



Valero Retail Holdings

Best Interior Design

San Antonio

Opened on Dec. 27, 2007, Valero Corner Store No. 1056 in San Antonio, was a new-to-the-industry store that was the first large design concept store to be built by Valero Retail Holdings. This 5,500-square-foot c-store features a spacious store layout geared toward customer convenience.

Antista Fairclough helped design the interior graphics, wall, counter and floor finishes, as well as the building's exterior façade and signage. The building design includes 40 attached parking spaces (in addition to 10 overflow spaces) which permit easy customer access to the store. As customers enter, they are greeted by bold, eye-catching graphics that headline the types of merchandise and services available. The graphics package utilizes a bright color palette designed to create an exciting buying experience. Stained concrete floors contribute to the modern look of the facility. Customers have the option of indoor seating or they can enjoy the attached picnic area.



With upscale accents, Valero's new Corner Store prototype sets the interior design standard in the c-store industry.

In addition to standard convenience store items, the store features an expanded food offering including several of the Corner Store's proprietary food programs, such as the "Fresh Choices" food program and the "Cibolo Mountain" coffee program. Known as "Flavors 2 Go," the fountain area features 30 heads of popular fountain drinks, brewed iced tea,

branded frozen carbonated drinks and a self-serve shake machine.

Merchandising and shelving space were increased to provide greater selection to the customer and to decrease the need for backroom inventory. Non-alcoholic cooler space is 70 percent greater than in the company's standard 3,500-square-foot layout. This site also features a wide selection of beer, a walk-in ice house/beer cave and a rack that nicely displays a variety of wines.

Open ceilings and exposed ventilation ducts contribute to the store's spacious and modern appearance. Expanded restrooms, with doorless entries and tiled dividers, are designed to handle high volumes and be easily maintained.

Large storefront windows allow unobstructed views into the building. Enhanced by internal and external lighting, the appearance of the store is clean, crisp and inviting. ■



Donnini's PGA C-Store

Honorable Mention: Best Interior Design

Palm Beach Gardens, Fla.

Donnini Reliance Petroleum, which owns several service stations in Florida, hired Sheer Impact Design Group of Sarasota to create a new interior identity for its Palm Beach Gardens site, not far from the PGA Golf Resort. CEO Jim Donnini's mission was to establish a signature décor that would exemplify the brand and appeal to a broad range of consumers who may not necessarily be regular convenience store shoppers. To this end, Donnini included a foodservice area that is leased by a local pizza business instead of a national chain fast-food provider that is typically partnered with a gas station.

Department signage is clad in rich laminates, paired with modern brushed metal lettering, which infuse the space with a comfortable and sophisticated atmosphere. The signage is



"We get a lot of compliments on the store," said owner Jim Donnini.

complemented by rich granite counters and metallic tile accents around the cooler doors and fountain. Antonio's pizza shop is tied into the décor by continuing the c-store's tile across the its front counter,

utilizing the same laminates in the menu boards, and adding a clean photographic mural to the back wall. Sheer Impact fabricated the dimensional Antonio's logo to complete the upscale store image. ■