
FRANCHISE BUILD-OUT DOCUMENTATION

Store Design & Fixtures Spec

Per-format store design with furniture, lighting, sign boards, paint and fixtures

Front-of-house zoning, front and kitchen layouts, three interior design directions per format, and a full inventory of furniture, lighting, signage, millwork, paint and finishes with medium-to-high quality allowances.

Express 250-400 sq ft · Neighborhood 500-700 sq ft · Destination 700-1200 sq ft

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FORMAT EXPRESS

Express store design — 250–400 sq ft

Cloud kitchen, food court and gas station bay

Everything happens on one wall. A two-vat fry line, a single reach-in, a pickup shelf and a lit menu board. No dining room to build, no bar, no beer and wine — the whole format is engineered so a partner can open inside an existing hood and grease trap wherever possible.

Front-of-house square-foot allocation

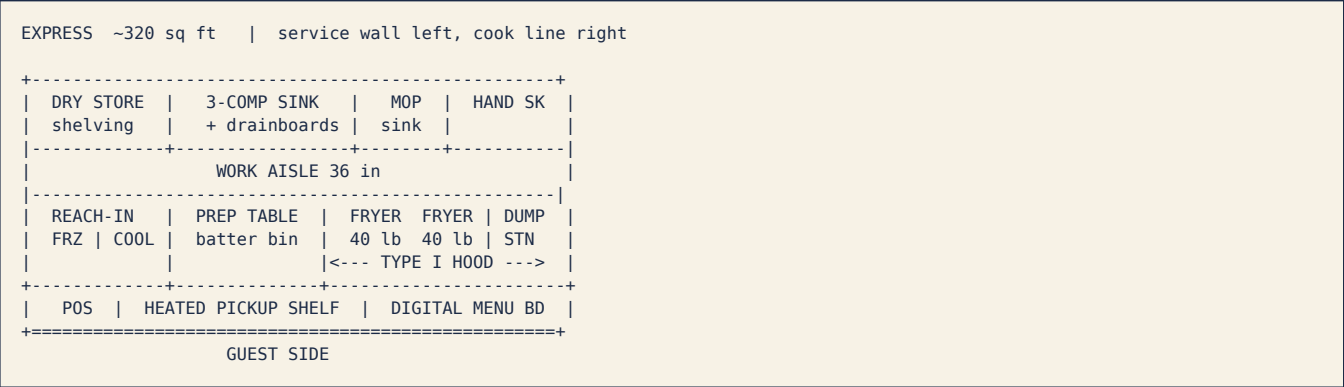
Guest zone	Sq ft	Share	Contents
Order & pickup face	Counter frontage 8–10 lin ft	—	Menu board, POS, pickup shelf
Standing wait zone	0–40 sq ft	—	Only where the host site provides it

Kitchen & support allocation (for reference)

Kitchen zone	Sq ft	Share	Contents
Fry line & hood	90 sq ft	28%	Two fryers, filter cart clearance, 36 in aisle
Prep & batter station	60 sq ft	19%	One work table, batter bin, hand sink
Cold storage	45 sq ft	14%	One reach-in freezer, one reach-in cooler
Dish & 3-comp sink	45 sq ft	14%	3-compartment sink, drainboards, mop sink
Dry store & packaging	40 sq ft	12%	Wire shelving, Freshbox and bag stock
Pickup counter & POS	40 sq ft	13%	Heated shelf, POS, order pickup rack

Express — front and kitchen layout

Guest side at the bottom, expo pass in the middle, cook line under the hood, cold storage and dish at the back wall.



Store design options

Direction	Palette	Materials	Lighting	Best for
Travel Counter	Gulf Navy base, Buttermilk field, gold wordmark	Navy laminate counter face, stainless trim, LVT guest floor	Three brass domes over the counter, 4000K sealed strips in the kitchen	Gas stations and travel centers where the sign does all the work
Food Court Clean	Buttermilk field with a single navy band at counter height	Oak-veneer counter, white subway tile, solid-surface top	Recessed 2700K downlights with a lit back-wall menu	Mall and airport food courts with landlord design review
Cloud Kitchen Minimal	All-white kitchen with one navy pickup wall	Stainless and FRP throughout, epoxy floor	Vapor-tight LED only, lit pickup shelf	Delivery-only kitchens with no walk-up guest

Express — furniture, lighting, signage, paint & fixtures inventory

Brand finishes throughout: Gulf Navy, Buttermilk, Harvest Oak and Lone Star Gold, with brass or blackened-steel hardware and clear-sealed oak.

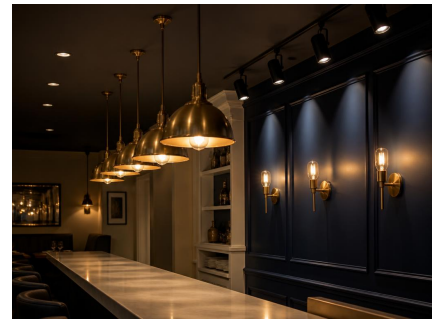
Express store — reference photography



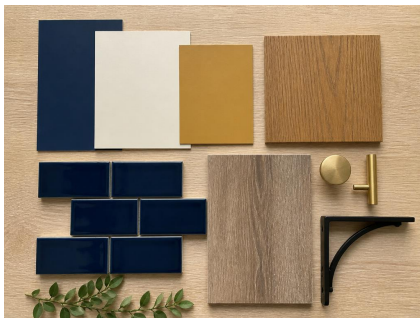
Illuminated channel letters, gold Born in Texas sub-line, Texas blade sign, gooseneck lamps.



Navy and oak counter, quartz top, heated pickup shelf, lit menu board.



Brass dome pendants, track heads and sconces at warm 2700K.



Finish board: navy, buttermilk, gold, harvest oak, navy tile, vinyl plank, brass.

Store design package total: medium \$17,150 · high \$36,400

Signage



In a food court or travel center the sign is the storefront — put the money here first.

Illuminated channel letters, gold Born in Texas sub-line, Texas blade sign, gooseneck lamps.

Item	Specification	Qty	Medium	High
Lit blade or fascia sign	Navy face, gold halo-lit FISHNChips wordmark	1	\$4,200	\$8,800
Digital menu board	Two 43 in portrait screens, cloud-managed	1 set	\$2,400	\$4,600
Window and counter decals	Born in Texas seal, hours, allergen notice	1 lot	\$450	\$900
Subtotal			\$7,050	\$14,300

Counter & millwork



One counter run does service, pickup and merchandising.

Navy and oak counter, quartz top, heated pickup shelf, lit menu board.

Item	Specification	Qty	Medium	High
Service counter	Oak-veneer face, solid-surface top on high tier	10 lin ft	\$3,600	\$7,200
Pickup shelf & bag rack	Stainless shelf, heated on high tier	1	\$800	\$1,900
Counter stools (where allowed)	Steel frame, oak seat	0-4	\$600	\$1,400
Subtotal			\$5,000	\$10,500

Lighting

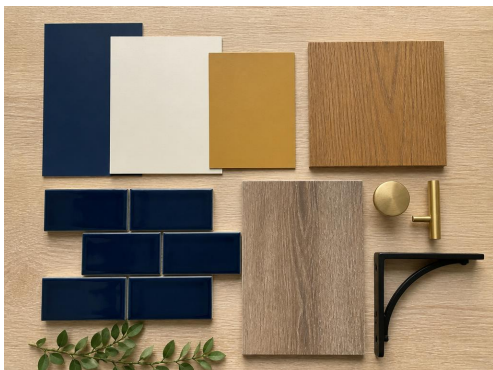


Warm 2700K over guests, neutral 4000K over the fry line.

Brass dome pendants, track heads and sconces at warm 2700K.

Item	Specification	Qty	Medium	High
Pendant lights over counter	Black or brass dome, 2700K	3	\$700	\$1,900
Recessed / track downlights	Dimmable LED, 90 CRI	8	\$900	\$1,800
Kitchen linear fixtures	Sealed vapor-tight LED, 4000K	4	\$600	\$1,100
Subtotal			\$2,200	\$4,800

Paint, fixtures & finishes



Gulf Navy, Buttermilk, Harvest Oak, Lone Star Gold — the same four colors in every format.

Finish board: navy, buttermilk, gold, harvest oak, navy tile, vinyl plank, brass.

Item	Specification	Qty	Medium	High
Paint, scrubbable eggshell	Gulf Navy accent wall, Buttermilk field	1 lot	\$900	\$1,800
Wall graphic / tile feature	Texas map graphic or navy subway tile	40 sq ft	\$700	\$2,200
Guest-side flooring	LVT or sealed concrete	60 sq ft	\$700	\$1,600
Trash, mats & sundries	Front bin, entry mats, wayfinding	1 lot	\$600	\$1,200
Subtotal			\$2,900	\$6,800

FORMAT NEIGHBORHOOD

Neighborhood store design — 500-700 sq ft

Strip center and neighborhood retail with a little beer and wine bar

The core format. A three-vat fry line, a small walk-in cooler, a proper dining room with 16-24 seats and a four-tap little bar serving Texas beer and wine. Roughly 55% of the floor is kitchen and support, 45% is guest.

Front-of-house square-foot allocation

Guest zone	Sq ft	Share	Contents
Dining room	170 sq ft	28%	16-24 seats in twos and fours, one communal table
Order counter & queue	60 sq ft	10%	10-12 lin ft counter, menu board, condiment stand
Beer & wine bar	45 sq ft	7%	4 taps, back-bar cooler, 4 bar stools
Restroom	50 sq ft	8%	One ADA single-occupancy restroom

Kitchen & support allocation (for reference)

Kitchen zone	Sq ft	Share	Contents
Fry line & hood	110 sq ft	18%	Three fryers, filter cart, dump and crisping station
Prep & batter station	80 sq ft	13%	Two work tables, batter bins, slaw and sauce prep
Walk-in cooler & freezer	70 sq ft	12%	6x6 walk-in cooler plus a reach-in freezer
Dish & warewash	55 sq ft	9%	Undercounter dish machine, 3-comp sink, mop basin
Dry store & office	50 sq ft	8%	Shelving, safe, manager stand-up desk
Expo & pickup	45 sq ft	7%	Heated pass, packaging, delivery staging

Neighborhood — front and kitchen layout

Guest side at the bottom, expo pass in the middle, cook line under the hood, cold storage and dish at the back wall.

NEIGHBORHOOD ~600 sq ft kitchen rear, guest front				
+===== BACK OF HOUSE =====+				
WALK-IN 6x6	FREEZER	DRY STORE / OFFICE	MOP	
-----+-----+-----+-----				
PREP TABLE	PREP RAIL	DISH MACHINE	3-COMP	
----- AISLE 42 in -----				
FRYER FRYER FRYER	GRIDDLE	DUMP STN	HOLD CABINET	
<----- TYPE I HOOD 12 ft ----->				
+===== EXPO PASS =====+				
POS	ORDER COUNTER 12 ft	BAR 8 ft / 4 TAPS		
-----+-----+-----+-----				
2-TOP 2-TOP	COMMUNAL TABLE 8 ft	BANQUETTE		
2-TOP 2-TOP		4 BARSTOOL		
ADA RESTROOM	ENTRY / WINDOW LINE			
+=====+				

Store design options

Direction	Palette	Materials	Lighting	Best for
Long Table	Buttermilk walls, Gulf Navy wainscot, Harvest Oak tops	Solid oak communal table, navy vinyl banquette, LVT plank floor	Brass domes over the long table, sconces above the bench	Family strip centers where dwell time and repeat visits matter most
Gulf Tile	Full navy subway-tile counter wall, Buttermilk elsewhere	Quartz counter top, blackened steel shelving, polished concrete	Track wash on the tile wall, pendants at the bar only	Younger urban trade areas and higher beer and wine mix
Harvest Warm	Oak slat feature wall with gold signage and warm white field	Oak slats, leather bench, warm terrazzo-look LVT	2700K throughout, dimmed after 6pm for the bar service	Suburban centers competing with casual sit-down restaurants

Neighborhood — furniture, lighting, signage, paint & fixtures inventory

Brand finishes throughout: Gulf Navy, Buttermilk, Harvest Oak and Lone Star Gold, with brass or blackened-steel hardware and clear-sealed oak.

Neighborhood store — reference photography



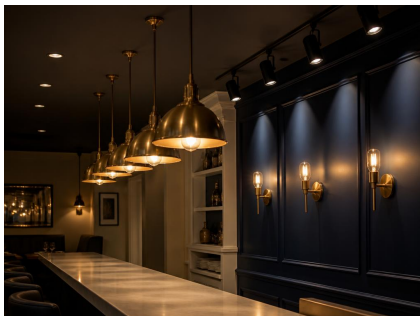
Illuminated channel letters, gold Born in Texas sub-line, Texas blade sign, gooseneck lamps.



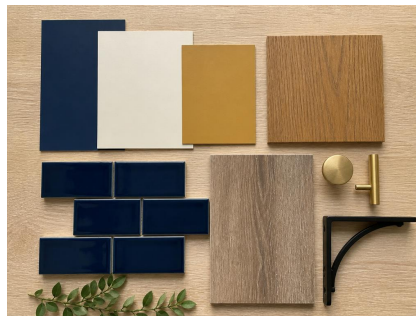
Harvest oak tables, navy upholstered chairs, communal table and banquette.



Six-tap bar with oak top, navy base, lit Texas wine wall, oak stools.



Brass dome pendants, track heads and sconces at warm 2700K.



Finish board: navy, buttermilk, gold, harvest oak, navy tile, vinyl plank, brass.

Store design package total: medium \$64,600 · high \$137,900

Signage



Strip centers sell from the parking lot: channel letters plus a lit blade.

Illuminated channel letters, gold Born in Texas sub-line, Texas blade sign, gooseneck lamps.

Item	Specification	Qty	Medium	High
Channel-letter storefront sign	Illuminated FISHNChips, navy returns, gold faces	1	\$9,500	\$18,500
Lit blade / projecting sign	Double-sided fish emblem	1	\$2,600	\$5,400
Digital menu board	Three 49 in screens, cloud-managed	1 set	\$4,200	\$7,600
Window graphics & door set	Born in Texas seal, hours, TABC notices	1 lot	\$900	\$1,800
Subtotal			\$17,200	\$33,300

Furniture & seating



16–24 seats: a run of two-tops, one communal table, four bar stools.

Harvest oak tables, navy upholstered chairs, communal table and banquette.

Item	Specification	Qty	Medium	High
Two-top and four-top tables	Oak-look laminate or solid oak tops, steel base	6	\$3,600	\$8,400
Dining chairs	Steel frame with oak seat, stackable	16	\$3,200	\$7,200
Communal table	8 ft oak plank on blackened steel	1	\$1,800	\$4,200
Bar stools	Counter-height, backrest, oak seat	4	\$1,200	\$2,600
Banquette / wall bench	Navy vinyl or leather on oak frame	10 lin ft	\$2,800	\$6,400
Subtotal			\$12,600	\$28,800

Counter, bar & millwork

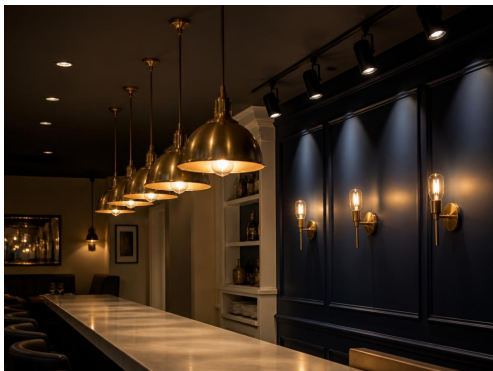


Order counter and the little bar share one continuous oak-and-navy line.

Six-tap bar with oak top, navy base, lit Texas wine wall, oak stools.

Item	Specification	Qty	Medium	High
Order counter	Oak slat face, quartz top on high tier	12 lin ft	\$6,400	\$13,500
Beer & wine bar	8 lin ft bar with tap tower and under-bar cooler cutouts	1	\$5,200	\$11,500
Back-bar shelving	Oak shelves on navy tile wall, lit	1	\$1,800	\$4,200
Condiment & bus station	Millwork stand with waste and tray return	1	\$1,400	\$2,800
Subtotal			\$14,800	\$32,000

Lighting

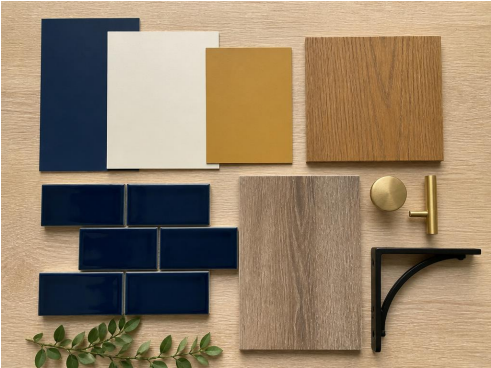


Layered: pendants over the communal table, wall sconces, track on the menu wall.

Brass dome pendants, track heads and sconces at warm 2700K.

Item	Specification	Qty	Medium	High
Pendant lights	Brass or black dome, 2700K, dimmable	8	\$2,200	\$5,400
Wall sconces	Over banquette, 2700K	6	\$1,200	\$3,200
Track & accent lighting	Menu wall and Texas graphic wash	1 lot	\$1,600	\$3,400
Kitchen & back-of-house LED	Sealed vapor-tight, 4000K	1 lot	\$1,400	\$2,600
Subtotal			\$6,400	\$14,600

Paint, fixtures & finishes



Gulf Navy wainscot, Buttermilk above, Harvest Oak everywhere your hand lands.
Finish board: navy, buttermilk, gold, harvest oak, navy tile, vinyl plank, brass.

Item	Specification	Qty	Medium	High
Paint & wainscot	Navy scrubbable eggshell to 42 in, Buttermilk field	1 lot	\$2,400	\$4,800
Feature wall	Navy subway tile or Texas map mural	90 sq ft	\$2,200	\$5,600
Dining room flooring	LVT plank or polished concrete	240 sq ft	\$3,400	\$7,200
Restroom fit-out	ADA fixtures, tile, mirror, accessories	1	\$4,200	\$8,400
Art, plants & soft goods	Framed brand prints, planters, entry mats	1 lot	\$1,400	\$3,200
Subtotal			\$13,600	\$29,200

FORMAT DESTINATION

Destination store design — 700–1200 sq ft

Downtown and main-street flagship with a full little bar

The flagship. A four-vat fry line, a walk-in cooler and freezer, a full dining room of 32–48 seats, a six-tap bar as the room's focal point, and a patio where the site allows. This is the format that carries the brand in a photograph.

Front-of-house square-foot allocation

Guest zone	Sq ft	Share	Contents
Dining room	260 sq ft	29%	32–48 seats: booths, tables, communal run
Beer & wine bar	90 sq ft	10%	6 taps, back-bar display, 8 bar seats
Order counter, queue & merch	80 sq ft	9%	16 lin ft counter, merch shelf, host point
Restrooms	110 sq ft	12%	Two ADA restrooms
Patio (where site allows)	120–240 sq ft	—	Outside the leased area in most centers

Kitchen & support allocation (for reference)

Kitchen zone	Sq ft	Share	Contents
Fry line & hood	150 sq ft	17%	Four fryers, griddle, dump and crisping run
Prep & batter station	110 sq ft	12%	Three tables, batter room, slaw and sauce station
Walk-in cooler & freezer	110 sq ft	12%	8x8 cooler and 6x6 freezer boxes
Dish & warewash	75 sq ft	8%	Door-type dish machine, soil and clean landings
Dry store, office & lockers	70 sq ft	8%	Shelving, office, staff lockers
Expo, packaging & delivery	60 sq ft	7%	Heated pass plus a separate delivery pickup door

Destination — front and kitchen layout

Guest side at the bottom, expo pass in the middle, cook line under the hood, cold storage and dish at the back wall.

DESTINATION ~900 sq ft kitchen rear, bar-led dining front	
+===== BACK OF HOUSE =====+	
WALK-IN COOLER 8x8 FREEZER 6x6 DRY STORE OFFICE/LKR	
+-----+-----+-----+-----+	
PREP TABLES / BATTER ROOM DISH MACHINE POT SINK	
+----- AISLE 48 in -----+	
FRYER x4 GRIDDLE/BROIL COMBI DUMP RUN HOLD CABINETS	
+----- TYPE I HOOD 16 ft -----+	
+===== EXPO PASS =====+	
ORDER COUNTER 16 ft + MERCH BAR 14 ft / 6 TAPS	
POS POS 8 BAR SEATS / BOTTLE WALL	
+-----+-----+-----+-----+	
BOOTH BOOTH COMMUNAL TABLE 12 ft BOOTH BOOTH	
4-TOP 4-TOP 4-TOP 4-TOP 2-TOP 2-TOP	
ADA RESTROOM ADA RESTROOM ENTRY PATIO (if site)	
+=====+=====	

Store design options

Direction	Palette	Materials	Lighting	Best for
Main Street Heritage	Deep Gulf Navy, Buttermilk plaster, Harvest Oak, brass	Oak plank communal table, leather booths, terrazzo-look tile, painted gable mural	Brass domes, sconces, gooseneck lamps on the exterior sign	Historic downtown storefronts with tall glazing and a patio
Gulf Modern	Navy tile, white plaster, blackened steel, gold accents	Quartz bar top, steel shelving, polished concrete, glass bottle wall	Linear pendants, back-bar accent glow, scene dimming	New mixed-use and urban infill with a younger bar mix
Coastal Warm	Buttermilk with weathered oak and pale sea-blue accents	Oak slat walls, woven-back chairs, rope and net art, LVT plank	Warm 2700K throughout with string lights on the patio	Lakeside, coastal and tourist markets with high weekend traffic

Destination — furniture, lighting, signage, paint & fixtures inventory

Brand finishes throughout: Gulf Navy, Buttermilk, Harvest Oak and Lone Star Gold, with brass or blackened-steel hardware and clear-sealed oak.

Destination store — reference photography



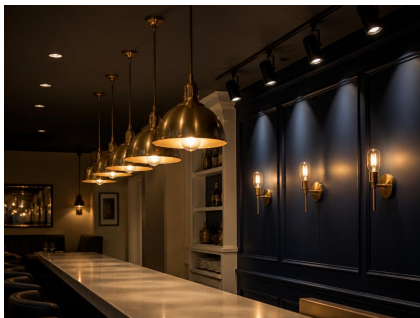
Illuminated channel letters, gold Born in Texas sub-line, Texas blade sign, gooseneck lamps.



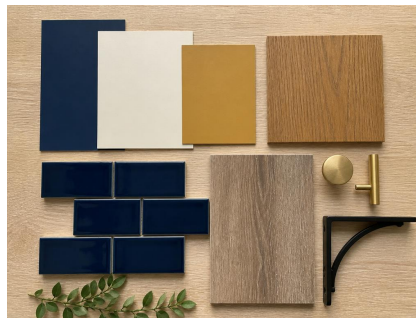
Harvest oak tables, navy upholstered chairs, communal table and banquette.



Six-tap bar with oak top, navy base, lit Texas wine wall, oak stools.



Brass dome pendants, track heads and sconces at warm 2700K.



Finish board: navy, buttermilk, gold, harvest oak, navy tile, vinyl plank, brass.

Store design package total: medium \$168,900 · high \$365,500

Signage



Main street: an illuminated blade sign, channel letters and a painted gable are the whole first impression.

Illuminated channel letters, gold Born in Texas sub-line, Texas blade sign, gooseneck lamps.

Item	Specification	Qty	Medium	High
Channel-letter storefront sign	Halo-lit navy returns, gold faces, raceway	1	\$18,500	\$34,000
Projecting blade sign	Double-sided lit fish emblem on a decorative bracket	1	\$5,400	\$11,500
Painted wall mural / gable sign	Hand-painted Born in Texas mark	1	\$3,800	\$9,500
Digital menu board & bar list	Four 49 in screens plus a chalk or oak tap list	1 set	\$6,800	\$12,500
Window graphics, door set & patio A-frame	Seal, hours, TABC notices, sidewalk sign	1 lot	\$1,800	\$3,600
Subtotal			\$36,300	\$71,100

Furniture & seating



32–48 seats mixed across booths, tables, communal run, bar and patio.

Harvest oak tables, navy upholstered chairs, communal table and banquette.

Item	Specification	Qty	Medium	High
Booths	Navy vinyl or leather, oak cap, 4-tops	4	\$9,500	\$21,000
Tables	Solid oak or quartz tops on cast bases	10	\$7,200	\$16,500
Dining chairs	Steel and oak, upholstered seat on high tier	28	\$6,800	\$15,500
Communal table	12 ft oak plank on blackened steel	1	\$3,200	\$6,800
Bar stools	Backed, upholstered, brass footrail	8	\$3,200	\$7,200
Patio furniture	Powder-coated steel tables and chairs, umbrellas	1 set	\$4,200	\$9,500
Subtotal			\$34,100	\$76,500

Counter, bar & millwork



The bar is the focal point — spend here before anywhere else in the dining room.

Six-tap bar with oak top, navy base, lit Texas wine wall, oak stools.

Item	Specification	Qty	Medium	High
Order counter & host point	Oak slat face, quartz top, lit toe kick	16 lin ft	\$12,500	\$26,000
Beer & wine bar	14 lin ft bar, tap tower, under-bar equipment cutouts	1	\$15,500	\$32,000
Back-bar display wall	Lit oak shelving on navy tile with bottle wall	1	\$6,800	\$15,500
Merch & retail shelf	Hats, tees, sauce bottles at the counter	1	\$1,800	\$4,200
Condiment & bus stations	Two millwork stands with waste and tray return	2	\$2,800	\$5,400
Subtotal			\$39,400	\$83,100

Lighting

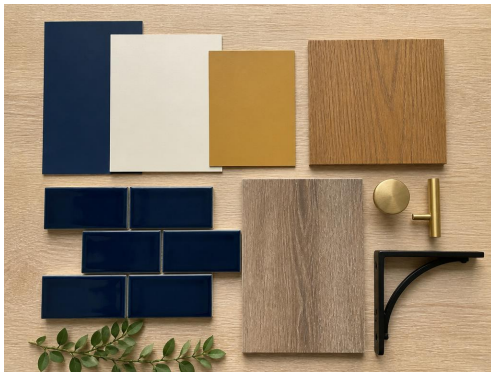


Four layers: pendants, sconces, bar accent and daylight-tuned track on the art wall.

Brass dome pendants, track heads and sconces at warm 2700K.

Item	Specification	Qty	Medium	High
Pendant lights	Brass domes over communal and bar, dimmable 2700K	14	\$4,800	\$12,500
Wall sconces	Over booths and along the mural wall	10	\$2,400	\$6,400
Bar & back-bar accent lighting	Lit bottle wall, under-counter glow, tap spot	1 lot	\$2,200	\$5,800
Track, downlights & controls	90 CRI LED with scene dimming controls	1 lot	\$4,200	\$9,500
Exterior & patio lighting	Facade wash, string lights, gooseneck sign lamps	1 lot	\$2,600	\$6,400
Subtotal			\$16,200	\$40,600

Paint, fixtures & finishes



Full material palette: navy, buttermilk, oak, gold, brass, tile and terrazzo-look floor.

Finish board: navy, buttermilk, gold, harvest oak, navy tile, vinyl plank, brass.

Item	Specification	Qty	Medium	High
Paint, wainscot & millwork finish	Navy scrubbable eggshell, Buttermilk field, clear-sealed oak	1 lot	\$5,400	\$11,500
Feature walls	Navy subway tile, oak slat and painted Texas map	220 sq ft	\$6,400	\$15,500
Dining flooring	Terrazzo-look tile or wide-plank LVT with a tile entry mat	430 sq ft	\$8,800	\$19,500
Restrooms, two ADA	Tile, fixtures, mirrors, accessories, exhaust	2	\$12,500	\$24,000
Storefront, doors & glazing trim	Refinished storefront, entry door hardware	1 lot	\$6,400	\$15,500
Art, plants & soft goods	Framed prints, planters, acoustic panels, mats	1 lot	\$3,400	\$8,200
Subtotal			\$42,900	\$94,200