

**City of Cranston  
Zoning Board of Review  
Application**

Application for exception or variation under the zoning ordinance "City of Cranston Zoning Code, December 1994 Edition as amended."

To: Cranston Zoning Board of Review  
35 Sockanosset Crossroad Suite 6  
Cranston, RI 02920

Date: November 27, 2024

THE UNDERSIGNED HEREBY APPLIES TO THE ZONING BOARD OF REVIEW FOR AN EXCEPTION OR A VARIATION IN THE APPLICATION OF THE PROVISIONS OR REGULATIONS OF THE ZONING ORDINANCE AFFECTING THE FOLLOWING DESCRIBED PREMISES IN THE MANNER AND ON THE GROUNDS HEREINAFTER SET FORTH.

OWNER: Shanti Hospitality LLC

ADDRESS: 101 New London Avenue, Cranston, RI ZIP CODE: 02920

APPLICANT: Shanti Hospitality LLC

ADDRESS: 101 New London Avenue, Cranston, RI ZIP CODE: 02920

LESSEE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

1. ADDRESS OF PROPERTY: 101 New London Avenue

2. ASSESSOR'S PLAT #: 10/3 BLOCK #: \_\_\_\_\_ ASSESSOR'S LOT #: 1405 WARD: 6

3. LOT FRONTAGE: 360 sq.ft. LOT DEPTH: 240 ft ± LOT AREA: 87,120 sq. ft.

4. ZONING DISTRICT IN WHICH PROPERTY IS LOCATED: C-4 35 ft.  
(ZONE) (AREA LIMITATION) (HEIGHT LIMITATION)

5. BUILDING HEIGHT, PRESENT: two story PROPOSED: same

6. LOT COVERAGE, PRESENT: 21% PROPOSED: same

7. HOW LONG HAVE YOU OWNED THE ABOVE PREMISES? 5/6/99

8. ARE THERE ANY BUILDINGS ON THE PREMISES AT PRESENT? Yes

9. GIVE SIZE OF EXISTING BUILDING(S): N/A

10. GIVE SIZE OF PROPOSED BUILDING(S): N/A

11. WHAT IS THE PRESENT USE? Motel

12. WHAT IS THE PROPOSED USE? Motel

13. NUMBER OF FAMILIES FOR WHICH BUILDING IS TO BE ARRANGED: None

14. DESCRIBE IN DETAIL THE EXTENT OF PROPOSED ALTERATIONS: Replace a double sided message board on free standing sign with a double sided LED message board. Overall size of message board would be reduced from 64 square feet to 42 square feet. Existing Econo Lodge sign would remain on free standing pole.

15. HAVE YOU SUBMITTED PLANS TO THE BUILDING OFFICIAL? No

16. WERE YOU REFUSED A PERMIT? No

17. PROVISION OR REGULATION OF THE ZONING ORDINANCE OR STATE ENABLING ACT UNDER WHICH APPLICATION FOR EXCEPTION OR VARIANCE IS MADE.

17.72.010 (Signs); 17.92.010 (Variances) and all other applicable

sections of the zoning code

18. STATE GROUNDS FOR EXCEPTION OR VARIANCE IN THIS CASE: Applicant/owner seeks permission to replace an existing double sided message board in front of motel with an electronic LED message board. Approval would eliminate the need to manually change messages by staff in various weater conditions. Electronic sign will benefit customers with ease of messaging on motel availability.

SIGNATURE OF APPELLANT(S) AND ATTORNEY (IF APPLICABLE) IS REQUIRED AND MUST BE LEGIBLE.

RESPECTFULLY SUBMITTED,

Shanti Hospitality LLC

By [Signature]  
(OWNER SIGNATURE)

214-5994  
(PHONE NUMBER)

(OWNER SIGNATURE)

(PHONE NUMBER)

Shanti Hospitality LLC

By [Signature]  
(APPLICANT SIGNATURE)

214-5994  
(PHONE NUMBER)

(LESSEE SIGNATURE)

(PHONE NUMBER)

[Signature]  
(ATTORNEY SIGNATURE)

946-3800  
(PHONE NUMBER)

Robert D. Murray, Esq.

(ATTORNEY NAME-PLEASE PRINT)

ATTORNEY ADDRESS: 21 Garden City Drive, Cranston, RI 02920

PRE-ZONING APPLICATION MEETING:

(PLANNING DEPT. SIGNATURE)

(DATE)

**SHANTI HOSPITALITY LLC**  
**("OWNER/APPLICANT")**

**101 New London Avenue**  
**Cranston, RI 02920**

**PROJECT NARRATIVE**

This project narrative is offered in connection with the application of Shanti Hospitality LLC as owner and applicant for the necessary sign variances to replace an existing message board with an electronic LED sign on a free-standing sign at 101 New London Avenue.

The subject property is designated as Lot No. 1405 on Assessor's Plat No. 10/3 and is located in a C-4 commercial zone and contains approximately 87,120 124,581 square feet.

The owner/applicant operates a motel under the Econo Lodge banner on the property.

An existing free-standing sign stands in front of motel at 17.9 feet where 15 feet is allowed in the C-4 zone. There is no other signage on the property.

The sign has two components. The Econ Lodge double sided identification sign on the top contains 56 square feet. The existing "manual "message board below it is also two-sided and contains 64 square feet. The total signage today on the pole is 120 square feet.

The application is to replace the lower message board sign with an electronic LED sign containing 42 square feet. If approved, the total signage will be reduced to 98 square feet or a reduction of approximately 18.5%.

The electronic message board will help promote the motel use and will eliminate the staff having to make manual changes in all kinds of weather. The message board will only be used to promote motel matters like vacancies and other motel-related topics.

It would be proposed to be utilized 24 hours per day, but the operator would lower the brightness or intensity of the sign from 9:00pm to 7:00am. In addition, the message component would change every three minutes as opposed to a more frequent interval.

The property's location away from residential homes or uses and being on a state highway make its an appropriate site for an electronic message board. It will have zero impact on the surrounding area.

The following dimensional variances are sought from the Zoning Board of Review

17.72.010 (Signage)

- A. Leave the existing free-standing sign at 17.9 feet rather than the allowed 15 feet.
- B. Replace the existing 56 square foot message board sign with an electronic LED sign of 42 square feet.
- C. Zoning code in the C-4 zone allows free-standing signs to have 50 feet in area. As proposed the total signage would be 98 square feet.
- D. The pylon sign would include an electronic message board.

17.92.010 Variance for dimensional relief

The hardship from which the applicant seeks relief is due to the unique characteristics of the subject land or structure and not to the general characteristics of the surrounding area; and is not due to a physical or economic disability of the applicant;

The hardship is not the result of any prior action of the applicant;

The granting of the requested variance will not alter the general character of the surrounding area or impair the intent or purpose of the zoning ordinance codified in this title or the comprehensive plan upon which the ordinance is based; and

That the hardship that will be suffered by the owner of the subject property if the dimensional variances are not granted shall amount to more than a mere inconvenience.

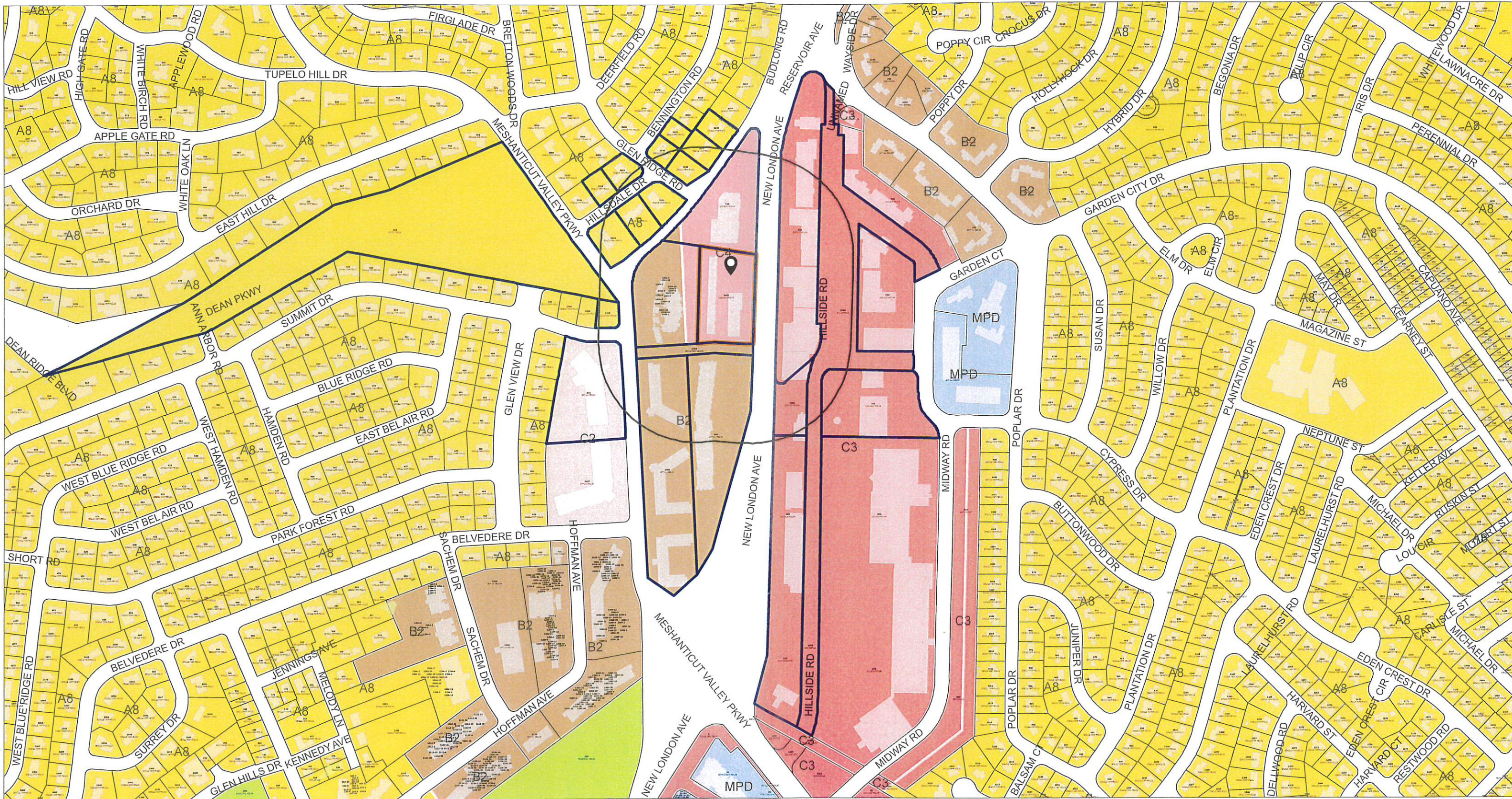
SUMMARY

The proposed signage is proportional to the site and use on a major state road.

The proposed signage will assist in the identification and promotion of the motel use for the convenience of travelers and the public.



# 101 New London Ave 400' Radius Plat 10 Lot 1405



<https://geohub-cranston.hub.arcgis.com/>

SelectedParcelsBuffer	Cranston Boundary	A6	C2	M2
ParcelsInBuffer	Parcels	A8	C3	MPD
SelectedParcels	Cranston Boundary	A80	C4	Other
Hydro Poly 2001	Historic Overlay District	B1	C5	S1
Stream/Water Body	<b>Zoning</b>	B2	EI	
Swamp	A12	B2	M1	
Buildings	A20	C1		



**Disclaimer:** This map/data/geospatial product is not the product of a Professional Land Survey. It was created for general reference, informational, planning and guidance use and is not a legally authoritative source as to location of natural or manmade features. Proper interpretation of this data may require the assistance of appropriate professional services. The City of Cranston makes no warranty, expressed or implied related to the spatial accuracy, reliability, completeness or currentness of this map/data.



**REFERENCES:**  
 CITY OF CRANSTON, CLERK'S OFFICE  
 CONDOMINIUM BOOK 3, PG. 48 ENTITLED  
 "CITY VIEW PLACE CONDOMINIUMS"  
 Dd. Bk. 1740, Pg. 46  
 STATE OF R.I., DEPT. OF TRANSPORTATION  
 R.I. HIGHWAY PLAT 140  
 R.I. HIGHWAY PLAT 817

**ZONING NOTE:**  
 LOT 1405 IS LOCATED IN A C-4 ZONE

**SIGNAGE NOTES:**

**EXISTING SIGNAGE**  
 1 DBL SIDE FREESTANDING SIGN  
 4 FT. X 7 FT. - 56 S.F. TOTAL  
 1 DBL SIDE MESSAGE BOARD SIGN  
 4 FT. X 8 FT. - 64 S.F. TOTAL  
 120 S.F. TOTAL

**PROPOSED SIGNAGE**  
 1 DBL SIDE FREESTANDING SIGN  
 4 FT. X 7 FT. - 56 S.F. TOTAL  
 1 DBL SIDE L.E.D. MESSAGE BOARD SIGN  
 3 FT. X 7 FT. - 42 S.F. TOTAL  
 98 S.F. TOTAL

**CERTIFICATION:**

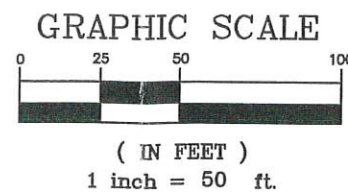
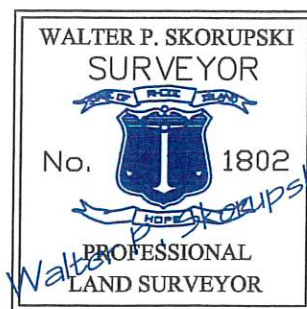
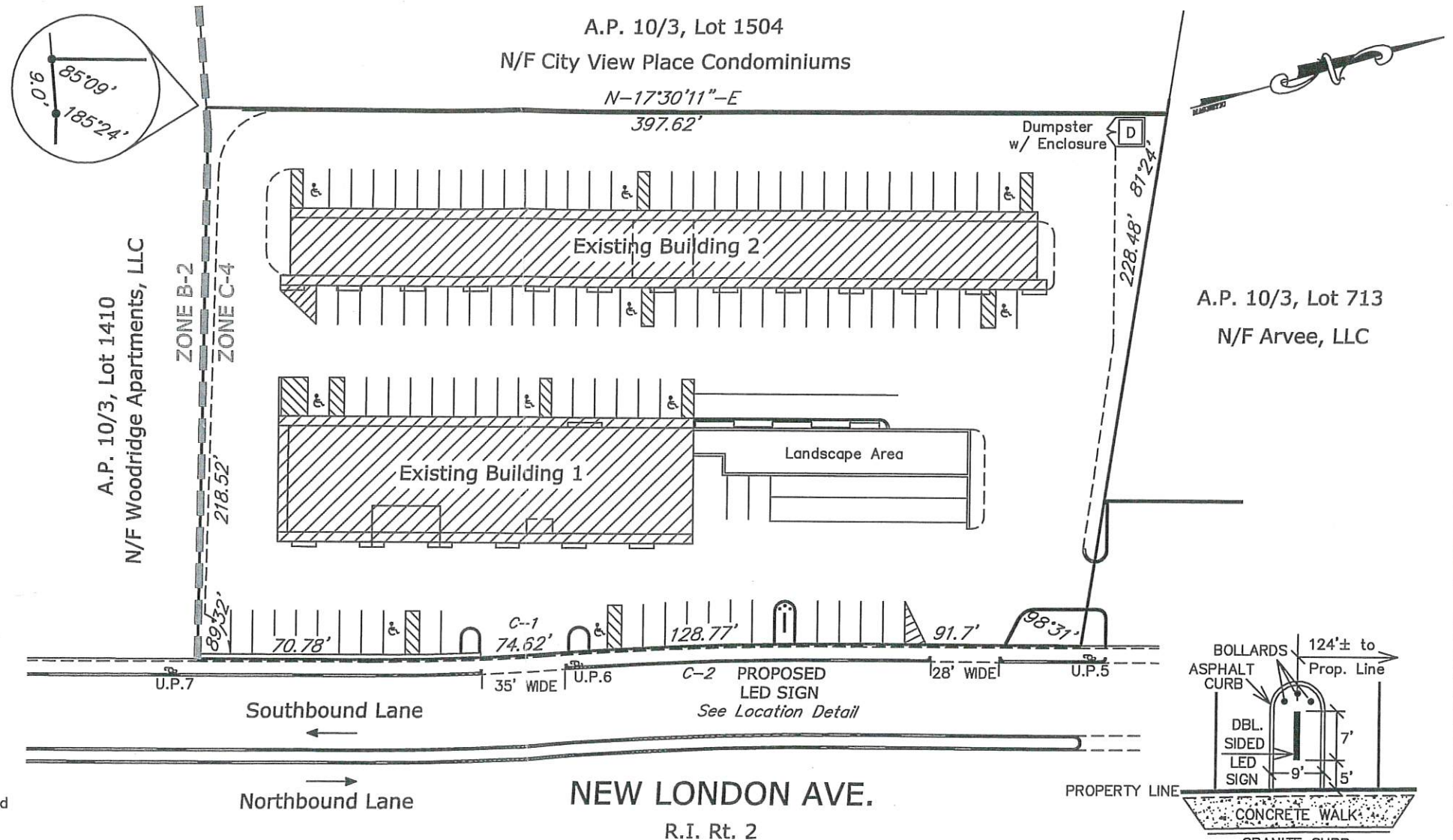
This Survey has been conducted and the Plan prepared pursuant to Section 9 of the Rules and Regulations adopted by the Rhode Island Board of Registration for Professional Land Surveyors.

COMPREHENSIVE BOUNDARY SURVEY - CLASS III

The Purpose and the Conduct of the Survey and for the Preparation of the Plan is as Follows:

To Demonstrate the Location and Dimensions of Proposed LED Sign, Property Lines and prepare Site Plan for 101 New London Ave. Lot 1405, Assessor Plat 10/3 in the City of Cranston.

By: Walter P. Skorupski 12/02/2024  
 Walter P. Skorupski  
 Registered Professional Land Surveyor  
 LS A378-COA



Property Owner:  
 Shanti Hospitality, LLC  
 Cranston, R.I. 02920  
 101 New London Avenue  
 December, 2024

**EXISTING SITE PLAN**  
 CITY OF CRANSTON  
 for ECONOLOGGE  
 101 NEW LONDON AVENUE  
 ASSESSOR'S PLAT 10/3  
 LOT 1405



DRAWING :

REVISION :    DATE :

1

CLIENT

ECONOLODGE HOTEL

ADDRESS

101 NEW LONDON AVENUE  
CRANSTON, RI

PROJECT

Signage

FILE NAME

ECONOLODGE HOTEL

DESIGNER

GILMAR

COMMENTS

APPROVAL



# EXISTING

8FT X 4FT



# PROPOSAL

REMOVED THE EXISTING BOX  
INSTALL A MESSAGE SIGN  
7FT X 3FT

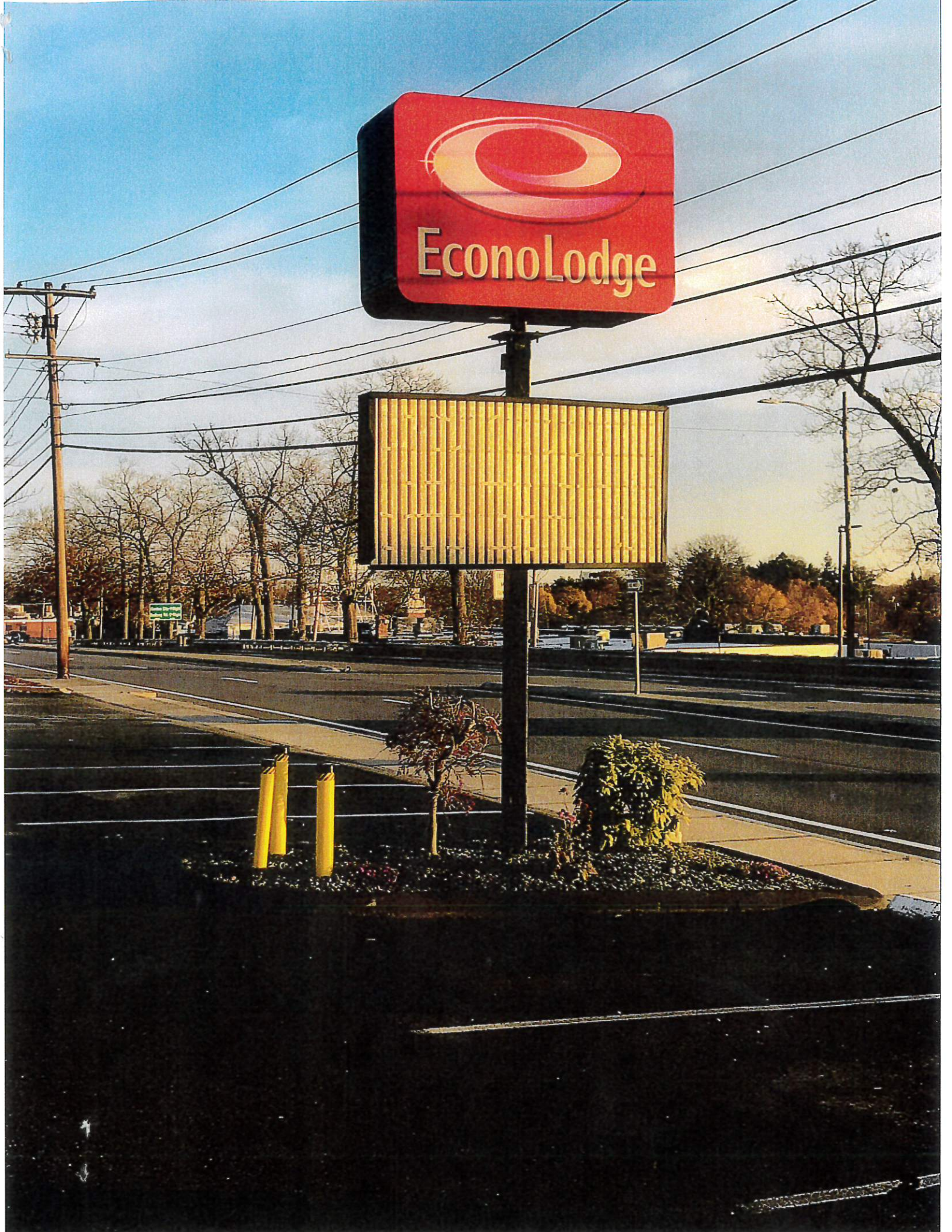
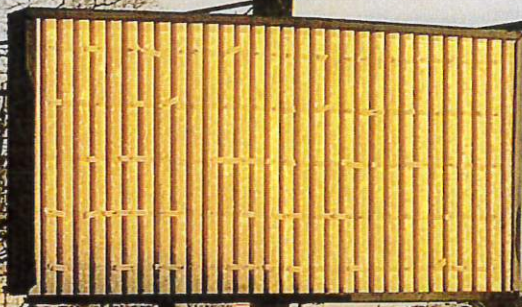


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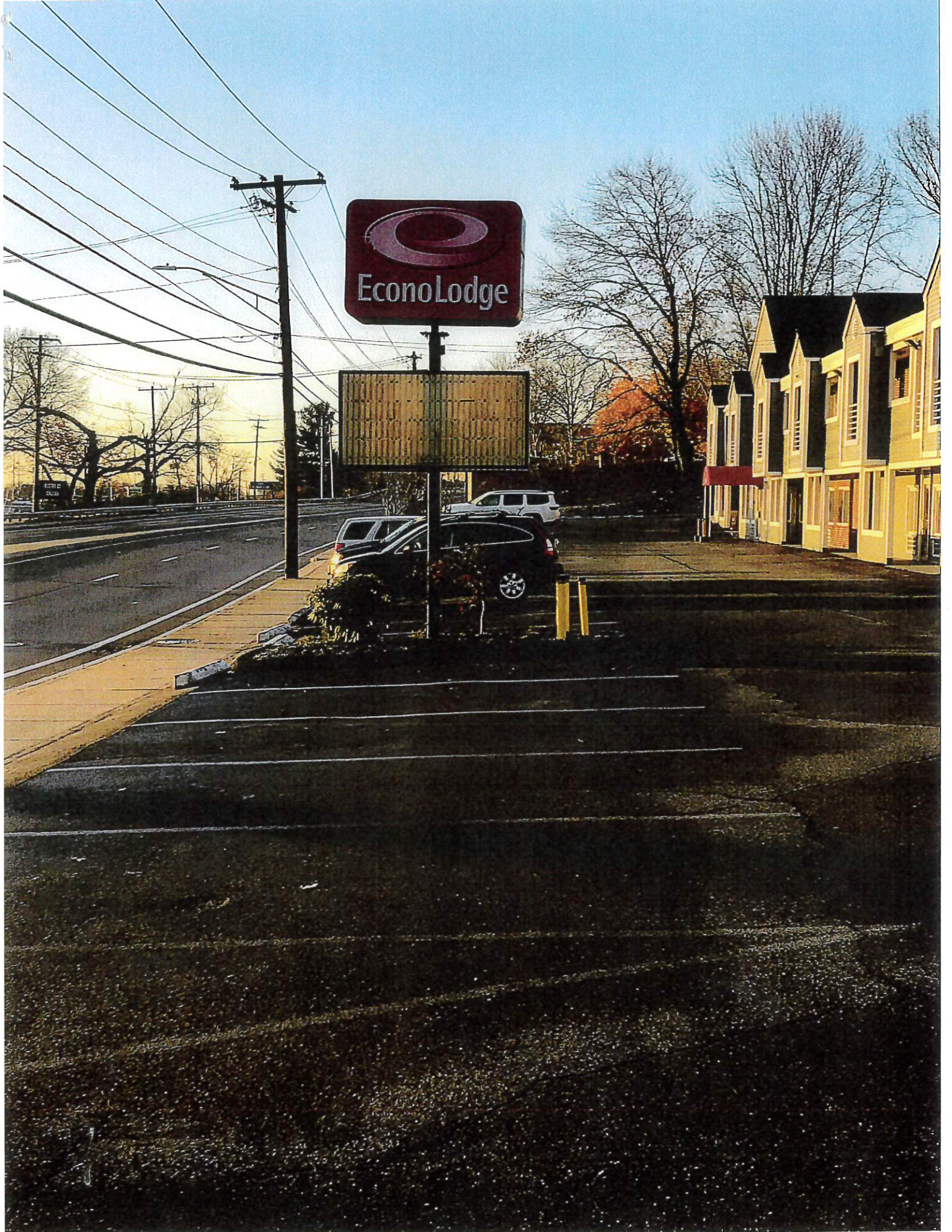
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Cell: 508-825-3024  
244 LIBERTY STREET, SUITE 8,  
BROCKTON, MA 02301









EconoLodge

[Blank yellow sign]







EconoLodge

A photograph of an EconoLodge hotel building and its signage. The EconoLodge sign is a dark red rectangle with a stylized white 'E' logo and the brand name 'EconoLodge' in white text. Below it is a larger, rectangular sign with a wood-grain texture. The building is a long, two-story structure with yellow siding and dark green accents. The scene is set on a street with a sidewalk, a road, and utility poles. The sky is clear and blue, and the lighting suggests late afternoon or early morning.