

Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: March 19, 2020

Re: **Item No. 2 - Docket No. PF-04-20-BAR**
Signage – Mobile Gas – 200 Maple Ave E

Item No. 1: Request for approval of a new signage for the Mobile (former BP) service station located at 200 Maple Ave E, Docket No. PF-04-20-BAR, in the C-2 General Commercial district; filed by Pooja Rakesh, of The Plan Source, project engineers.

The applicant is proposing the installation of 9 signs for the automobile service station under construction at 200 Maple Avenue East. The applicant has proposed one freestanding sign with electronic gas pricing along the Maple Avenue frontage near the Park Street intersection and 8 wall signs.

In July of 2018, after several work sessions, the Board of Architectural Review approved the design of the new convenience store, landscaping, lighting, and gas station canopy. The application included signage for the gas station under the BP brand within this application. The station will be operated as a Mobile brand station, and new sign approvals are required.

- Monument sign (A) – The 4' by 6' monument sign shows the “Mobile” and “Synergy” logos on two panels on the left, and the changeable electronic gas prices are shown on the right hand side of the sign. The sign cabinet sits on a brick base matching the building and surrounding landscape walls.

Applicants must attend the meeting and represent their application.
Failure to appear may result in the deferral of the item or amendments to the design.
Failure to appear will not relieve any pending violations.

- Mobile Canopy Logos (B, C, D) – These three signs are internally illuminated channel letters on the three canopy pediments away from the convenience store. Each sign is 14.88 square feet in area.
- Food Mart Wall Signs (E, F) – The convenience store will have two signs, one facing the Park Street frontage, and a second facing the pump area towards Maple Avenue. The Food Mart signs are a solid acrylic panel with LED modules located only behind the blue lettering. Each sign is 16 square feet.
- Koala, Number Wedge, and Synergy Blades (K1, K2, K3) – Several smaller signs are proposed for the gas pump area under the canopy to be affixed to the brick columns. The Koala signs are permanent locations for changing promotional materials, the blade style signs will contain the “Synergy” branding, and the number wedges will indicate the pump number. All signs will be in the Mobile brand “red”.

The building sign area proposed totals 97.64 square feet; the Town Code allows 130 square feet of sign area based on the building frontage of 65 linear feet.

Process

Per Town Code Chapter 4, all land areas zoned other than single-family detached residential are architectural control districts. Any lot, parcel or area of land within any area zoned for single-family detached residences, which is used for other than single-family detached residences, or which is the subject of an application for a use permit or building permit involving any such other use, is also designated an architectural control district.

No structure, building, sign or other improvements or other major landscape features surrounding such building, structure, sign or improvement located on any land within any architectural control district shall be erected, reconstructed, altered or restored until the plans for such shall have been approved by the Board of Architectural Review.