

**HISTORIC LANDMARK COMMISSION**  
**PERMITS IN NATIONAL REGISTER HISTORIC DISTRICTS**  
**AUGUST 27, 2012**  
**NRD-2012-0096**  
**613 Congress Avenue**  
**Congress Avenue**

**PROPOSAL**

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Signage for 7-11 convenience store.

**PROJECT SPECIFICATIONS**

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The proposed sign consists of a 36" square aluminum box (total of 9 square feet on each sign face) with the 7-11 logo on three sides and external lighting. The sign will be mounted centrally in the façade above the storefront.

**STANDARDS FOR REVIEW**

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**B. PROJECTING SIGNS**

**LOCATION**

- A projecting sign should be located near the business entrance, just above the door or to the side of it, near eye level. The bottom of the projecting sign, however, shall be a minimum of 9 feet above the sidewalk.

**SIZE**

- The maximum size of an individual projecting sign (one face) shall be 6 square feet. It may not extend from the building façade for a greater distance than 6 feet or a distance equal to 2/3 the width of the abutting sidewalk, whichever distance is less.

**NUMBER OF SIGNS**

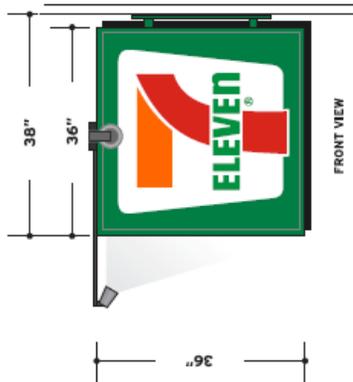
- In general, only one projecting sign per building façade is allowed. However, where the Commission determines that the result would be compatible with the District, one projecting sign shall be allowed for each distinct facade module of a building.

**STAFF RECOMMENDATION**

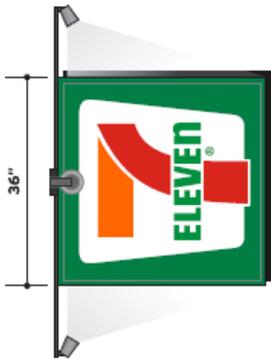
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Approve the sign as proposed. While a little larger than the sign standards dictate (9 vs. 6 square feet), this innovative design otherwise complies with all other applicable sign standards for downtown historic districts, especially the materials and lighting for the sign.

<b>PROJECT NAME / LOCATION</b> 7-ELEVEN #1030695 613 NORTH CONGRESS AVE AUSTIN, TEXAS	<b>DATE</b> 08.22.2012	<b>PROJECT MANAGER</b> TOMMY BELL	<b>PROJECT ENGINEER - APPROVED MEMBER OF THE ILLUMINATING ENGINEERING ASSOCIATION</b> [Logos: IESNA, IESNA, IESNA]	<b>CLIENT APPROVAL</b> SIGNATURE _____ PRINTED NAME _____ DATE _____	<b>40 YEARS</b> of service to <b>BARNETT</b>	<b>STATE OF TEXAS</b> ELECTRICAL SIGN CONTRACTOR LICENSE #10304	<b>DESIGN NUMBER</b> <b>\$1.6</b>	<b>BARNETT SIGNS</b>	<b>BARNETT SIGNS, INC.</b> 4220 ACTION DRIVE MESQUITE, TEXAS 75180 972.681.8800 PHONE 972.681.8854 FAX
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FRONT VIEW



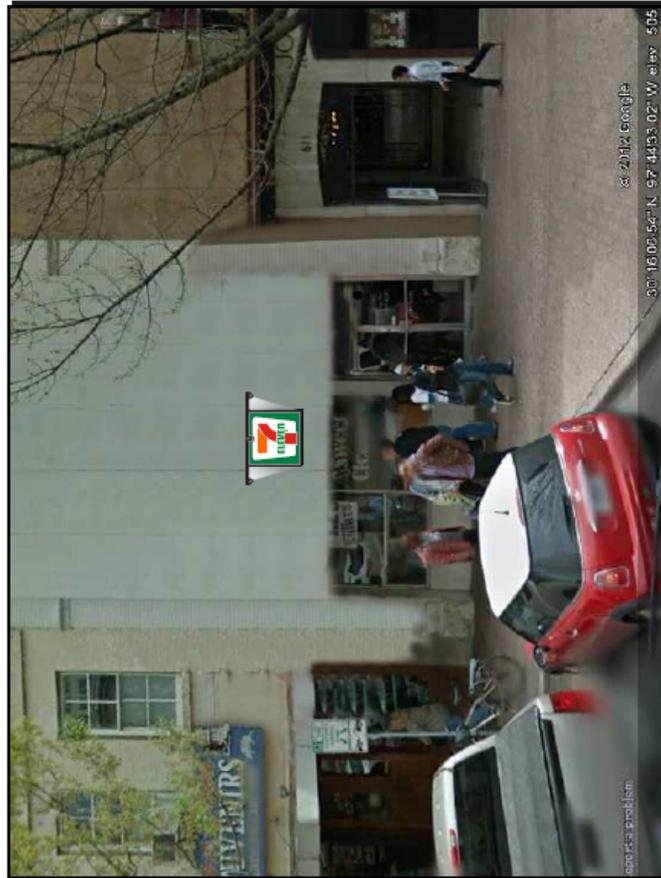
SIDE VIEW



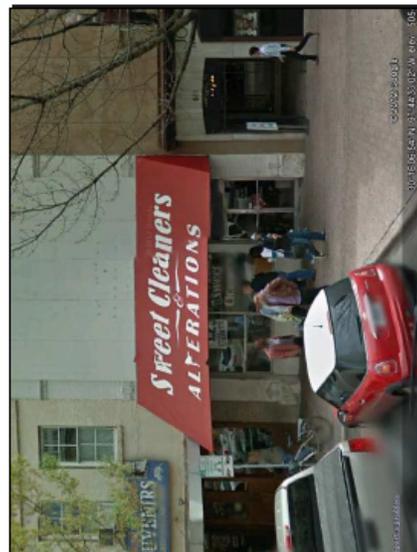
3D VIEW

**3-SIDED PROJECTION SIGN | QTY. 1**

- ALUMINUM CONSTRUCTION
- ALUMINUM FACES
- EXTERNAL, FUTURE ILLUMINATION



PROPOSED SIGNAGE



EXISTING SIGNAGE