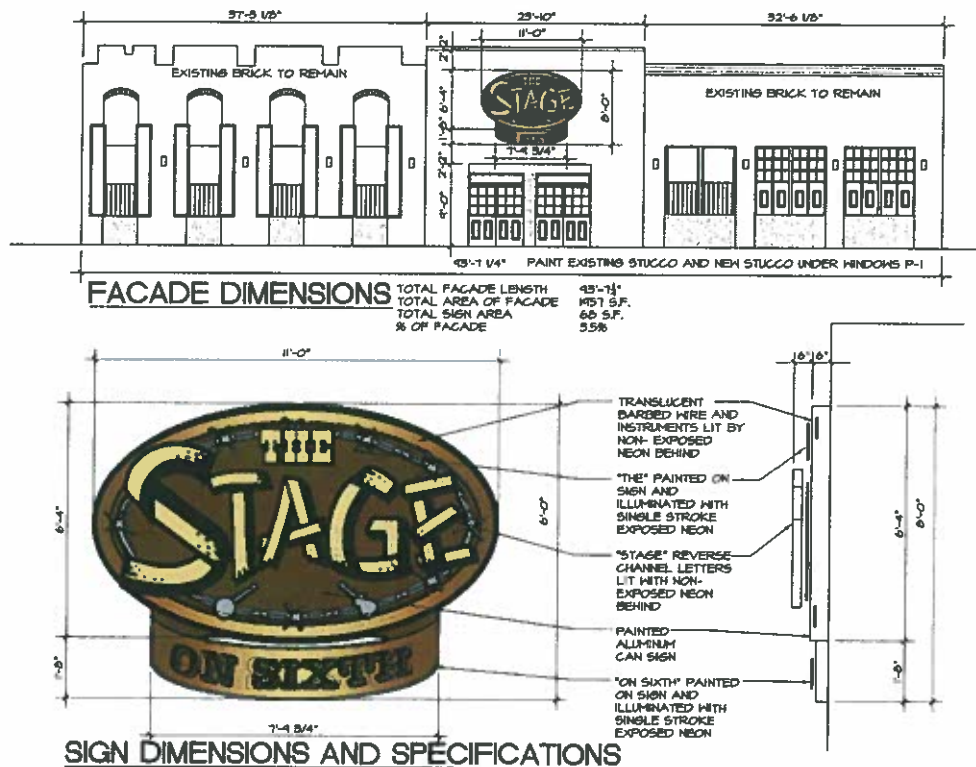


- 7A. NRD-2010-00XX the Stage on sixth (East Sixth Street)  
 508 East 6<sup>th</sup> Street  
 Proposal: Sign for three façade-length non-contributing structure  
 Applicant: Richard Weiss  
 City Staff: Steve Sadowsky, Historic Preservation Office, 974-6454  
 Staff Recommendation: Recommended.



THE STAGE ON SIXTH 508 AND 510 EAST 6TH STREET  
 SIGN PROPOSAL AUSTIN TX 78701 8-15-10



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August 16, 2010

Re: The Stage on Sixth Sign Approval presentation letter.

Attached is the proposed sign layout for the STAGE on sixth, a new live music venue/restaurant that is considering locating to 508 East 6<sup>th</sup> Street. This venue will be a sister venue to the STAGE on Broadway, one of Nashville's most popular Live Music Venues. This venue is unique in that it fosters local talent both day and night, with live music and restaurant service throughout the day and evening. Sixth street should be a vibrant streetscape with both day and night time uses, and this business is a perfect fit, bringing back live music to a street that built a reputation for fostering some of the best talent in the world. However, this block in particular has proved to be a challenge in terms of attracting the types of businesses that will elevate Sixth street.

While 508 East 6<sup>th</sup> street is in the Sixth Street National Register Historic District, the one story building, constructed in 1993 is therefore not a historic or a contributing structure. The façade consists of a stucco entryway flanked by a brick structure on each side. The brick is in good condition and we do not wish to change its character, because though not historic, it blends well with the historic character of the street.

**SIGN SIZE-**The Historic Sign Guidelines allow for a sign that is 7% of the area of the total façade, and there is a provision that allows the sign to be increased to up to 10% of the façade area. While the majority of the storefronts on East 6<sup>th</sup> street are less than 24' wide (57%) and most of the remainder are less than 46' (39%), 508 East 6<sup>th</sup> street is one of only 2 facades on the street greater than 90 feet in length. We are requesting a sign that is 68 square feet out of an 1957 façade area, which calculate to 3.47% of the façade area (less than ½ the allowable area by the guidelines). We are requesting a dimensional variance to the 2' sign height and 20' area guidelines, because we want to concentrate the sign on the stucco feature (in lieu of the sign spanning all 3 facades-or four façade lengths). Our Master sign plan is to accentuate the entrance and to make sure that the brick structures are free from signage, since they are in the closest proximity to nearby historic structures.

**SIGN MATERIALS-**The Guidelines encourage painted wood and metal signs. We are proposing a painted metal sign.

**SIGN LIGHTING-**The sign guidelines state that Neon signs may be considered in limited amounts. The STAGE sign in Nashville consists of exposed neon illuminating all of the letters, the surround, and animated neon for the musical instruments and barbed wire design. In order to adhere more closely with the sign guidelines, we propose to modify this design so the majority of the neon on the sign is not exposed. The "STAGE" letters will be reverse channel raise letters with non-exposed neon behind, and the wire and musical instrument band will not be animated and will be made of translucent material with the neon located within the can. The only exposed neon will be single stroke neon illuminating "THE" and "ON SIXTH" on the sign.

Thank you for your consideration and support. We believe that the STAGE on SIXTH will be a vibrant and vital addition to 6<sup>th</sup> Street and downtown Austin. Please contact my office at 447-6806 if you have any questions.

Best,

Richard Weiss AIA, for Weiss Architecture Inc.





THE STAGE ON SIXTH 508 AND 510 EAST 6TH STREET  
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