



Legislation Text

File #: 20-0774, **Version:** 1

MSC 2020-14, Shell Gas Station FCE 1824, 13940 Pines Boulevard, 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 13940 Pines Boulevard. Scope of work includes the replacement of monument sign pricing panel, shell logo, sign copy on existing canopy and paint.

The Shell Gas Station received approval (SP 97-68) to build the self-service gas station, c-store and car wash, but expired. In 2000 (SP 2002-02) the city allowed the existing 5,419 square feet facility where minor color changes were part of the approval. In the year 2001 (MSC 2001-04), the monument sign relocated from the northwest corner to further east on Pines Boulevard in the parcel. In 2004 (SN 2004-01) monument sign revised gas pricing panels and Shell logo. In 2010 (ZV 2010-49; SP 2010-19) façade and color changes were approved to reflect trademark colors, also, additional business signage were permitted on north and south elevations of the c-store and carwash building.

BUILDINGS / STRUCTURES:

The following modifications to the site are being proposed:

- The existing fuel canopy fascia will be replaced with non-illuminated yellow and red vinyl lines to be consistent with Shell branding.
- 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 existing canopy signage, and price panels on the existing monument sign will be removed and replaced with the following proposed signage like for like.

- An 11.6 square foot yellow, red internally illuminated flush mounted channel letter logo sign to be installed on the northwest fascia of the existing gas canopy.
- 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 and diesel price will be displayed in green LED numbers. A sign panel will read "Shell V Power" in white text on a red background. Shell Logo will be displayed on a white background. Base of the sign will be painted white
- All sign panel backgrounds will be opaque.

No additional signs 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.