

# RECOMMENDATION TO THE ZONING BOARD OF REVIEW

SEPTEMBER 14, 2022

*Application Type*

Dimensional Variance

*Neighborhood*

Olneyville

*Applicant*

McDonald's USA, Applicant and Owner

*Parcel*

AP 105 Lot 500

*Address*

50 Plainfield St.

*Parcel Size*

± 40,000 SF

*Zoning District*

C-2 and M-MU-75

*Variance Requested*

1. Dimensional variance for maximum sign area

## 50 PLAINFIELD



 Location Map

View of the site from Plainfield Street

### SUMMARY

#### Project Description

The applicant seeks a dimensional variance from the requirements of Table 16-1 and Section 1607.E.1 of the Providence Zoning Ordinance for maximum sign area in a C-2 zone.

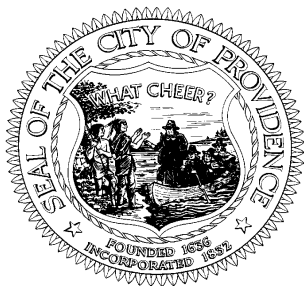
#### Recommendation

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

#### Discussion

Based on plans provided, the proposed sign is 28 ft<sup>2</sup>, 8 ft<sup>2</sup> larger than the sign square footage allowable by right in a C-2 zone. The sign will sit on the corner of Plainfield and Dike Streets, where it will be visible to travelers on both rights-of-way.

The subject lot is flat with adequate visibility from bidirectional Plainfield Street traffic. Although significant commercial development surrounds the subject lot, it is the DPD's opinion that a sign that conforms to the minimum area prescribed in Table 16-1 will be large enough to sufficiently identify the site from a distance. The site does not appear to exhibit any characteristics that would justify the requested relief. The lot has almost 80 feet of frontage on Plainfield Street, which is enough room for drivers to turn into the proposed development from either direction without undue confusion.



Updated: September 12, 2022

