

CITY PLANNING DEPARTMENT



Memorandum – AMENDED

To: City Plan Commission
From: Brianna L. Valcourt, M.Arch; Senior Planner
Date: April 3, 2024
RE: 1 New London Avenue – Assessors Plat 10/3, Lot 713
Application for Dimensional Variance

Owner / Applicant: Arvee, LLC
Owner / Applicant: Mainely Tubs
Location: 1 New London Avenue
Zoning: C4 – Highway Business
FLUM Designation: Highway Commercial / Services

Subject Property:

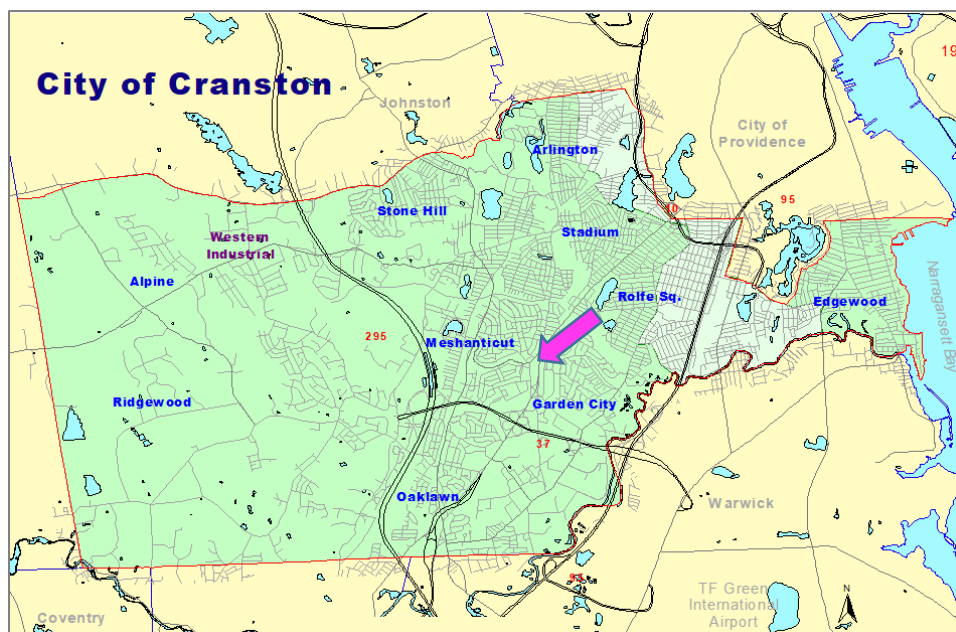
The subject property is located at 1 New London Avenue, identified as Plat 10/3, Lot 713, and has a land area of 2.00± acres, (87,120± sq. ft.) with frontage on New London Avenue.

Requests:

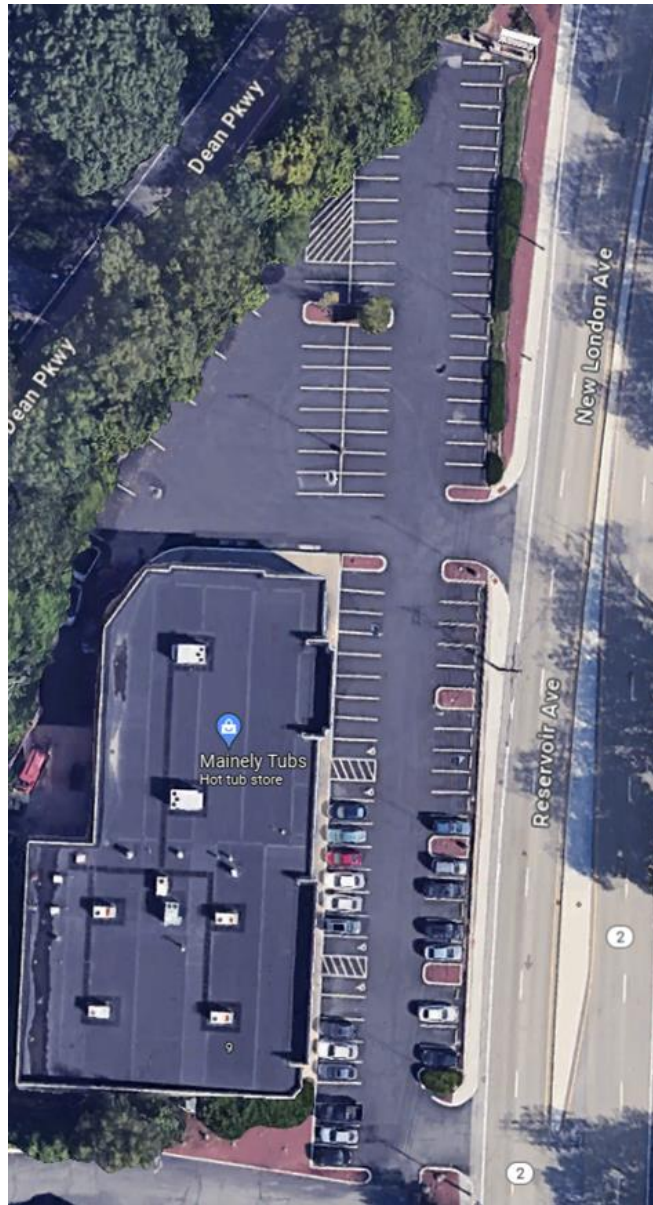
To exceed the maximum total area of a wall sign from thirty (30) square feet to eighty-six square feet (86.84 square feet). [17.72.010(5)]

To exceed the total area of a monument ~~monument~~ **free-standing*** sign from fifty (50) square feet to sixty-five square feet (65.24 feet). [17.72.010(5)] *scrivener's error.

LOCATION MAP



AERIAL PHOTO

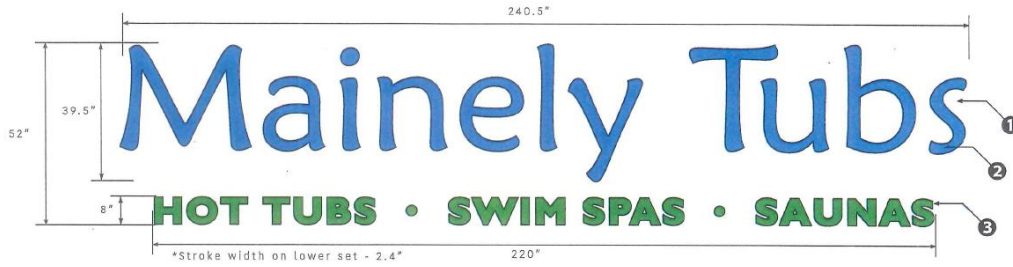


STREET VIEW

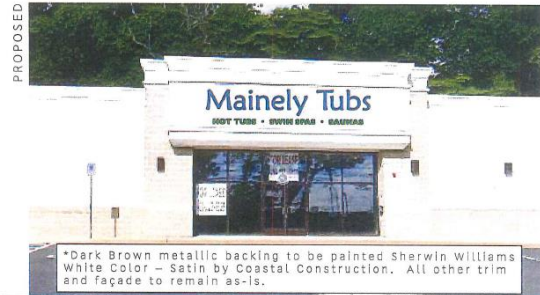


SIGN RENDERINGS

1



ISOMETRIC
DETAIL



CHANNEL LETTER SET
New internally illuminated LED remote channel letter set.
SQUARE FOOTAGE - 86.84ft²
QTY: 1

MATERIALS
 1 New remote mounted channel letter set with translucent vinyl application to faces.
 2 Translucent vinyl application - 3m® 3630-57 Olympic Blue, 3630-156 Vivid Green.
 3 *Mainely tubs* 5" deep returns - Black. Tagline 3" deep returns - Black.

FINISH / COLOR
 3m® 3630-57 Olympic Blue
 3m® 3630-156 Vivid Green
 PANTONE® Black



2 Kovan Drive, Step 4
Westbrook, Maine 04092
203.386.6111
http://www.burrsgns.com
info@burrsgns.com



CLIENT:
Mainely Tubs
ADDRESS:
1 Reservoir Ave.
Cranston, RI 02920

PROJECT MANAGER:
Drew Serbin
DESIGNER:
Brandon Crownover
DATE:
03.05.24

Approved by: _____
Date: _____

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NEW PYLON FACES
New faces for existing pylon.
SQUARE FOOTAGE - 32.62ft²
QTY: 2

MATERIALS
 1 New white polycarbonate faces for double sided internally illuminated pylon.
 2 Translucent vinyl application - 3m® 3630-57 Olympic Blue, 3630-156 Vivid Green.

FINISH / COLOR
 3m® 3630-57 Olympic Blue
 3m® 3630-156 Vivid Green



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Findings of Fact:

- The Applicant has requested specific relief in their Application, namely:
 - 17.70.010 – Signs (C-4 District)
 - 17.92.010 – Variances (Dimensional)

- 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 other uses on this site or within the surrounding area.
 - The property and the immediate surrounding area along New London and Reservoir Avenues are commercial (retail) in nature and the request does not propose or encourage incompatible uses that would be disruptive to the surrounding area.
 - The Proposal is related to redevelopment / reinvestment of an existing commercial retail plaza.
 - Staff finds that the Application is generally compatible with the general character of the surrounding neighborhood.

- The Future Land Use Map (FLUM) designates the subject property as “*Highway Commercial / Services.*”
 - Per the Comprehensive Plan, the C-4 zoning district is an appropriate zoning classification for commercial retail development.
 - Highway commercial / services is oriented towards providing services to citywide and regional markets where signage plays a greater role in location and direction.
 - The Proposal is related to redevelopment / reinvestment of an existing commercial retail plaza.
 - Staff finds that the Application is directly consistent with the Future Land Use Map designation.

- The Comprehensive Plan outlines goals, policies, and action items pertaining to commercial (re)development which Staff find support the approval of this Application, specifically:
 - Economic Development Goal 4: Revitalize underused areas of the City for uses that are in keeping with the needs and values of the community.
 - Economic Development Goal 11: Target sites for industrial and commercial projects.
 - Economic Development Policy 11.1: (i.e. former Trolley Barn site, **Route 2 corridor**), may support additional retailers seeking entry to the market.

Recommendation:

In accordance with RIGL § 45-24-41(b) and Section 17.92.010(A) of the Zoning Ordinance, Staff finds this Application generally consistent with the goals and purposes of the Comprehensive Plan and 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,

Brianna L. Valcourt, M.Arch
Senior Planner

Cc: City Planning Director
File