

Docket Item #3
BAR CASE #2003-0232

BAR Meeting
November 19, 2003

ISSUE: New gasoline service station graphics

APPLICANT: Quarles Petroleum

LOCATION: 801 North Washington Street

ZONE: CD/ Commercial

BOARD ACTION, OCTOBER 15, 2003: Chairman Hulfish called the question based upon the Staff recommendation which was: deferral of the application for restudy. The vote on the motion was 6-0.

REASON: Mr. Quarles said he agreed with the Staff recommendations. The Board members believed that new drawings accurately depicting the changes were needed.

SPEAKER: William Quarles, Quarles Petroleum, spoke in support

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

Update:

At the public hearing of October 15th, the Board deferred this application and asked for drawings which addressed the Staff concerns. The applicant has provided new drawings which clearly depict the proposed design changes involved in the re-branding of the service station from Texaco to Shell. The revised changes meet the requirements of the Zoning Ordinance as well as the responding to the comments of the members at the public hearing of October 15th.

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.

In the revised proposed only one sign is proposed on the building, Service Center, over the northern service bays entrance to the building. The sign will be individual red letters.

Canopy

The canopy previously approved will be repainted in the Shell colors of yellow, white and red. Shell logo signs and illumination of a red strip on the canopy are no longer proposed.

Fuel Islands

New fuel islands and pumps will replace those existing. The fuel pumps will no longer have the Shell logos.

Price Sign

A new price sign will be installed with an illuminated Shell logo and prices. This sign will be 16' 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.

Canopy

Staff has no objection to re-painting the canopy in the Shell logo colors. Staff is pleased to see the elimination of the Shell logos on the canopy and the illumination of the canopy. Staff believes that the current proposal is more in keeping with the memorial character of the George Washington Memorial Parkway and the previous proposal.

Fuel Islands

Staff has no objection to new fuel islands and pumps without the logos.

Pricing Sign

Staff has no objection to a price sign which is required by State regulations. The revised design of the price sign is in conformance with the height approved by the Board of Zoning Appeals in 1999.

Based upon the revisions to the re-branding of the service station, Staff has no objection and recommends approval.

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.