



Historic Preservation Commission Meeting April 15, 2014

- Good Afternoon!
Please sign in at the door
- If you wish to speak on an issue or have your opinion noted by the commission, please fill out a form at the door and hand it to us

New marquis/sign

Avalon theater

*2473 S. Kinnickinnic
Avenue*





BILL
Antec
ELECTRIC





Avalon Atmospheric Theater
Marquee Sign Concept #1.a
2469-2483 S. Kinnickinnic Ave. Milwaukee, WI 53207
Materials, Components & Construction Specifications:

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.

'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).

Paint (Outdoor Enamel): Painted to match PMS 871 C (Metallic Gold) -or- Oracal® #925 (Pale Gold Metallic).

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.

'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).

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

Paint (Outdoor Enamel): Painted to match PMS 8623 C (Dark Metallic Bronze).

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.

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

AVALON

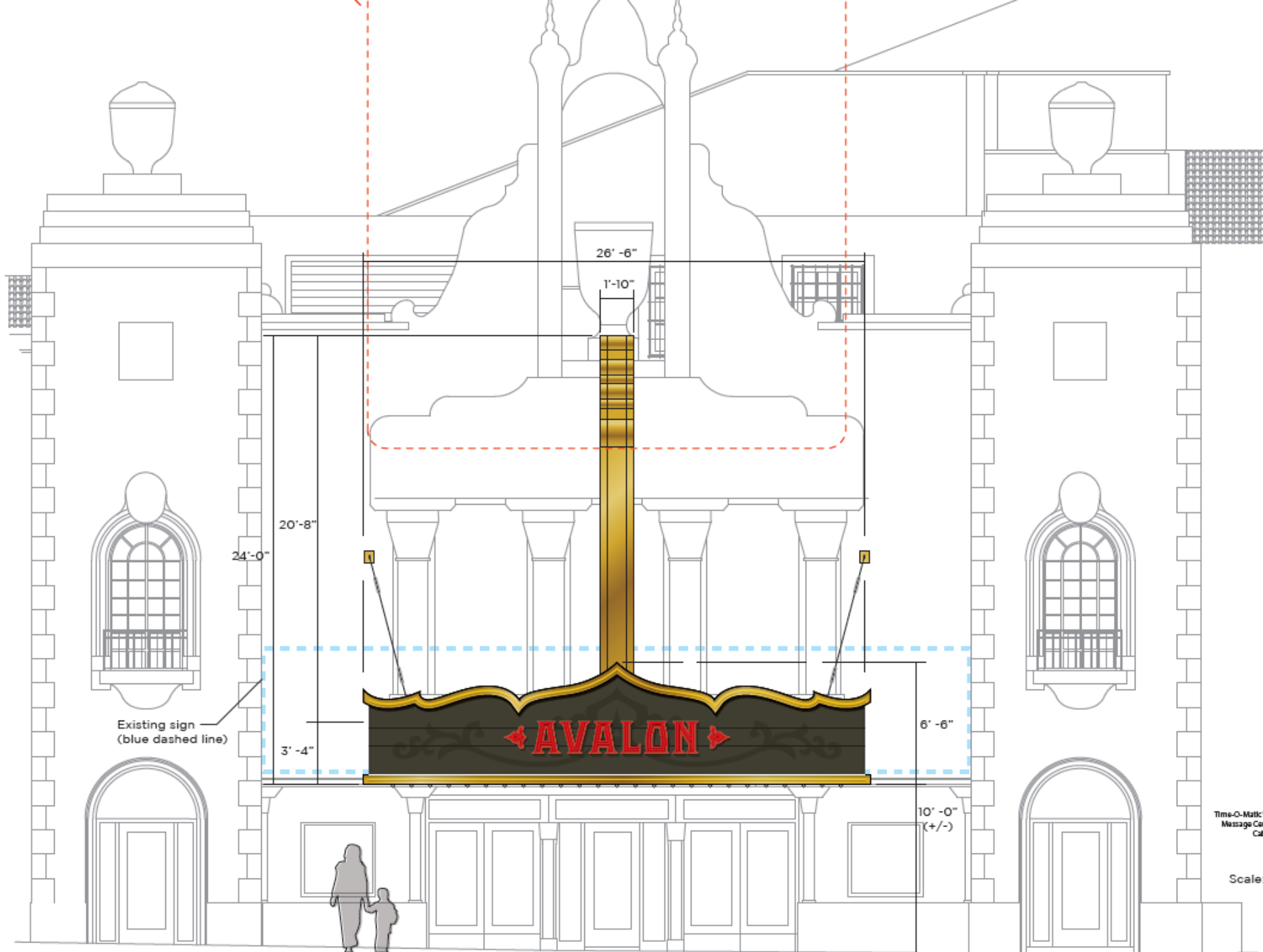
Decorative Scrollwork: Digitally-trimmed premium-grade 3M/Oracal® outdoor vinyl (black). As option, may be routed aluminum, painted black.

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

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).

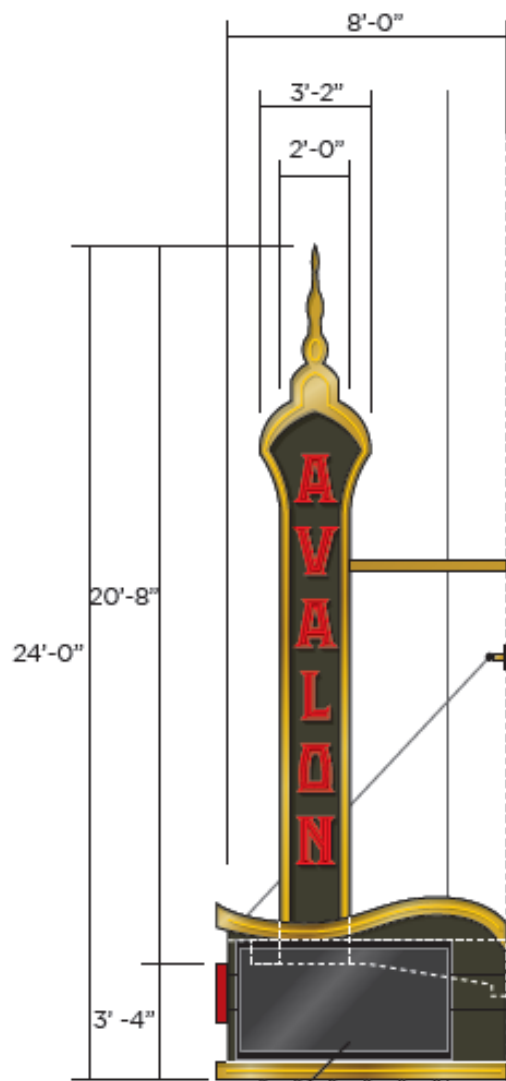
Power for Neon: Sign uses (14 qty.) France® (or comparable) outdoor transformers: Primary: 120 V/60Hz, Secondary: 9000-12000 V/30mA, 3.15 input Amps. Sign includes safety kill switch. Sign UL approved.

Downlighting: Uses (150 qty.) 11W incandescent clear sign bulbs (shape: A or G; medium base; E26) -OR- LED equivalent.



Time-O-Matic
Message Center
Cable

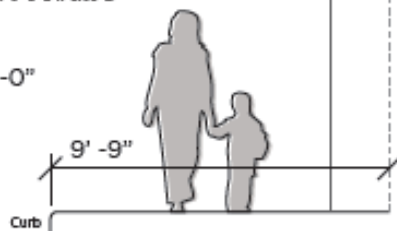
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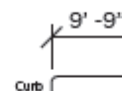
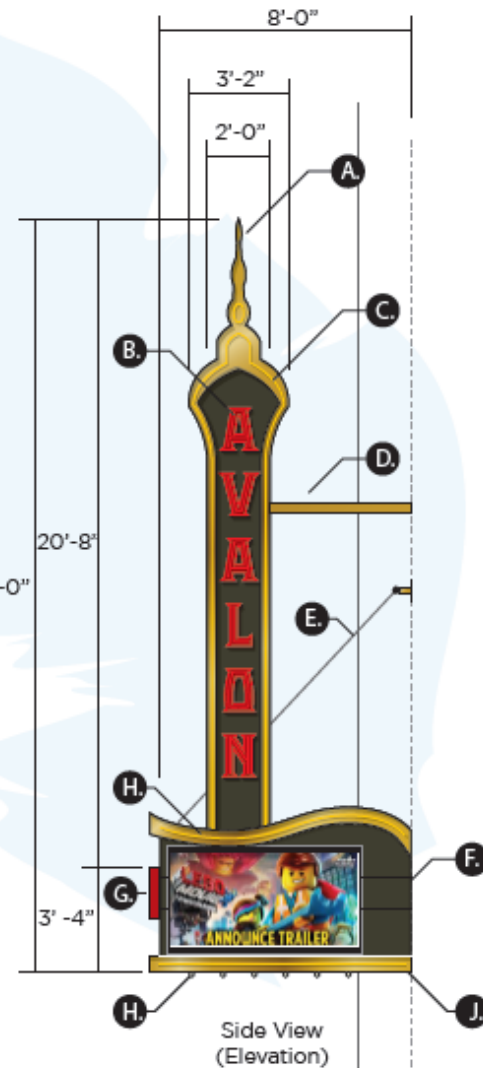
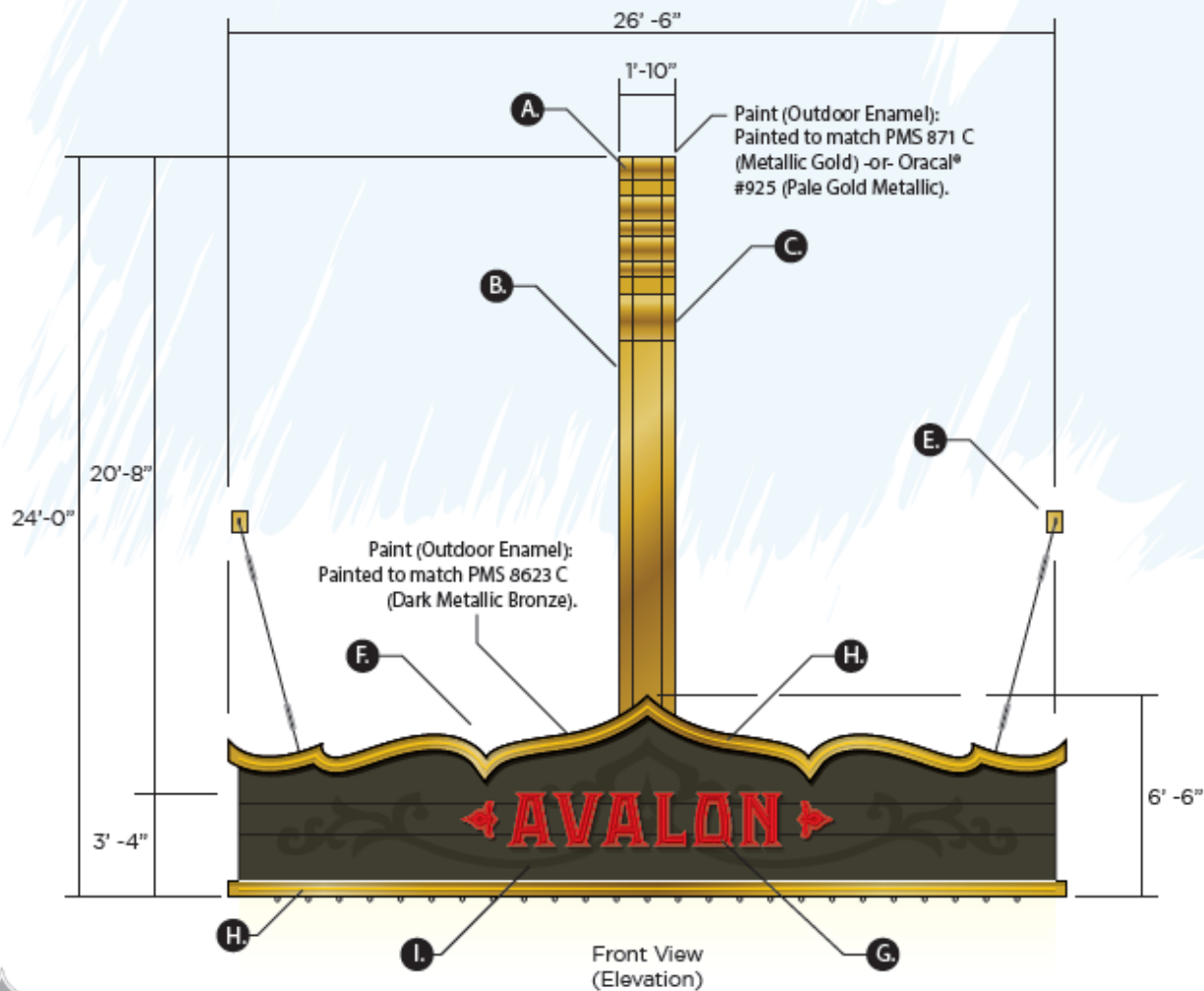


Watchfire® 16-19mm RGB (color) LED
 Star Units (Viewing: 3'-0" H x 6'-0" L)
 Unit Size: 3'-5"H x 6'-3"L x 5.00"D

Side View
 (Elevation)

3/16" = 1' - 0"





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

AVALON
THEATRE & LOUNGE

