

HISTORIC LANDMARK COMMISSION
PERMITS IN NATIONAL REGISTER HISTORIC DISTRICTS
DECEMBER 15, 2014
NRD-2014-0135
119 E. 6th Street
Sixth Street

PROPOSAL

Erection of awnings with signage on the Littlefield Mall.

PROJECT SPECIFICATIONS

The applicant proposes the installation of black canvas awnings at the segmental-arched windows on the first floor of the Littlefield Mall. Each awning will have the Gold's Gym logo. The logo is round with a diameter of 3 feet. The awnings are unlit.

STANDARDS FOR REVIEW

The Historic District Sign Guidelines state:

D. AWNING SIGNS

An awning sign may be woven, sewn, or painted onto the fabric of an awning. A panel sign painted or mounted on the edge of a rigid canopy also shall be considered an awning sign.

SIZE

- The maximum area of an awning sign may not exceed 20% of the awning panel, or 8 square feet, whichever is the lesser amount.

STAFF RECOMMENDATION

Approve the awnings and signage as proposed. The awnings and awning signs fit within the applicable sign guidelines for the historic district. Note that the application also has a lit blade sign for the corner of the building – that is NOT a part of the current application – only the awnings and awning signs are up for consideration with this application.

APPLICATION FOR APPROVAL OF A SIGN IN NATIONAL REGISTER DISTRICTS OR AT A CITY HISTORIC LANDMARK

City of Austin Historic Preservation Office

(A separate form is required for each proposed sign on the building or site)

ADDRESS of Proposed Sign: 119 E. 6th Street

Date of Application: 12/1/2014

APPLICANT: Gold's Texas Holdings Group, Inc.

Name: Agent: Randy M. Rayford

Address: 401 Maple Ave, suite 600

Dallas, TX 75219

Phone: (214) 283-8578

Fax: ()

E-mail: r-rayford@trtholdings.com

SIGN COMPANY:

Name: Aetna Sign Group

Address: 2438 Freedom Drive

San Antonio, TX 78217

Phone: (210) 826-2800

Fax: (210) 477-2323

E-mail: katie@aetnasign.com

SIGN TYPE:

☐ Flush mounted ☐ Projecting (Blade) ☐ Window max ☒ Awning ☐ Directory ☐ Free-standing max

SIZE OF SIGN: Height: 5'0" Width: 19'11" Depth: 2'6" Total sign area: 99.6 sq. ft.

MATERIALS AND FINISH OF SIGN: awning material and framing

SIGN COLORS: Black & yellow

SIGN LIGHTING TYPE: NA SIGN INSTALLATION METHOD: custom awning framing

SIGN CONTENT (Include name of establishment, size of letters, size of logo):

"Gold's Gym" logo with Joe Logo mascot in center. Overall diameter of entire logo is a maximum of 3'0"

TURN THIS FORM IN TO CITY HISTORIC PRESERVATION OFFICE, ONE TEXAS CENTER, 505 BARTON SPRINGS ROAD AT LEAST 14 DAYS PRIOR TO HISTORIC LANDMARK COMMISSION MEETING WITH ALL OF THE FOLLOWING:

1. One color depiction of the sign itself on 8½" x 11" paper showing the design, colors, lighting, materials, and ALL dimensions of the sign (height, width and depth), as well as mounting detail (unless using existing mounting apparatus).
2. One dimensioned drawing on 8½" x 11" paper showing the exact placement of the sign on the building. For projecting and awning signs, show the distance from the bottom of the sign to the sidewalk. For awning, window, and flush-mounted signs, show the dimensions of the façade, window, or awning, as appropriate. For free-standing signs, include a dimensioned site layout showing the proposed placement of the sign on the site and its relationship to other buildings and landscape features.
3. Color photographs showing the location of the proposed sign.
4. Paint chip or surface finish sample for all proposed sign surfaces.

ONLY COMPLETED APPLICATIONS WITH ALL REQUIRED EXHIBITS CAN BE ACCEPTED AND REVIEWED.

Signature of Property Owner/Agent (Required)

Signature of Applicant (Required)

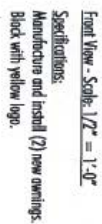
CITY USE ONLY:

Case No. NPD

HLC Date:

PDRD/CHPO

DEC 01 2014



QTY: 1

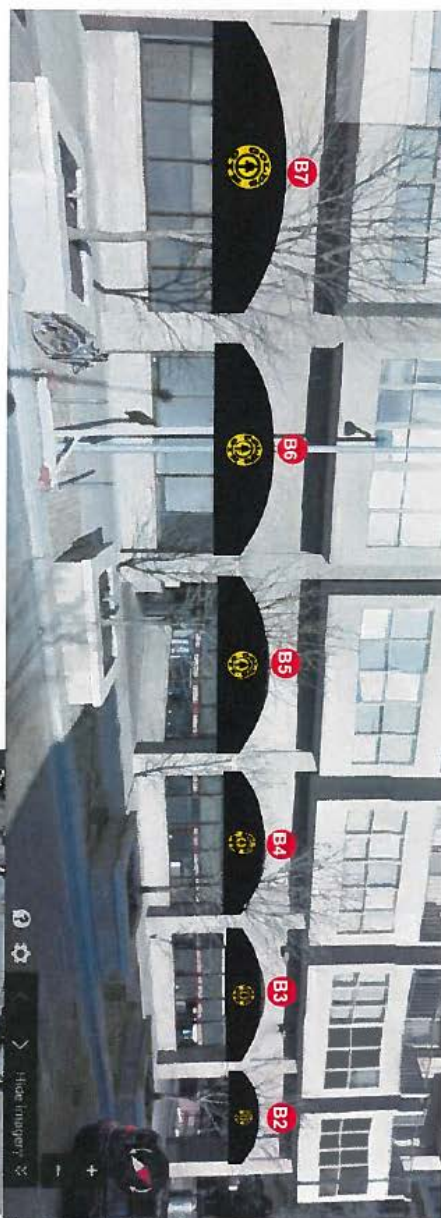


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FAX: 210.477.2523 + WWW.AETNASIGN.COM + FOLLOW US ON 

CLUB	Gold's Gym Austin	TRNG#	2190.3
ADDRESS	6th Baracoa	CALL#	Jeanette M.
CITY	Austin, TX	TELE#	Kathy B.
DATE	5-23-14	CALL APPROX	

All types will be manufactured to accommodate 120 volt current utilizing either wire method or solderless. Most Alpha will acceptly transformers, fuses, disjunctors, relays & fuses. Installers are to provide all other necessary hardware to accomplish installation.

COMPUTER FILE: art\wms\misc\2190_gold's gym
 REVISION HISTORY:[illegible]



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All Cetina signs are manufactured in accordance with all current federal and state regulations enforced by all states. We're proud to have been recognized as one of America's top 100 fastest growing companies for 10 years.

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