



## Legislation Text

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**File #:** 21-1077, **Version:** 1

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**MSC 2021-30, Exxon - Mobil**, 19600 Pines Boulevard, rebranding of existing gas station including color, canopy and signage modifications. (Cole)

### **SUMMARY EXPLANATION AND BACKGROUND:** **PROJECT DESCRIPTION / BACKGROUND:**

Daniel Vater, agent, is requesting approval of rebranding of an existing gas station consisting of color, canopy and signage modifications an existing gas station located at 19600 Pines Boulevard. The proposed changes are the result of a recent sale of the property. The C-store will now be a Rebel convenience store with the gas provided by Exxon/Mobil.

The existing gas station was approved in 1998 through SP 98-35. The most recent modifications to the site came in 2014 (rebranding) through MSC 2014-46.

Code case 130061 is currently open for modifications made without Planning and Zoning Board approval. The approval of this application will put the site into compliance. Building permits are required for the signage and canopy modifications.

### **BUILDINGS / STRUCTURES:**

The building's main body color shall remain the same as previously approved (Sherwin Williams - China White). The following colors are proposed for the trim bands:

- Lower Trim: SW 2297 (Delta Green)
- Upper Trim: SW 419 (Black)

Additionally, the applicant proposes to remove and replace the existing canopy and gas pumps, with Exxon/Mobil branded equipment which has a white and red color scheme. The new canopy will be illuminated via down lighting concealed in the canopy roof line.

### **SIGNAGE:**

The following signs are proposed for the site:

- One, 16.48 square foot internally illuminated channel letter sign located on the northeast elevation reading, “Rebel” in black and green copy.
- One, 16 square foot internally illuminated push thru sign located on the canopy’s north elevations reading, “Exxon” in red copy.
- The existing 30 square foot monument sign structure will be retrofitted with a blue and white LED price panels. The gasoline prices will be displayed in red LED text and Diesel prices displayed in green LED text. The sign will read “Exxon” in red and blue text on a white background, and “Rebel” in black and green copy on a white background.

**STAFF RECOMMENDATION:**

Approval