

City of Alexandria, Virginia

MEMORANDUM

DATE: FEBRUARY 20, 2019

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: KARL MORITZ, DIRECTOR, DEPARTMENT OF PLANNING AND ZONING

SUBJECT: DOCKET ITEM #4: EDSALL SHELL GAS STATION – 5740 EDSALL ROAD

After the publication of the staff report for the above-referenced project for the City Council docket, staff was advised that Condition #13 should be updated to remove specificity about sign content. Regulation of sign content has been found to be unconstitutional. The change would be consistent with Zoning Ordinance regulations adopted since the last extension request and with standard language used for new DSUP requests today. Staff therefore recommends the following change to condition 13:

13. Design ~~business and identification~~ signs to relate in material, color and scale to the building and the tenant bay on which the sign is displayed to the satisfaction of the Director of P&Z.
 - a. ~~The business and identification~~ Signs shall be designed of high-quality materials and sign messages shall be limited to logos and names.
 - b. Installation of building mounted signage shall not damage the building and signage shall comply with all applicable codes and ordinances. (P&Z) (DSUP#2011-0032)