

Docket Item #9
BAR CASE #2003-0232

BAR Meeting
October 15, 2003

ISSUE: New gasoline service station graphics

APPLICANT: Quarles Petroleum

LOCATION: 801 North Washington Street

ZONE: CD/ Commercial

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

DISCUSSION:

Applicant s Description of the Undertaking:

Remove existing Texaco images and graphics then replace with Shell images and graphics. Change affects pole sign, canopy, fuel pumps and service station building.

Issue:

The applicant requests approval of a Certificate of Appropriateness for a change out in graphics for the gasoline service station at 801 North Washington Street from Texaco to Shell. The changes include the following:

Building

The cupola, gable, garage doors, and panels below the front windows will be painted white. The fascia will be painted the Shell logo colors of yellow, red and gray.

Two new signs are proposed on the building. Service Center over the service bays and Food Mart at the pedestrian entrance to the building. Both of these signs are in individual red letters.

Canopy

The canopy previously approved is proposed to have Shell signs on both the north and south faces and will be repainted in the Shell colors of yellow, white and red. The Shell signs on each side are 13 square feet. An illuminated red strip is proposed to be installed on the lower portion of the canopy.

Fuel Islands

New fuel islands with Shell pumps will be installed to replace those existing. The fuel pumps will have the Shell logo in at least two places.

Price Sign

A new price sign will be installed with an illuminated Shell logo and prices. This sign is 20' in height and 6' in width.

History and Analysis:

801 North Washington Street is a one story Colonial Revival style gasoline station.

The Board approved the Texaco branding of the station in 1997 (BAR Case #97-0128).

All signs must be attached to the building. Canopy and pumps are not considered buildings. The price sign cannot be taller than 16' as approved by the Board of Zoning Appeals (BZA Case #99-0002).

Building

Staff has no objection to the proposed re-painting of the building. Staff also has no objection to the proposal for the Service Center sign. However, a food mart at a gasoline service station is a convenience store and requires approval of a Special Use Permit by City Council. Therefore, the Food Mart sign is not properly before the Board until the SUP has been approved.

Canopy

The Shell signs on the canopy are not permitted under the terms of the zoning ordinance. Staff has no objection to re-painting the canopy in the Shell logo colors. However, Staff has concerns regarding the inclusion of a red illuminated strip along the bottom of the canopy. The canopy is already downlit and Staff does not believe that further illumination is necessary. Further, Staff does not believe that such an illuminated portion of the canopy is in keeping with the memorial character of the George Washington Memorial Parkway.

Fuel Islands

Staff has no objection to new fuel islands and pumps. However, Staff notes that under the provisions of the Zoning Ordinance that signage on the pumps is specifically prohibited and, therefore, cannot be considered by the Board.

Pricing Sign

Staff has no objection to a price sign which is required by State regulations. However, the overall height of the sign must be reduced to a maximum of 16' to be in conformance with the height approved by the Board of Zoning Appeals in 1999.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

Code Enforcement:

- C-1 Construction permits are required for this project. Plans shall accompany the permit application that fully detail the construction as well as layouts and schematics of the mechanical, electrical, and plumbing systems as applicable.
- C-2 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-3 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).

Office of Historic Alexandria:

No comment.