

HISTORIC AND DESIGN REVIEW COMMISSION

April 05, 2023

HDRC CASE NO: 2023-093
ADDRESS: 301 ALAMO PLAZA
LEGAL DESCRIPTION: NCB 423 BLK 24 LOT S IRRG 69.18 FT OF 14 OR A8
ZONING: D, H
CITY COUNCIL DIST.: 1
DISTRICT: Alamo Plaza
APPLICANT: Jaci Clemens | Keller Custom Signs
OWNER: Loubert Realty Co.
TYPE OF WORK: Signage
APPLICATION RECEIVED: March 7, 2023
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Bryan Morales

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install one single face, six inch deep yellow aluminum sign cabinet with black sides with individually illuminated aluminum channel letters that reads “Ripley’s Moving Theater 4D” on the east side of the building.
2. Install two single face, six inches deep black aluminum sign cabinet with black sides with individually illuminated aluminum channel letters that reads “Louis Tussaud’s Waxworks” on the east side and southeast corner.
3. Install one single face, six inches deep white aluminum sign cabinet with individually illuminated aluminum channel letters that reads “Ripley’s Illusion Lab” on the southeast corner.
4. Install one aluminum channel white LED lit letter with digitally printed vinyl overlay sign that reads “Ripley’s Believe It or Not!” on the east side.
5. Install a new front lit aluminum channel letter sign with an acrylic face that reads “Ripley’s Cargo Hold Gift Shop.”
6. Remove the red neon decorative detail on the east side’s canopy and replace it with red LED strips.

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.

FINDINGS:

- a. The property located at 301 Alamo Plaza is a 2-story corner structure, fronting Alamo Plaza. The west (rear) elevation faces Losoya Street. The building is clad in buff brick with red brick skirting with minimal fenestration on the west elevation. The building currently houses the Plaza Wax Museum and was constructed circa 1950 for the H.L. Green Department Store. The site was the former location of the 1886 Grand Opera House.
- b. **SIGNAGE (GENERAL)** – The applicant is requesting to replace and install six total signs that feature aluminum cabinets with individually illuminated channel letters. The Historic Design Guidelines for Signage 1.B.i stipulates to preserve historic signs, such as ghost signs or other signs characteristic of the building’s or district’s period of significance, whenever possible, Signage 1.D.i. states to not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district, Signage 1.E.i. states to use only use indirect or bare-bulb sources that do not produce glare to illuminate signs and all illumination shall be steady and stationary without using internal illumination, Signage 1.F.i. prohibits digital and/or LED lighted signs and to not include LED light sources that do not meet the definition of a sign, and Signage 3.C.iv. states to avoid the use of internally illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Staff finds that the installation of the signs that feature plastic, fiberglass, plexiglass, or acrylic materials and feature LED internally lit illumination does not conform to Guidelines.
- c. **ALLOWABLE SIGNAGE** – The Historic Design Guidelines and Unified Development Code recommends one major and two minor signs per application, not to exceed fifty (50) square feet total. The Commission may approve additional signage and square footage. The proposed signage is larger in area than the existing signage which already exceeds this guideline.
- d. **SIGNAGE (RIPLEY’S MOVING THEATER 4D)** – The applicant is requesting to remove the current neon “Ripley’s” sign on the east side of the property and replace it with a 5 feet 10 ¼ inches by 6 feet aluminum sign with individually illuminated aluminum channel letters. The Historic Design Guidelines for Signage 1.A.iii. states that signage must be proportionate to the façade, respecting the building’s size, scale and mass, height, and rhythms and sizes of window and door openings. Signage 1.A.iii. additionally requires that signage (in terms of its height and width) to be subordinate to the overall building composition. Staff finds the proposed signage to be inconsistent with the Guidelines and that this sign is not proportionate to the area between the window and roof.
- e. **SIGNAGE (LOUIS TUSSAUD’S WAXWORKS)** – The applicant is requesting to remove two neon “Plaza Wax Museum” signs; one on the east side and one on the southeast corner. The replacement signs will feature a single face six inches deep black aluminum sign cabinet with black sides, individually LED illuminated aluminum channel letters, three inches yellow aluminum returns, yellow plexiglass faces, one-inch yellow trip cap, three inches orange aluminum returns, orange plexiglass faces, and one inch orange trim cap. Staff finds the proposed signage to be inconsistent with the Guidelines.

- f. **SIGNAGE (RIPLEY’S ILLUSION LAB)** – The applicant is requesting to remove one neon “Ripley’s” sign on the southeast corner and replace it with a 4 feet 2 ¾ inches by 8 feet single face six inches deep white aluminum sign cabinet with a multi-color face, an individually LED illuminated aluminum channel letters, three inches white aluminum returns, white plexiglass faces, one inch white trim cap, three inches yellow aluminum returns, yellow plexiglass faces, and one inch yellow trim cap. The Guidelines for Signage 1.D.iii. states to limit the number of colors used on a sign to three and to select a dark background with light lettering to make signs more legible. Staff finds that the use of more than three colors do not conform to Guidelines. Staff finds the proposed signage to be inconsistent with the Guidelines.
- g. **SIGNAGE (RIPLEY’S BELIEVE IT OR NOT!)** – The applicant is requesting to install one 3 feet and 6 inches by 14 feet and 1 ½ inches aluminum channel lit letters with digitally printed vinyl overlay, black returns and trim cap, and white LED illuminated letters that reads “Ripley’s Believe It or Not!” Staff finds the proposed signage to be inconsistent with the Guidelines.
- h. **SIGNAGE (RIPLEY’S CARGO HOLD GIFT SHOP)** – The applicant is requesting to remove the current “Ripley’s Cargo Hold Gift Shop” sign that features some neon elements with a 4 feet by 7 feet and 9 inches front lit aluminum channel letter type sign. The “Ripley’s” portion of the sign will feature front lit aluminum channel letter type sign with red acrylic faces, red LED illumination, and black returns and trim cap. The “Cargo Hold” portion of the sign will feature front lit aluminum channel letter type sign with new yellow acrylic faces, white LED illumination, and black returns and trim cap. The “Gift Shop” portion of the sign will feature a front lit aluminum channel letter type sign with new white acrylic face, red vinyl overlay, white LED illumination, and black returns and trim cap. Staff finds the proposed signage to be inconsistent with the Guidelines.
- i. **LED LIGHT STRIPS** – The applicant is requesting to remove two twenty-two feet neon strips on the sign that the applicant is proposing to install the “Ripley’s Cargo Hold Gift Shop” sign and to replace it with two twenty-two feet LED strips.

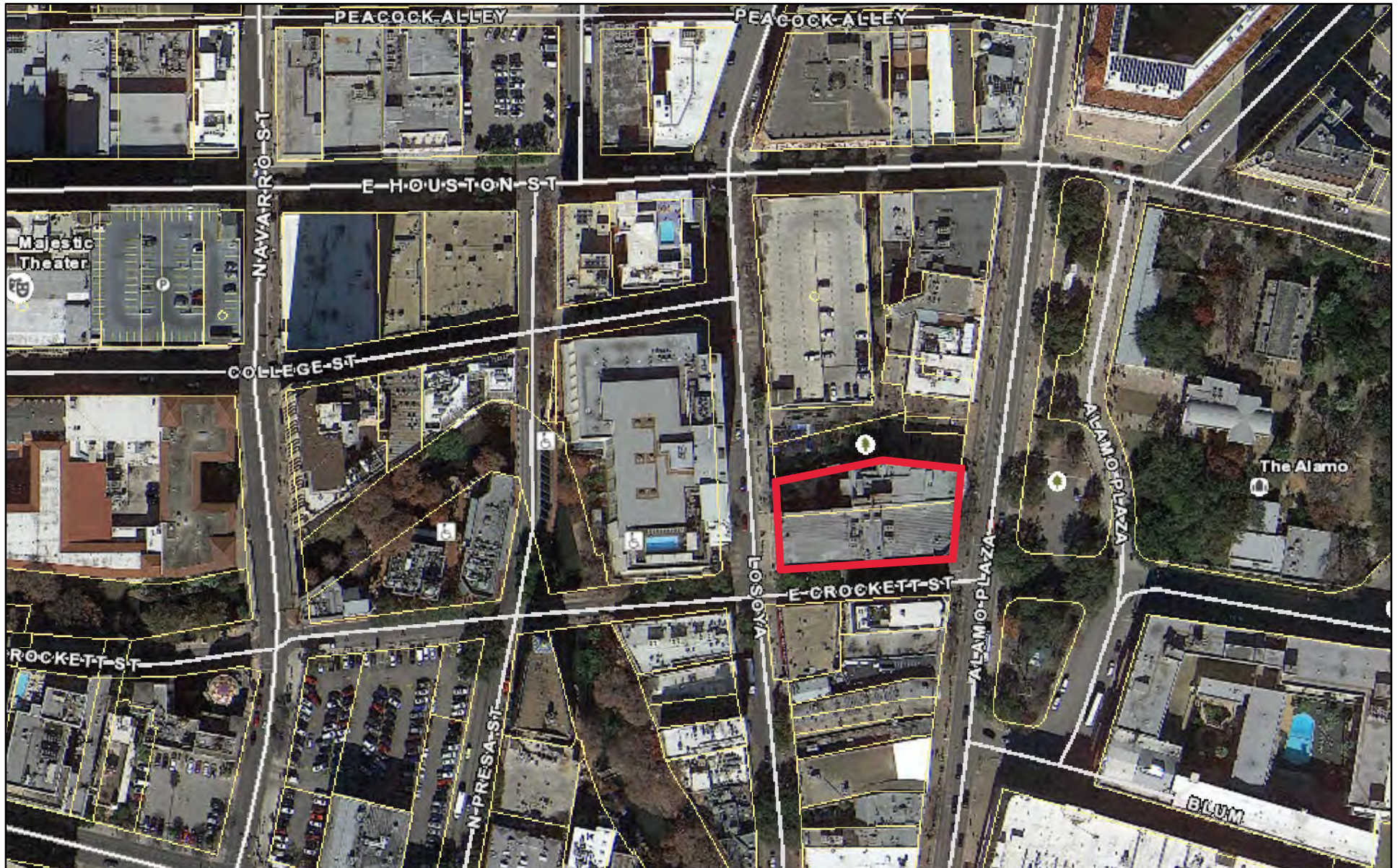
RECOMMENDATION:

Staff does not recommend approval of items one through six, based on findings a through h. Staff recommends that the applicant either repair the existing signs in-kind or propose signage that incorporates the following recommendations:

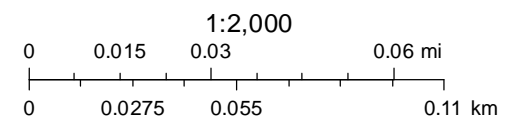
- 1. That the overall signage plan be simplified and individual signs redesigned to better respond to the architectural style of the building and surrounding Alamo Plaza. The existing signs are uniform in design and do not introduce visual clutter to the façade. New signage should similarly have minimal visual impact.
- 2. That the total square footage of the existing signage not be exceeded by the new signage.
- 3. That all plexi faces be eliminated in favor of reverse-lit, aluminum letters or external lighting.
- 4. That the “Moving Theater” sign specifically be redesigned to be less tall so it will better fit the proposed placement area.

A signage plan that meets these recommendations may be eligible for administrative approval.

City of San Antonio One Stop



March 21, 2023



SIGN PACKAGE

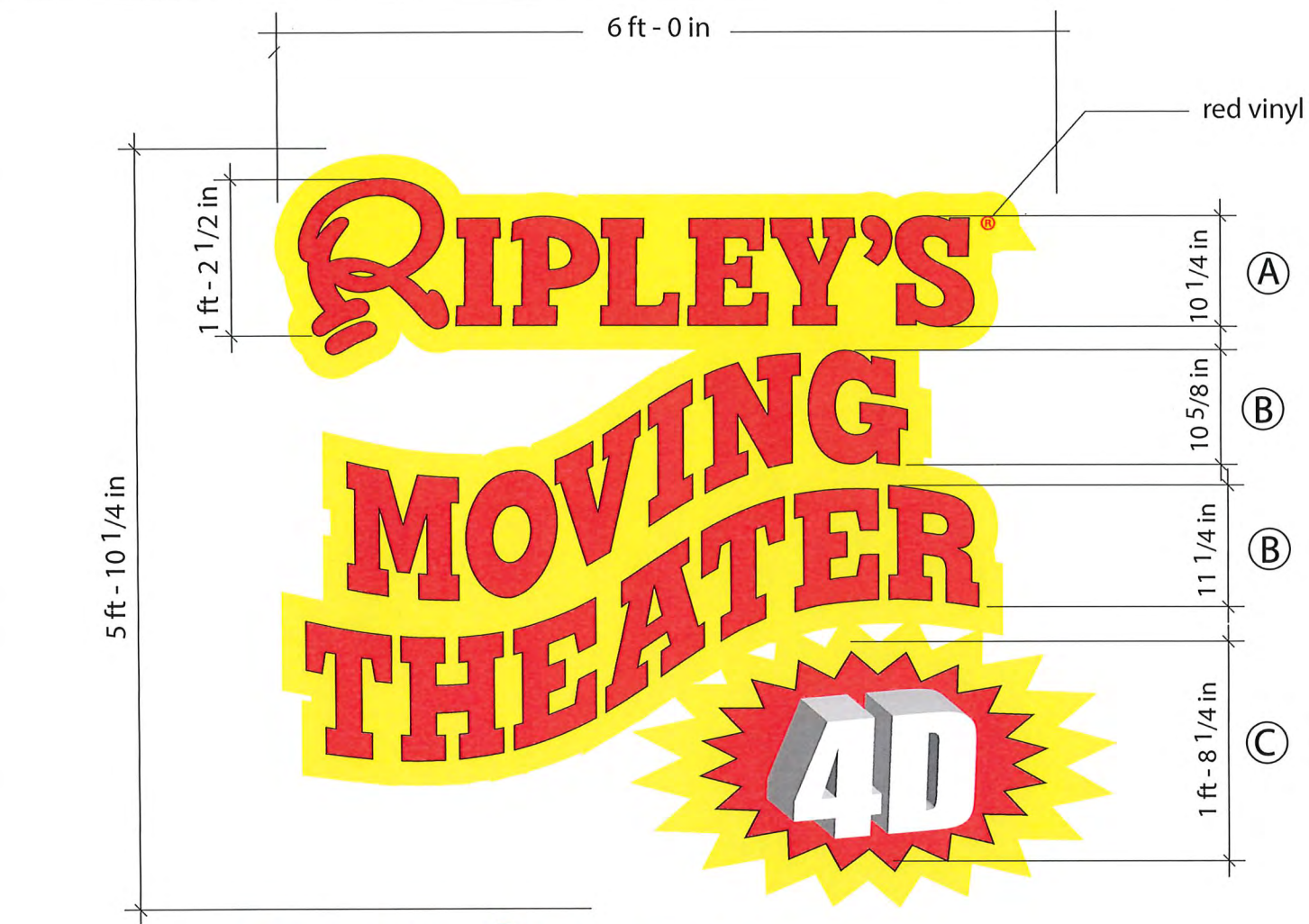
RIPLY'S[®]

**LOUIS
TUSSAUD'S[®]
WAXWORKS**



301 ALAMO PLAZA, SAN ANTONIO, TX





PROPOSED 30 x 70 Bldg facade



END VIEW

EXISTING 35 x 40 Bldg facade



REMOVE AND DISCARD EXISTING "RIPLEY'S" SIGN.

FABRICATE AND INSTALL (1) ONE SINGLE FACE 6" DEEP YELLOW ALUMINUM SIGN CABINET WITH BLACK SIDES. CONTOURED AROUND LETTERS
FABRICATE AND INSTALL INDIVIDUALLY ILLUMINATED ALUMINUM CHANNEL LETTERS.

A. 3" RED ALUMINUM RETURNS.

RED PLEXI FACES.

1" BLACK TRIM CAP.

LED ILLUMINATION.

B. 3" RED ALUMINUM RETURNS.

RED PLEXI FACES.

1" BLACK TRIM CAP.

LED ILLUMINATION.

C. 3" RED ALUMINUM RETURNS.

WHITE PLEXI FACE / DIGITALLY PRINTED GRAPHICS APPLIED.

1" BLACK TRIM CAP.

LED ILLUMINATION.



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Sign Design Project For:



301 Alamo Plaza
San Antonio, Texas

Date: 1.6.23

Customer Approval

Date: _____

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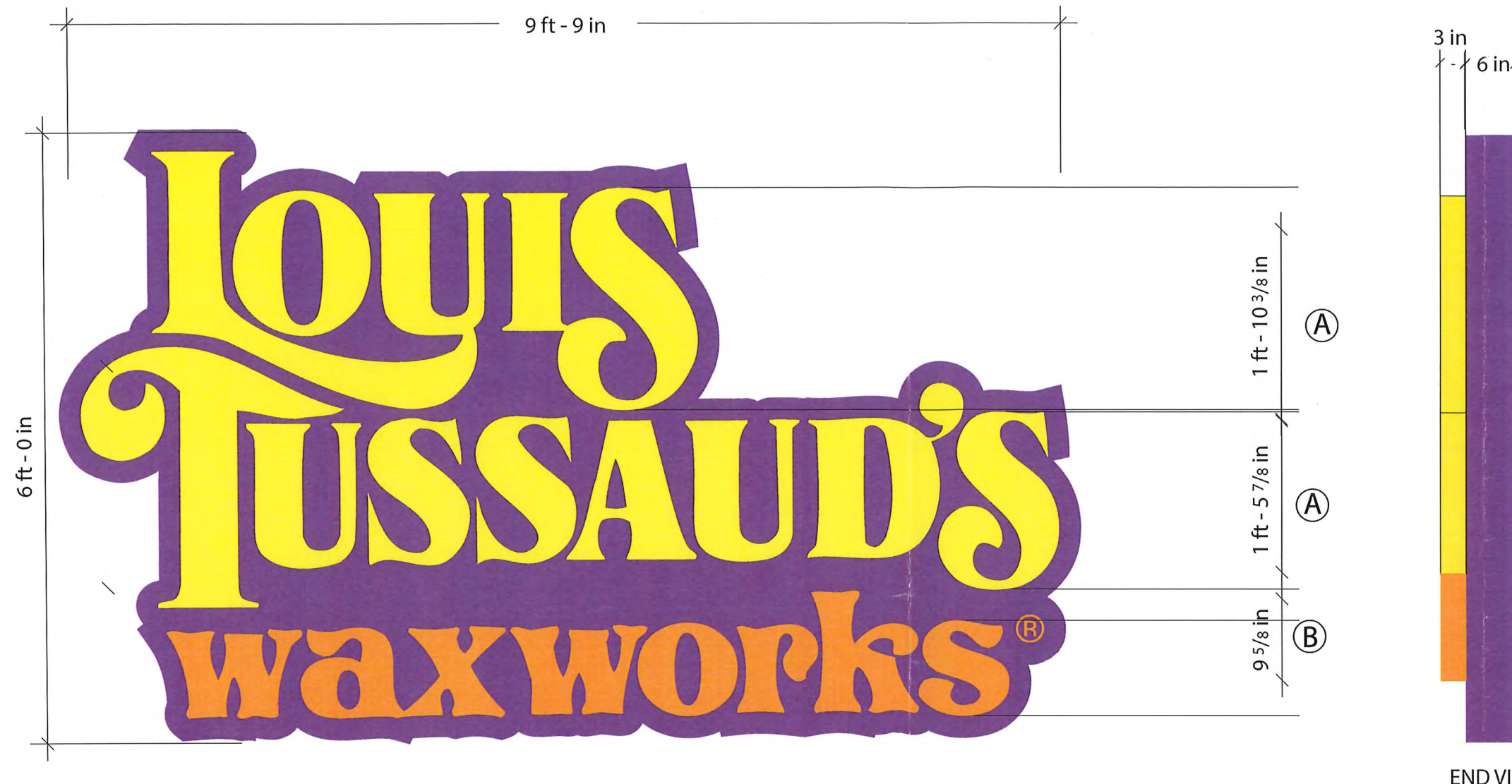
CLIENT ACKNOWLEDGEMENT

ALL SIGNS WIRED 120V UNLESS SPECIFIED OTHERWISE...

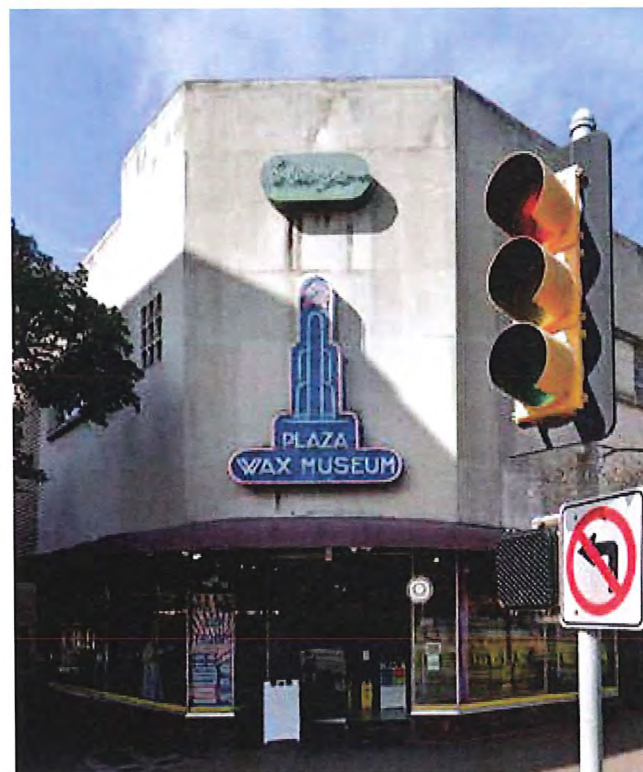
Sales Rep.: JD

SCALE: 3/4" = 1'-0"

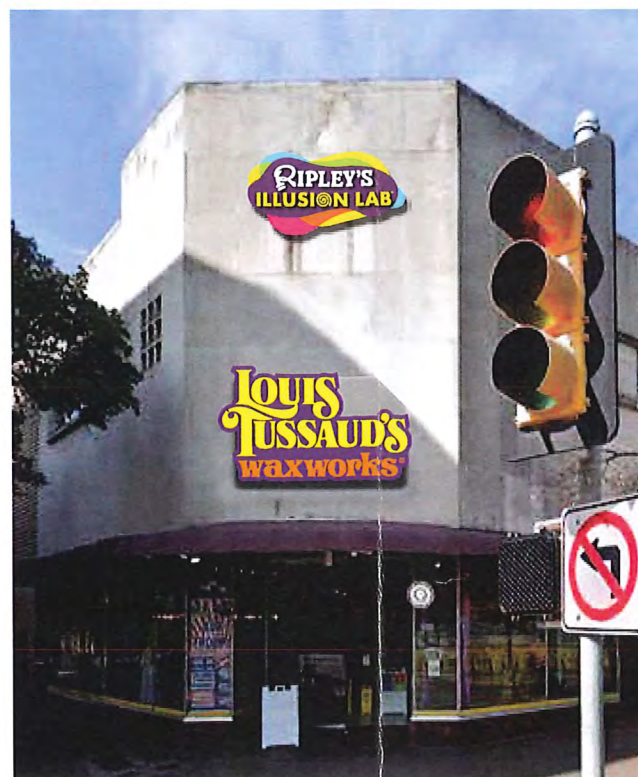
Dwg.#: 82375-A1



EXISTING



PROPOSED



REMOVE AND DISCARD EXISTING
"PLAZA WAX MUSEUM" SIGN.

FABRICATE AND INSTALL (1) ONE SINGLE
FACE 6" DEEP BLACK ALUMINUM SIGN
CABINET WITH BLACK SIDES.
FABRICATE AND INSTALL INDIVIDUALLY
ILLUMINATED ALUMINUM CHANNEL LETTERS.

A. 3" YELLOW ALUMINUM RETURNS.

YELLOW PLEXI FACES.

1" YELLOW TRIM CAP.

LED ILLUMINATION.

B. 3" ORANGE ALUMINUM RETURNS.

ORANGE PLEXI FACES.

1" ORANGE TRIM CAP.

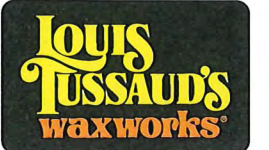
LED ILLUMINATION.

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SCALE: 3/4" = 1'-0"

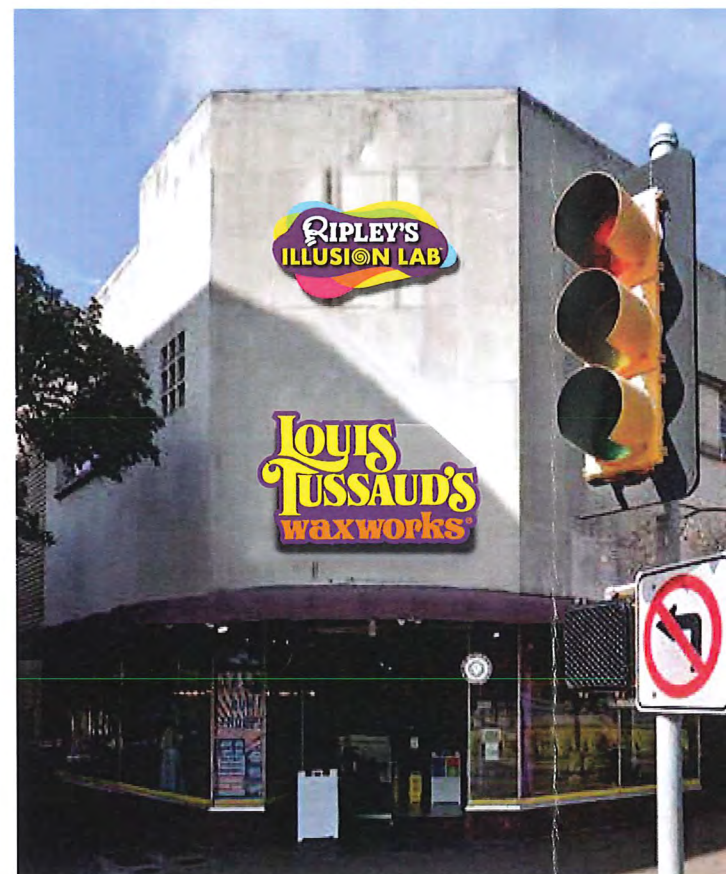
Dwg.#: 82375-B1



EXISTING



PROPOSED



REMOVE AND DISCARD EXISTING "RIPLEY'S SIGN.

FABRICATE AND INSTALL (1) ONE SINGLE FACE
6" DEEP WHITE ALUMINUM SIGN CABINET ...
TO MULTI-COLOR FACE .

FABRICATE AND INSTALL INDIVIDUALLY ILLUMINATED
ALUMINUM CHANNEL LETTERS.

A. 3" WHITE ALUMINUM RETURNS.

WHITE PLEXI FACES.

1" WHITE TRIM CAP.

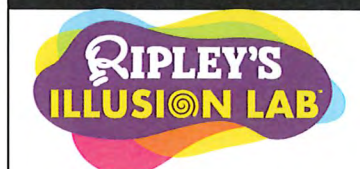
LED ILLUMINATION.

B. 3" YELLOW ALUMINUM RETURNS.

YELLOW PLEXI FACES.

1" YELLOW TRIM CAP.

LED ILLUMINATION.



301 Alamo Plaza
San Antonio, Texas

Date: 1.6.23

Customer Approval

Date: _____

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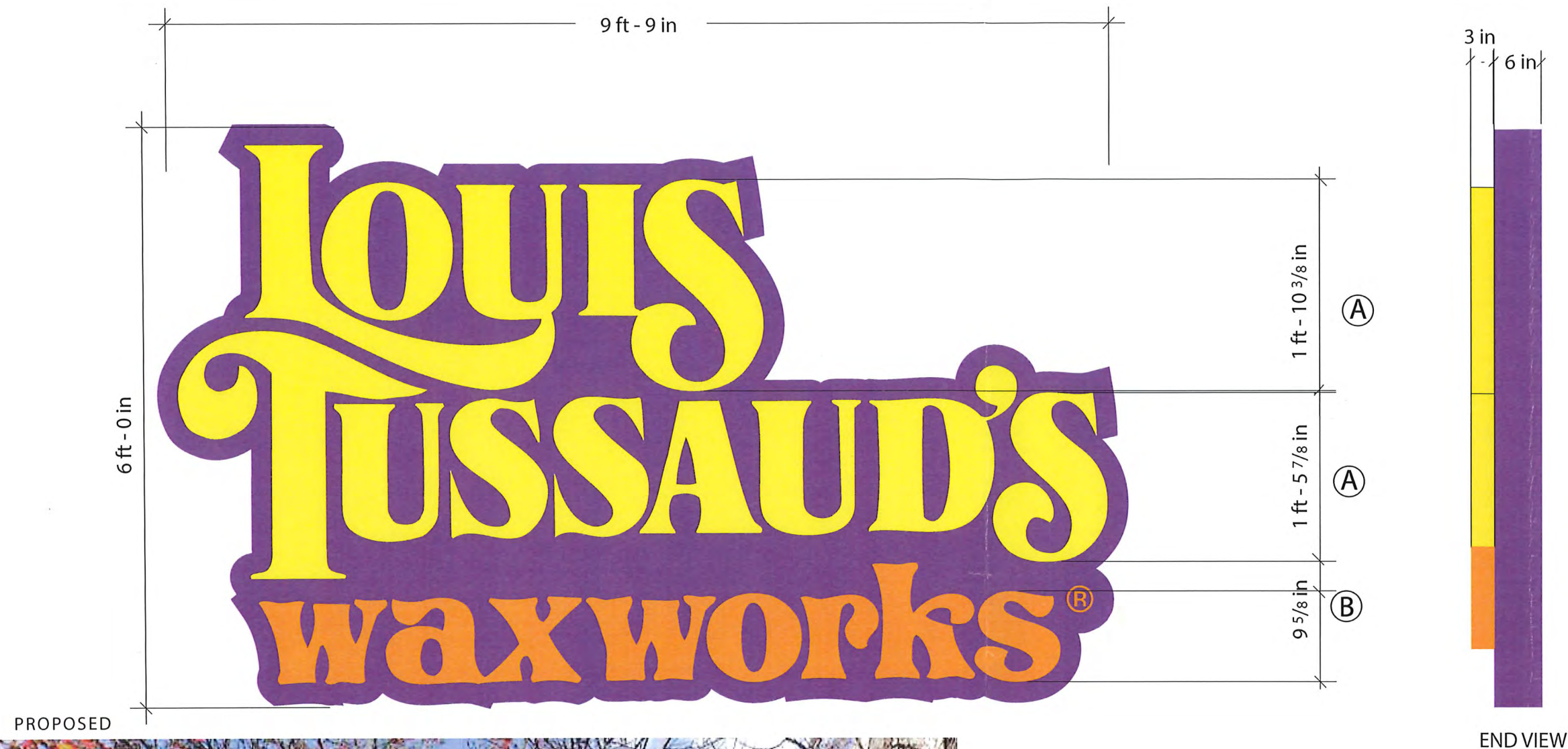
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Sales Rep.: JD

SCALE: 1 = 1'-0"

Dwg.#: 82375-C2



PROPOSED



REMOVE AND DISCARD EXISTING "PLAZA WAX MUSEUM" SIGN.

FABRICATE AND INSTALL (1) ONE SINGLE FACE 6" DEEP BLACK ALUMINUM SIGN CABINET PRIMED AND PAINTED PURPLE.
FABRICATE AND INSTALL INDIVIDUALLY ILLUMINATED ALUMINUM CHANNEL LETTERS.

A. 3" YELLOW ALUMINUM RETURNS.

YELLOW PLEXI FACES.

1" YELLOW TRIM CAP.

LED ILLUMINATION.

B. 3" ORANGE ALUMINUM RETURNS.

ORANGE PLEXI FACES.

1" ORANGE TRIM CAP.

LED ILLUMINATION.

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301 Alamo Plaza
San Antonio, Texas

Date: 1.6.23 2.14.23

Customer Approval

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SCALE: 3/4" = 1'-0"

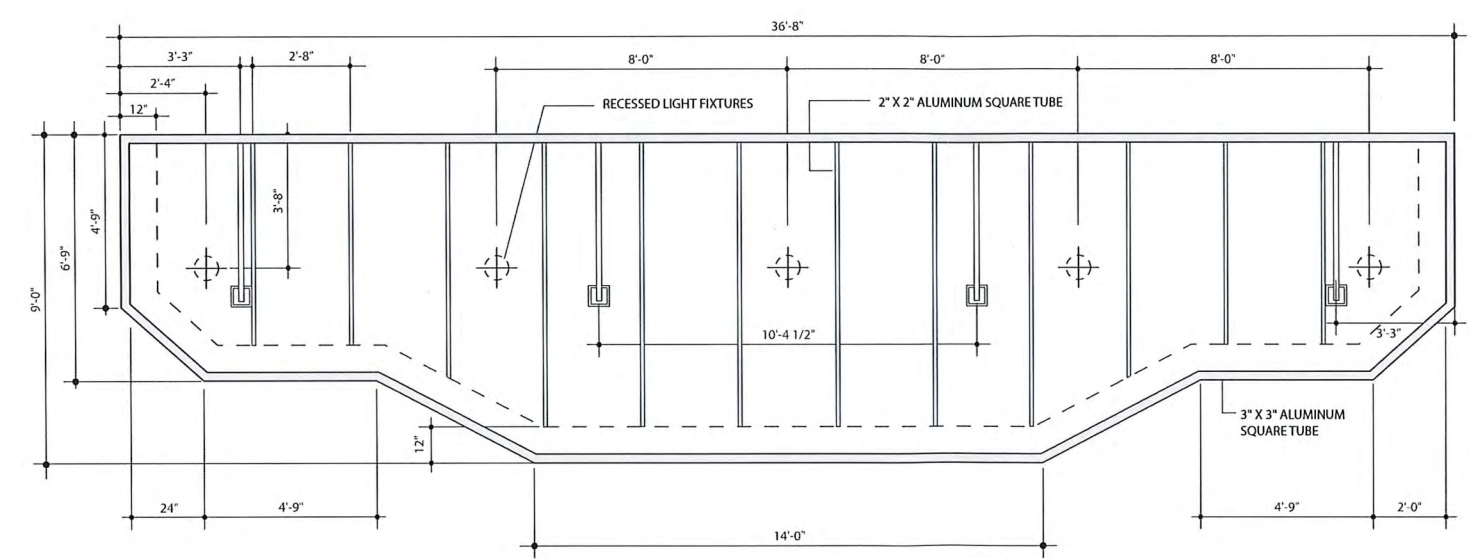
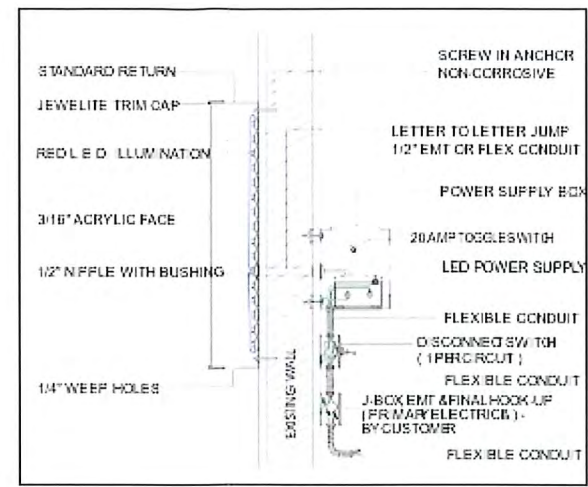
Dwg.#: 82375-D1

14 ft - 1 1/2 in

RIPLEY'S Believe It or Not!®

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

ALUM. CHAN. LIT LTRS. WITH
DIGITALLY PRINTED VINYL
OVERLAY. BLACK RETURNS &
TRIM CAP.
WHITE LED ILLUMINATION



E. RED BORDER LED
(FAUX NEON)

ALUM. CHAN. LIT LTRS. WHITE PLEXI FACES
WITH DIGITALLY PRINTED VINYL GRAPHICS.
BLACK RETURNS & TRIM CAP...
WHITE LED ILLUMINATION

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Sign Design Project For:



301 Alamo Plaza
San Antonio, Texas

Date: 1.31.23 2.14.23

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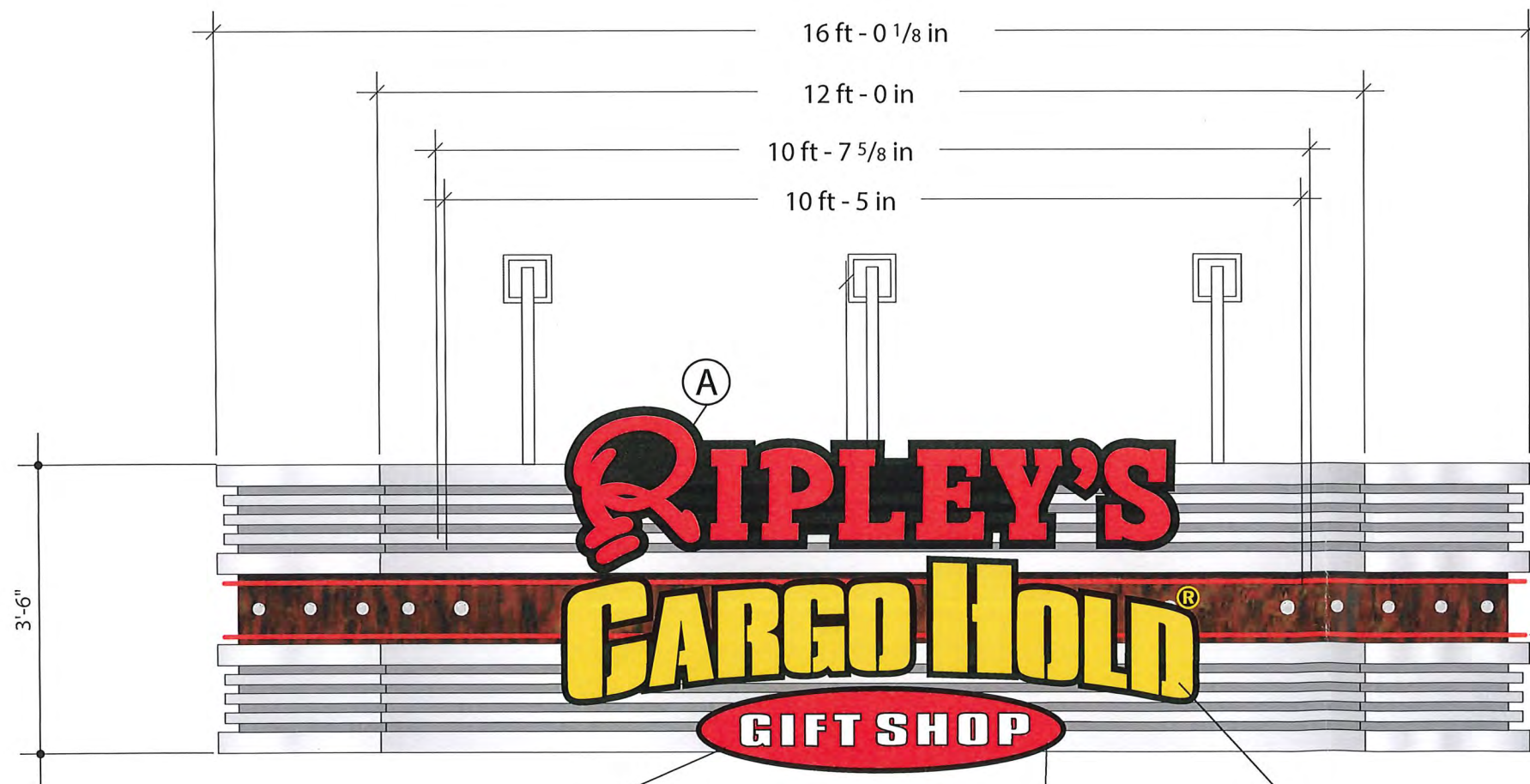
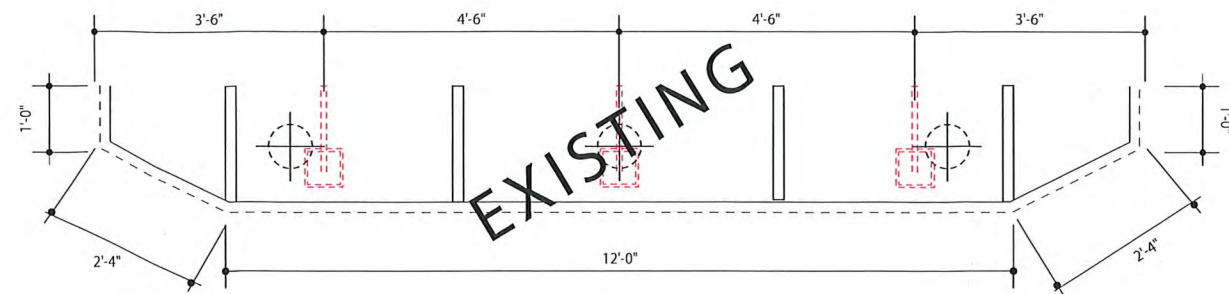
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ALL SIGNS WIRED 120V UNLESS
SPECIFIED OTHERWISE...

Sales Rep.: JD

SCALE: 3/4" = 1'-0"

Dwg.#: 82375-E1



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

- REMOVE EXISTING "RIPLEY'S" NEON...
MANUFACTURE NEW FRONT LIT ALUMINUM
CHANNEL LETTER TYPE SIGN.
NEW RED ACRYLIC FACES, RED LED ILLUM.
BLACK RETURNS AND TRIM CAP.
- REMOVE EXISTING "CARGO HOLD" SIGN...
MANUFACTURE NEW FRONT LIT ALUMINUM
CHANNEL LETTER TYPE SIGN.
NEW YELLOW ACRYLIC FACES, WHITE LED ILLUM.
BLACK RETURNS AND TRIM CAP.
- REMOVE EXISTING "GIFT SHOP" SIGN...
MANUFACTURE NEW FRONT LIT ALUMINUM
CHANNEL LETTER TYPE SIGN.
NEW WHITE ACRYLIC FACE WITH RED VINYL OVERLAY
, WHITE LED ILLUM.
BLACK RETURNS AND TRIM CAP.
- 22 FEET RED LED X2.

22 FEET RED LED (NEON LOOK)

22 FEET RED LED (NEON LOOK)



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Sign Design Project For:



301 Alamo Plaza
San Antonio, Texas

Date: 1.31.23

Customer Approval

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FROM THE CUSTOMER.

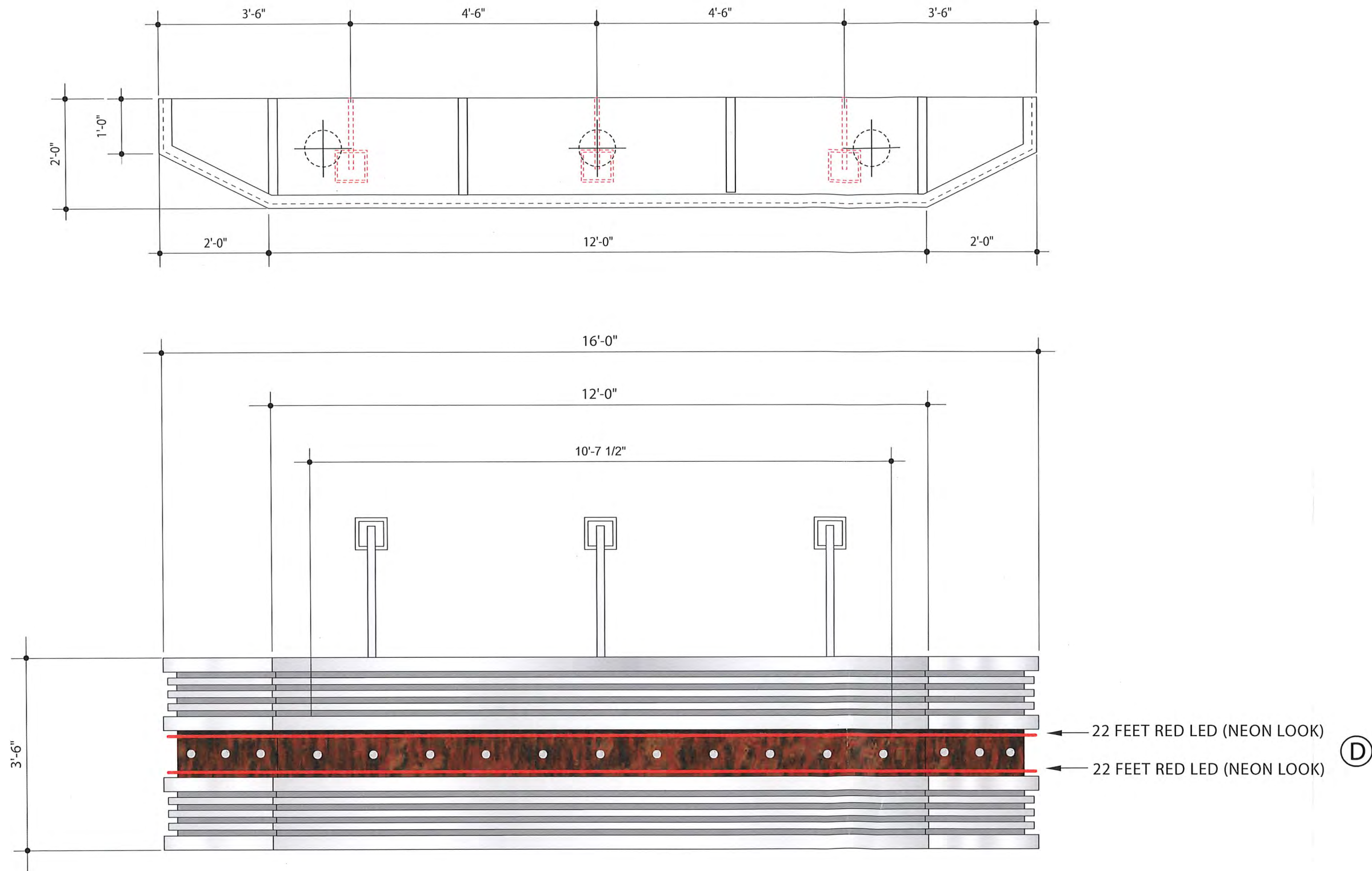
CLIENT ACKNOWLEDGEMENT

ALL SIGNS WIRED 120V UNLESS
SPECIFIED OTHERWISE...

Sales Rep.: JD

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

Dwg.#: 82375-F1



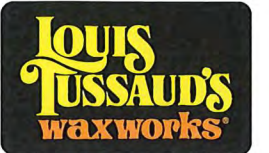
D. REMOVE EXISTING RED NEON AND DISCARD..
SUPPLY AND INSTALL NEW RED LED



1234 San Francisco • San Antonio, Tx. 78201
(210) 695-8767 • Fax: (210) 695-8760
www.kellercustomsigns.com



Sign Design Project For:



301 Alamo Plaza
San Antonio, Texas

Date: 1.6.23

Customer Approval

Date: _____

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CLIENT ACKNOWLEDGEMENT

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Sales Rep.: JD

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Dwg.#: 82375-G





Ripley's
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ODDITORIUM

MISSION
SAN ANTONIO
VALE

Ripley's
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MISSION
SAN ANTONIO *de*
VALERO

COMMUNITY on the
EDGE of the FRONTIER

Founded in 1718 and named for the illustrious Antonio de Valero, the mission was the first of its kind in the region.

Charli & Lesya
Family Home

The mission was the first of its kind in the region and was the first of its kind in the region.





