

... evolve to higher standards

City of Racine Department of City Development 730 Washington Ave., Room 306 Racine, WI 53403

Re: Gold Medal Lofts at 1701 Packard Avenue

Dear Department of Public Works,

Sign Effectz, Inc., as a representative of Gold Medal Lofts is requesting approval of (3) signs for our new project at 1701 Packard Avenue.

We are proposing the following:

- (1) One set of Internally Illuminated Channel Letters that reads, "GOLD MEDAL LOFTS." This sign will be installed on the existing steel bridge that connects the (2) Two existing buildings and spans Packard Avenue. The copy color will be "Golden Yellow."
- (1) One Double faced, Externally Illuminated Blade sign that reads, "GOLD MEDAL LOFTS." This sign will be installed on the East elevation of the East building, near the building entrance on South Memorial Drive. This sign is 2'-0" wide by 12'-0" tall and will project 2'-2 ½" from the building. The copy colors will be "Golden Yellow" and "Cool Grey" on a Satin Black background.
- (1) One Double faced, Externally Illuminated Blade sign that reads, "GOLD MEDAL LOFTS LEASING OFFICE." This sign will be installed on the West elevation of the East building, near the Leasing Office on Packard Avenue. This sign is 1'-6" wide by 6'-6" tall and will project 1'-8 ½" from the building. The copy colors will be "Golden Yellow" and "Cool Grey" on a Satin Black background.

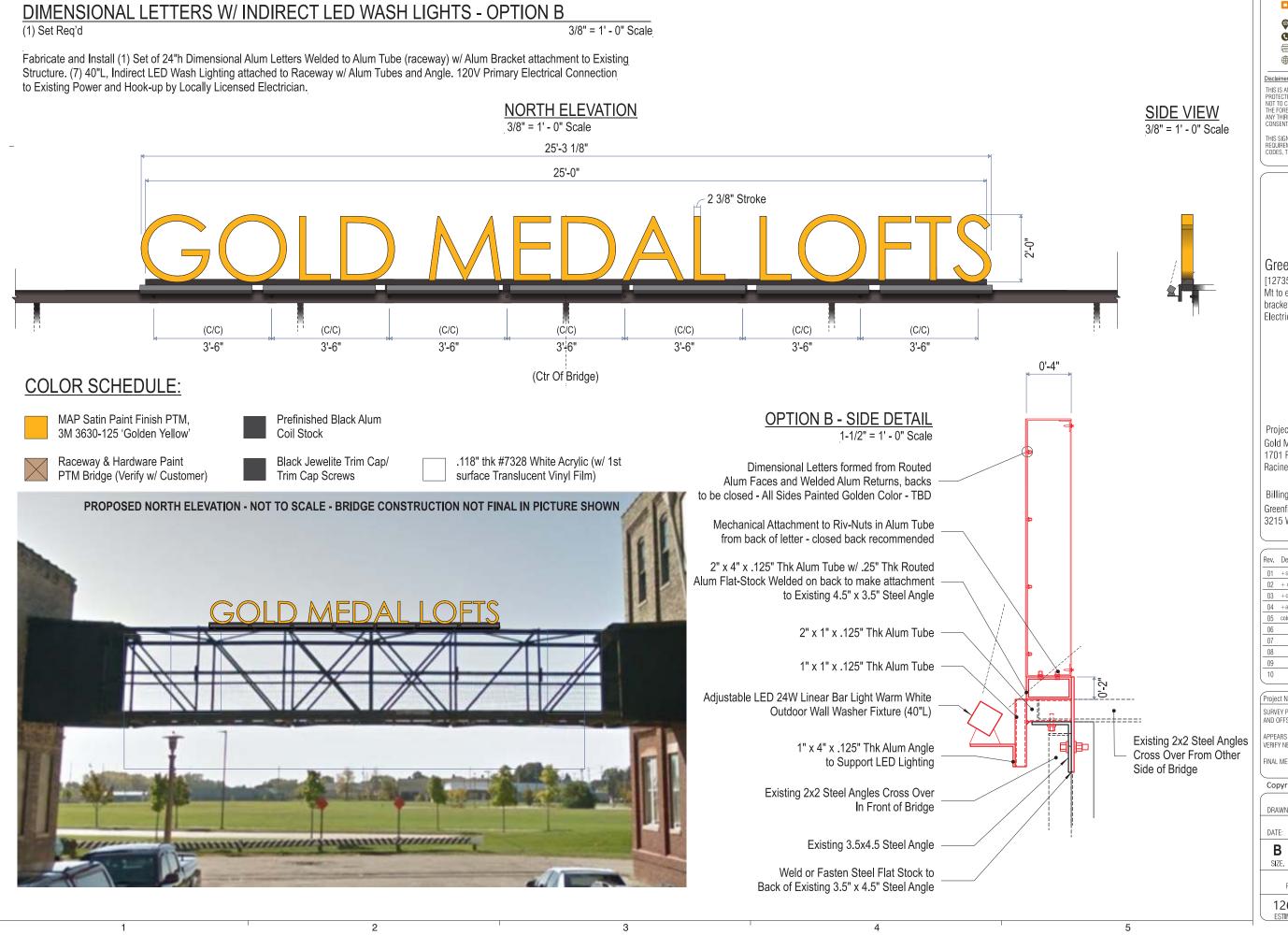
Please note we have designed signs that compliment the architecture of the site and the "GOLD METAL LOFTS" theme. We are using External Illumination where practical and we are using copy and background colors that are sensible choices given the site name and architecture.

Sincerely,

Eric Rohs

Project Manager, Sign Effectz, Inc.

1827 W. Glendale Ave., Milwaukee, WI 53209



SignEffectz.inc

414.264.5504

414.262.5564

www.signeffectz.com

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



GREENFIRE

Greenfire Mgmt/ Gold Medal Lofts

[12735-02B] 24"h Dimensional Alum Letters Raceway Mt to existing steel structure. LED Wash lighting and brackets included. Paint Finish tbd. Electrical by Others.

Project Name and Address

Gold Medal Lofts 1701 Packard Avenue Racine, WI 53403

Billing Location (if different):

Greenfire Management Services, LLC 3215 W State St #200, Milwaukee, WI 53208

Rev.	Description	Date	Ini
01	+survey meas/ type as Century Gothic Reg - brackets	03/18/20	AE
02	+ concept A and B options added w/ wash lights	03/23/23	AE
03	+ chg picture to show correct elevation	03/26/20	AE
04	+approved Option B to entire release	04/14/20	AE
05	colors approved - verify raceway & hardward b4 paint	04/14/20	AE
06			
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SURVEY PENDING TO DET FRAMEWORK AND ATTACHMENT TOLERANCES AND OFFSETS - COLOR TO BE VERIFIED FOR RACEWAY (NOT IN PLANS)

APPEARS THAT WIRING IS ON OPPOSITE SIDE OF STRUCTURE - SURVEY TO VERIFY NEAREST ATTACHMENT - ELECTRICAL BY OTHERS.

FINAL MECHANICAL ATTACHMENT MAY VARY

DRAWN BY	AAE C	HECK I	_{BY:} EWR	MGR: JC	СВ	
DATE: 0	DATE: 03/03/20 SCALE: AS NOTED					
B SIZE.	224008 PROJECT NO.	339	P_ SHEE		05 REV.	
PRODUCTION RELEASE NO. 01 VERSION. 05						
1265 ESTIMAT			735 KORDER NO.	- 02 MODEL N		

SIGN A

GML BLADE SIGN

(1) Reg'd at East Elev

3/4" = 1' - 0" Scale

Fabricate and Install (1) Set of 12'-0"h x 2'-0"w D/F Blade Sign w/ Spot Lamps at East Elevation. See site map.

Sign fabricated from Alum Tube w/ Alum Plate to anchor to existing masonry wall. Sign is skinned w/ alum sheet stock. 1/4" thk FCO Alum Letters to read, "GOLD MEDAL", vertically and ,"LOFTS" horizontally, attached to each face w/ stand-offs.

J-Box attached to top of sign w/ Spot Lamps final arm lengths TBD for best lighting angle to be adjusted in shop.

120V Primary Electrical Connection to Existing Power and Hook-up by Locally Licensed Electrician.

MATERIALS

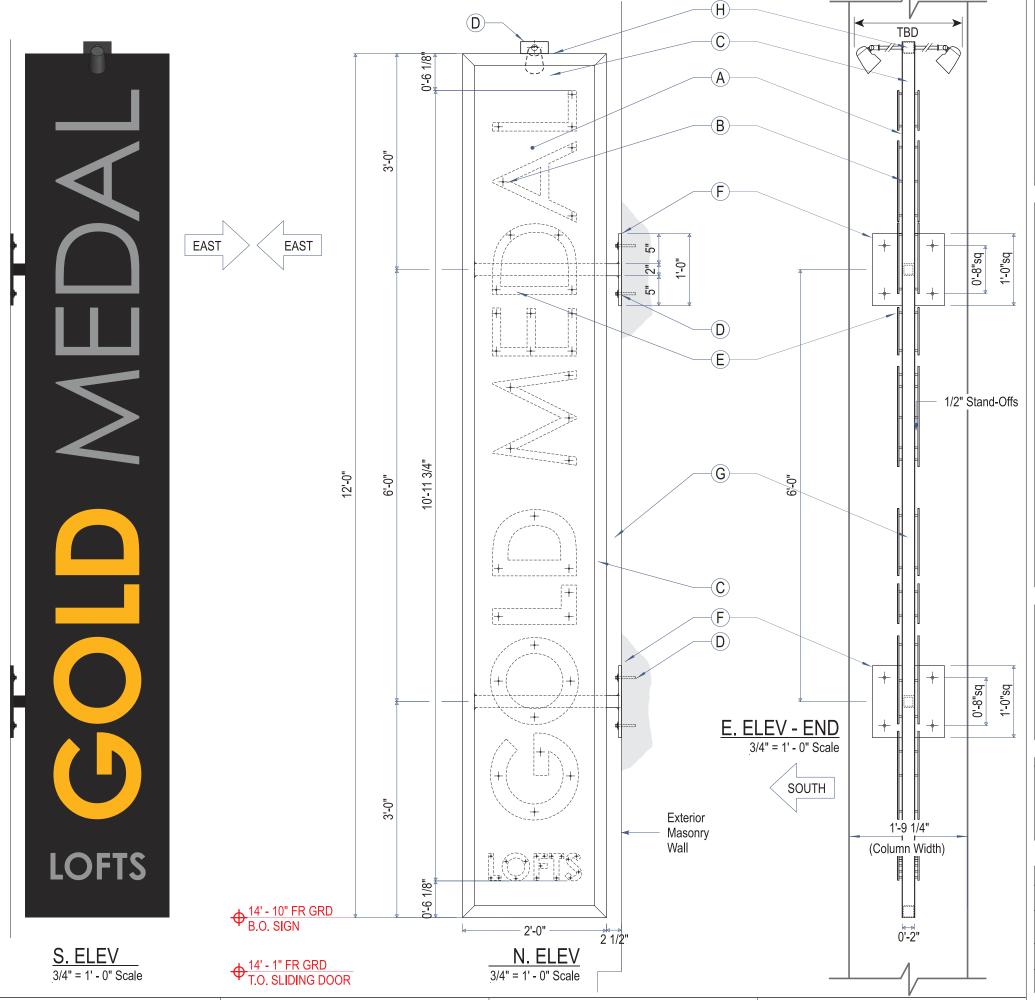
Α	.080" MILL FIN 5052-H32 AL
В	1/4-20 X 1-1/2" CDF ALUM
С	2" X 2" X 1/8" ALUM TUBE
D	MISC HARDWARE
Е	.250" MILL FIN 5052-H32 ALUM
F	1/2" X 12" ALUM FLAT BAR
G	2" X 2" X 1/4" 6063 ALUM TUBE
Н	SPOT LIGHTS

COLOR SCHEDULE:

MAP Satin Finish PTM 3M 3630-125 'Golden Yellow'

MAP Satin Black Painted Finish

> MAP Painted Finish - PTM Pantone Cool Gray 7 C



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GREENFIRE

Greenfire Mgmt/ Gold Medal Lofts

[12735-02] 24"h Face-Lit Raceway-Mt Ch Letters w/ bracket mounts to existing steel structure, paint tbd. Electrical by Others.

[12735-03] Blade ID Sign A - 24" x 12'-0"L. D/F Flag Sign w/ FCO Letters, Vinyl subcopy, LED downlight 'spots' plate-mt to wall. Electrical by Others.

[12735-04] Blade ID Sign B - 18" x 6'-6"L. D/F Flag Sign w/ FCO Letters, Vinyl subcopy, LED downlight 'spots' plate-mt to wall. Electrical by Others.

Project Name and Address Gold Medal Lofts

1701 Packard Avenue Racine, WI 53403

Billing Location (if different):

Greenfire Management Services, LLC 3215 W State St #200, Milwaukee, WI 53208

Rev.	Description	Date	Init
01	edit item description+model#, incl field measures	03/18/20	AE
02	note added per GC review	04/08/20	AE
03			
04			
05			
06			
07			
08			
09			

Project Notes:

ANCHORING TYPE AND DISTANCE FROM GRADE TO BOTTOM OF SIGN TBD AFTER SURVEY COMPLETION

• 03/16/20 = SLIDING BARN DOOR/ START OF COLUMN AT 14' - 1" FR GRD

DRAWN BY	AAE c	HECK BY	EWR	MGR: JC	CB
DATE: 03/03/20 SCALE: 3/4" = 1' - 0"					
B 22400839 P_02 02 SIZE. PROJECT NO. SHEET NO. REV.					
PRODUCTION RELEASE NO. 01 VERSION. 05					
1265	-	127	35 ORDER NO	- 03	10.



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[12735-04] Blade ID Sign B - 18" x 6'-6"L. D/F Flag Sign w/ FCO Letters, Vinyl subcopy, LED downlight 'spots' plate-mt to wall. Electrical by Others.

Project Name and Address Gold Medal Lofts 1701 Packard Avenue Racine, WI 53403

Billing Location (if different): Greenfire Management Services, LLC 3215 W State St #200, Milwaukee, WI 53208

			_
Rev.	Description	Date	Init
01	edit item description+model#, incl field measures	03/18/20	AE
02	moved sheet 5 to sheet 3	03/18/20	AE
03	location moved per GC Review	04/08/20	AE
04	adj notes to clarify location of sign	04/14/20	AE
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06			
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_			

ANCHORING TYPE AND DISTANCE FROM GRADE TO BOTTOM OF SIGN TBD AFTER SURVEY COMPLETION

• 03/16/20 = SLIDING BARN DOOR/ START OF COLUMN AT 14' - 1" FR GRD

ORAWN BY	AAE	CHECK E	_{³Y:} E√	۷R	MGR: J(СВ
DATE: 03/03/20 SCALE: NTS						
B Size.	22400 PROJECT NO			P_(SHEET		03 REV.
PRODUCTION RELEASE NO. 01 VERSION. 05						
			735 CORDER	NO.	- 03	10

SIGN B

GML LEASING OFFICE BLADE SIGN

Fabricate and Install (1) Set of 6'-6"h x 2'-0"w D/F Blade Sign w/ Spot Lamps at West Elevation. See site map.

Sign fabricated from Alum Tube w/ Alum Plate to anchor to existing masonry wall. Sign is skinned w/ alum sheet stock. 1/4" thk FCO Alum Letters to read, "GOLD MEDAL LOFTS" attach to each face w/ stand-offs.

Smaller copy reading,"LEASEING OFFICE' is 1st surfaceapplied vinyl film.

J-Box attached to top of sign w/ Spot Lamps final arm lengths TBD for best lighting angle to be adjusted in shop.

120V Primary Electrical Connection to Existing Power and Hook-up by Locally Licensed Electrician.

MATERIALS

Α	.080" MILL FIN 5052-H32 AL
В	1/4-20 X 1-1/2" CDF ALUM
С	2" X 2" X 1/8" ALUM TUBE
D	MISC HARDWARE
Е	.250" MILL FIN 5052-H32 ALUM
F	1/2" X 12" ALUM FLAT BAR
G	2" X 2" X 1/4" 6063 ALUM TUBE
Н	SPOT LIGHTS
1	3M 3630-53 'SILVER GRAY' VINYL FILM

COLOR SCHEDULE:

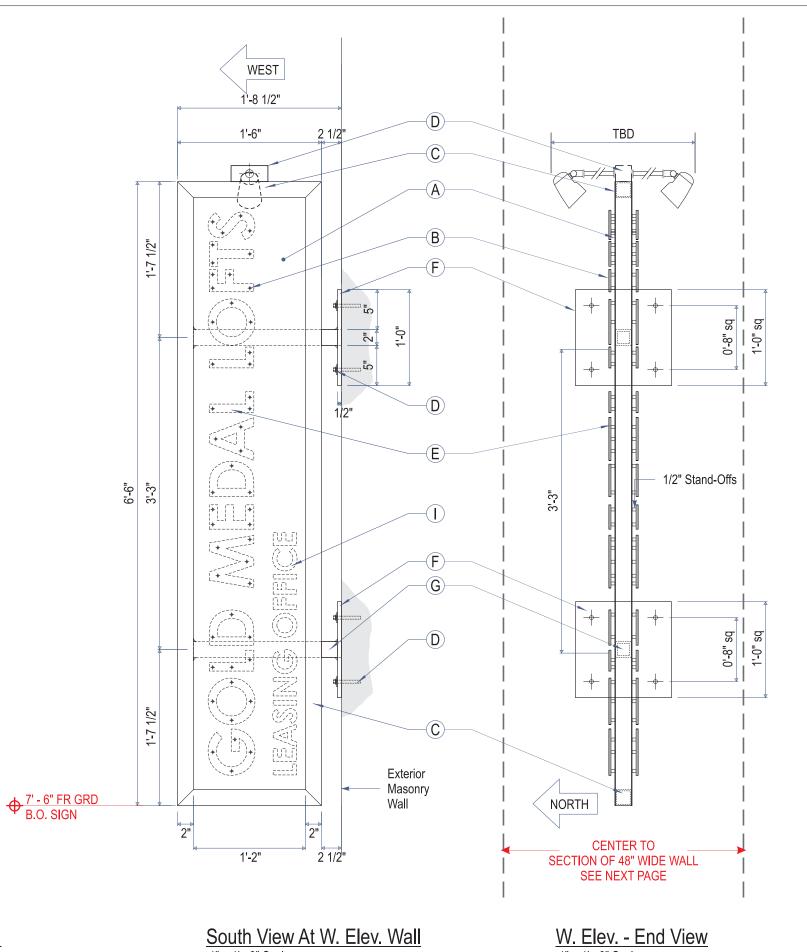
MAP Satin Finish PTM 3M 3630-125 'Golden Yellow'

MAP Satin Black Painted Finish

3M 7725-20 'Matte White' Vinyl Film

MAP Painted Finish - PTM Pantone Cool Gray 7 C

North View At W. Elev. Wall



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[12735-04] Blade ID Sign B - 18" x 6'-6"L. D/F Flag Sign w/ FCO Letters, Vinyl subcopy, LED downlight 'spots' plate-mt to wall. Electrical by Others.

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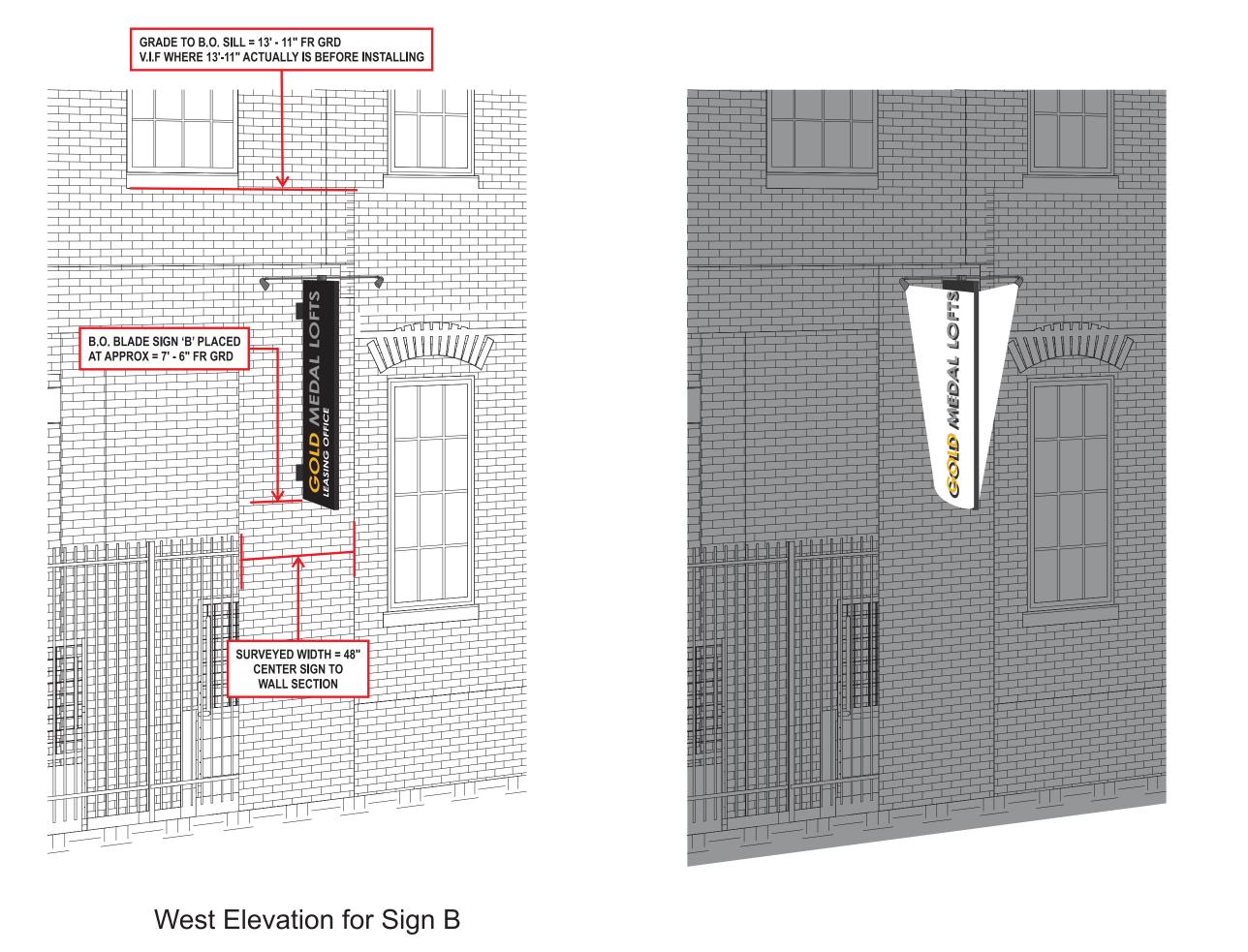
Rev.	Description	Date	Init
01	edit item description+model#	03/18/20	AE
02	+survey measures, chg sheet 3 to sheet 4	03/18/20	AE
03	"LEASING OFFICE" chg to White Vinyl	04/14/20	AE
04			
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Project Notes:

ANCHORING TYPE AND DISTANCE FROM GRADE TO BOTTOM OF SIGN TBD AFTER SURVEY COMPLETION

COLUMN IS 48" WIDE - CENTER SIGN TO IT, PLACE AT 7'-6" FR GRD TO B.O.
BLADE SIGN - NO PHOTO REFERENCE OF THIS WALL FROM SURVEY 03/16/20

DRAWN BY	AAE	CHECK B	_{Y:} EV	/R	MGR: J(СВ
DATE: 03/03/20 SCALE: 1" = 1' - 0"						
B SIZE.	22400 PROJECT NO			P_0 SHEET		03 REV.
PRODUCTION RELEASE NO. 01 VERSION. 05						
1265 ESTIMAT	_	735 ORDER N	0.	- 04		



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Billing Location (if different): Greenfire Management Services, LLC 3215 W State St #200, Milwaukee, WI 53208

Rev.	Description	Date	I nit
01	add survey measures to west elevation	03/18/20	AE
02	"LEASING OFFICE" chg to White Vinyl	04/14/20	AE
03			
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Project Notes:

ANCHORING TYPE AND DISTANCE FROM GRADE TO BOTTOM OF SIGN TBD AFTER SURVEY COMPLETION

COLUMN IS 48" WIDE - CENTER SIGN TO IT, PLACE AT 7'-6" FR GRD TO B.O. BLADE SIGN - NO PHOTO REFERENCE OF THIS WALL FROM SURVEY 03/16/20 PLACEMENT OF THIS SIGN TO BE VERIFIED PRIOR TO INSTALLING

DRAWN BY	AAE	CHECK I	_{3Y:} E\	ΝR	MGR: JC	СВ
DATE: 03/03/20 SCALE: NTS						
B SIZE.	22400 PROJECT NO			P_(SHEET		02 REV.
PRODUCTION RELEASE NO. 01 VERSION. 05						
1265 ESTIMAT	735 CORDER	NO.	- 04 MODEL N			

SITE MAP



□□ SignEffectz.inc[™]

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[12735-04] Blade ID Sign B - 18" x 6'-6"L. D/F Flag Sign w/ FCO Letters, Vinyl subcopy, LED downlight 'spots' plate-mt to wall. Electrical by Others.

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Billing Location (if different): Greenfire Management Services, LLC 3215 W State St #200, Milwaukee, WI 53208

Rev.	Description	Date	Init
01	A & B identifiers added to site plan	03/18/20	AE
02	bridge sign moved to north side of bridge	04/14/20	AE
03			
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Project Notes:

VERIFY ALL LOCATIONS OF SIGN PRIOR TO INSTALLATION

DRAWN BY	AAE	CHECK E	_{BY:} EWF	R _{MGR:} J	СВ		
DATE: 03/03/20 SCALE: NTS							
B SIZE.	22400 PROJECT NO			_06 EET NO.	02 REV.		
PRODUCTION RELEASE NO. 01 VERSION. 05							
			735 CORDER NO.	- X			

