

**Avalon Atmospheric Theater**  
**Marquis Sign Concept #1.a**  
 2469-2483 S. Kinnickinnic Ave. Milwaukee, WI 53207

**Materials, Components & Construction Specifications:**

A.) 2-Sided Blade: 'Echoes' shape of minarets (towers) which once adorned the facade. Uses all aluminum construction (welded angle and/or square tubing with aluminum sheet).

B.) 'AVALON' Letters (16" character height): All aluminum channel letter construction (5" returns) painted red (inside & outside) with exposed neon (single stroke, 15mm clear glass pumped neon -red).

C.) 'Minaret' Border Tube/Accent: Uses 12-15mm Novial Gold tubing pumped argon.

D.) Sign stubs (2 qty.): To use 4" x 4" square aluminum tubing with welded aluminum mounting plates. Note: Upper plate to mount to underside of concrete window opening. Will NOT be mounted to face of masonry. location of stubs to be verified.

E.) Additional Support: Uses (2 qty. sets) of aluminum mounting plates with welded eyebolts and tie rod & turnbuckle assemblies.

F.) Canopy: Structure to use all aluminum construction (welded angle and/or square tubing with aluminum sheet). To be mounted to brick facade by means of thru-bolting with hardened steel rod in conjunction with double expansion shield anchors with hardened steel bolts.

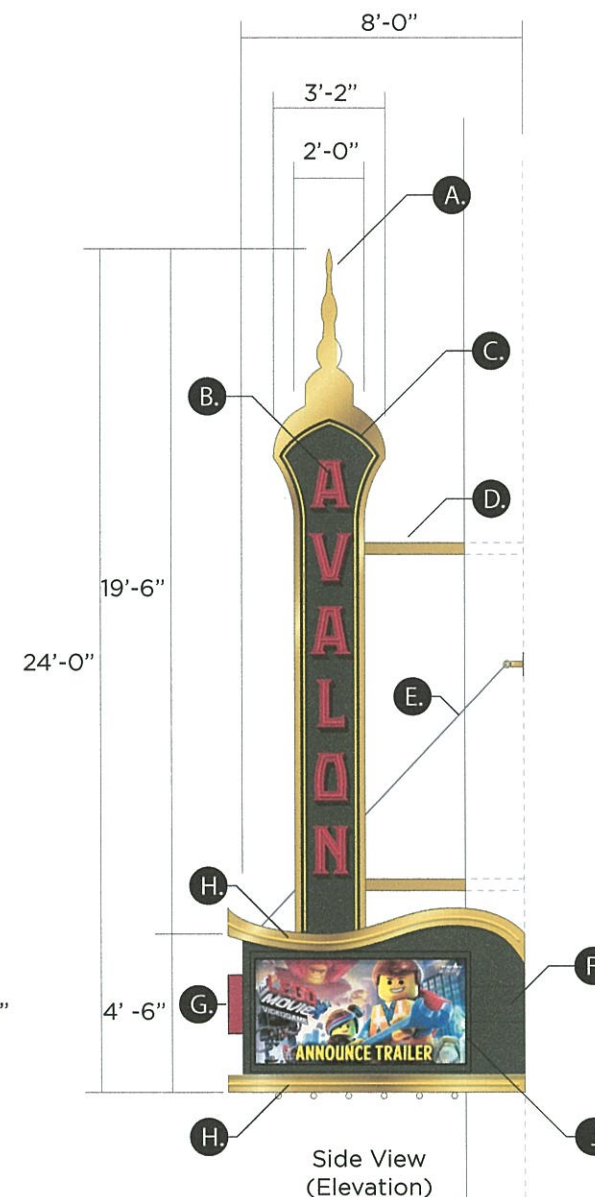
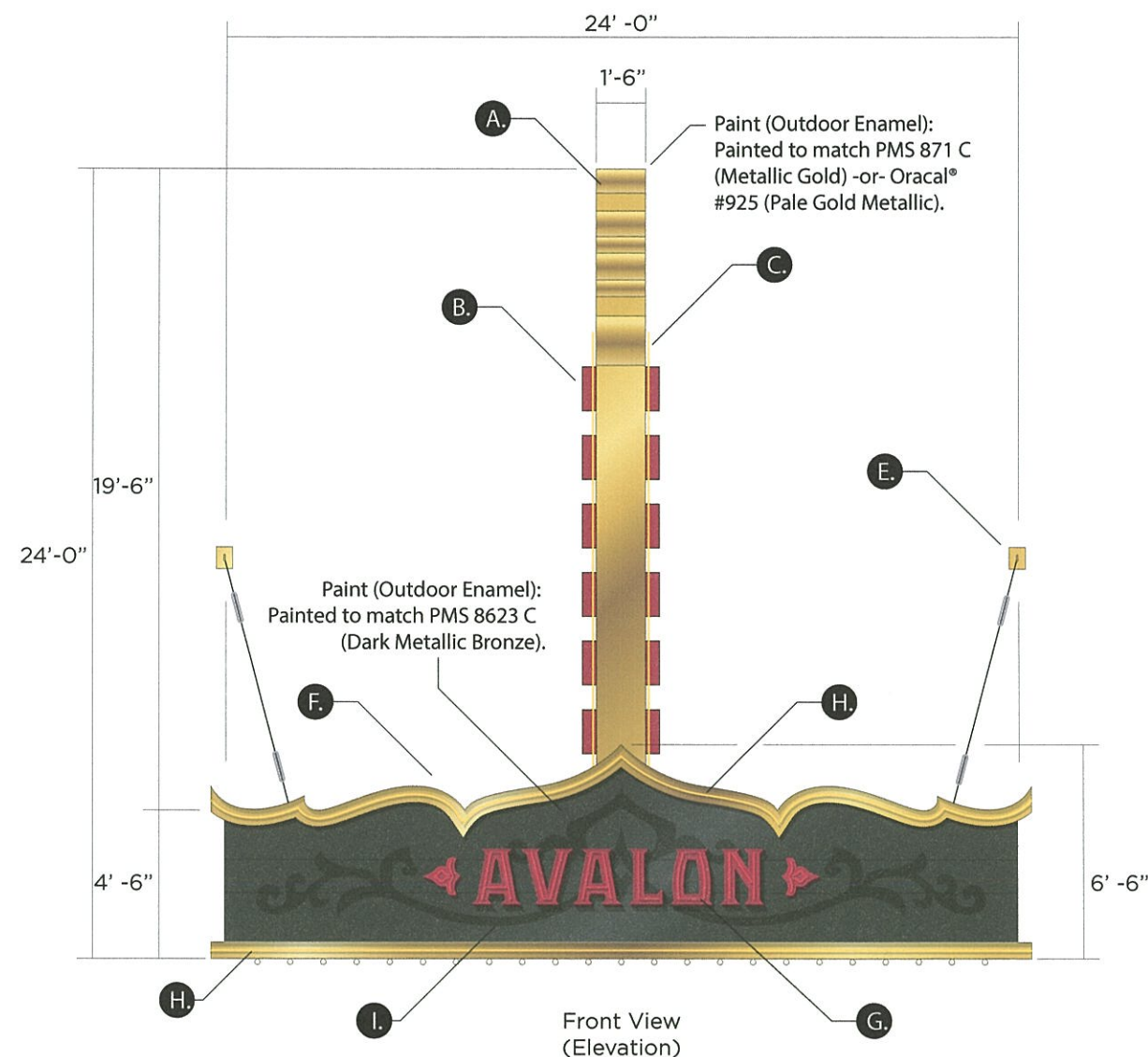
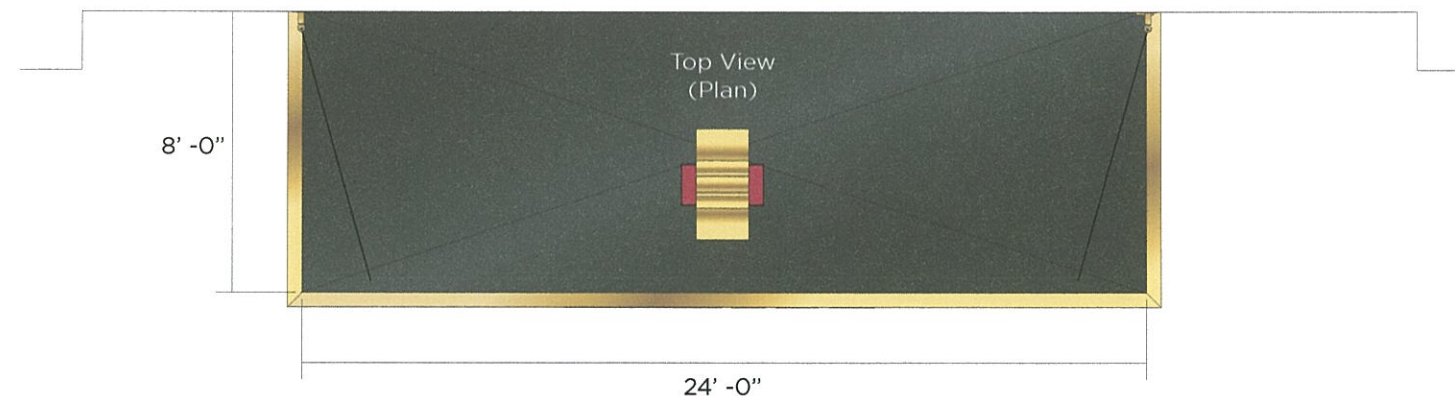
G.) 'AVALON' Letters (20" character height): All aluminum channel letter construction (5" returns) painted red (inside & outside) with exposed neon (single stroke, 15mm clear glass pumped neon -red).

H.) Decorative Border Trim: All aluminum channel construction (5" returns) painted antique gold (inside & outside) with exposed neon (single stroke, 12-15mm Novial Gold tubing pumped argon).

I.) Decorative Scrollwork: Digitally-trimmed premium-grade 3M/Oracal® outdoor vinyl (black). As option, may be routed aluminum, painted black.

J.) Programmable Digital Message Centers: Uses (2 qty.) Time-O-Matic Watchfire® 16/19mm RGB LED (color) displays. Viewing 6 ft. x 3 ft.

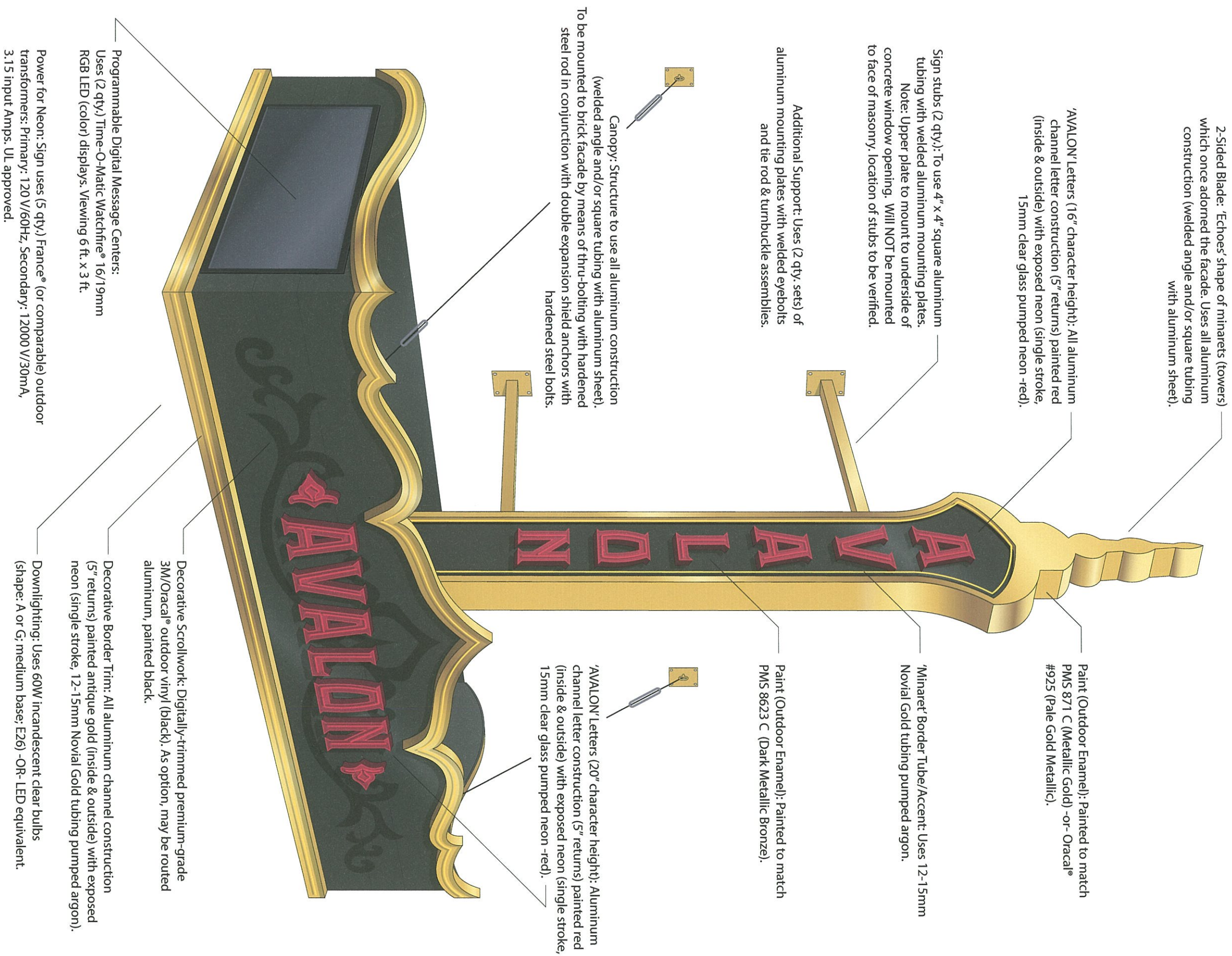
Power for Neon: Uses (5 qty.) France® (or comparable) outdoor transformers: Primary: 120 V/60Hz, Secondary: 12000 V/30mA, 3.15 input Amps. UL approved. Sign includes safety kill switch. Sign UL approved.



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Materials, Components & Construction Specification:



# AVALON

## ATMOSPHERIC THEATER & LOUNGE

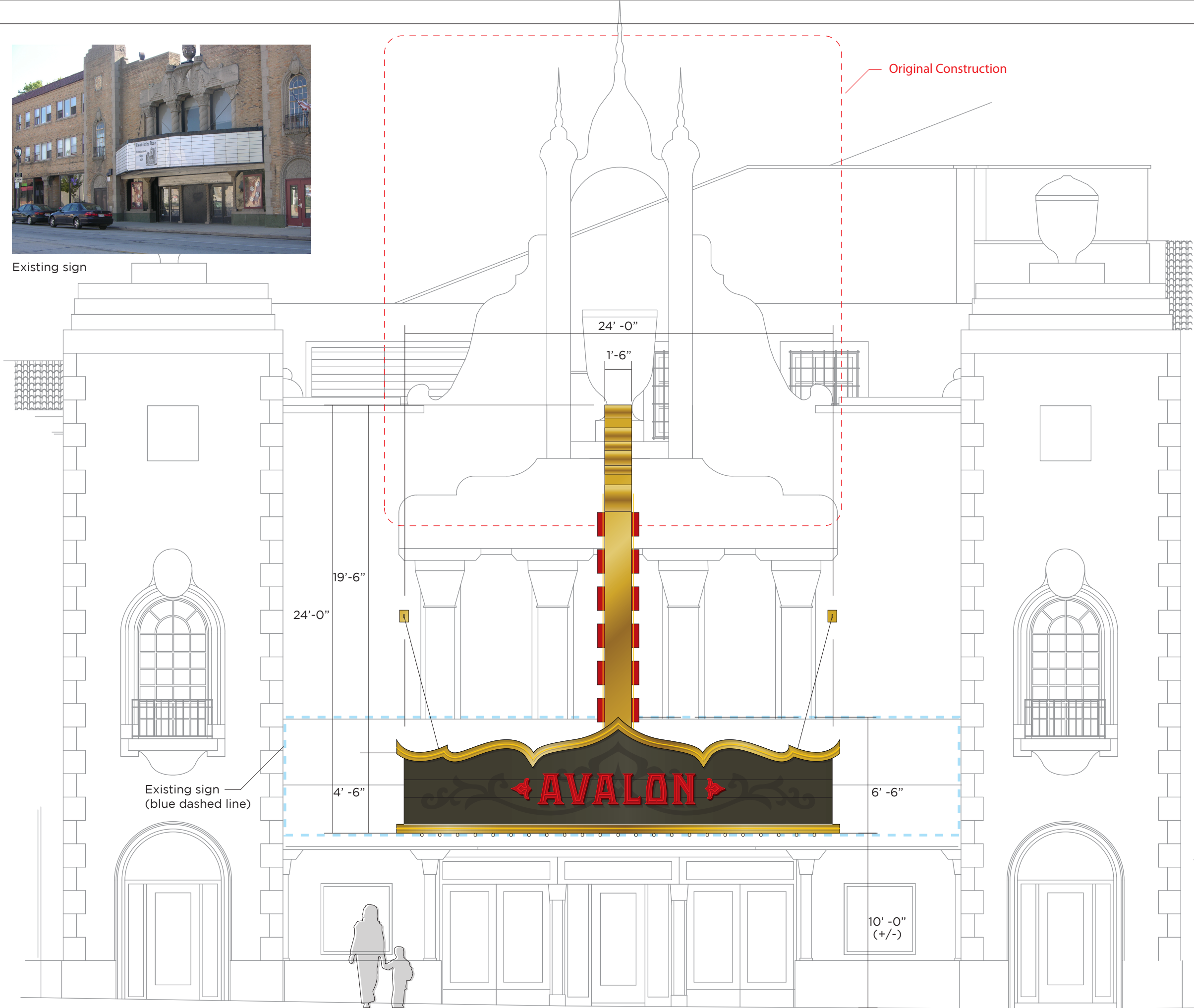
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Existing sign



# AVALON

ATMOSPHERIC THEATER & LOUNGE

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Facade with Sign Elevation to Scale

Scale: 3/16" = 1'-0"

