NOT TO SCALE Date: 05/05/2022

# RENDERINGS / BUILDING ELEVATIONS

**RENDERED BUILDING ELEVATIONS - FRONT**

COLBEA ENTERPRISES, LLC  
 1225 CLARKSON STREET, CLARKSON, MD 20746

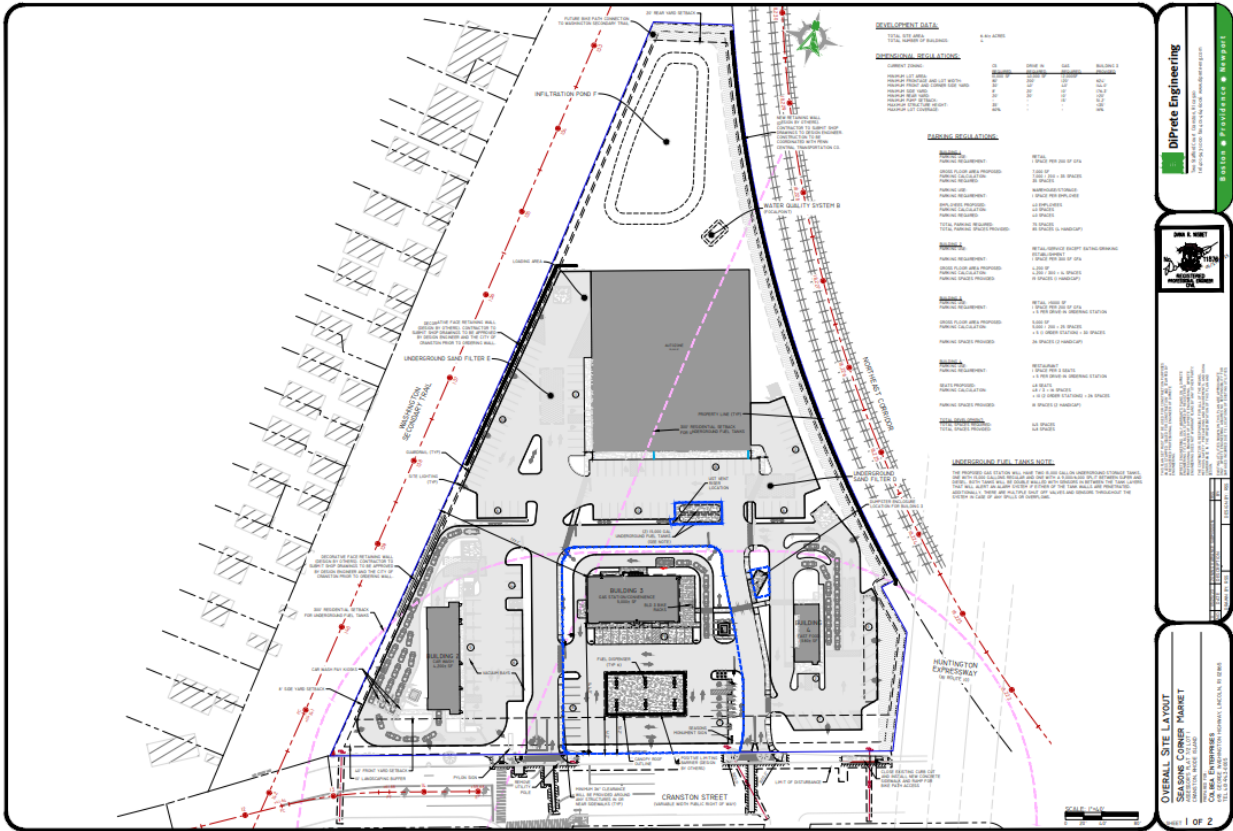
Scale: 1/8" = 1'-0"

DATE: 05/05/2022

Sheet: A1



# PROPOSED SITE LAYOUT



## **FINDINGS OF FACT:**

1. The applicant proposes to construct a new 5,000 s.f. convenience store with co-brand coffee shop and drive-through, gasoline fuel dispensers, and EV charging stations.
2. The applicant requires relief for individual sign height (monument); total area of an individual sign (monument sign, wall sign), building height, total signage area, and total number of signs.
3. The subject parcel (AP 7/2, Lot 1) is located in a “Special C-5 zone (Heavy business, industry) with conditions”. See Ordinance #9-22-01 & #9-22-02 (Comprehensive Plan Amendment & Change of Zone)
  1. The proposed uses for the Premises as a gasoline filling station with convenience store inclusive of a coffee shop/café and drive-through is permitted **by right** in the C-5 Zoning District, in accordance with Chapter 17.20.030 of the Ordinances.
4. This use is complementary to heavy industrial/commercial uses within the vicinity, as the property is located in the main commercial corridor of Cranston Street, surrounded by other gasoline service stations.
5. The Comprehensive Plan Future Land Use Map designates this area for highway/commercial services.
6. With freestanding, monument, and wall signs commonly found for businesses on Cranston Street, the proposed relief from sign height and total area would not be out of character or injurious to the area and are **not** inconsistent with the general highway-commercial character of Cranston Street.

## **STAFF ANALYSIS:**

The applicant is requesting relief to exceed maximum allowable building height, total number of freestanding signs, maximum total signage area, maximum height of a monument sign, and total area of wall, monument signs.

Staff finds the request to be reasonable based on the existing conditions, the commercial character of Cranston Street and the nature of the request. The denial of the request does not appear to serve any other policy or goal of the Comprehensive Plan, so staff finds that the request is not inconsistent with the Comprehensive Plan.

**RECOMMENDATION:**

Staff finds that the requests for dimensional relief for monument and wall signs, as well as building height and total signage area/quantity are consistent with a highway-commercial, heavily trafficked area of a main commercial corridor such as Cranston Street.

Staff finds that the requests would neither be injurious nor out of character with the surrounding area, as a majority of the surrounding parcels within a 400' radius are designated for industrial, or commercial uses. Staff recommends that the Plan Commission forward a **positive recommendation** on this application to the Zoning Board of Review.