

# OPTION A



PROPOSED FRONT ELEVATION VIEW W/ NEW CHANNEL LETTERS  
SCALE: NTS



NIGHT VIEW  
SCALE: NTS

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**J. Jeffers & Co.  
Journal Commons**

Fab & Install: Remove existing signage,  
New Building Topper Channel Letter Sign,  
Main Entry Signage, Parking  
Structure Clearance Bars & Sign

Project Address:  
Journal Commons  
333 West State Street  
Milwaukee, WI

Description:	Date:	By:
01 ADD BLADE SIGN TO DRAWING PKG	03/15/22	AS
02 UPDATE BLADE SIGN LOCATION & CHNL LTR DETAILS	03/18/22	AS
03		
04		
05		
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Concept Notes:

33107338 OPPORTUNITY NO.	1 PACKAGE NO.	X REV NO.
12/03/21 DATE:	XX" = 1'-0" SCALE:	
JPG DRAWN BY:	JCB ACCT MGR:	XXX CHECK BY:
B SIZE:	C-1 SHEET NO:	CL1 CONCEPT ID:
XXXXX ESTIMATE NO.		

**Disclaimer:**

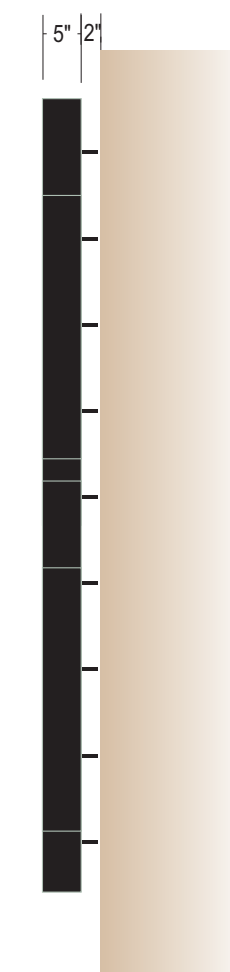
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SIDE VIEW  
 NTS

FRONT VIEW  
 3/8" = 1'-0"

**FACE-LIT / HALO-LIT CHANNEL LETTERS**  
 191.3 SQ FT

- FABRICATED CHANNEL LETTERS W/ 5" PREFINISHED BLACK RETURNS
- TRANSLUCENT FACES W/ V1 VINYL APPLIED 1ST SURFACE SECURED TO RETURNS W/ PREFINISHED BLACK TRIMCAP
- FACE-LIT & HALO-LIT W/ WHITE LED'S
- LETTER MOUNTED TO BUILDING W/ FASTENERS BEST SUITED FOR CONDITION & 2" STANDOFFS
- ELECTRICAL TO TIE INTO EXISTING

 V1 BLACK PERFORATED VINYL (LIGHTS WHITE AT NIGHT)

 BLACK (RETURNS & TRIMCAP)

**SIZES ARE APPROXIMATE - SITE SURVEY REQUIRED**

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Concept Notes:

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OPPORTUNITY NO.	PACKAGE NO.	REV NO.
12/03/21	3/8" = 1'-0"	
DATE:	SCALE:	
JPG	JCB	XXX
DRAWN BY:	ACCT MGR:	CHECK BY:
B	C-2	EM1
SIZE:	SHEET NO:	CONCEPT ID:
XXXXX		
ESTIMATE NO.		

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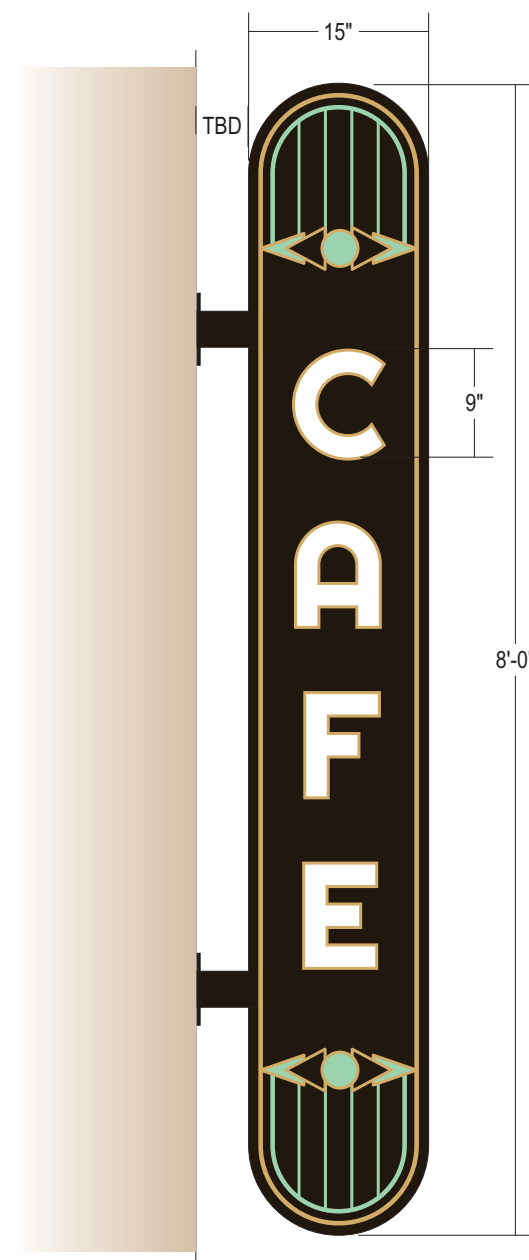
33107338 OPPORTUNITY NO. 1 PACKAGE NO. X REV NO.

12/03/21 DATE: 3/4" = 1'-0" SCALE:

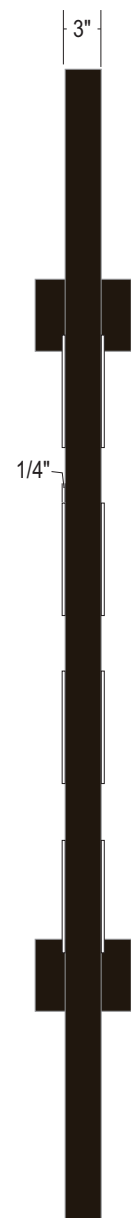
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B SIZE: C-5 SHEET NO: EM1 CONCEPT ID:

XXXXX ESTIMATE NO.



**SIDE VIEW**  
SCALE: 3/4"=1'-0"



**END VIEW**  
SCALE: 3/4"=1'-0"



**PROPOSED VIEW**  
SCALE: NTS



**D/F BLADE SIGN - QTY 1  
10 SQ FT**

- 3" DEEP FABRICATED BLADE SIGN PAINTED C1
- 1/4" FCO LETTERS PAINTED C2
- C3 & C4 VINYL ACCENTS APPLIED TO SIGN FACES
- BLADE SIGN MOUNTED TO BUILDING W/ CUSTOM FABRICATED BRACKETS PAINTED C1 (SIZE & PLACEMENT TBD PENDING SITE SURVEY)

**SIZES ARE APPROXIMATE - SITE SURVEY REQUIRED**

- C1 DARK BRONZE
- C2 WHITE
- C3 GOLD
- C4 LIGHT GREEN (MATCH BUILDING ACCENT COLOR)

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12/03/21	1.0" = 1'-0"	
DATE:	SCALE:	
JPG	JCB	XXX
DRAWN BY:	ACCT MGR:	CHECK BY:
B	C-3	CM1
SIZE:	SHEET NO:	CONCEPT ID:
XXXXX		
ESTIMATE NO.		



**Hanging Clearance Marker 1 / CM1, 7" Dia. Tube, 120" Long, Text & Chain Length TBD**  
 QTY: 2 - 1 North Entrance, 1 South Entrance

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JPG DRAWN BY:	JCB ACCT MGR:	XXX CHECK BY:
B SIZE:	C-4 SHEET NO:	WS1 CONCEPT ID:
XXXXX ESTIMATE NO.		



Clearance Maker Wall Sign 1 / WS1, 12"H x 120"W, ACM w/ Vinyl Face, Text TBD  
 QTY: 1 - 1 North Entrance