

Daily Press



A billboard promises a new Bojangles' restaurant. The restaurant chain is planning to open new locations on the Peninsula. PHOTO BY JOE FUDGE/DAILY PRESS

York to welcome new fast-food fare

A closed-down gas station at the intersection of Fort Eustis Boulevard and Route 17 makes way for a Bojangles.

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DAILY PRESS

YORK — Another corner of blight on Route 17 is about to become a productive part of society.

A long-shuttered gas station at the intersection of Fort Eustis Boulevard and Route 17 is scheduled for demolition today to make way for a Bojangles restaurant.

The addition of Bojangles, a fast-food eatery known for its spicy fried chicken, biscuits and fixings, accomplishes a couple of things. It spices

up a Route 17 eyesore and also pumps new life into a fast-food intersection dominated by burgers — opposing corners have a Wendy's and McDonald's.

Jim Noel, director of economic

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Eatery is part of Route 17 revamp

development for York County, said the demolition of an old Exxon gas station at Fort Eustis Boulevard leaves just three corners on Route 17 intersections in York that are home to closed-down gas stations.

"But things are happening with two of those corners," he said.

The Bojangles addition is "just a continuation of the Route 17 revitalization," he said.

York County has ponied up hundreds of thousands of dollars for landscaping and building renovations along Route 17.

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Bojangles has received county approval for a 3,200-square-foot restaurant on the one-acre site, said Al Maddalena, chief of development and compliance for York County.

The restaurant will have

entrances on both Fort Eustis Boulevard and Route 17.

Developer East Coast Quality Foods has been working on a site plan since last July, said project manager Jerry Niswonger.

Demolition of the old gas station was scheduled for Friday, but a storm that tore through the region caused a postponement.

The Bojangles in York is

scheduled to open around Aug. 1, Niswonger said.

It will be followed about two weeks later by a Bojangles opening on Warwick Boulevard in Newport News and then another restaurant in Hampton on West Mercury Boulevard in September.

A distinctive feature of the York County Bojangles will be its color.

The county has instituted a special "overlay district" along Route 17 that governs, among other things, color schemes.

For Bojangles, that translates to "rockwood amber."

Think brownish-orange, Niswonger said. "It's a colonial color." ■