



Legislation Text

File #: 20-0773, **Version:** 1

MSC 2020-13, Shell Gas Station FCE 1823, 12490 Sheridan Street, re-imaging of canopy and signage for existing gas station, miscellaneous request. (Christian)

SUMMARY EXPLANATION AND BACKGROUND: PROJECT DESCRIPTION / BACKGROUND:

Debbie Bass, agent, is requesting approval for the rebranding of the Shell Gas Station located at 12490 Sheridan Street. Scope of work includes replacement of monument sign pricing panel, shell logo, sign copy on existing canopy and paint.

The Shell Gas Station received approval (SP 99-81) to build the self-service gas station, c-store and car wash. In 1999 (SP 99-45) the orientation of the approved buildings changed from north-south to east-west and moved to the center of the parcel. In 2005 (SN 2005-06), business monument sign was modified to meet updated guidelines of the City's Sign Code. In November 12 2015, City Commission approved a 1,141 square foot expansion for the s-store where the applicant decided to withdraw.

BUILDINGS / STRUCTURES:

The following modifications to the site are being proposed:

- The existing fuel canopy fascia will be replaced with non-illuminated Shell yellow and red vinyl lines consistent with the brand.
- The existing column protective bollards will be painted Shell white with a 12" Shell gray band base.
- The Daily's c-store building and tile roofs will be pressure washed as needed.

No structural changes will occur as a result of this application.

SIGNAGE:

The price panels on the existing monument sign will be replaced like for like and, new fascia

mounted Shell logo signs will be added.

- A 16 square foot yellow, red internally illuminated flush mounted channel letter logo sign to be installed on the north elevation of the existing canopy fascia.
- A 16 square foot yellow, red internally illuminated flush mounted channel letter logo sign to be installed on the west elevation of the existing canopy fascia.
- The existing 34.4 square foot -per staff calculations- monument sign panels will be replaced with Shell branding colors and internal LED illumination. Regular gasoline price will be displayed in red LED numbers. A sign panel will read “Shell V Power” in white text on red background, and “Car Wash” sign in blue text on white background. Shell Logo will be displayed on a white background. All sign panel backgrounds will be opaque.

No other site modifications are being proposed at this time.

STAFF RECOMMENDATION:

Staff has reviewed the proposed changes and finds that the proposed changes meet code requirements. Staff therefore recommends approval of this application.