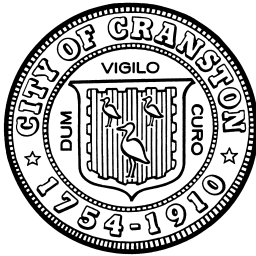


City Planning Department



Memo

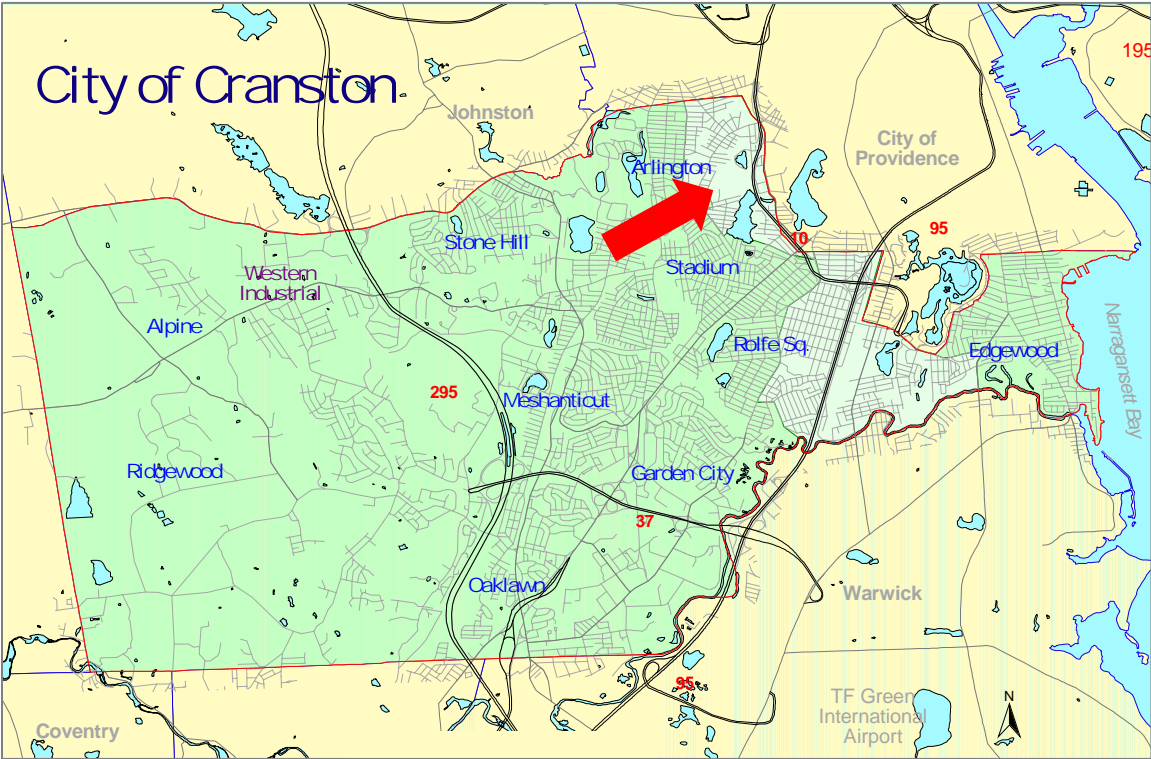
To: Cranston City Plan Commission
From: Amelia A. Lavalley – Interim Planning Technician
Date: September 5, 2023
Re: **Dimensional Variance @ 252 Garfield Avenue**

Owner: Cranston BVT Associates LP
Applicant: Five Below
Location: 252 Garfield Avenue, AP 7, Lot 3649
Zone: C-4 (Highway Business)
FLU: Highway Commercial/Services

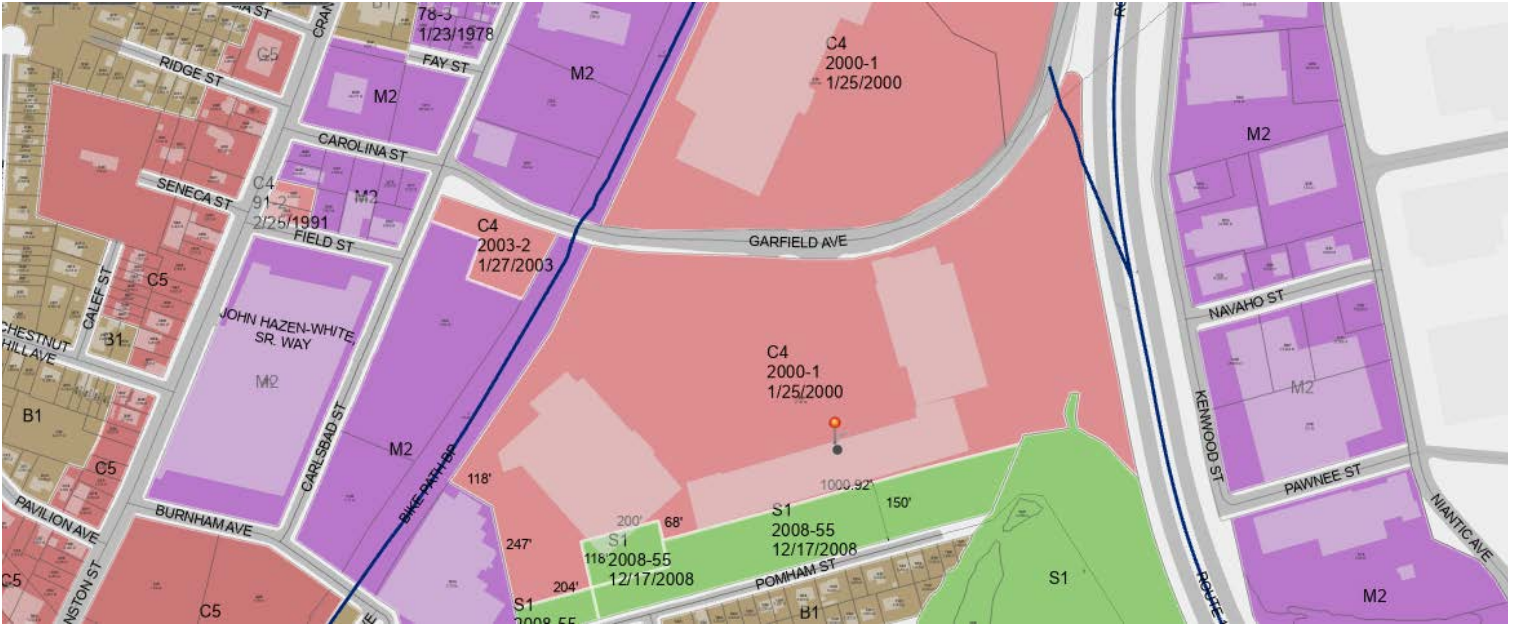
DIMENSIONAL VARIANCE REQUEST:

1. To install a roof wall sign of approximately 134 square feet and an under canopy sign of 5 square feet [17.72.010 – Signs].

LOCATION MAP



ZONING MAP



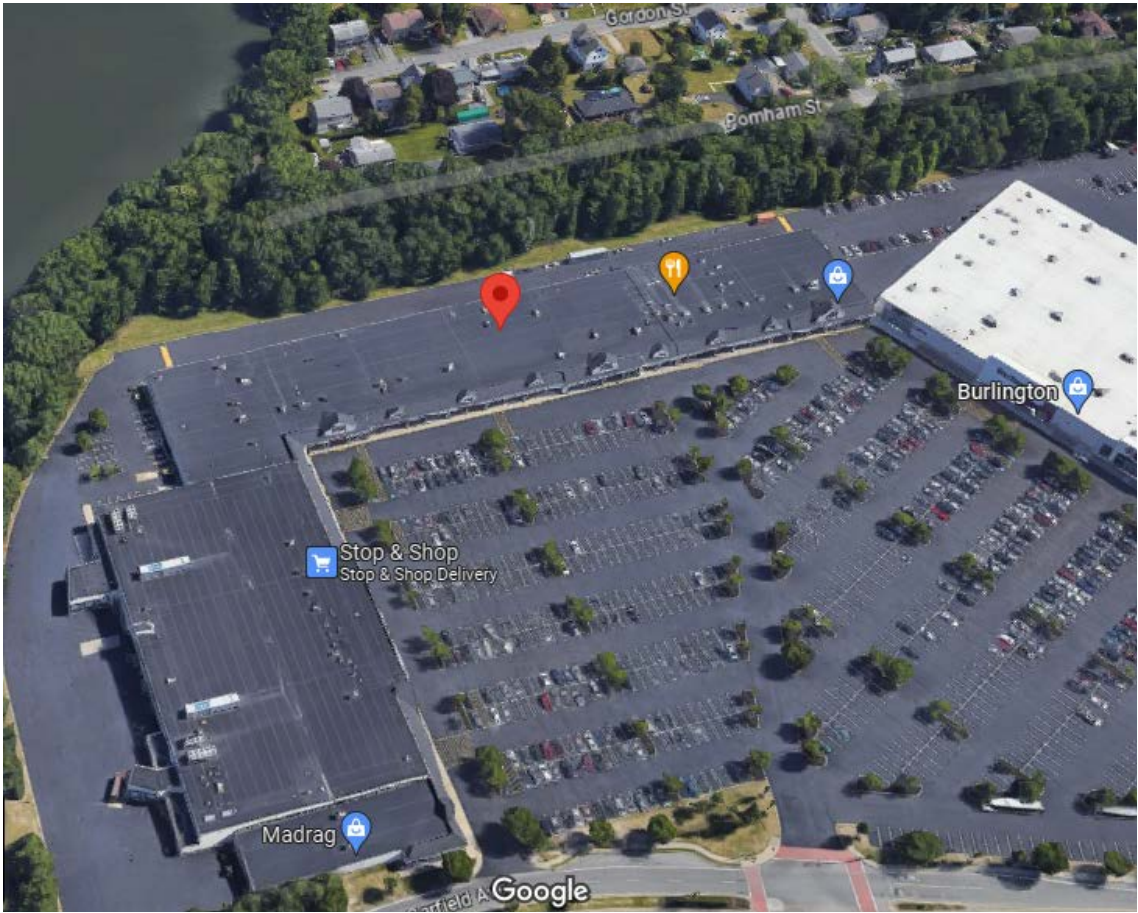
FUTURE LAND USE MAP



AERIAL VIEW



3-D AERIAL VIEW



STREET VIEW(S)





SITE PLAN (Snippet)



PROPOSED ROOF SIGN RENDERINGS



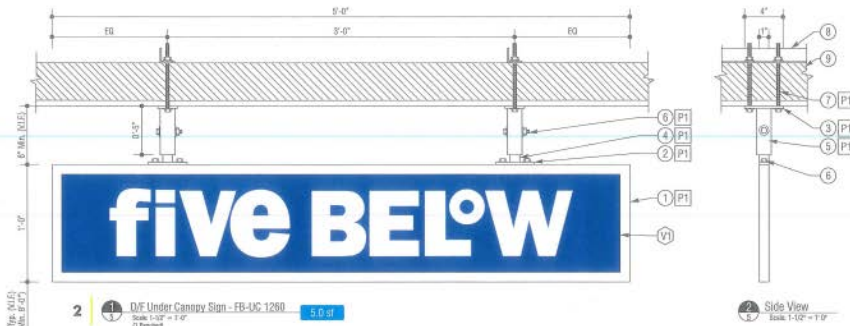
1 Front Elevation - Proposed Rendering
Not to Scale



Proposed Rendering

PROPOSED UNDER CANOPY SIGN RENDERING

sign 2

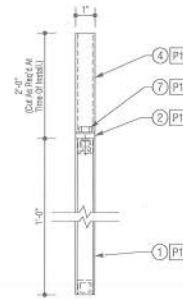


2 1 D/F Under Canopy Sign - FR-UC 1260 Scale: 1/8" = 1'-0" 5 of 6

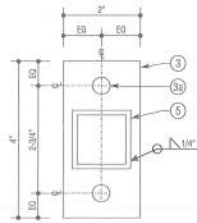
Survey Note:
 • Verify height from soffit to grade.

Sign Installer Note:
 • On Supply & Install appropriate installation hardware to meet actual wall conditions, determined @ survey or time of install.

General Contractor Note:
 • C.C. to provide F.E. Hoisting or Slant metal strapping at signage location as specified by C.O.A.



3 Panel Detail - Side View Scale: 3/8" = 1'-0"



4 Mounting Plate Detail Scale: 3/8" = 1'-0"

specifications

Exterior, D/F Non-Illuminated Under Canopy Sign

EST WEIGHT: 25 lbs
 EST ELEC LOAD: N/A
 ELEC REQUIREMENTS: N/A

ULTIMATE WIND SPEED: 137 MPH
 NOMINAL WIND SPEED: 125 MPH
 RISK CATEGORY: II (2) See Peak Gust (MPH)
 WIND IMPORTANCE FACTOR: I = 1
 WIND EXPOSURE: C

WIND-BORNE DEBRIS REGION

COLORS & FINISHES

P1. PANEL & MOUNTING BRACKETS: Satin White
 V1. VINYL: 1st Surface 366 3000-167 Bright Blue

SIGN CONSTRUCTION

1. PANEL: Fabricated Aluminum Painted P1. Faces To Be .050" Aluminum V-Bit Tipped To 3/4" x 3/4" x 1/2" Aluminum Tube Frame. 1/4" W Fix Flats In Top Of Tube Frame For Mounting
2. PLATE: 3/4" X 3" X 4" Aluminum Flat Bar Painted P1
3. PLATE: 3/4" X 2" X 4" Aluminum Flat Bar Painted P1
4. HOLES: 7/16" For Sign Hardware
5. TUBE: 1/2" x 1-1/2" x 1-1/2" x 4-3/4" Long Aluminum Painted P1
6. HARDWARE: 1/4" W Painted P1

INSTALLATION HARDWARE

1. HARDWARE: 3/8" Dia Non-Corrosive Hardware Painted P1. (2) Per Plate
2. SLEEPER: 1/2" X 1-1/2" X 1-1/2" Angle Spacing Minimum (2) Structural Members

BUILDING & FACIA CONDITIONS

1. SOFFIT: TID

PLANNING STAFF FINDINGS

1. The subject parcel (AP 7, Lot 3649) is located within a series of five connecting buildings of commercial retail use in the C-4 zone on Garfield Avenue.
2. The applicant is retrofitting a commercial retail business on-site and seeks to install two permanent signs of which would be a roof wall sign and an under canopy sign to be located on the building.
3. The applicant requires relief for total sign area of a roof wall sign and an under canopy sign [17.72.010 – Signs].
 - a. To install a roof wall sign of approximately 134 sq. ft. where a maximum of 35 sq. ft. is allowed [17.72.010 – Signs].
 - b. To install an under canopy sign of 5 sq. ft. [17.72.010 – Signs].
 - i. It is salient to note that an “under canopy sign”, or a projecting sign that customers would walk beneath, is not explicitly defined, restricted, nor prohibited within the zoning code. According to Section 17.72.010 – Signs, projecting signs in the C-4 zone are allowed to measure a maximum of 20 square feet. Staff appreciates the addition of the under canopy sign as a dimensional request, but believes that relief is not necessary due to the fact that the proposed under canopy sign would be of an insignificant size, measuring below the maximum area (in square footage) of 10 out of 11 sign types defined in the zoning code.
4. Although roof wall and canopy signs specifically are less common within the Cranston Parkade plaza, abutting retail businesses (i.e., T-Mobile, Expressions, Rainbow, The Shoe Dept., etc.) all display similarly proportional signage on the front-facing façade.
5. The proposed retail store and signage would be located on a building set back more than 400 feet from the road on a site fronting on Garfield Avenue, which is highway-commercial in character.

STAFF ANALYSIS

The Comprehensive Plan’s Land Use Principle 4 advises to “*Protect the natural, historic and visual resources that define the neighborhoods*” (p.34). Staff generally agrees with the applicant’s assertion in the Project Application that the proposed signs are proportional to the site and surrounding businesses, and does not believe these signs would have a substantial negative impact on the visual resources of the neighborhood, particularly within a commercial corridor such as the Cranston Parkade.

RECOMMENDATION

Due to the finding that the application requests relief for sign types and sizes that are generally proportional to the building façade and other signs on-site in the existing plaza, staff recommends the Plan Commission forward a **positive recommendation** on the application to the Zoning Board of Review.