



Certificate of Appropriateness

Milwaukee Historic Preservation Commission/200 E. Wells Street/Milwaukee, WI 53202/phone 414-286-5712/fax 414-286-3004

Property	2473 S. KINNICKINNIC AV.	Avalon Theater, an individually-designated building
Description of work	Install new marquis and projecting blade signs over entry doors.	
Date issued	7/20/2014	PTS ID 86338 COA - new marquee & blade signs

In accordance with the provisions of Section 320-21 (11) and (12) of the Milwaukee Code of Ordinances, the Milwaukee Historic Preservation Commission has issued a certificate of appropriateness for the work listed above. The work was found to be consistent with preservation guidelines. The following conditions apply to this certificate of appropriateness:

All work will be done to according to the drawings and specifications contained in this COA. Missing brick on either side of the new sign will be replaced with new brick to match the originals.

All work must be done in a craftsman-like manner, and must be completed within one year of the date this certificate was issued. Staff must approve any changes or additions to this certificate before work begins. Work that is not completed in accordance with this certificate may be subject to correction orders or citations. If you require technical assistance, please contact Paul Jakubovich of the Historic Preservation staff as follows: Phone: (414) 286-5712 Fax: (414) 286-3004 E-mail: pjakub@milwaukee.gov.

If permits are required, you are responsible for obtaining them from the Milwaukee Development Center. If you have questions about permit requirements, please consult the Development Center's web site, www.milwaukee.gov/build, or call (414) 286-8210.

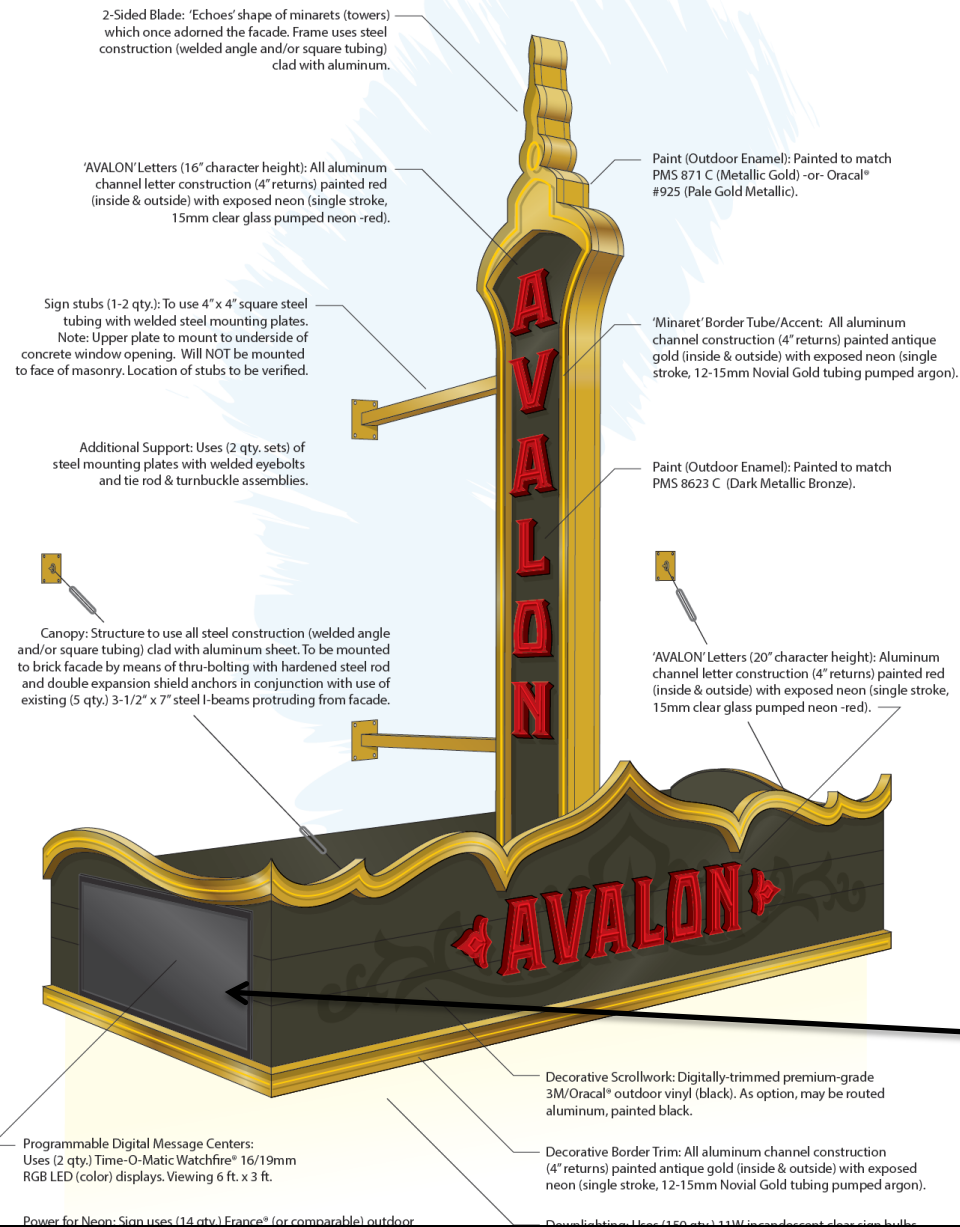
Paul Jakubovich
City of Milwaukee Historic Preservation

Copies to: Development Center, Ald. Tony Zielinski, Contractor Ascend Design, Inspector Chris Buzzell (286-2519), Inspector Heidi Weed

**Old sign removed under earlier,
separate COA. New sign to be
located in original sign band.
Missing bricks to be replaced on
either side of the sign to match
originals.**

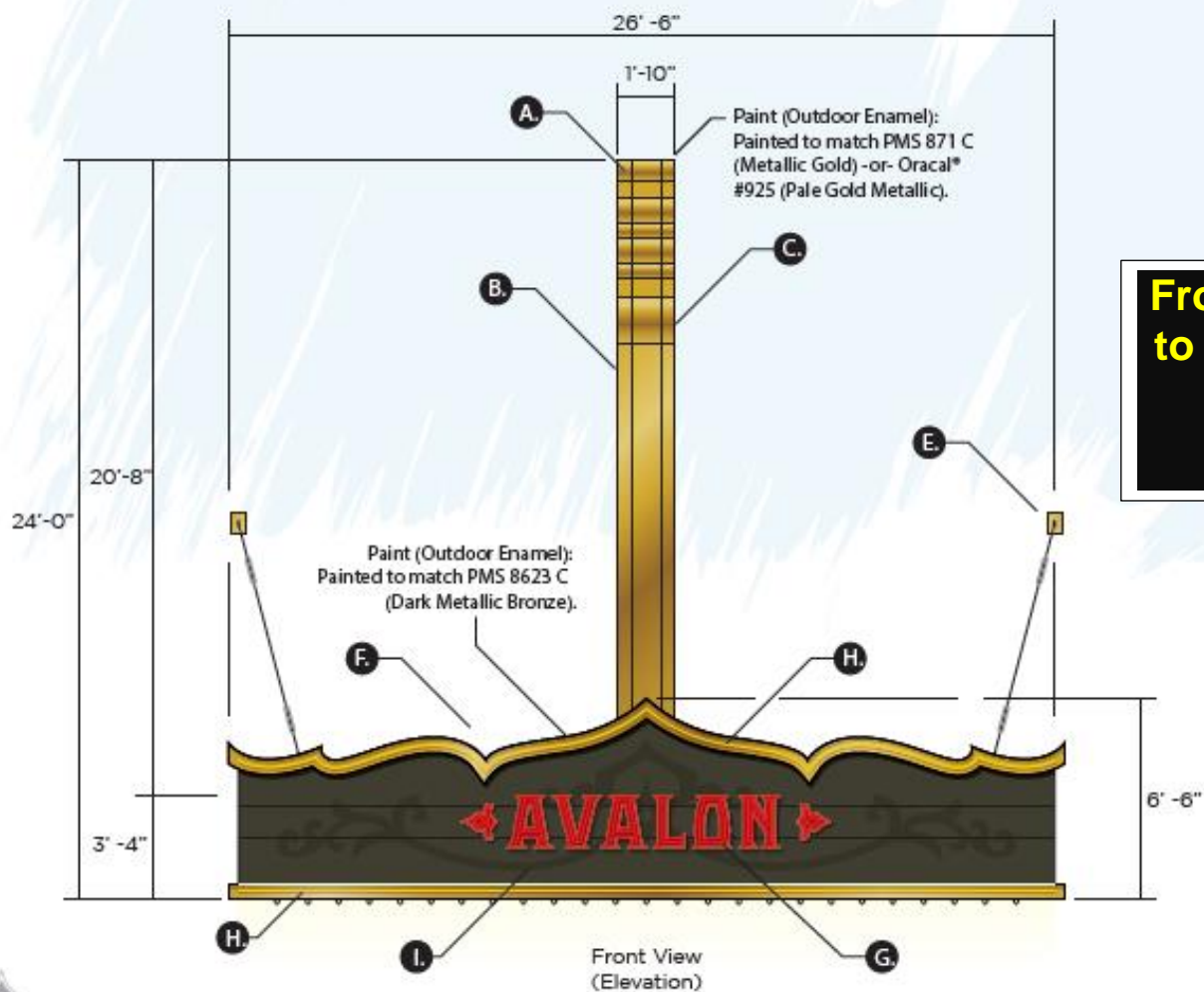


Avalon Atmospheric Theater
Marquee Sign Concept #1.a
2469-2483 S. Kinnickinnic Ave. Milwaukee, WI 53207
Materials, Components & Construction Specifications:



Pictorial view of new marquis and blade sign to be installed over central entry to the theater. North and south sides of the marquis to feature LED screens. Reverse channel letters with neon tube lighting

LED screens on opposite ends of marquis

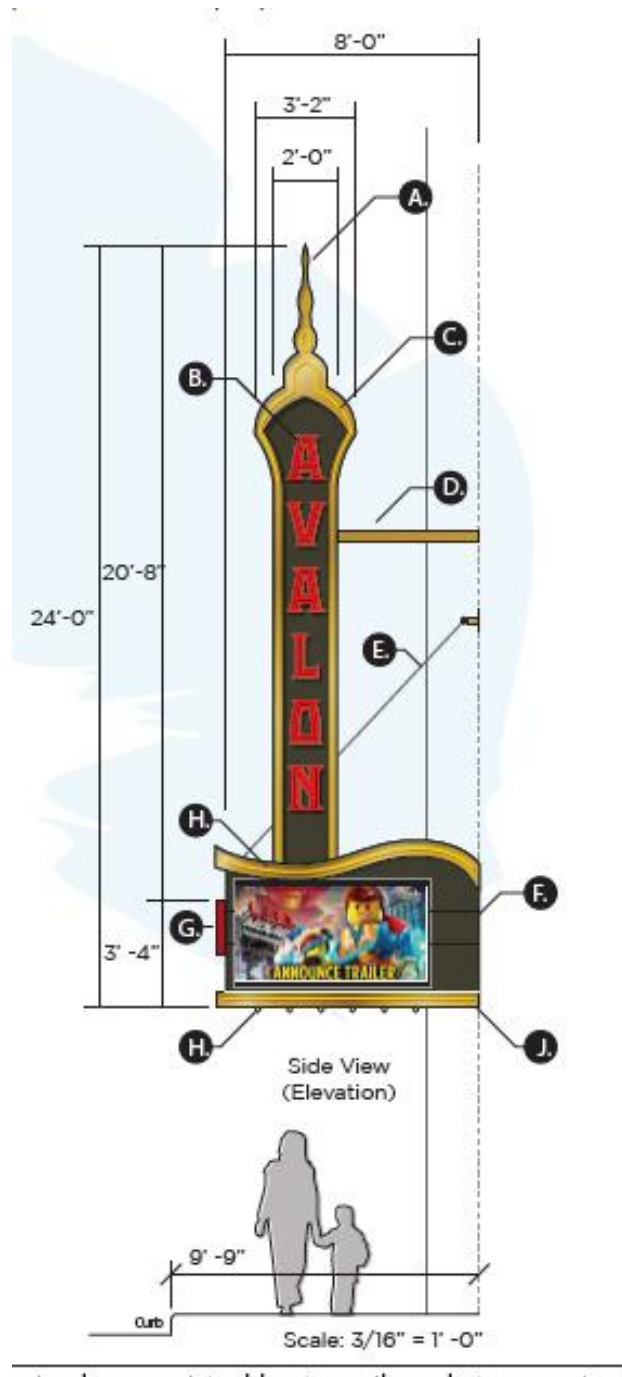


**Front elevation. Avalon letters
to be in reverse channel neon.**

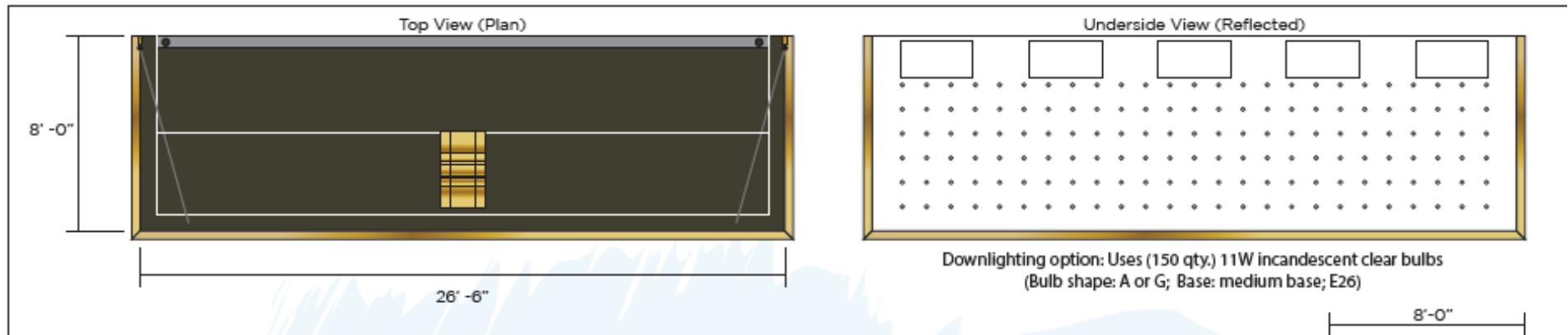

ALON
IC THEATER & LOUNGE



All artwork, drawings, photographic conte



Side elevation looking south showing location of LED screen on marquis



Plan drawings of signage

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.

Specifications for marquis and blade sign.