

HISTORIC AND DESIGN REVIEW COMMISSION

September 19, 2018

HDRC CASE NO: 2018-231
ADDRESS: 115 S ZARZAMORA
2607 BUENA VISTA ST
LEGAL DESCRIPTION: NCB 2322 BLK 1 LOT 7&8 AND 9
ZONING: C-2,HL
CITY COUNCIL DIST.: 5
LANDMARK: Malt House
APPLICANT: Comet Signs
OWNER: 7-Eleven, Inc.
TYPE OF WORK: Signage
APPLICATION RECEIVED: August 29, 2018
60-DAY REVIEW: October 28, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval for a comprehensive signage plan for the new construction located at 2607 Buena Vista St, previously addressed 115 S Zarzamora.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

1. General

A. GENERAL

- i. *Number and size*—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.
- ii. *New signs*—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.
- iii. *Scale*—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

B. HISTORIC SIGNS

- i. *Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.
- ii. *Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

C. PLACEMENT AND INSTALLATION

- i. *Location*—Place signs where historically located and reuse sign attachment parts where they exist. Do not erect signs above the cornice line or uppermost portion of a facade wall, or where they will disfigure or conceal architectural details, window openings, doors, or other significant details.
- ii. *Obstruction of historic features*—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.
- iii. *Damage*—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.
- iv. *Pedestrian orientation*—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

D. DESIGN

- i. *Inappropriate materials*—Do not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district.
- ii. *Appropriate materials*—Construct signs of durable materials used for signs during the period of the building's construction, such as wood, wrought iron, steel, aluminum, and metal grill work.
- iii. *Color*—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs

more legible.

iv. *Typefaces*—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

E. LIGHTING

i. *Lighting sources*—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.

ii. *Neon lighting*—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

F. PROHIBITED SIGNS

i. An abbreviated list of the types of signs prohibited within San Antonio's historic districts and on historic landmarks is provided below. Refer to UDC Section 35-612(j) and Chapter 28 of the Municipal Code for more detailed information on prohibited signs.

Billboards, junior billboards, portable signs, and advertising benches.

Pole signs.

Revolving signs or signs with a kinetic component.

Roof mounted signs, except in the case of a contributing sign.

Digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign.

Moored balloons or other floating signs that are tethered to the ground or to a structure.

Any sign which does not identify a business or service within the historic district or historic landmark.

Any non-contributing sign which is abandoned or damaged beyond 50 percent of its replacement value, including parts of old or unused signs.

Notwithstanding the above, signs designated as a contributing sign or structure by the historic preservation officer shall not be prohibited unless or until such designation is revoked.

G. MULTI-TENANT PROPERTIES

i. *Signage Plan*—Develop a master signage plan or signage guidelines for the total building or property.

ii. *Directory signs*—Group required signage in a single directory sign to minimize visual color and promote a unified appearance

2. Awning and Canopy Signs

A. GENERAL

i. *Appropriate usage*—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.

ii. *Placement*—Place signs on the awning or canopy valance, the portion that is parallel with the window.

iii. *Mounting*—Install awning hardware in a manner that does not damage historic building elements or materials.

B. DESIGN

i. *Materials*—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.

ii. *Shape*—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.

iii. *Lettering and symbols*—Lettering should generally be placed on the valance portion of the awning.

C. LIGHTING

i. *Internal illumination*—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

D. METAL CANOPIES

i. *Placement*—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

3. Projecting and Wall-Mounted Signs

A. GENERAL

i. *Mounting devices*—Construct sign frames and panels that will be used to be attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.

ii. *Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.

iii. *Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.

B. PROJECTING SIGNS

i. *Placement*—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead

clearance above public walkways.

ii. *Public right-of-way*—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.

iii. *Area*—Projecting signs should be scaled appropriately in response to the building façade and number of tenants.

C. WALL-MOUNTED SIGNS

i. *Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.

ii. *Projection*—Limit the projection of wall-mounted signs to less than twelve inches from the building wall.

iii. *Placement*—Locate wall signs on existing signboards—the area above the storefront windows and below the second story windows—when available. Mount wall signs to align with others on the block if an existing signboard is not available.

iv. *Channel letters*—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

4. Freestanding Signs

A. GENERAL

i. *Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.

ii. *Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.

iii. *Number*—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.

iv. *Monument signs*—Do not use —suburban-style monument signs or electronic messaging signs not historically found in San Antonio's historic districts.

B. DESIGN

i. *Height*—Limit the height of freestanding signs to no more than six feet.

ii. *Area*—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.

iii. *Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

5. Window Signs

A. GENERAL

i. *Location*—Limit the use of window signs to first floor windows where they may be readily viewed by pedestrians.

ii. *Appropriate building types*—Use window signs in high traffic pedestrian areas, such as on commercial storefronts or other buildings that have been adapted for non-residential use.

iii. *Historic signage*—Retain historic window signage if it reflects a historic building name, owner, or early business.

B. DESIGN

i. *Window coverage*—Do not cover more than 30 percent of the window area with signage.

ii. *Opacity*—Do not use window signs constructed of opaque materials that obscure views into and out of windows, either partially or completely.

iii. *Prohibited window signs*—Do not use paper signs, banners, or graphic films that adhere to the exterior of window glazing.

iv. *Symbols and lettering*—Incorporate lettering, symbols, and other design elements that reflect the type of business or institution at the location to increase a sign's impact.

v. *Temporary signs and banners*—Place temporary signs in a manner that is appropriate for the building scale and style, as allowed by UDC sec. 35-612(i).

FINDINGS:

- a. This property was designated as a historic landmark by Ordinance 2013-03-21-0199, on March 21, 2013. The property is listed in the ordinance as 115 S Zarzamora, the Malt House Restaurant. The property was identified through the Westside Cultural Resources Survey initiative and was designated with owner support.

- b. The Malt House was designated for its cultural significance as a place and institution where community gathered, socialized and celebrated for more than 50 years. The architecture by itself is not the basis for landmark status, instead the basis is found in spatial (tangible) and social (intangible) characteristics that holistically provide a unique and authentic sense of place. Tangible elements which reflect a sense of place and create human interaction include: canopied in-car dining within close proximity to the dining hall, street setback, corner vehicular access, a lack of boundary between parked cars and pedestrian space, and distinctive signage. Intangible elements, communicated through community comments at the time of designation, reflect affection for The Malt House business as a place where the community formed a collective cultural identity over the period of its existence and for the food itself.
- c. The demolition of the Malt House and new construction of a 7-Eleven convenience store received conceptual approval from the Historic and Design Review Commission on April 5, 2017, and final approval on June 21, 2017. Final approval of the new construction did not contain a proposal for signage. Through public input the historic signage was identified as an important visual reminder of the Malt House legacy, and retention of the historic Malt House signage on the property was included as a stipulation for the final approval of new construction.
- d. **HISTORIC SIGNAGE** – The Malt House featured two roof-mounted signs constructed of metal cutout letters painted red with neon tubing that was not present at the time of demolition. The metal sign faces had weathered from age and exterior elements and featured a rough texture characterized by peeling and blistered paint patches that revealed the original dark brown color of the metal beneath. The original letters cannot be reused and the applicant proposes to replicate their appearance at the time of the approval. The applicant has provided several mockups of metal finishes to staff. Staff has reviewed these options and recommends...
- e. **NEW SIGNAGE: 7-ELEVEN** – The applicant has proposed several different signage types that brand the new 7-Eleven building. The applicant is requesting one LED illuminated monument, three LED illuminated exterior wall signs, one LED illuminated interior window sign, and LED illuminated gas pump numbers. As proposed, the square footage for this new signage totals over 175 square feet. According to the Historic Design Guidelines, internally illuminated cabinets are not appropriate. Additionally, square footage for a building should be limited to 50 square feet. Staff generally finds the monument sign to be appropriate, but finds that the signage square footage overall should be significantly reduced and that an alternative illumination strategy should be employed.
- f. **NEW SIGNAGE: INTERPRETIVE WINDOW DECALS** – A stipulation included in the final approval for the demolition of the existing building and new construction required that window film be incorporated on the street-facing façade that features interpretive elements such as historic photographs of the Malt House or Zarzamora corridor. The applicant has provided two high resolution images to be installed as graphics covering the entire glazed portion of the two windows facing S Zarzamora. Staff finds this approach appropriate with the stipulations listed in the recommendation.
- g. **NEW SIGNAGE: WALL PLAQUE** – A stipulation included in the final approval for the demolition of the existing building and new construction required that an interpretive plaque be installed on the property. The applicant has submitted text, size, design, and location information for the plaque. Staff finds the proposal appropriate with the stipulations listed in the recommendation.

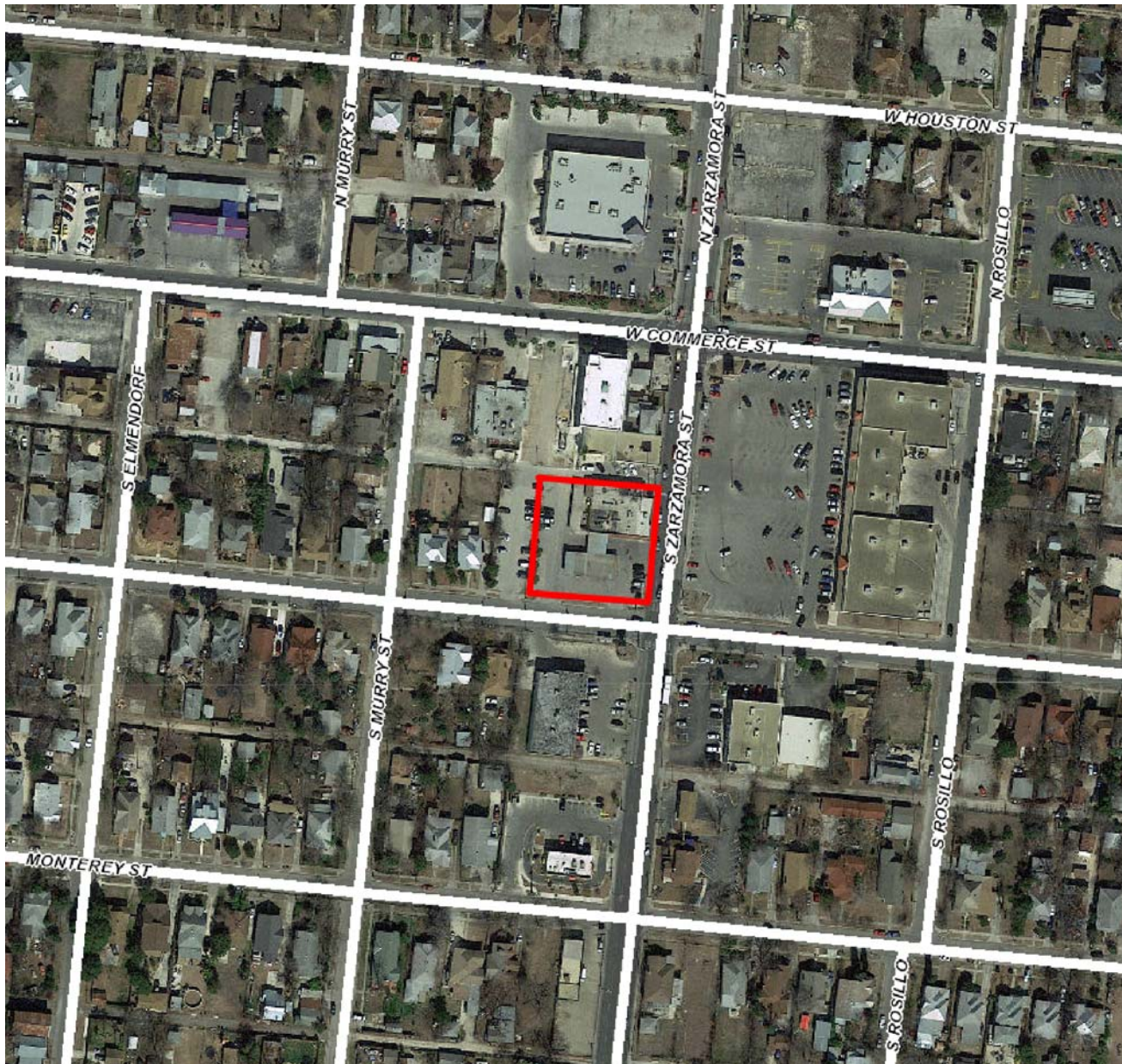
RECOMMENDATION:

Staff does not recommend final approval of the proposed signage package at this time. Staff recommends that the applicant make the following modifications prior to returning to HDRC:

- i. That the applicant significantly reduces the proposed amount of signage square footage as noted in finding e.
- ii. That the applicant employs an alternative illumination strategy in lieu of the proposed internally illuminated cabinets as noted in finding e.
- iii. That the applicant submits high quality photographs to be utilized as window graphics for review by OHP staff as noted in finding f.
- iv. That the applicant coordinates with OHP staff to finalize the historic images proposed for the window decals and the text for the proposed wall plaque.

CASE MANAGER:

Stephanie Phillips



Flex Viewer

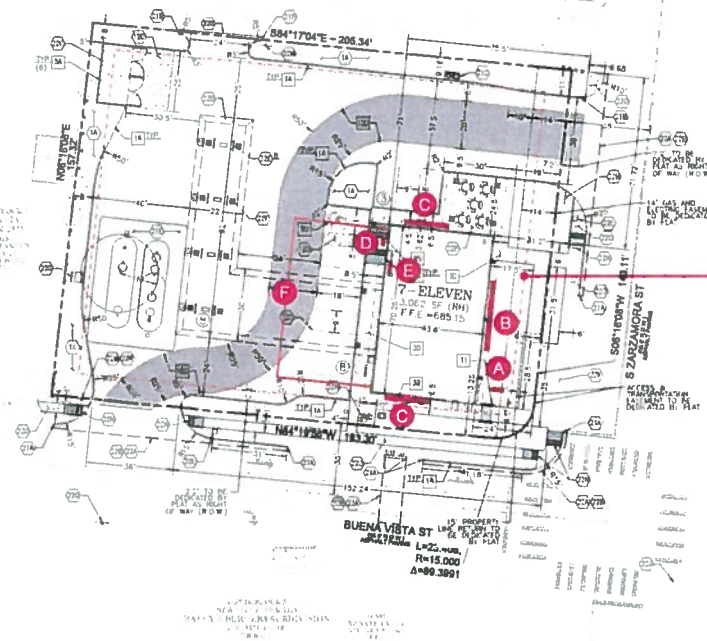
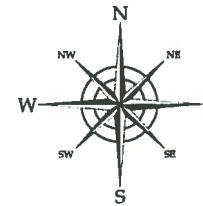
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PROPOSED WORK AT 115 S. ZARZAMORA

Once this new building is complete Comet Signs will be installing 7-11 signage. We have included in our package the site plan and drawings of signage on final building elevations with the materials and color specifications as well as signage placement and square footage. As the drawings show we are requesting one LED illuminated monument, three LED illuminated exterior wall signs, one LED illuminated interior window sign, a non-illuminated bronze historical building wall plaque and window vinyl. All metal materials used will be non-corrosive.

Removing the neon lighting and keeping the original Malt House signs non-illuminated has already been approved by this committee when the building was approved. There still remains the question of what type of repairs are expected since Comet Signs will be repairing and installing the two original Malt House signs, too. Photos of these signs are included in this package as these signs are very rusted/broken.



10'-0" SET BACK

- A Dual Brand Monument Sign
- B 3' SEJ Tateyama WS (5-Pack)
- C 3' SEJ Tateyama WS (3-Pack)
- D Custom Plaque Sign
- E ATM Interior Sign
- F Window Graphics

MONUMENT	ALLOWED:	150.0
	PROPOSED:	17.8

A MONUMENT	17.8
ALLOWABLE HEIGHT	6'-0"
PROPOSED HEIGHT	6'-0"

NOTE: ALLOWED 1 FOR EACH 150' STREET OF FRONTAGE FOR LOTS WITH MORE THAN 1 STREET. THE SAME SHALL APPLY FOR EACH STREET 24' OAH AT 150SF ALLOWED

WALL SIGNS:	ALLOWED:	420
STOREFRONT	PROPOSED:	2.7

D PLAQUE	2.7
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NOTE: WALL SIGNS SHALL NOT EXCEED 25% OF BUILDING FACADE

WALL SIGNS:	ALLOWED:	420
REAR	PROPOSED:	52.5

B TATEYAMA REAR	52.5
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NOTE: WALL SIGNS SHALL NOT EXCEED 25% OF BUILDING FACADE

WALL SIGNS:	ALLOWED:	258
STORE RIGHT	PROPOSED:	52.5

C TATEYAMA RIGHT SIDE	52.5
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NOTE: WALL SIGNS SHALL NOT EXCEED 25% OF BUILDING FACADE

WALL SIGNS:	ALLOWED:	258
STORE RIGHT	PROPOSED:	52.5

C TATEYAMA RIGHT SIDE	52.5
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NOTE: WALL SIGNS SHALL NOT EXCEED 25% OF BUILDING FACADE

Site Plan

1" = 50'-0"

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7 Eleven #1037932 (37725)
115 S. Zarzamora
San Antonio, Texas

SVE4373 R13

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SVE4373 R13 #1037932 (37725).cdr

DATE: 07.20.15
BY: [redacted]
DO: Original Concept
05.31.17 R4 Updated site street address
12.29.17 R2 Revised sign A, building elevations and signage package, canopy
04.03.18 R13 Revised site plan, building & canopy elevation
04.01.18 R10 Updated sign A with current 7-Eleven logo
07.17.18 R11 Revised adding sign D plaque verbiage
07.09.18 R12 Revised adding sign D plaque verbiage
07.17.18 R13 Revised adding sign D plaque verbiage

DESIGNED BY: mh
CHECKED BY: mh
APPROVED BY: mh
DATE: 07.20.15

Salesperson: rg

PM: In

Designer: mh

Page: 1

customer approval

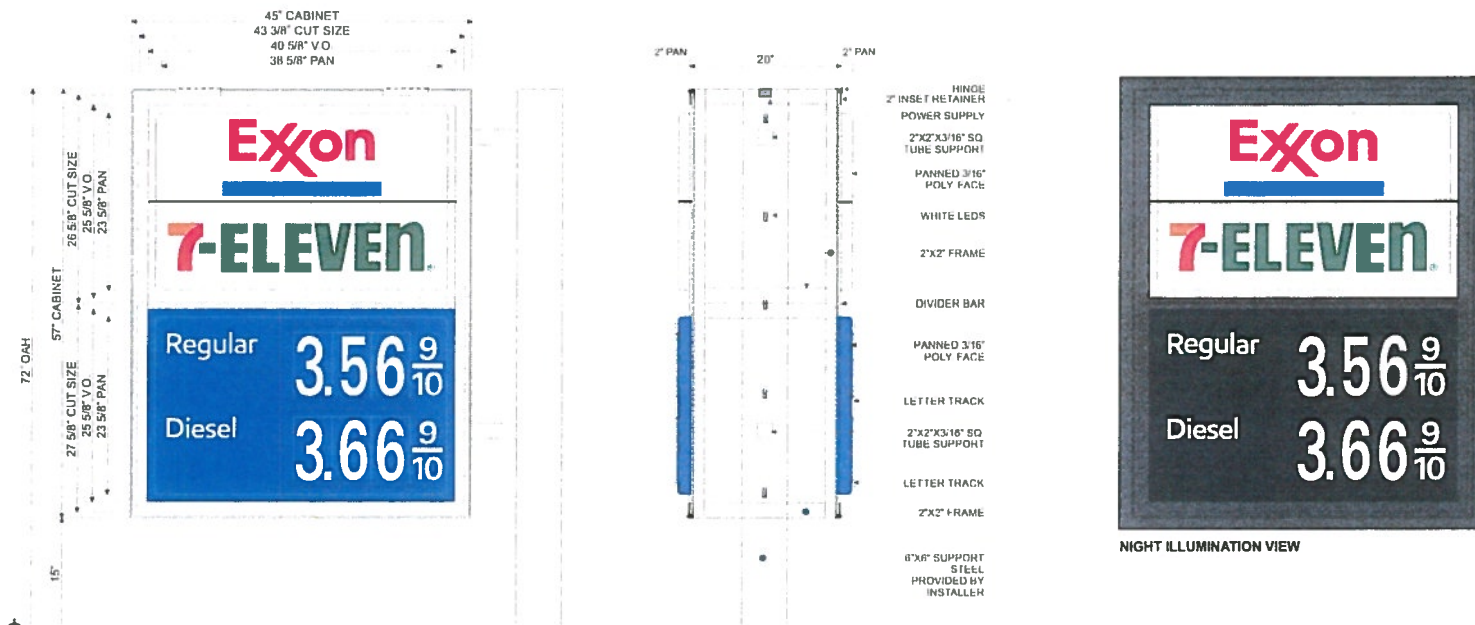
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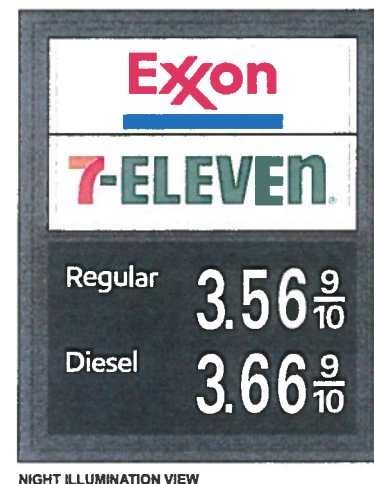
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Total Sign Square footage Calculations:	
Allowed:	00.0 sqft
Proposed:	17.8 sqft

Overall Height:	
Allowed Max:	6.0 Feet
Proposed:	6.0 Feet

SetBacks:	
Requirements:	10 Feet
Proposed:	10 Feet



NIGHT ILLUMINATION VIEW

MANUFACTURE & SHIP ONE (1) CUSTOM D/F INTERNALLY ILLUMINATED DUAL BRAND (7-ELEVEN & EXXON) SIGN CABINET.
20" DEEP ALUMINUM SKIN & FRAME CABINET WITH 2" INSET HINGED RETAINERS & 1 1/2" DIVIDER BARS TO BE PAINTED EXXON P8 EGGSHELL WHITE. CABINET TO BE INTERNALLY ILLUMINATED W/ WHITE LEDS.
2" INSET RETAINERS TO BE HINGED ON ONE SIDE OF CABINET.

CUSTOM EXXON / 7-ELEVEN FACES: 3/16" THICK PAN FORMED & EMBOSSED CLEAR POLYCARBONATE FACES BACK SPRAYED PMS 485 RED & PMS 293 BLUE THEN PMS WHITE WITH TRANSLUCENT VINYL GRAPHICS APPLIED FIRST SURFACE.
EXXON BRAND STATIC GAS PRICE FACES: 3/16" THICK PAN FORMED CLEAR POLYCARBONATE FACES BACK SPRAYED PMS 293 BLUE THEN PMS WHITE W/ CLEAR ACRYLIC TRACKING ADHERED FIRST SURFACE FOR CHANGEABLE FONT KIT.

PROPOSED WITH STANDARD HARBINGER 8 7/8" FONT KIT.

7-ELEVEN VINYL SPECS: 3M 3630-44 ORANGE, 3M 3630-33 RED, 3M 3630-26 GREEN, 3M 7725-12 BLACK

EXXON PAINT SPECS: EXXON P8 EGGSHELL WHITE, PMS 485 C EXXON RED, PMS 293 C EXXON BLUE, PMS WHITE

NOTE: SUPPORT STEEL TO BE PAINTED EXXON P8 EGGSHELL WHITE

NOTE: ALL SUPPORT STEEL TO BE PROVIDED BY INSTALLER.

Front View & Side Detail - Custom Dual Brand w/ Static Gas Price Cabinet - Monument Structure - Sign A

3/4" = 1'-0"

Display Square Footage (Cabinet): 17.8

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San Antonio, Texas

SVE4373-R13

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(SVE4373-R13 #1037932 (37725) cdr

date: 07/23/15
rev: 00 - Original Concept
05/10/17 R8 - Updated size street address
12/29/17 R9 - New set sign & building elevations and storage package canopy
04/03/18 R10 - Revised the sign building & canopy elevations
04/03/18 R10 - Updated sign A with current & each O logo
01/12/18 R10 - Revised ending sign D plaque verbiage
07/19/18 R10 - New steel casing sign D plaque verbiage
07/19/18 R11 - Revised ending sign D plaque verbiage

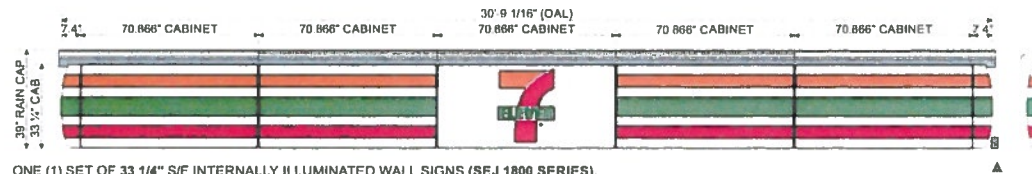
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07/19/18
07/19/18

Salesperson: ig PM: In Designer: mh Page: 2
customer approval date:



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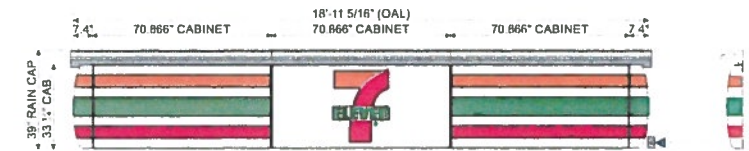
ONE (1) SET OF 33 1/4\"/>

ELECTRICAL NOTE: EXPOSED EXTERIOR 20 AMP WEATHERPROOF ELECTRICAL DISCONNECT REQUIRED WITHIN VISUAL RANGE OF SIGN REQUIRED FOR EVERY 16 AMPS OF SIGNAGE. ACTUAL NUMBER OF CIRCUITS TO BE DETERMINED BY A LICENSED ELECTRICAL CONTRACTOR. ACTUAL LOCATION OF BOX MAY VARY. CIRCUITS AND SWITCH TO BE PROVIDED BY OTHERS. INPUT VOLTAGE - 120V
ALL SIGNAGE WILL BE (MET) LISTED, (U.L.) 48STD COMPLIANT AND CARRY (MET) LABELS.

Front Elevation - SEJ 1800 Series Wall Sign Cabinets - Sign B

1/4\"/>

Display Square Footage(Cabinets): 85.3 Each Set



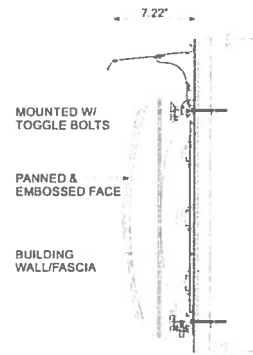
TWO (2) SETS OF 33 1/4\"/>

ELECTRICAL NOTE: EXPOSED EXTERIOR 20 AMP WEATHERPROOF ELECTRICAL DISCONNECT REQUIRED WITHIN VISUAL RANGE OF SIGN REQUIRED FOR EVERY 16 AMPS OF SIGNAGE. ACTUAL NUMBER OF CIRCUITS TO BE DETERMINED BY A LICENSED ELECTRICAL CONTRACTOR. ACTUAL LOCATION OF BOX MAY VARY. CIRCUITS AND SWITCH TO BE PROVIDED BY OTHERS. INPUT VOLTAGE - 120V
ALL SIGNAGE WILL BE (MET) LISTED, (U.L.) 48STD COMPLIANT AND CARRY (MET) LABELS.

Front Elevation - SEJ 1800 Series Wall Sign Cabinets - Sign C

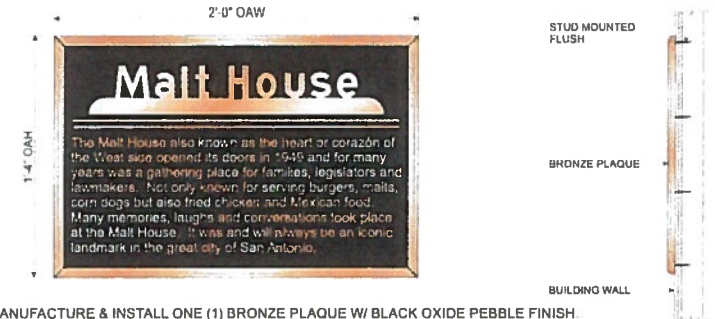
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Display Square Footage(Cabinets): 52.5 Each Set



Side Mounting Detail - Signs B & C

NTS



MANUFACTURE & INSTALL ONE (1) BRONZE PLAQUE W/ BLACK OXIDE PEBBLE FINISH. STUD MOUNTED FLUSH TO EXISTING BUILDING FACADE.

NOTE: EXACT INSTALL LOCATION TO BE CONFIRMED

Front Elevation & Side Mounting Detail - Custom Bronze Plaque - Sign D

1 1/2\"/>

Display Square Footage: 2.7

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date	rev	description
07/20/15	00	Original Concept
09/31/17	R1	Updated site street address.
12/29/17	R2	Revised sign A building elevations and signage package, canopy
04/03/18	R13	Revised site plan building & canopy elevations.
05/01/18	R13	Updated sign A with current Exxon ID Logo.
07/17/18	R13	Revised adding sign D plaque verbiage
07/19/18	R13	Revised adding sign D plaque verbiage
07/19/18	R13	Revised adding sign D plaque verbiage

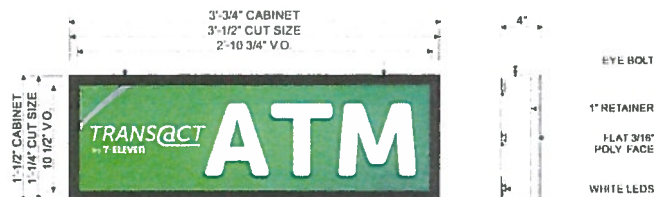
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customer approval _____ date: _____



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ONE (1) INTERIOR ATM INTERNALLY ILLUMINATED S/F WINDOW SIGN. 3/16" THICK FLAT WHITE POLYCARBONATE FACE W/ DIGITALLY PRINTED IMAGE VINYL TO BE APPLIED FIRST SURFACE. CABINET TO BE INTERNALLY ILLUMINATED W/ GE WHITE LEDS. 4 DEEP ALUM. CABINET & 1" RETAINERS ALL PAINTED 313E DURANODIC BRONZE. SIGN TO HANG INSIDE THE STORE BEHIND GLASS AS INDICATED IN PHOTO OVERLAY WITH EYE BOLTS.

VINYL SPECS: DIGITALLY PRINTED IMAGE VINYL
PAINT SPECS: 313E DURANODIC BRONZE

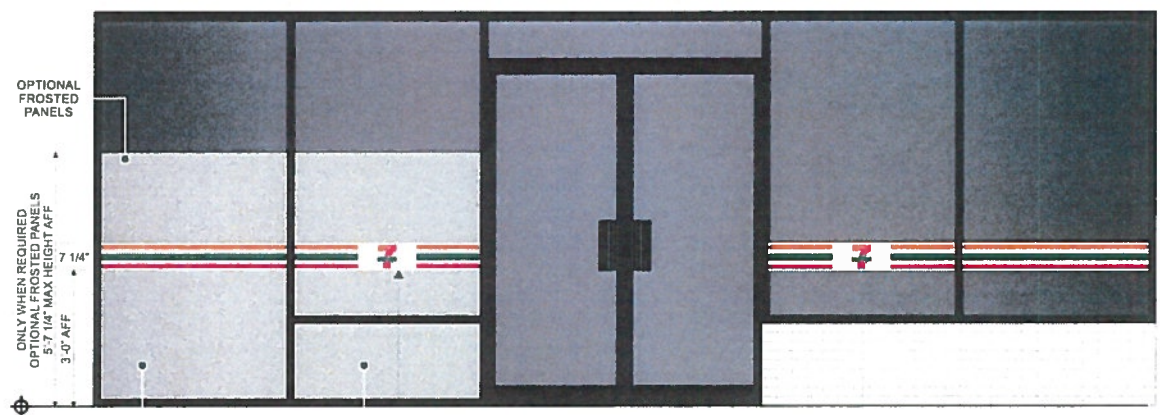
NOTE: ATM SIGN TO BE FABRICATED & INSTALLED BY OTHERS

Front Elevation & Side Mounting Detail - ATM S/F Window Sign - Sign E

1" = 1'-0"

Display Square Footage (Cabinet): 3.2

GRAPHICS AS REQUIRED



WINDOW VINYL GRAPHICS

VINYL GRAPHICS TO BE APPLIED SECOND SURFACE ONTO DESIGNATED STORE WINDOWS

NOTE: WINDOW GRAPHICS KITS TO BE PROVIDED AND INSTALLED BY OTHERS. NOT PART OF HARBINGERS SCOPE OF WORK.

NOTE: FOR FULL INSTALLATION INSTRUCTIONS, REFER TO 7-ELEVEN SIGNAGE MANUAL.

Front Elevation - Typical Window Vinyl Graphics - Sign F

3/8" = 1'-0"

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7301 Uno Dr. Plano, TX 32257 • 972 905 9450



7-Eleven #1037932 (37725)
115 S. Zaragoza
San Antonio, Texas

SVE4373-R13

F:\Customers\7 Eleven\Art
(SVE4373 R13 #1037932 (37725).cdr

DATE	REV	DESCRIPTION	DESIGNED BY
07.20.15	00	Original Concept	mh
05.31.17	R8	Updated site street address	mh
12.29.17	R7	Revised sign A, building elevations and signage package (canopy)	mh
04.03.18	R10	Revised site plan, building & canopy elevations	mh
05.08.18	R10	Updated sign A with current 7-Eleven logo	mh
07.17.18	R11	Revised adding sign D plaque verbiage	mh
07.19.18	R12	Revised adding sign D plaque verbiage	mh
07.19.18	R13	Revised adding sign D plaque verbiage	mh

SALESPERSON	PM	DESIGNER	PAGE
Salesperson: ig	PM: in	Designer: mh	Page: 4
customer approval			date:



Customer with
F15-486
CNA C23.2 No.287

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NOTE: MALT HOUSE LETTERS ARE SALVAGED FROM PREVIOUS BUILDING ON HISTORIC SITE PER CITY OF SAN ANTONIO OFFICE OF HISTORIC PRESERVATION. INSTALLATION BY OTHERS.

WALL SIGNS:	ALLOWED	420
STOREFRONT	PROPOSED	2.7

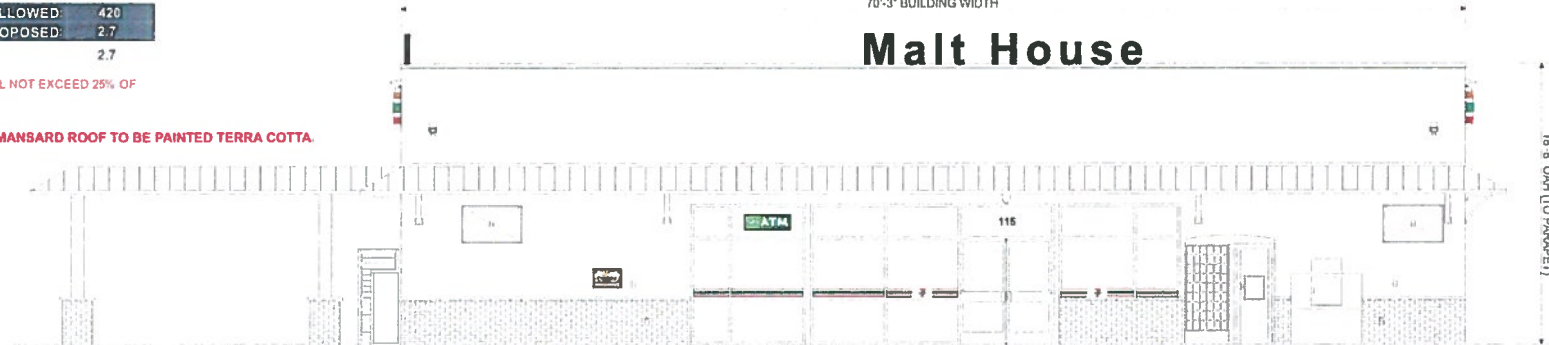
D PLAQUE 2.7

NOTE: WALL SIGNS SHALL NOT EXCEED 25% OF BUILDING FACADE

NOTE: FUEL CANOPY MANSARD ROOF TO BE PAINTED TERRA COTTA.

70'-3" BUILDING WIDTH

Malt House



Storefront (West) Elevation - Signs D, E & F
1/8"=1'-0"

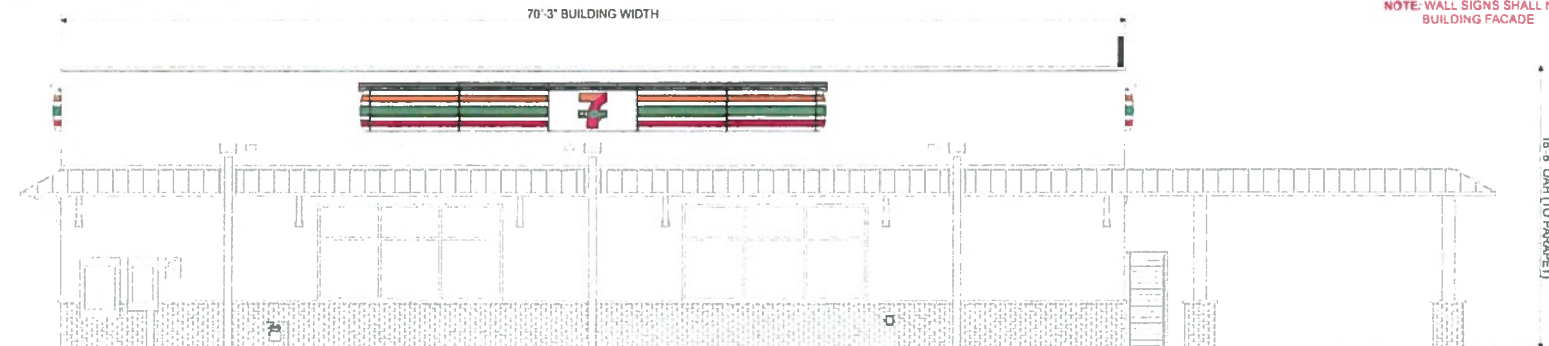
NOTE: FUEL CANOPY MANSARD ROOF TO BE PAINTED TERRA COTTA.

WALL SIGNS:	ALLOWED	420
STOREFRONT	PROPOSED	85.3

B 5-PACK TATAYAMA 85.3

NOTE: WALL SIGNS SHALL NOT EXCEED 25% OF BUILDING FACADE

70'-3" BUILDING WIDTH



Rear (East) Elevation - Sign B
1/8"=1'-0"

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115 S. Zarzamora
San Antonio, Texas

SVE4373-R13

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(SVE4373-R13 #1037932 (37725).cdr

DATE	REV	DESCRIPTION	DESIGNED BY
07/20/15	00	Original Concept	mh
05/21/17	01	Updated site street address	mh
12/29/17	02	Revised sign & building elevations and signage package - canopy	mh
04/03/18	03	Revised site plan, building & canopy elevations	mh
06/03/18	04	Updated sign A with current 7-Eleven ID logo	mh
07/17/18	05	Revised adding sign D plaque verbiage	mh
07/19/18	06	Revised adding sign D plaque verbiage	mh
07/19/18	07	Revised adding sign D plaque verbiage	mh

Salesperson: rg PM: ln Designer: mh Page: 5
customer approval date:



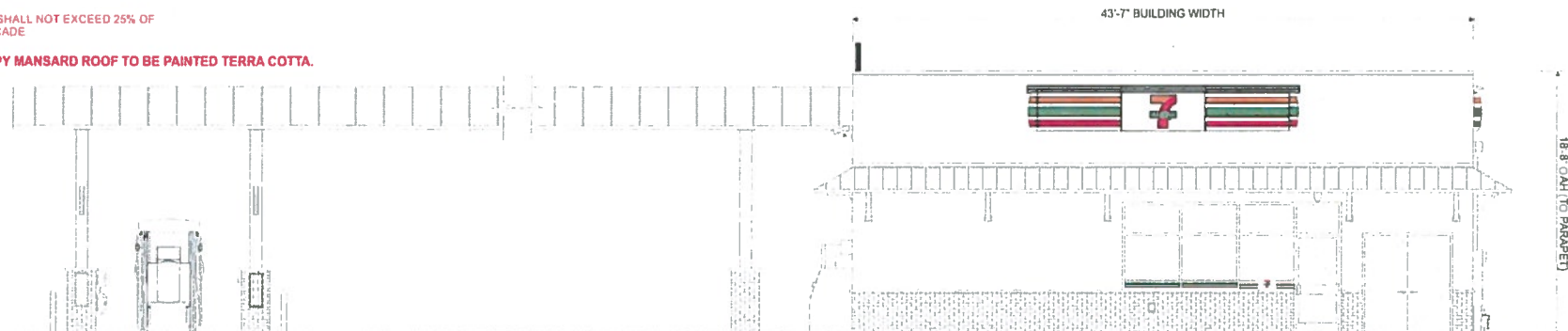
Compliant with
111.44
(SAC 22.2 Na.387)

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C	3- PACK TATEYAMA	52.5
----------	-------------------------	-------------

NOTE: FUEL CANOPY MANSARD ROOF TO BE PAINTED TERRA COTTA.



Right Side (South) Elevation - Signs C, F
1/8"=1'-0"

NOTE: FUEL CANOPY MANSARD ROOF TO BE PAINTED TERRA COTTA.

C 3-PACK TATEYAMA 52.5

43'-7" BUILDING WIDTH

Malt House

7

18'-0" OAH TO PARAPET

Left Side (North Elevation - Sign C)
1/8"=1'-0"

5301 Mead Road Jacksonville FL 32257 • 904 266 4661
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SVE4373-R13

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 \SVE4373-R13 #1037932 (37725).cdr

07/20/15	00	Design Concept
05/31/17	R4	Updated site street address.
12/29/17	R3	Revised sign A building elevations and signage package, canopy.
04/03/19	R10	Revised site plan building & canopy elevations.
04/03/19	R10	Updated sign A with current Exxon ID logo.
07/17/18	R11	Revised adding sign D plaque verbiage
07/19/18	R12	Revised adding sign D plaque verbiage
07/19/18	R11	Revised adding sign D plaque verbiage

Salesperson: rg PM: In Designer: mh Page: 6

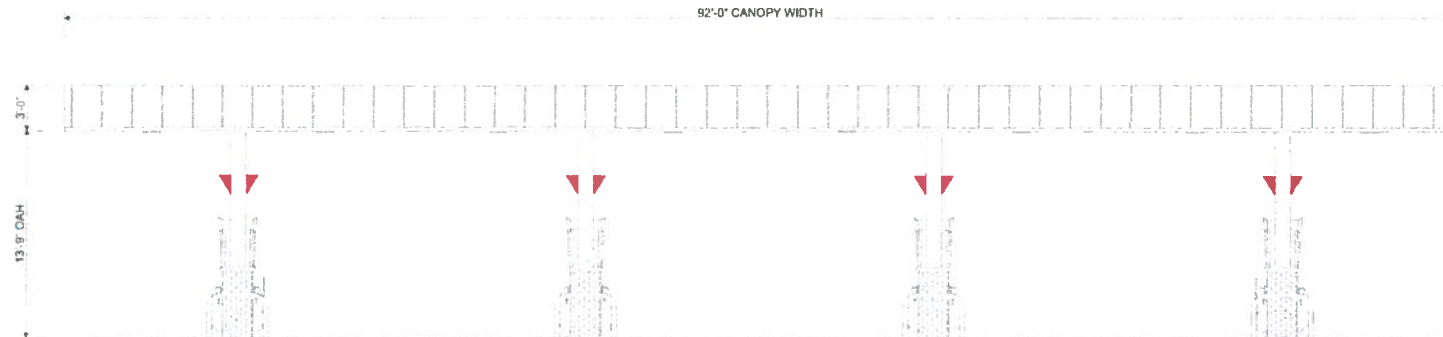
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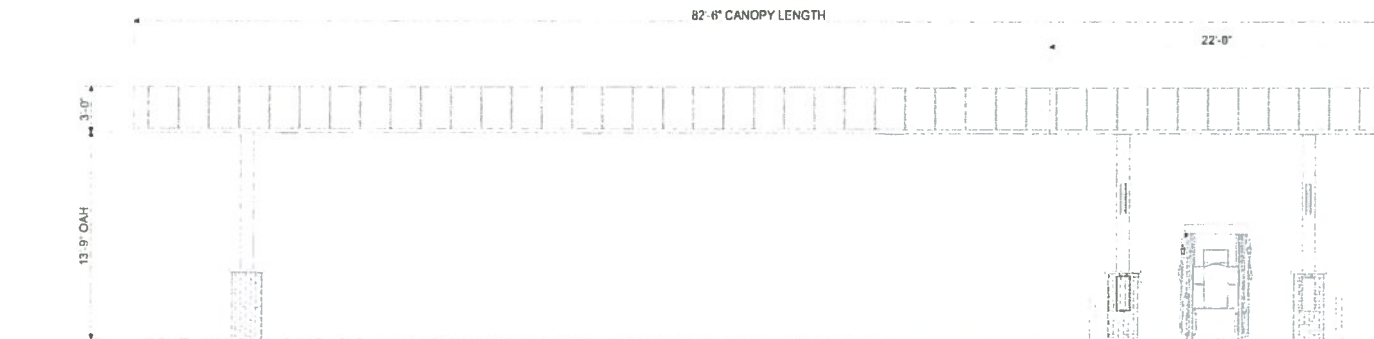
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NOTE: FUEL CANOPY MANSARD ROOF TO BE PAINTED TERRA COTTA



Fuel Canopy Side Elevation
1/8"=1'-0"

NOTE: FUEL CANOPY MANSARD ROOF TO BE PAINTED TERRA COTTA



Fuel Canopy End Elevation
1/8"=1'-0"

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2301 Ohio Dr. Plano TX 32257 • 972 905 9450



7 Eleven #1037932 (37725)
115 S. Zarzamora
San Antonio, Texas

SVE4373-R13

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'SVE4373-R13 #1037932 (37725).cdr

Date	Rev	Drawn By	Project
07/20/15	00	Original Concept	
05/31/17	R9	Updated site street address	
12/28/17	R7	Revised sign A, building elevations and signage package, canopy	
04/03/18	R10	Revised site plan, building & canopy elevations	
05/01/18	R10	Updated sign A with current Exxon logo	
07/17/18	R11	Revised adding sign D plaque verbiage	
07/19/18	R12	Revised adding sign D plaque verbiage	
07/19/18	R13	Revised adding sign D plaque verbiage	

Design By
mh
mh
mh
mh
mh
mh
mh
mh

Salesperson:	PM:	Designer:	Page:
rg	ln	mh	7

customer approval _____ date _____



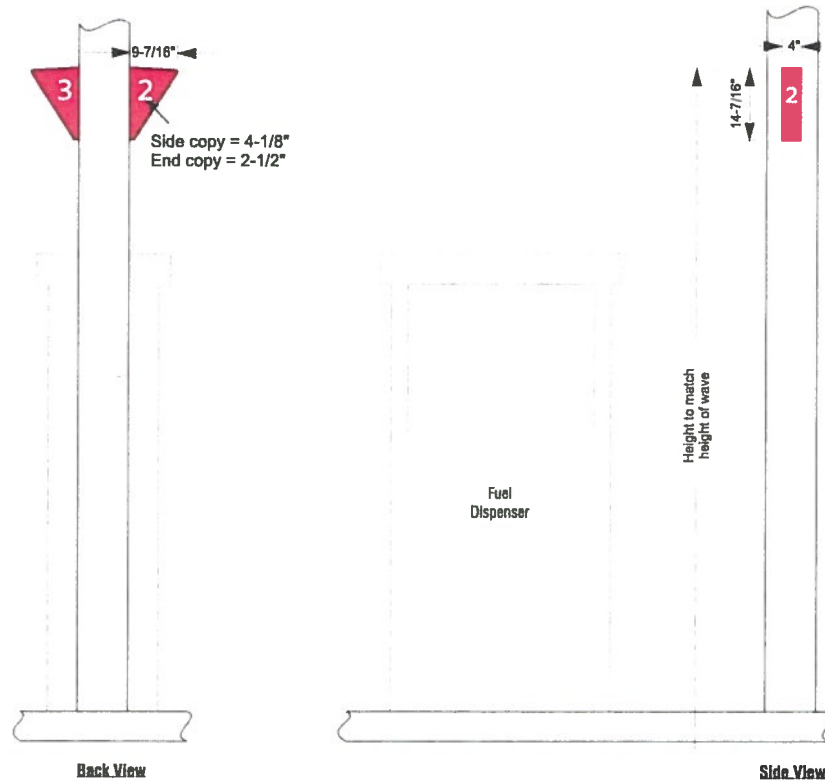
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UL 48
ETSA C22.2 No.287

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ALL ILLUSTRATIONS ARE SUBJECT TO CHANGE PENDING, SURVEY/CANOPY ELEVATIONS, CODE COMPLIANCE, SITE SPECIFIC XOM SUPPLIED ILLUSTRATIONS



SIXTEEN (16): PUMP ID PANELS (WEDGES)

Face & Side Detail - Pump ID & Instructions Panels -RE-B 3 & 4
1" = 1'-0"

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2301 Ohio Dr. Plano TX 75257 • 972 905 9450



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San Antonio, Texas

SVE4373-R13

F:\Customers\7 Eleven\Art
SVE4373-R13 #1037932 (37725).cdr

date	rev	description	author
07/20/15	01	Original Concept	mh
05/31/17	R9	Updated site street address	mh
12/29/17	R7	Revised sign & building elevations and signage package, canopy	mh
04/03/19	R10	Revised site plan building & canopy elevations	mh
05/01/18	R10	Updated sign A with current 7-Eleven ID Logo	mh
07/17/16	R10	Revised adding sign D plaque varpage	mh
07/19/18	R12	Revised adding sign D plaque varpage	mh
07/19/18	R13	Revised adding sign D plaque varpage	mh

Salesperson: rg	PM: ln	Designer: mh	Page: 8
customer approval			date:



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Job Name:

MALT HOUSE

☒ Proposal Drawing
☐ Final Drawing

Client: Chreighton

Commercial

Location: 115 S Zarzamora,
San Antonio, TX

Salesperson: Pete Sitterle

Pri. Mngr.: Denise Childers

Date: 5/22/18

Designer: Morgan P.

File Name: 17-7628 R4 Malt
House.cdr

Proposal #: 00000

Job #: 17-7628

Revisions

Note:
R1/5-29-18/MP: Various Changes
R2/6-7-18/CL: Tweak the letters to
make it look more like the old set
R3/6-11-18/MP: Page 3 Samples added
R4/6-13-18/MP: Sample changes



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San Antonio, TX 78215
Ph: (210) 341-7244

Dallas / Ft. Worth Branch
2703 W. Mockingbird Ln. #100
Dallas, TX 75235
Ph: (972) 870-1884

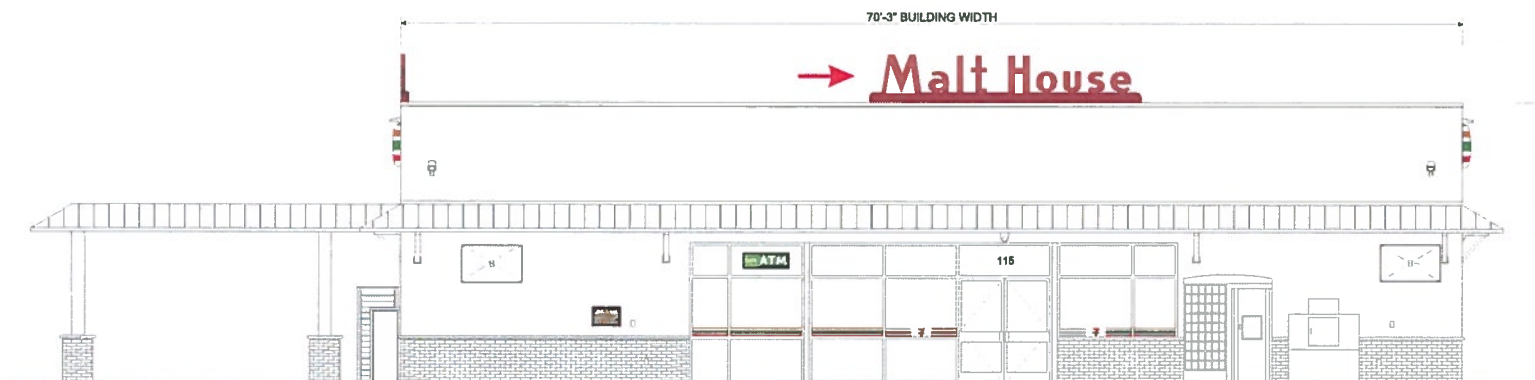
Houston Branch
2808 Greenhouse Rd.
Houston, TX 77064
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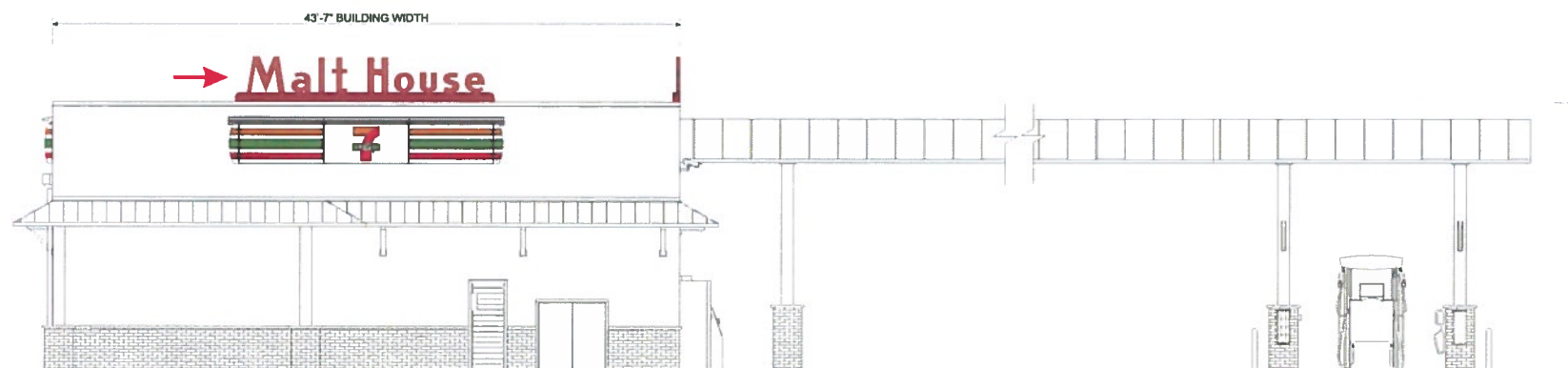
Page: 1 of 3



A

WEST ELEVATION

Scale: 1/8"=1'-0"



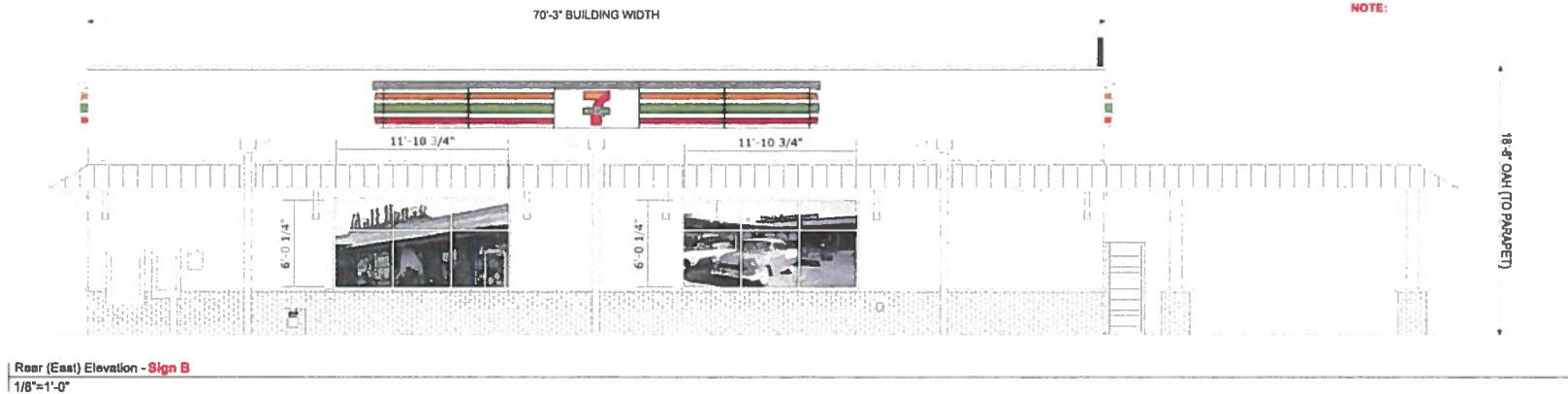
A

NORTH ELEVATION

Scale: 1/8"=1'-0"



WIDOW GRAPHICS	ALLOWED: PROPOSED:
G VINTAGE WIDOW GRAPHICS	71.62
NOTE:	



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7-Eleven #1037932 (37725)
115 S. Zarzamora
San Antonio, Texas

SVE4373-RI3

F:\Customers\7 Eleven\Art
(SVE4373-RI3 #1037932 (37725).cdr

des: mh
07.20.15 QD Original Concept
05.31.17 R9 Updated site street address.
12.20.17 R9 Revised sign A, building elevations and signage package, canopy
04.03.18 R10 Revised site plan, building & canopy elevations.
05.01.18 R10 Updated sign A with current Exxon IO Logo.
07.17.18 R11 Revised adding sign D plaque verbiage.
07.18.18 R12 Revised adding sign D plaque verbiage.
07.19.18 R13 Revised adding sign D plaque verbiage.

designer:
mh
mh
mh
mh
mh
mh

Salesperson: rq

PM: ln

Designer: mh

Page: 5

customer approval

date:



Complies with
T11.48
CSA T212.2 Nov 1997

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Job Name:

MALT HOUSE

☒ Proposal Drawing
☐ Final Drawing

Client: Chreighton
 Commercial
 Location: 115 S Zarzamora,
 San Antonio, TX
 Salesperson: Pete Sitterle
 Prj. Mngr.: Denise Childers
 Date: 5/22/18
 Designer: Morgan P.
 File Name: 17-7628 R4 Malt
 House.cdr
 Proposal #: 00000
 Job #: 17-7628

Revisions

Note:
 R1/5-29-18/MP: Various Changes
 R2/6-7-18/CL: Tweak the letters to
 make it look more like the old set
 R3/6-11-18/MP: Page 3 Samples added
 R4/6-13-18/MP: Sample changes



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Dallas / Ft. Worth Branch
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 Dallas, TX 75238
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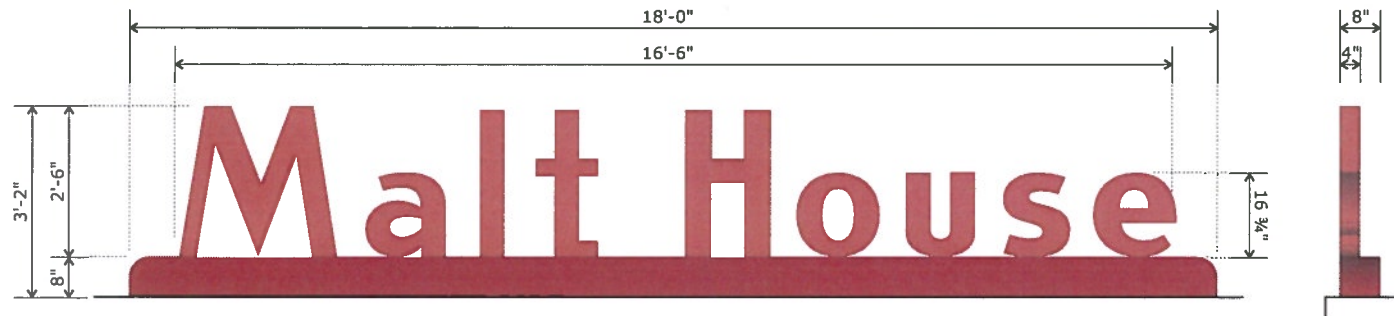
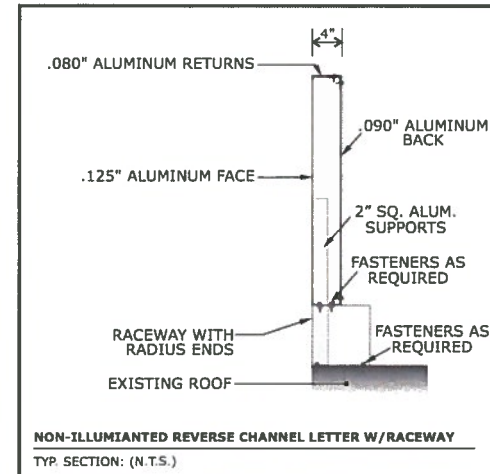
Houston Branch
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Page: 2 of 3

**A/R2**

Non-Illuminated, Channel Letters

Sq. Ft. 52.77

QTY: TWO (2)

Scale: 1/2"=1'-0"

SCOPE OF WORK:

Manufacture & Install two (2) sets of non-illuminated, channel letters.

- We are re-creating an existing vintage sign.
- Non-Illuminated Reverse-Channel Letters. Entire CL to be painted "Carmolito".
- Channel letters to be attached on top of custom raceway painted "Red Ocher".
- Channel letters & raceway to be attached to roof.
- 2" Square aluminum to go through bottom of CL's, Tack Welded on interior of CL & Raceway.

COLORS:

- MP086898 "Carmolito" - Channel Letters
- MP05083 "Red Ocher" - Raceway

Note: We are attempting to re-create a very old looking rusted finish sign

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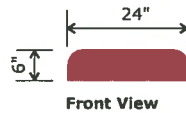
Job Name:

MALT HOUSE

☒ Proposal Drawing
☐ Final Drawing

Client: Chreighton
Commercial
Location: 115 S Zarzamora,
San Antonio, TX
Salesperson: Pete Sitterle
Proj. Mgr.: Denise Childers
Date: 5/22/18
Designer: Morgan P.
File Name: 17-7628 R4 Malt
House.cdr
Proposal #: 00000
Job #: 17-7628

Revisions
Note:
R1/5-29-18/MP Various Changes
R2/6-7-18/CL Tweak the letters to
make it look more like the old set
R3/6-11-18/MP Page 3 Samples added
R4/6-13-18/MP Sample changes



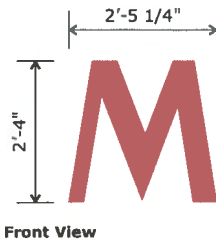
Sample 1 Raceway Sample

QTY: One (1) Scale: 1/2"=1'-0"

SCOPE OF WORK:
Manufacture one (1)
Sample Raceway

- Give to Denise C.
- 1/8" Aluminum piece
- Matte Finish

COLORS:
• MP05083 "Red Ocher"
- Matte Finish



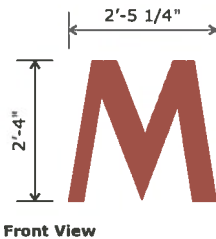
Sample 3 CL Sample - CRACKLE

QTY: One (1) Scale: 1/2"=1'-0"

SCOPE OF WORK:
Manufacture one (1)
Sample Channel Letter Face

- Give to Denise C.
- 1/8" Aluminum "M" Face
- PTM Carmolito
- Crackle Matte Finish

COLORS:
• MP086898 "Carmolito"
- Crackle Matte Finish



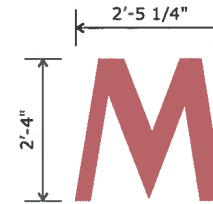
Sample 5 CL Sample - RUST w/CARMOLITO

QTY: One (1) Scale: 1/2"=1'-0"

SCOPE OF WORK:
Manufacture one (1)
Sample Channel Letter Face

- Give to Denise C.
- 1/8" Aluminum "M" Face
- Paint to match a faux rust finish
- Use "Carmolito" paint and two
- other close matching colors.
- Matte Finish

COLORS:
• MP086898 "Carmolito"



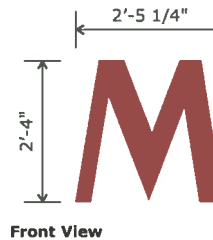
Sample 2 CL Sample

QTY: One (1) Scale: 1/2"=1'-0"

SCOPE OF WORK:
Manufacture one (1)
Sample Channel Letter Face

- Give to Denise C.
- 1/8" Aluminum "M" Face
- PTM Carmolito
- Matte Finish

COLORS:
• MP086898 "Carmolito"
- Matte Finish



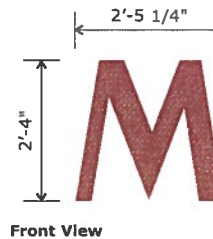
Sample 4 CL Sample - RUST

QTY: One (1) Scale: 1/2"=1'-0"

SCOPE OF WORK:
Manufacture one (1)
Sample Channel Letter Face

- Give to Denise C.
- 1/8" Aluminum "M" Face
- Paint Triangle Coating Iron Metallic Surface
- Matte Clear Coat Finish

COLORS:
• Triangle Coating Iron Metallic Surface, not "Carmolito"
- Matte Clear Coat Finish



Sample 6 CL Sample - SALT

QTY: One (1) Scale: 1/2"=1'-0"

SCOPE OF WORK:
Manufacture one (1)
Sample Channel Letter Face

- Give to Denise C.
- 1/8" Aluminum "M" Face
- Paint White then "Salt"
- Paint "Carmolito" then remove salt
- to reveal white flecks.
- Matte Clear Coat Finish

COLORS:
• MP086898 "Carmolito"
• White
- Matte Clear Coat Finish



License #: 18010

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Dallas, TX 75238
Ph: (972) 870-1884

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Houston, TX 77064
Ph: (281) 498-8881

Austin Branch
8487 S. Loop E. Bldg. 1B
Austin, TX 78710
Ph: (512) 878-8800

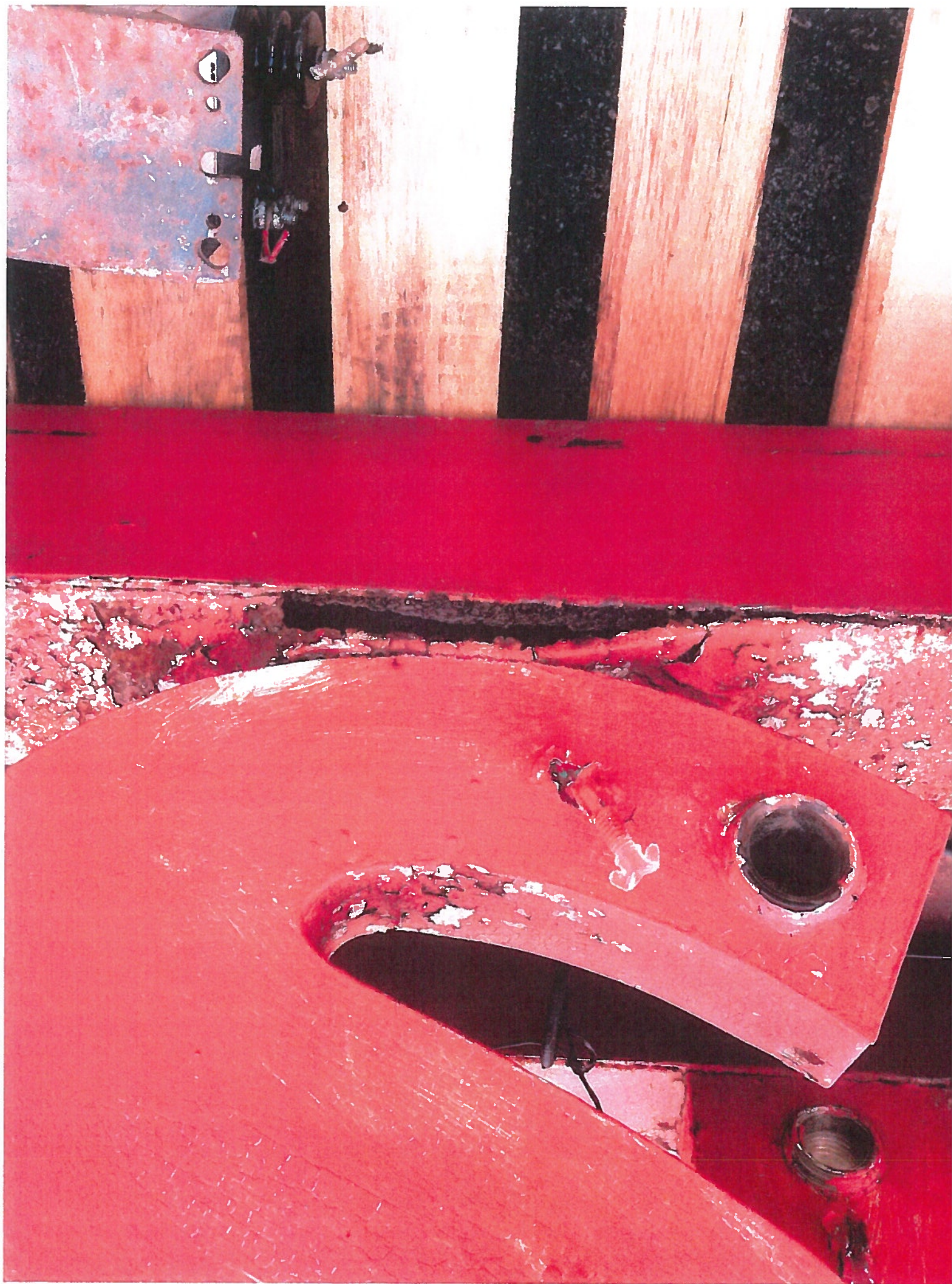


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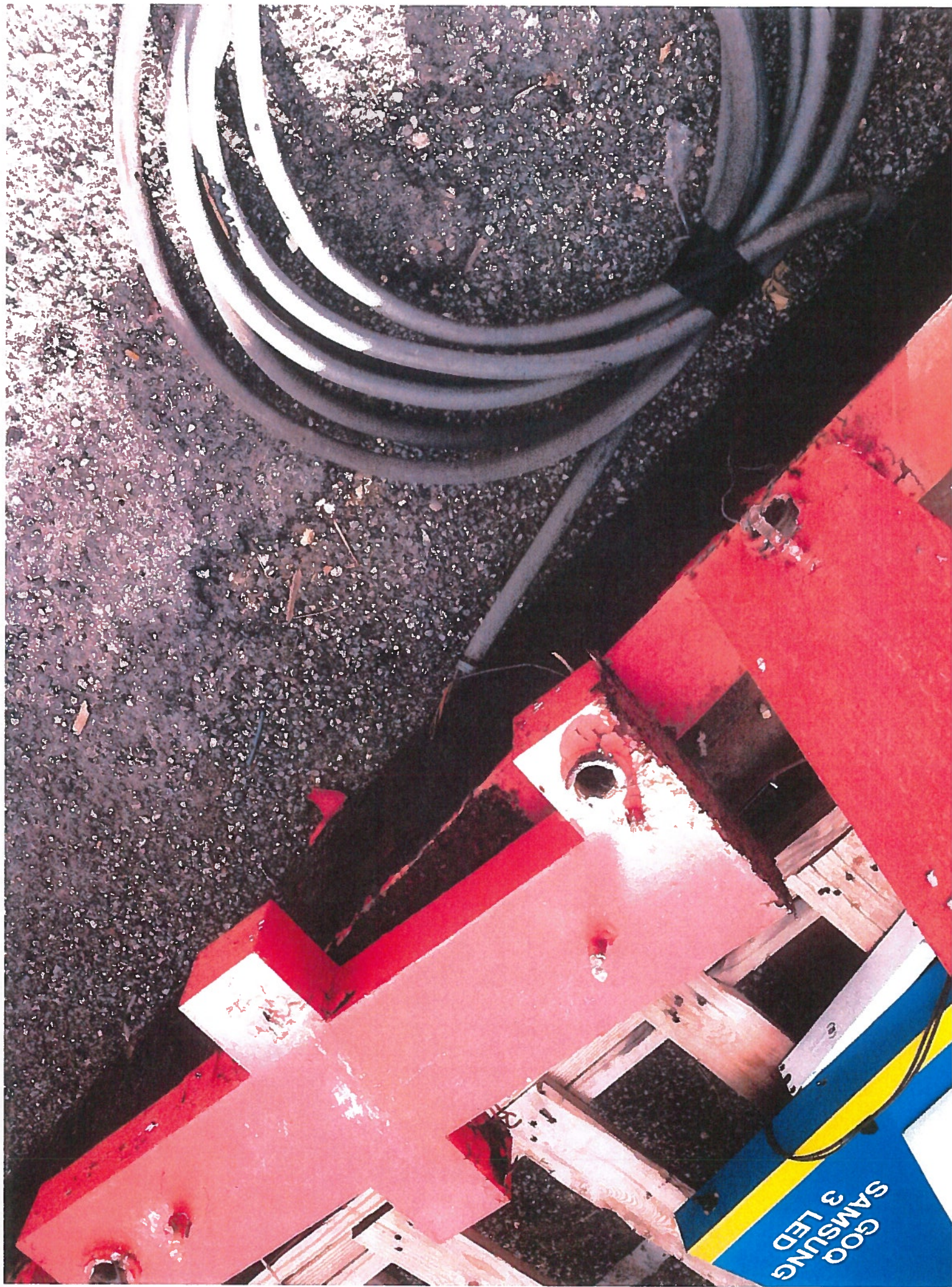






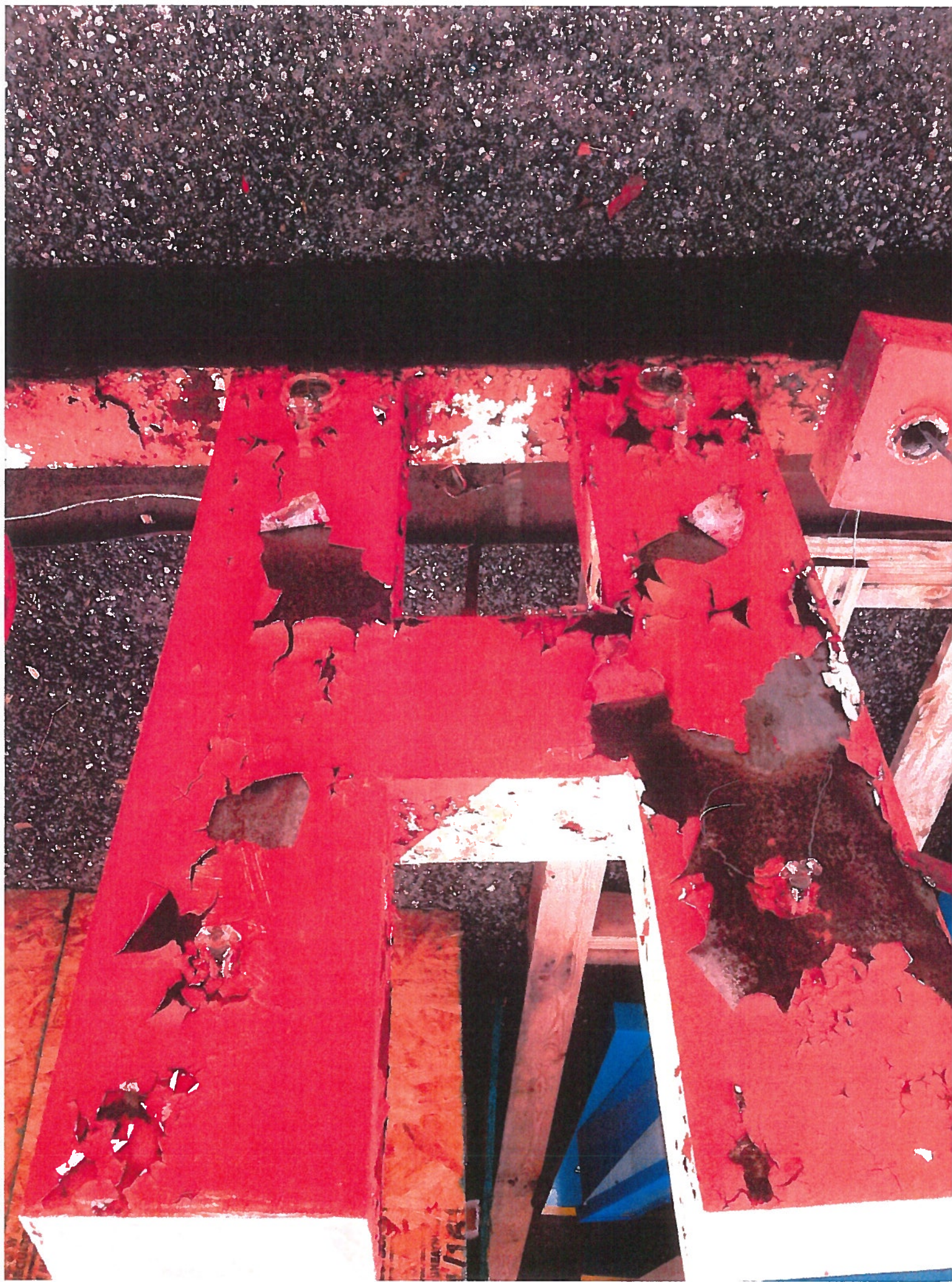






SAMSUNG
3 LED
GOO















SIGNAGE TEXTURE MOCKUP

