



10 E. Doty Street, Suite 615  
Madison, WI 53703  
Telephone 608-630-8108

## TRANSMITTAL

[WWW.HERITAGE-CONSULTING.COM](http://WWW.HERITAGE-CONSULTING.COM)

DATE:	4-18-22
TO:	Paul Porter, WI SHPO
FROM:	Jen Davel
Cc:	Brent McClure, Mike Koepke
RE:	Milwaukee Journal Complex

### TRANSMITTING:

(2) copies Amendment 12 (Cover Sheet, Narrative and drawings)

### NOTES:

Enclosed are two copies of Amendment 12 for the Milwaukee Journal Complex in Milwaukee, WI. Should you have any questions, please do not hesitate to call, or email me at 608-630-8108, 608-609-6856 or [jdavel@heritage-consulting.com](mailto:jdavel@heritage-consulting.com).



### HISTORIC PRESERVATION CERTIFICATION APPLICATION AMENDMENT / ADVISORY DETERMINATION

**Instructions:** This page must bear the applicant's original signature and must be dated. NPS Project Number  
**41208**

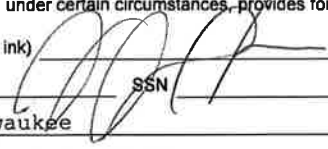
1. **Historic Property Name** Milwaukee Journal Complex  
Street 333 West State Street  
City Milwaukee County Milwaukee State WI Zip 53203

2. **This form**  includes additional information requested by NPS for an application currently on hold.  
 updates applicant or contact information.  
 amends a previously submitted  Part 1  Part 2  Part 3 application.  
 requests an advisory determination that the completed phase \_\_\_ of \_\_\_ phases of this rehabilitation meets the Secretary of the Interior's Standards for Rehabilitation. Phase completion date \_\_\_\_\_ Estimated rehabilitation costs of phase (QRE) \_\_\_\_\_

Summarize information here; continue on following page if necessary.

Amendment 12 - This amendment addresses proposed exterior signage for the 1924 Journal Building.

3. **Project Contact (if different from applicant)**  
Name Jen Davel Company Heritage Consulting Group  
Street 10 E. Doty Street, Suite 615 City Madison State WI  
Zip 53703 Telephone (608) 609-6856 Email Address jdavel@heritage-consulting.com

4. **Applicant**  
I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that [check one or both boxes, as applicable]:  
 I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or  
 if I am not the fee simple owner of the above described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011).  
For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years.  
Name Joshua Jeffers Signature (Sign in ink)  Date 4-1-2022  
Applicant Entity JS1924, LLC; JS1962, LLC SSN \_\_\_\_\_ or TIN 84-3098343  
Street 225 E. Michigan Street, Suite 300 City Milwaukee State WI  
Zip 53204 Telephone (414) 501-5611 Email Address joshua@jeffers.com  
 Applicant, SSN, or TIN has changed since previously submitted application.

**NPS Official Use Only**

The National Park Service has reviewed this amendment to the Historic Preservation Certification Application and has determined that the amendment:

- meets the Secretary of the Interior's Standards for Rehabilitation.
- will meet the Secretary of the Interior's Standard for Rehabilitation if the attached conditions are met.
- does not meet the Secretary of the Interior's Standards for Rehabilitation.
- updates the information on file and does not affect the certification.

**Advisory Determinations:**

The National Park Service has determined that the work completed in this phase is consistent with the Secretary of the Interior's Standards for Rehabilitation. This determination is advisory only. A formal certification of rehabilitation can be issued only after all rehabilitation work and any associated site work or new construction have been completed. This approval could be superseded if it is found that the overall rehabilitation does not meet the Secretary's Standards. A copy of this form will be provided to the Internal Revenue Service.

Date \_\_\_\_\_ National Park Service Authorized Signature (Sign in ink) \_\_\_\_\_

NPS conditions or comments attached

**HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION**

Property name Milwaukee Journal Building

NPS Project Number 41208

Property address 333 W. State Street, Milwaukee, WI

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**This amendment addresses the applicant's response to the condition relating to the Journal Building exterior signage in the Part 2 conditional approval, dated June 26, 2020. The NPS condition is indicated in *italics* followed by the applicant's response.**

**ITEM 31**

**ARCHITECTURAL FEATURE:** Site Signage

**WORK AND IMPACT ON FEATURE:** While site signage was not proposed in the Part 2 or Amendment 3, the NPS placed the following condition on the original Part 2 application. The condition specifically stated:

*Part 2 Application, Condition 8: All new signage must be compatible with the historic character of the building and site. To ensure compliance with the Standards you must submit detailed drawings for review.*

The first proposed signage will replace the existing signage on the north elevation, in the same location and with similar lettering. Specifically, the existing "JOURNAL COMMUNICATIONS" sign will be removed and replaced with "JOURNAL COMMONS". The signage will include individual, face-lit / halo-lit channel letters. Each letter stands 42 ½" tall with a translucent face.

A second smaller sign will be located towards the east end of the north elevation at first floor. The blade sign will have a painted finish with external lighting.

Any additional site signage will be submitted as a later amendment for review and approval.

**DRAWINGS:** Sign Effectz drawings, light fixture cutsheet

# OPTION A



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

Proposed Signage to replace similar existing "Journal Communications" face lit channel letters.



NIGHT VIEW  
SCALE: NTS



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THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

**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		
06		
07		
08		
09		
10		

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:

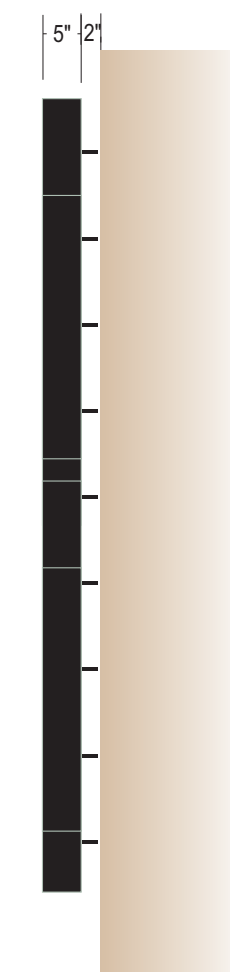
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**J. Jeffers & Co.**  
**Journal Commons**

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




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**

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

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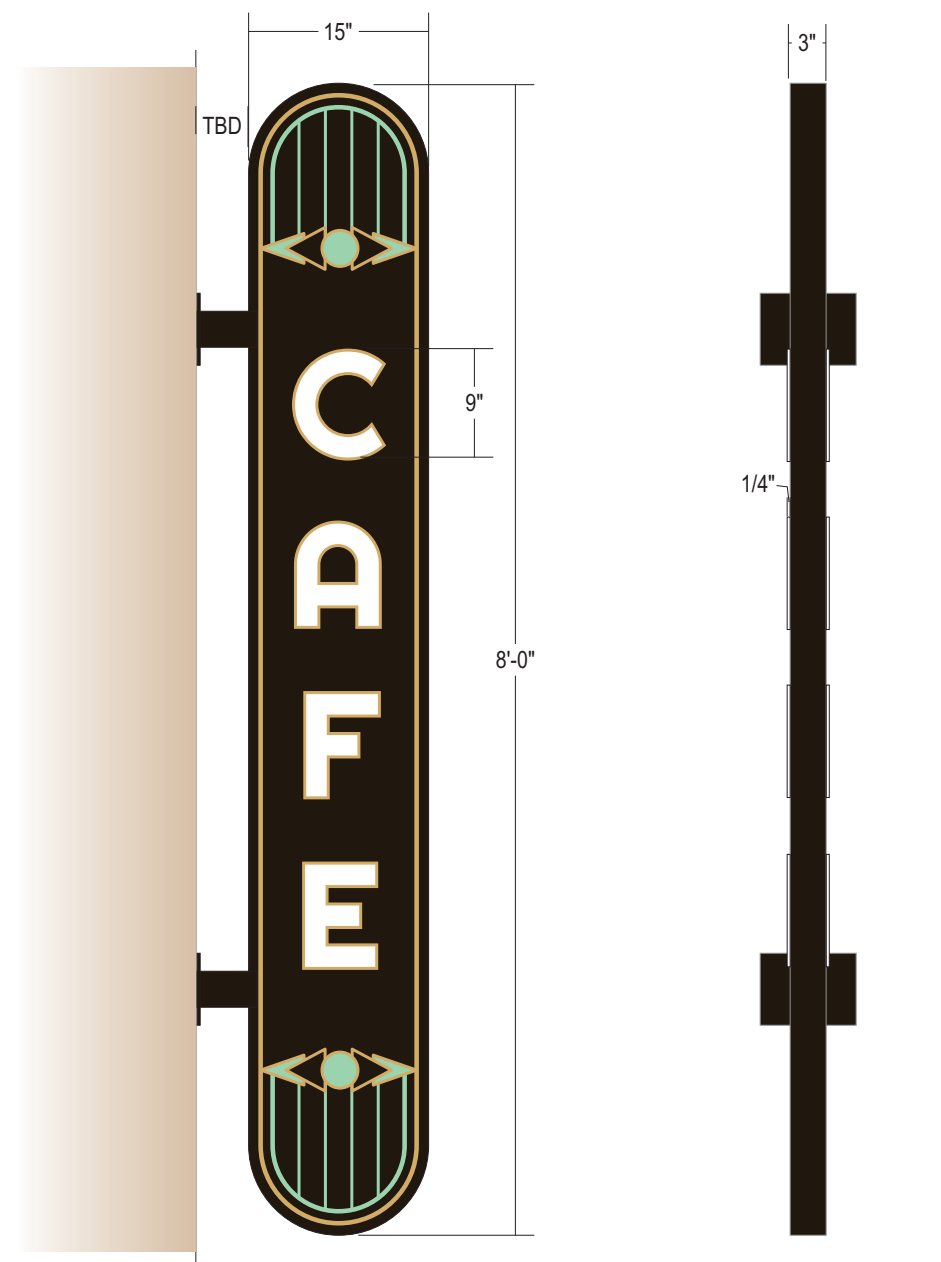
**J. Jeffers & Co.  
Journal Commons**

**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**



**PROPOSED VIEW**  
SCALE: NTS



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

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

**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)

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
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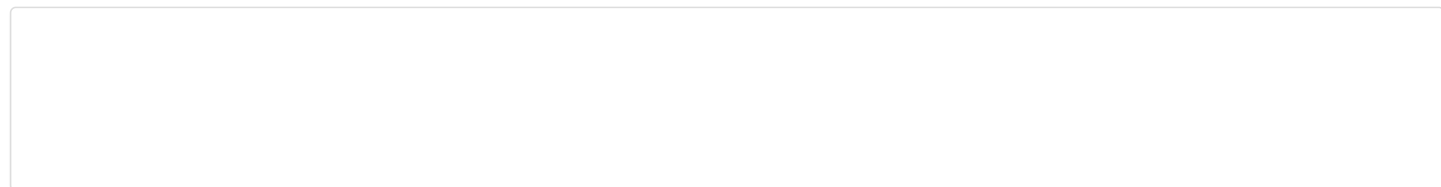
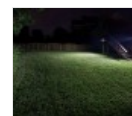
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33107338	1	X
OPPORTUNITY NO.	PACKAGE NO.	REV NO.
12/03/21	3/4" = 1'-0"	
DATE:	SCALE:	
JPG	JCB	XXX
DRAWN BY:	ACCT MGR:	CHECK BY:
B	C-5	EM1
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XXXXX		
ESTIMATE NO.		

Home > Industrial & Commercial LED Lighting > LED Area Lighting > LED Flood Lights  
> 15W Knuckle Mount LED Spotlight - Bullet Style - 70W Equivalent - 120V - 1500 Lumens

### 15W Knuckle Mount LED Spotlight - Bullet Style - 70W Equivalent - 120V - 1500 Lumens

Part Number: SLKM-NW15-60-120V



#### Customers Also Viewed



28W Knuckle Mount LED Spotlight - Bullet Style -



20W Knuckle Mount LED Spotlight - Bullet Style - 70W



30W Knuckle Mount LED Spotlight - Bullet Style - 70W



10W Knuckle Mount LED Flood Light - 70W Equivalent -



70 Watt Knuckle-Mount LED Flood Light - 6,980 Lumens -



5 Watt Spotlight v Star

## Overview

Knuckle-mount LED spotlights/LED floodlights are designed for subdivision sign lighting, business sign lighting, landscape lighting, building facade lighting, architectural wall washing, outdoor displays, security lighting, flagpole lighting, or tree uplighting. Consuming only 15 watts of power, this energy-efficient LED bullet light fixture replaces 70-watt

metal halide fixtures with comparable light output. The flood light fixture emits 1,500 lumens of cool white illumination in a focused 60° beam pattern. This weatherproof LED flood light is constructed of dark bronze die cast aluminum with a polycarbonate lens and has an adjustable knuckle-mount bracket for illumination where it's needed. Easily installs in outdoor junction boxes that have 1/2" threaded hubs and operates within a 100-277 VAC range. Also available in a **28-watt** version.

## Warranties & Certifications




## Applications

- Billboard Lighting
- LED Security Lights
- LED Display Lighting
- Building Facade Lighting
- Subdivision Sign Lighting

## Specifications

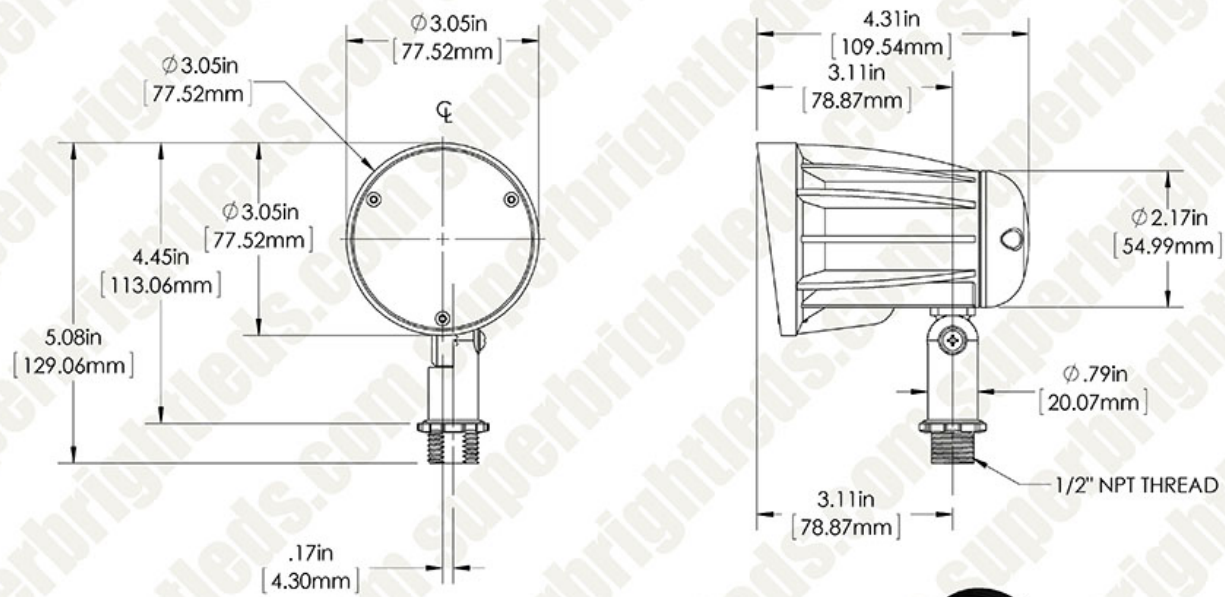
Beam Angle	60 degree
CRI <a href="#">?</a>	83 CRI
Color Temperature	5000 K
Comparable Wattage	100 Watt Incandescent
Connector Type	Pigtail
Current Draw	0.12A (120mA)
Dimensions	<a href="#">View Dimensional Drawings</a>
IP Rating	Weatherproof IP65
Intensity	1500 Lumen
LED Color	Cool 5000K
LED Lifetime	50000 Hours
LED Quantity	18 LEDs
Lens Type	Polycarbonate
Light Distribution <a href="#">?</a>	NEMA 4x4



Material	Aluminum
Mount Type	Knuckle Mount
Operating Temperature	-30~+45 °C (-22~+113 °F)
Standards And Certifications	CE, DLC, RoHS Compliant, UL Listed
Total Power Consumption 	15 Watts
UL File Number	E366643
Volts	100~277 VAC
Wattage	15 Watts
Wire Length	6in(15.2cm)
Package Weight:	1lb 1oz (0.48kg)
Package Dimensions:	4.75" (12cm) x 4.25" (11cm) x 4.25" (11cm)

All specifications are subject to change without notice.

SLKM-x15-60-120V - 15 Watt Knuckle-Mount LED Flood Light - Bullet Style



INCLUDED PARTS



15 Watt Knuckle-Mount LED Flood Light - Bullet Style