

# RECOMMENDATION TO THE ZONING BOARD OF REVIEW

SEPTEMBER 9, 2020

*Application Type*

Use and Dimensional Variance

*Neighborhood*

Mt. Hope

*Applicant*

Pettis Properties LLC

*Parcel*

AP 2 Lot 447

*Address*

58 Printery Street

*Parcel Size*

± 11,761 SF total

*Zoning District*

C-3

*Variance Requested*

1. Use Variance for billboard and off premise signs
2. Dimensional Variance for maximum sign height

## 58 PRINTERY STREET



Location Map



A view of the site from Printery Street

### SUMMARY

#### Project Description

The applicant is seeking a use variance seeking relief from Zoning Ordinance Sections 1200.F. and 1605.F. to erect a 2 faced Billboard which is prohibited; and dimensional variances from Section 1607.E., Table 16-1, for a proposed sign height of 112 feet where the maximum permitted is 20 feet, and a proposed sign area of 732 square feet where 60 square feet are permitted; and a dimensional variance from Section 1607.D.4. for a sign area that is 100% electronic messaging sign where 70% is permitted.

#### Discussion

Section 1600 of the Zoning Ordinance states that some of the purposes of regulating signage are to promote public health, safety welfare and ease of travel, preserve locally recognized values of community appearance, aid in the attraction of tourists and reduce hazards to motorists. The presence of billboards goes against these objectives as billboards can serve to distract motorists, block the unique view corridors of the city, contribute to visual blight and affect the views of neighboring residences. Billboards are prohibited throughout the City in acknowledgement of these negative effects.

Objective BE-7 of Providence Tomorrow encourages the preservation of view corridors and protection of the traditional character of the City's neighborhoods.

The applicant is proposing to install electronic displays on signs that are far larger than what is prohibited in any zone. These requests are not the least relief necessary as the applicant will enjoy a significant benefit by operating a billboard, a use that is prohibited throughout the City.

Given the negative impacts of the installation, the DPD sees no reason to grant the requested relief.

#### Recommendation

Based on the foregoing discussion, the DPD recommends that the requested relief be denied.

