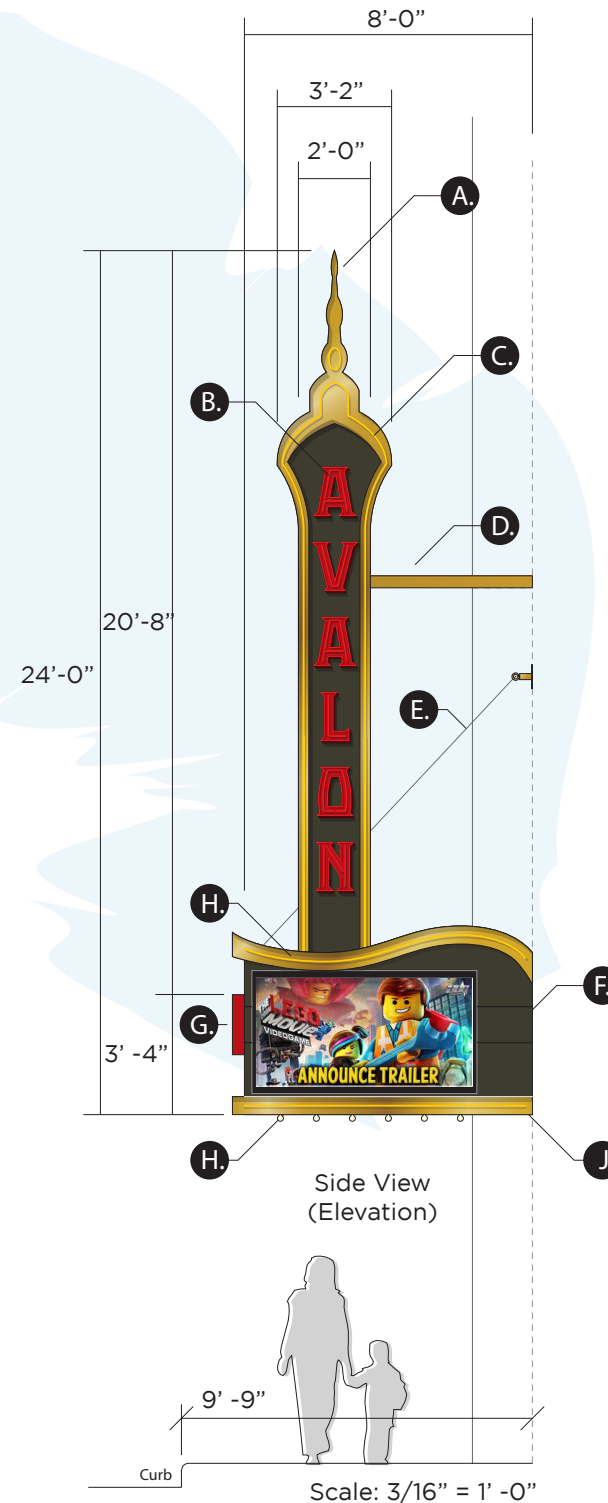
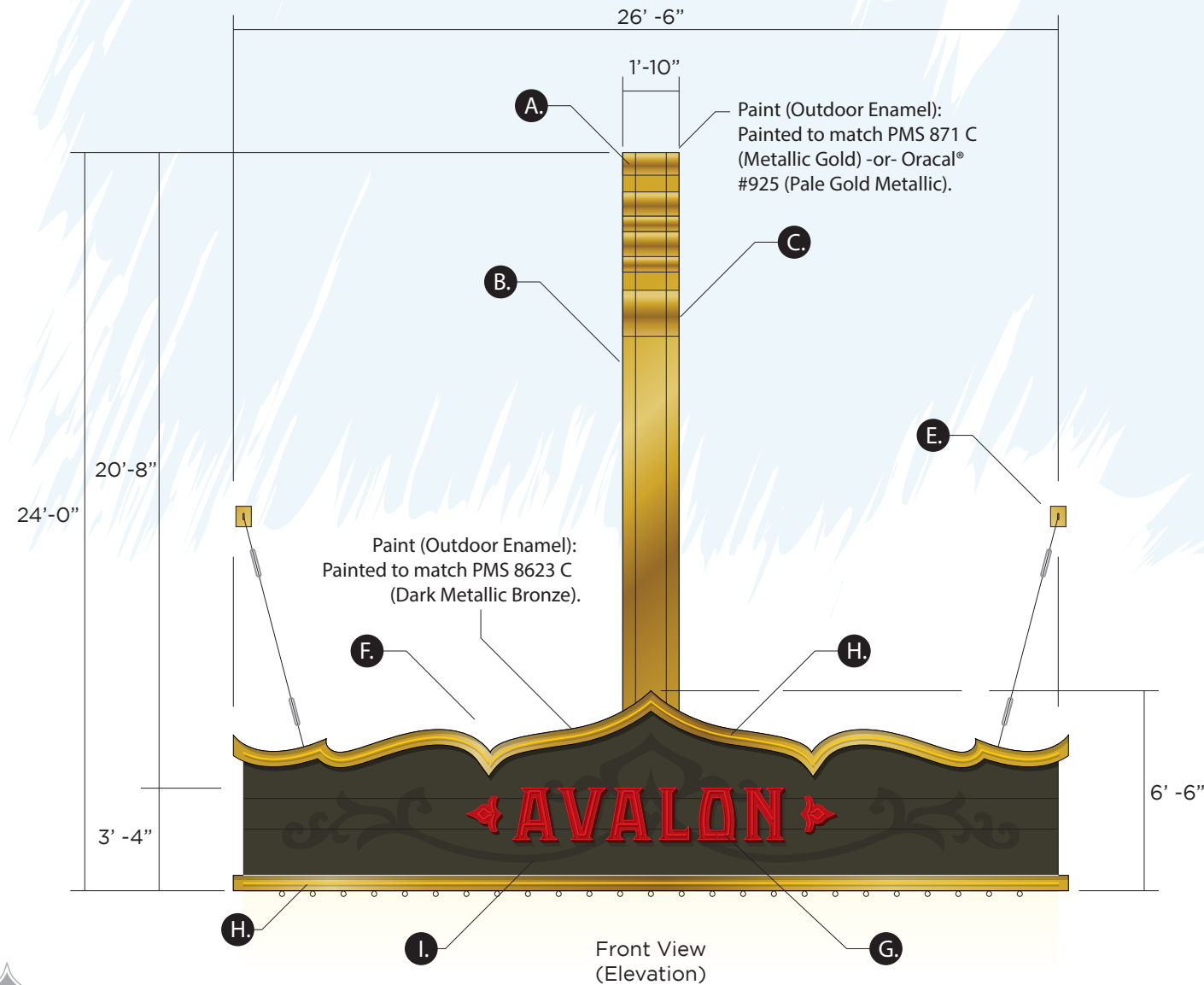


Downlighting option: Uses (150 qty.) 11W incandescent clear bulbs  
(Bulb shape: A or G; Base: medium base; E26)



## Avalon Atmospheric Theater Marquee 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. Frame uses steel construction (welded angle and/or square tubing) clad with aluminum.

B.) 'AVALON' Letters (16" character height): All aluminum channel letter construction (4" returns) painted red (inside & outside) with exposed neon (single stroke, 15mm clear glass pumped neon -red).

C.) 'Minaret' Border Tube/Accent: All aluminum channel construction (4" returns) painted antique gold (inside & outside) with exposed neon (single stroke, 12-15mm Novial Gold tubing pumped argon).

D.) Sign stubs (1-2 qty.): To use 4" x 4" square steel tubing with welded steel 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 steel mounting plates with welded eyebolts and tie rod & turnbuckle assemblies.

F.) Canopy: Structure to use all steel construction (welded angle and/or square tubing) clad with aluminum sheet. To be mounted to brick facade by means of thru-bolting with hardened steel rod and double expansion shield anchors in conjunction with use of existing (5 qty.) 3-1/2" x 7" steel I-beams protruding from facade.

G.) 'AVALON' Letters (20" character height): All aluminum channel letter construction (4" returns) painted red (inside & outside) with exposed neon (single stroke, 15mm clear glass pumped neon -red).

H.) Decorative Border Trim: All aluminum channel construction (4" 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. Each face draws 6 Amps (12 Amps total).

Power for Neon: Uses (14 qty.) France® (or comparable) outdoor transformers: Primary: 120 V/60Hz, Secondary: 9000-12000 V/30mA, 3.15 input Amps. UL approved. Sign includes safety kill switch. Sign UL approved.

Sign draws approximately 72 Amps total.

