



August 2, 2017

Mr. Jonathan W. Brown  
City of Richmond  
Land Use Division  
900 East Broad Street  
Richmond, VA 23219

RE: ORD. 2017-129 SUP on Fuel Canopy signage for 3200 N.Boulevard

Dear Mr. Brown:

As you know, subject property is in a primary gateway to the City, in the M-2 Heavy Industrial district. The intended use is a retail gas station and convenience store.

There is no signage on the building since the fuel canopy would obstruct its view so the preferred location for business identification is on the fuel island to allow visibility to oncoming vehicular traffic.

We propose to install two (2) Exxon letter sets onto the canopy, each having an area of 12.45 square feet. Also proposed are non-illuminated red stripes on a new white field displayed around three (3) sides of the canopy. The canopy will be completely refurbished with all new metal on the fascia & decking with LED down lights to illuminate fueling islands. There will be no lighting on the face of canopy except for the logo letters.

The canopy signage consists of the registered trademark for Exxon brand petroleum products from Exxonmobil. The text is nonlinear and not standard block lettering. We have proposed the smallest standard approved signage for the canopy; however, it exceeds code allowance by 2.45 square feet due to its unique design.

The preferred location for store branding is the fuel canopy, but the existing conditions around this parcel presents a real and present challenge to advertising due to limitations created by its surroundings that include:

1. The existing canopy is 21 feet from the edge of the turn lane on N. Boulevard and 82 feet south of the I-95 overpass - not quite the distance from home plate to first base. At the posted speed limit of 35 mph, a driver has a split second of exposure to the image. Further complicating matters, the audience will hopefully be preoccupied with operating their motor vehicle. Under these conditions, this overpass obstructs view the driver's view and effectively shields the business identity from southbound travellers on this portion of N. Boulevard.
2. The vacant lots nearby and just to the south of this property will soon disappear with proposed businesses now being in the planning stage. As it does, the sight line will become populated with a mirade of structures that will obscure the Exxon brand. In addition, this portion of N. Boulevard is a divided thorofare with a defined left turn obstacle in the median, making it impossible to make a last minute maneuver to left turn; therefore, brand recognition needs to be done early in order to make the transition to the left turn lane.

Mr. Jonathan M. Brown  
Page 2  
August 2, 2017

We appreciate the opportunity to modify this proposal to eliminate illumination from the red stripes on white background on three (3) sides of the fuel canopy. Thank you for letting us come back to present this to City Council on September 11, 2017 for consideration of this revision.

Sincerely,

SUPERIOR SIGNS LLC

Henry D. Moore  
Project Manager

Hdm/jbl

Enclosures