

— THE —  
**EDGEWATER**  
**EXTERIOR IDENTIFICATION**

JOB#: 99191

RELEASE #: 19

DATE: 6/23/14

Scott Bertrand, Regional/Local Sales Mgr.: Direct 920-425-9873  
Cell 920-737-2354

Patrick Basche, Sales: Direct 920-425-9867  
Cell 920-425-9867



1711 Scheuring Road De Pere, WI 54115

■ [www.jonessign.com](http://www.jonessign.com)

■ Toll Free: 800.536.7446

■ Office Phone: 920.983.6700

■ Fax: 920.983.9145

*U/L Handout 6-23-14 No. 1*

**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU BACK OF EACH LETTER (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / REMOTE MOUNTED POWER SUPPLIES INSIDE POWER SUPPLY BOXES

JOB NUMBER:

**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**HALO LIT REV. CHANNEL LETTERS**

**JONES SIGN**  
1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley  
 CONSTRUCTION DESIGNER:  
 —  
 DATE:  
 03.12.14  
 SALESPERSON:  
 Scott Bertrand/Patrick Basche  
 PROJECT MANAGER:  
 —

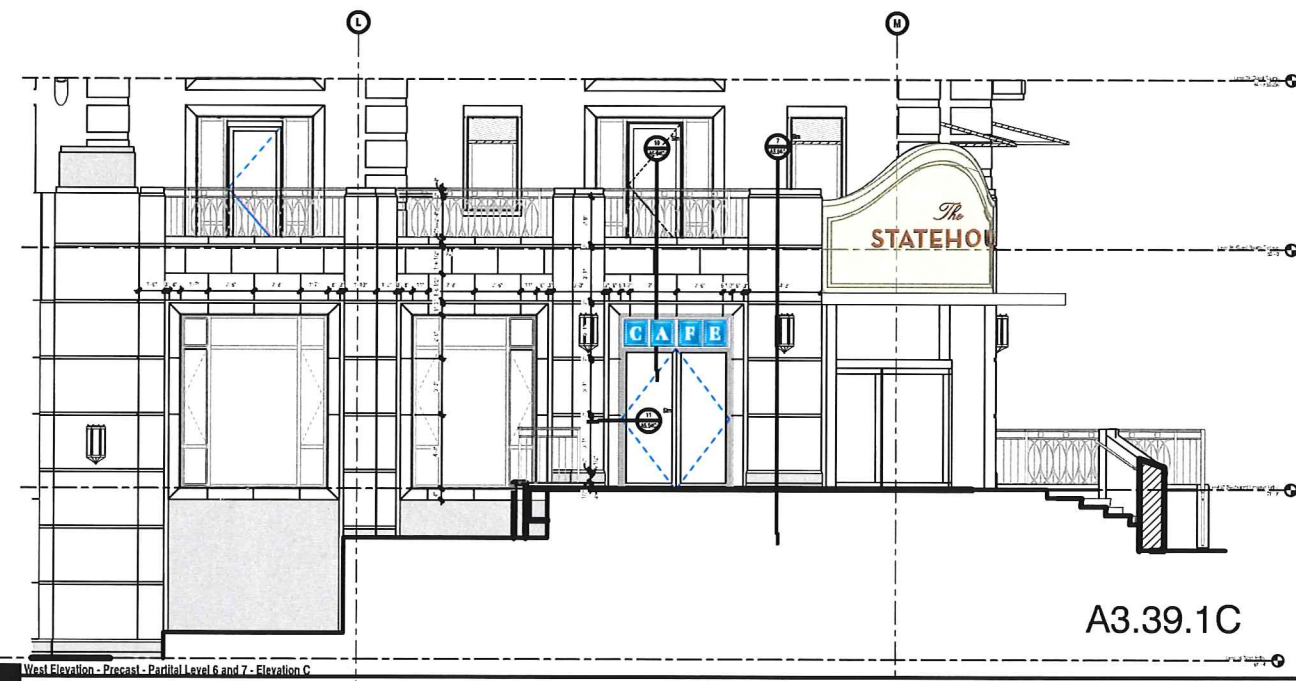
SHEET NUMBER:  
**E-1.0**



12"H X 3"D X .125"THK HALO LIT ALUMINUM LETTERS  
 PAINTED METALLIC BRONZE FINISH  
 PIN MOUNTED 1 1/2" OFF WALL  
 LETTERS TO FOLLOW ARC OF CANOPY

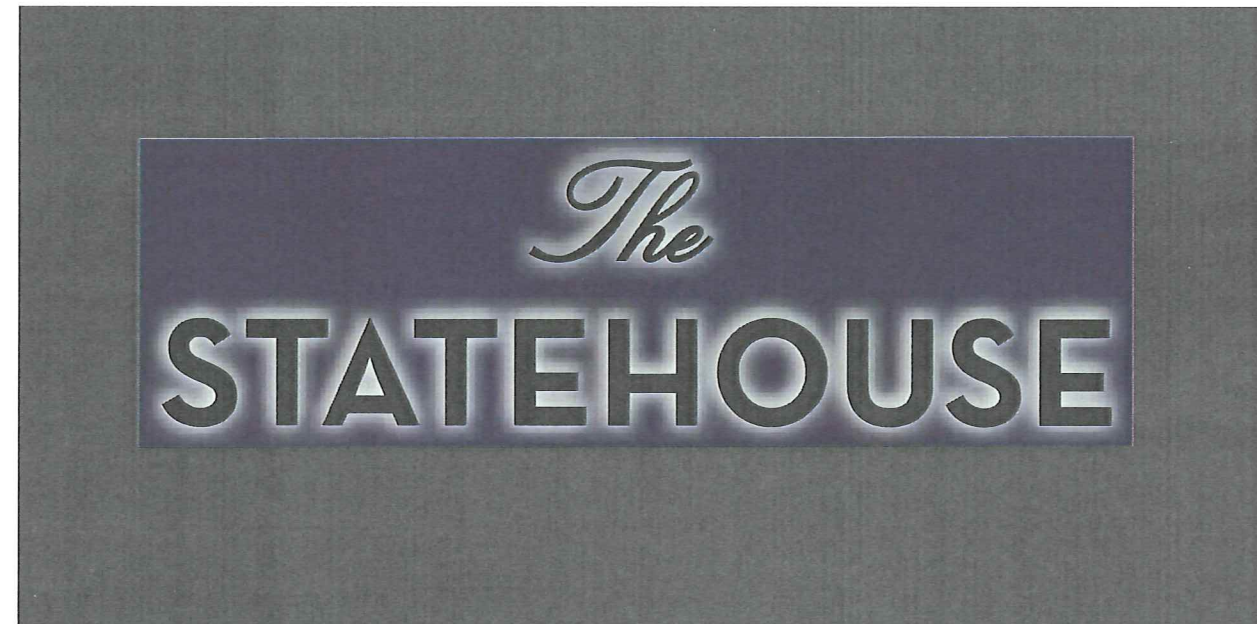
LETTER LAYOUT  
 SCALE: 3/4"=1'-0"  
 6.04 SQ.FT.

BOXED LAYOUT:  
 22.19 SQ.FT.



A3.39.1C

SCALE: 3/32"=1'-0"



NIGHT VIEW - NTS

**FONT:**  
**Neutra Text**  
*Lucia Bold*

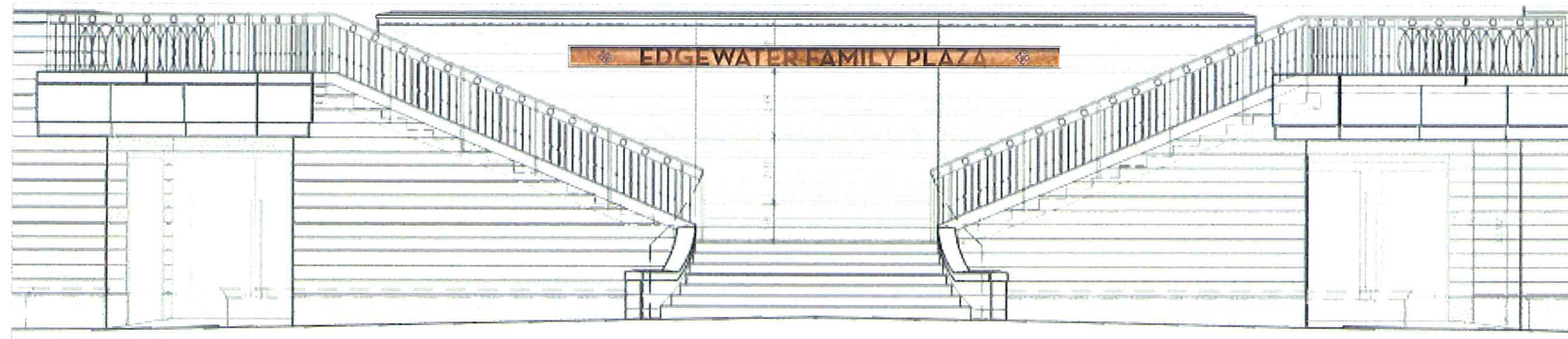
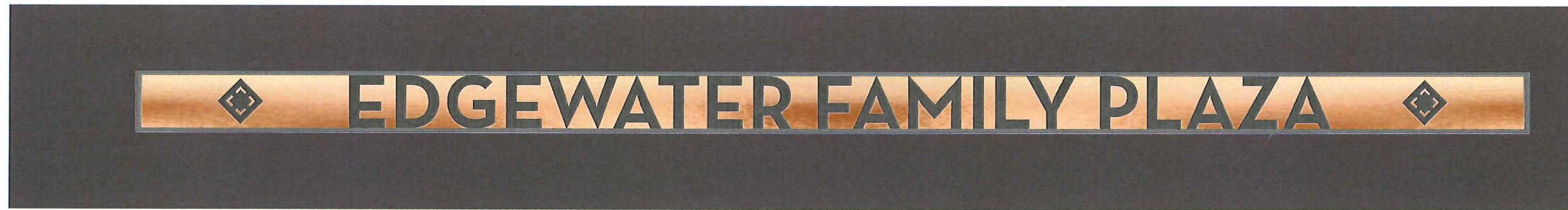
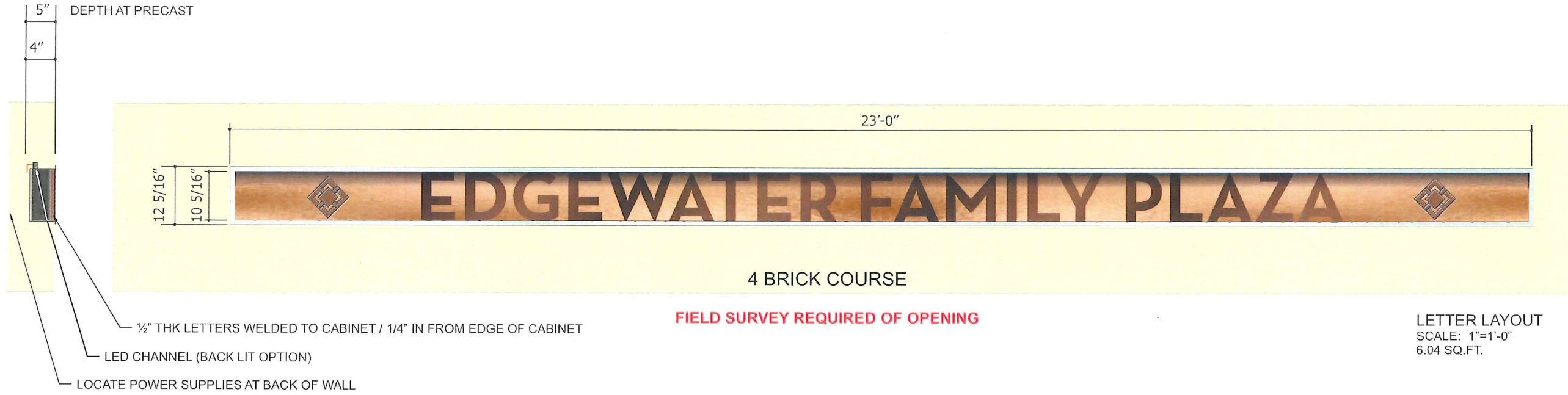
**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
△	RLS	03.27.14	ELECTRICAL REQUIREMENTS
	DL	06.12.14	REDUCED CAFE LETTER SIZE

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**FIELD SURVEY REQUIRED**

**LIT OPTION:** ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP CORNER (NO VISIBLE CONDUIT) THRU PRECAST TO BACK OF WALL / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED STRIP ILLUMINATION / REMOTE POWER SUPPLIES INSIDE POWER SUPPLY BOXES / SERVICE DOOR TO POWER SUPPLY ACCESS REQUIRED AT BACK OF WALL OR BOXES MOUNTED TO WALL AT BACK



1/8" = 1'-0"

PRECAST CONCRETE/STONE STRUCTURE TO MATCH BUILDING WITH RECESSED AREA FOR CHANGEABLE SPONSOR CABINET  
125" FLAT ALUMINUM CABINET / INTERIOR SIDES PAINTED METALLIC BRONZE FINISH TO MATCH LETTERS  
INTERIOR BACK PANEL IN LT. BRONZE METALLIC SHIMMER FINISH / 1/2" STAINLESS STEEL BORDER AROUND CABINET EDGES  
1/2" DEEP FLAT CUT ALUMINUM LETTERS PAINTED METALLIC BRONZE FINISH  
BACK LIGHT WITH LED STRIP LIGHTING IN CHANNEL

(MANUFACTURE TO BE REMOVABLE FOR FUTURE SPONSORS)



**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS 5.16.14 CHANGE BACK TO 3-BRICK COURSE SIGN
2	DL	04.15.14	WIDEN METAL EDGING 6.06.14 CHANGE TO 4-BRICK COURSE / KEEP DESIGN AS IS
	DL	05.7.14	CHANGES PER BOB DUNN

**FONT: Neutra Text**  
**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**S/F EXTERIOR SPONSOR MONUMENT**

**JONES SIGN**  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley  
CONSTRUCTION DESIGNER:  
—  
DATE  
03.12.14  
SALESPERSON:  
Scott Bertrand/Patrick Basche  
PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-2.0**

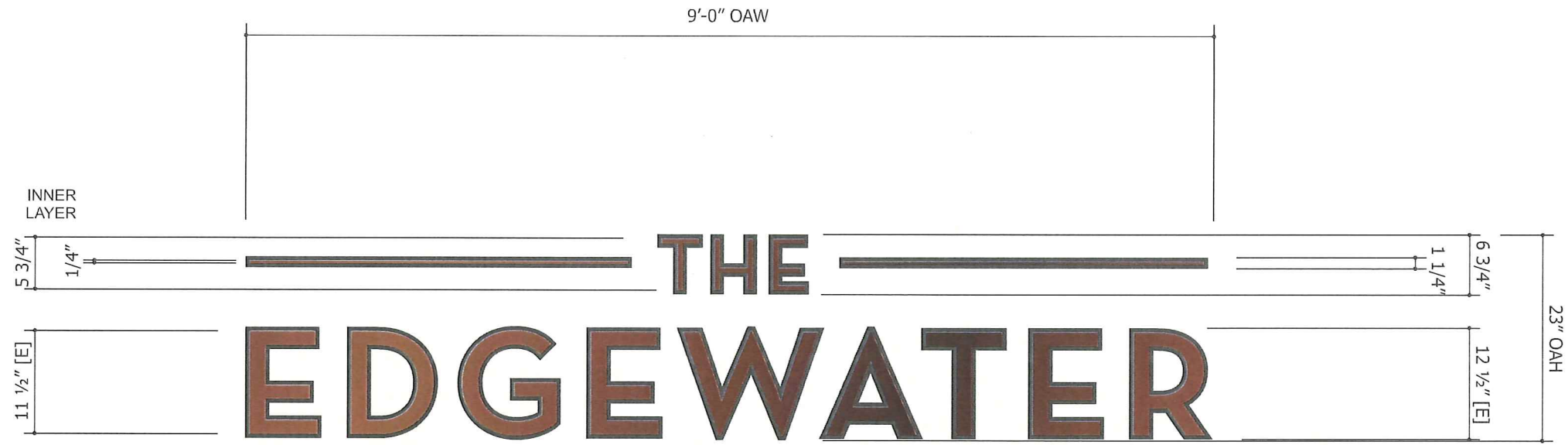
**FIELD SURVEY REQUIRED  
MODIFIED LOGO**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU BACK OF EACH LETTER (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / REMOTE MOUNTED POWER SUPPLIES INSIDE POWER SUPPLY BOXES

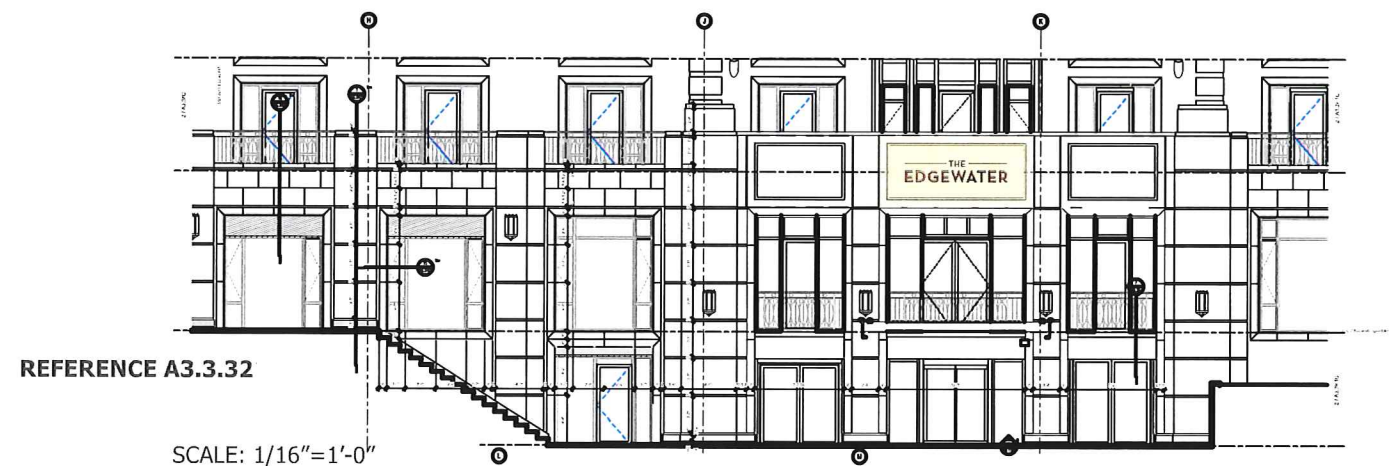
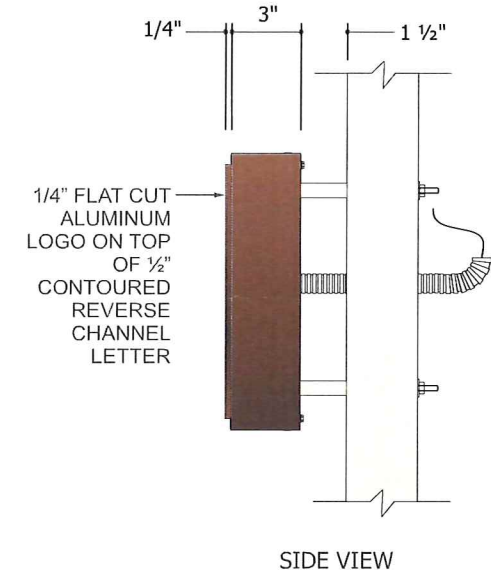
JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**



LETTER LAYOUT  
SCALE: 3/4"=1'-0"  
17.25 SQ.FT.



NIGHT VIEW

**ATTACHMENT THRU MORTAR JOINTS ONLY**

- LETTERS, BARS AND MARK:
- 12 1/2"H X 3"D X .125"THK HALO LIT ALUMINUM LETTERS AND LOGO
- 1/4" FLAT CUT ALUMINUM LOGO MOUNTED ON TOP OF REVERSE CHANNEL LETTER
- PAINTED METALLIC DARK BRONZE FINISH
- PIN MOUNTED 1 1/2" OFF WALL
- LED ILLUMINATION

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**S/F HALO LIT REV. CHANNEL LETTERS**

**JONES SIGN**  
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Tel: 920-983-6700 Fax: 920-983-9145  
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CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
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DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
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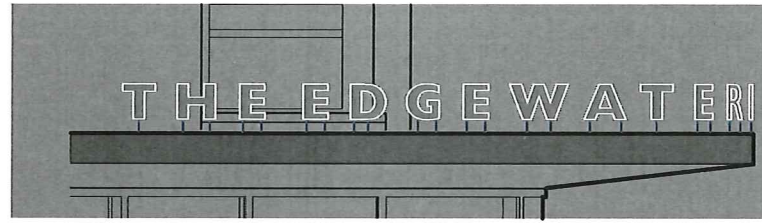
SHEET NUMBER:  
**E-3.0**

**REVISIONS:**

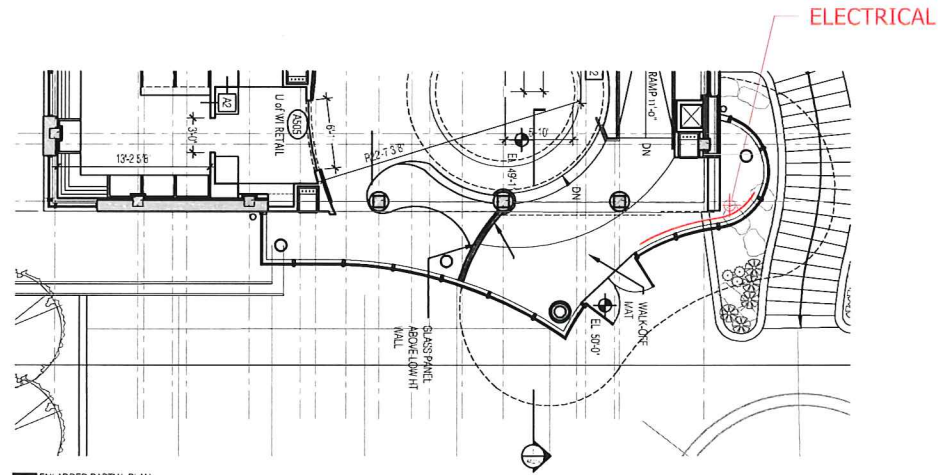
REV.	BY	DATE	DESCRIPTION	CHANGES
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS	5.7.14 CHANGES PER BOB DUNN
2	RLS	04.28.14	UPDATED NIGHT VIEW	5.16.14 CHANGE BACK TO HALO LIT LETTERS
3	RLS	04.30.14	CHANGE FROM HALO LIT TO SPOT LIT	5.30.14 CHANGES PER BOB DUNN
4	RLS	06.03.14	REMOVED HOTEL MARK	

**FIELD SURVEY REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP OF CANOPY (VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / POWER SUPPLIES INSIDE POWER SUPPLY BOXES ON TOP OF CANOPY

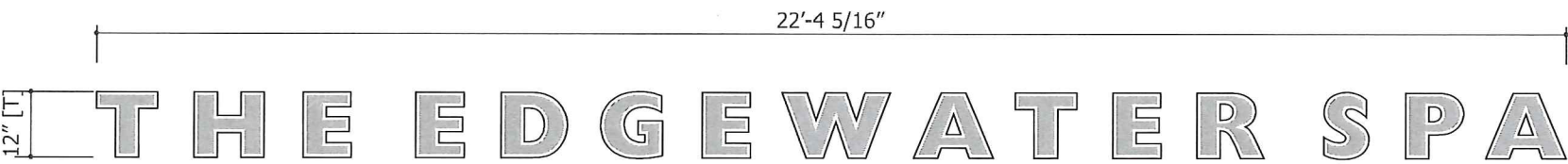
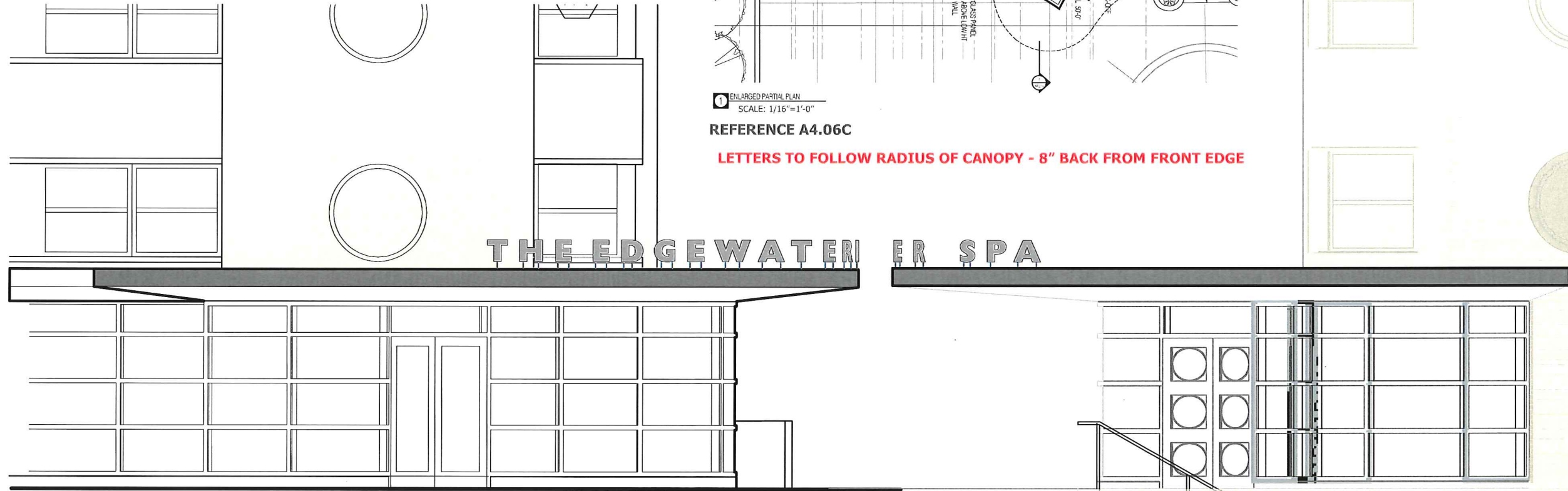


NIGHT VIEW



1 ENLARGED PARTIAL PLAN  
SCALE: 1/16"=1'-0"  
REFERENCE A4.06C

LETTERS TO FOLLOW RADIUS OF CANOPY - 8" BACK FROM FRONT EDGE



LETTER LAYOUT  
SCALE: 3/8"=1'-0"  
22.36 SQ.FT.



TOSH EXAMPLE - NO TRIM CAP

- 12"H X 3"D FACE LIT TOSH STYLE LETTERS
- PAINTED METALLIC SILVER FINISH RETURNS
- WHITE ACRYLIC FACES WITH 3M 180C-220 SILVER METALLIC OPAQUE VINYL
- APPLIED FIRST SURFACE / WHITE CONTOUR ON LETTER FACES ILLUMINATES ONLY
- PIN MOUNTED 2 1/2" OFF TOP OF CANOPY
- 3/8"DIA. PINS PAINTED - COLOR TBD
- LETTERS INSTALLED FOLLOWING ARC OF CANOPY
- LETTERS INTERNALLY LIT WITH LEDs

**FONT: Gill Sans Extra Bold Display**  
**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.24.14	REMOVE 'AND SALON'
2	RLS	03.27.14	ELECTRICAL REQUIREMENTS
3	RLS	04.28.14	CHANGED LETTER COLOR TO SILVER - FACE LIT TOSH STYLE / ADDED SIDE ELEVATION
4	RLS	04.30.14	CHANGED FACE ILLUMINATION TO LIGHTING OF CONTOUR ONLY

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**CONTOUR LIT TOSH STYLE LETTERS**

**JONES SIGN**  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
-

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
-

SHEET NUMBER:  
**E-4.0**

**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

- MOUNT AT BOTH SIDES OF ENTRANCE
- 2 at Hotel Entrance
  - 2 at Statehouse Entrance

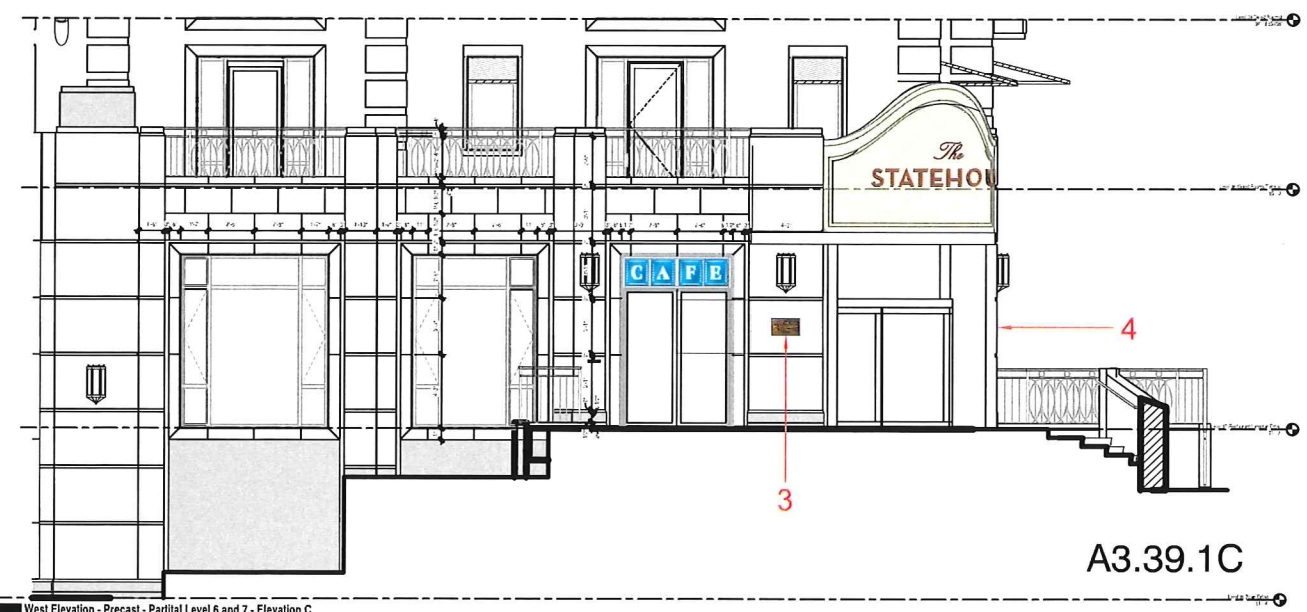


THE WISCONSIN BUILDING - HOTEL ENTRANCE  
 SCALE: 3/32"=1'-0"



BRONZE PLAQUE - 5/8" BORDER  
 SCALE: 3"=1'-0"  
 1.67 SQ FT

CUSTOM CAST BRONZE PLAQUE / MEDIUM BRONZE ANODIZED BRUSHED MATTE FINISH  
 RAISED BORDER AND COPY / LIGHT OXIDIZED FINISH  
 EDGE COLOR IS THE SAME AS THE BKGD COLOR  
 NON-ILLUMINATED  
 .75" DEPTH



THE WISCONSIN BUILDING - STATEHOUSE ENTRANCE  
 SCALE: 3/32"=1'-0"

A3.39.1C

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	DL	04.15.14	OPTION W/ 1" BORDER (2/ENTRY)
3	RLS	04.30.14	CHANGE QUANTITY TO 4

**FONT: Neutra Text**

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**4**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**S/F CORNERSTONE BUILDING ID**

**JONES SIGN**  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-5.0**

**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

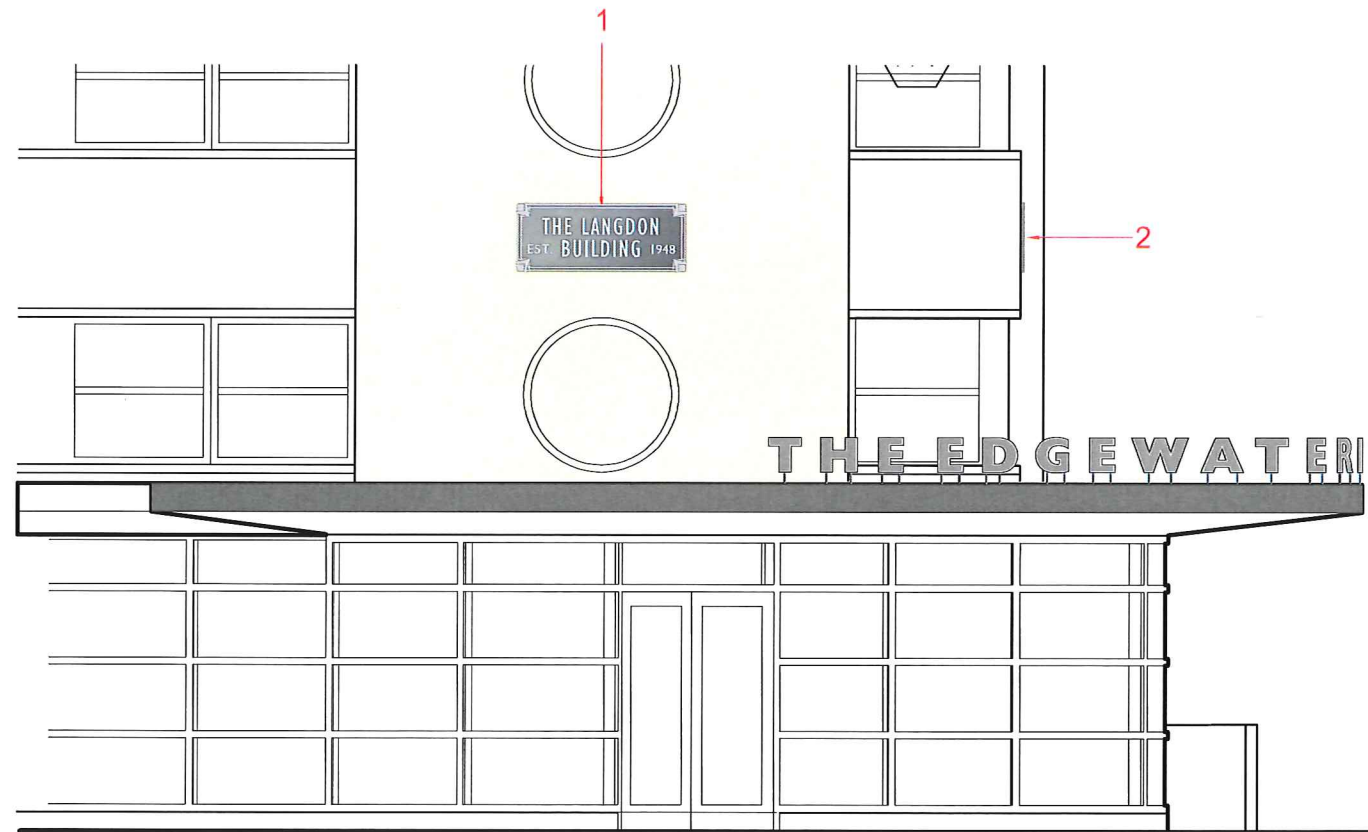
MOUNT ON BOTH ELEVATIONS  
 QTY: 2

SILVER PLAQUE - 7/8" BORDER  
 SCALE: 1"=1'-0"  
 10.31 SQ FT

CUSTOM PLAQUE WITH SILVER TONE AGED MATTE FINISH  
 RAISED BORDER AND COPY / LIGHT SILVER FINISH  
 NON-ILLUMINATED  
 .75" DEPTH



COPY: 5 3/4" EST. 1948: 3 3/4"



THE LANGDON BUILDING  
 SCALE: 3/16"=1'-0"

FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY

REVISIONS:

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	04.28.14	CHANGE TO PLAQUE
3	RLS	05.07.14	REVISIONS PER BOB DUNN

FONT: GILL SANS CONDENSED

JOB NUMBER: <b>99191</b>	
SITE ADDRESS: 1001 WISCONSIN PLACE MADISON, WI 53703	QUANTITY: <b>2</b>
CUSTOMER NAME: <b>The Edgewater - EXTERIOR</b>	SIGNTYPE: <b>S/F CORNERSTONE BUILDING ID</b>
 1711 Scheuring Road, De Pere, WI 54115 Tel: 920-983-6700 Fax: 920-983-9145 www.jonesign.com	
CONCEPTUAL DESIGNER: Rhoda Schley	
CONSTRUCTION DESIGNER: —	
DATE 03.12.14	
SALESPERSON: Scott Bertrand/Patrick Basche	
PROJECT MANAGER: —	
SHEET NUMBER: <b>E-5.1</b>	

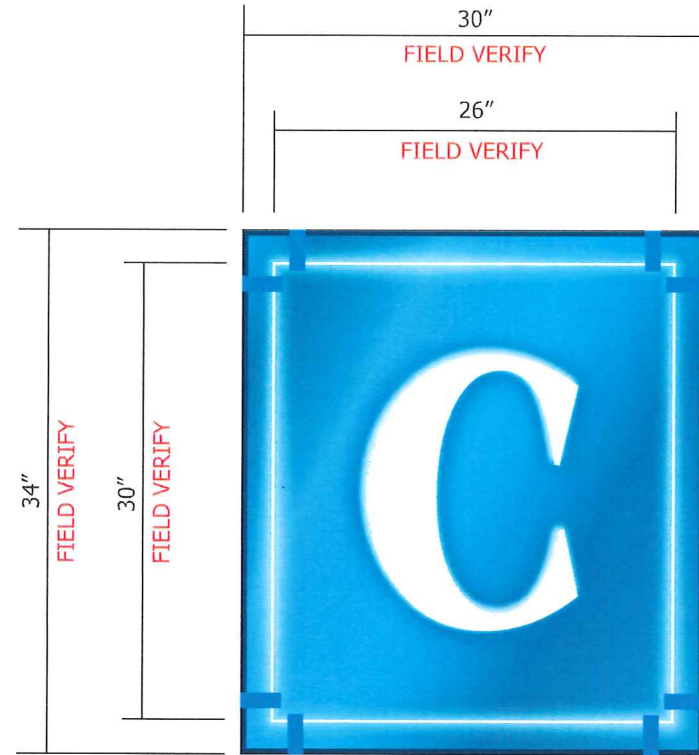
**FIELD SURVEY REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED (IF REQUIRED) INTO CEILING (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / NEON LIT / REMOTE MOUNTED TRANSFORMER INSIDE TRANSFORMER BOX

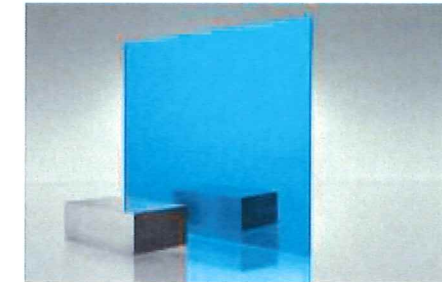
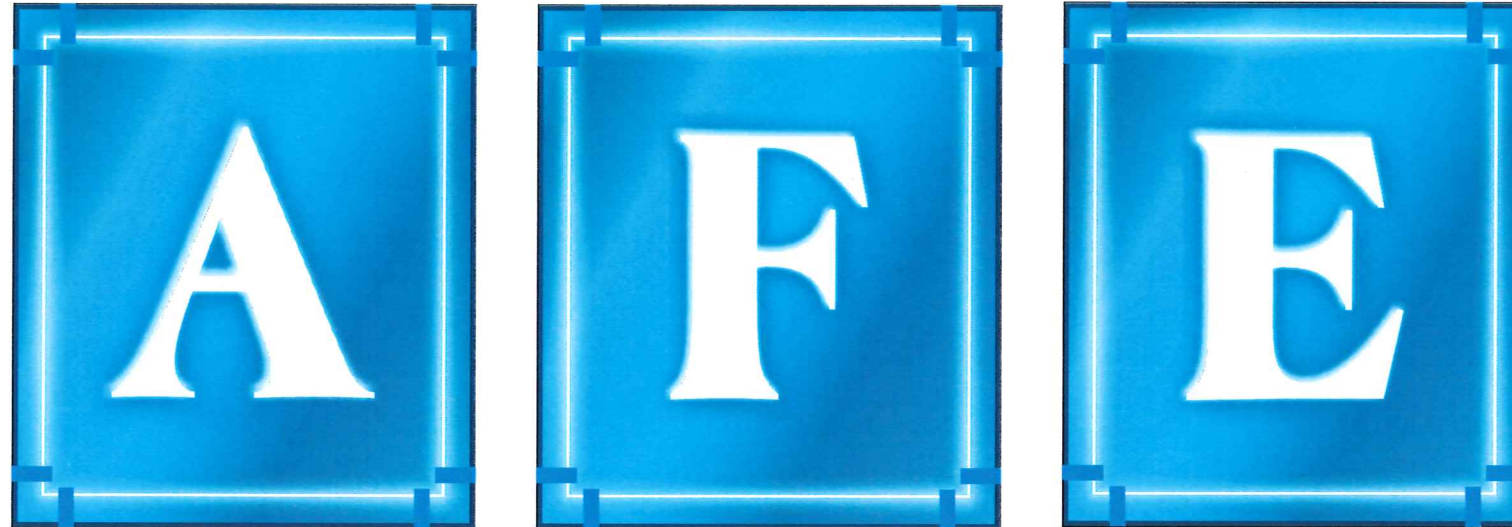
JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**2**



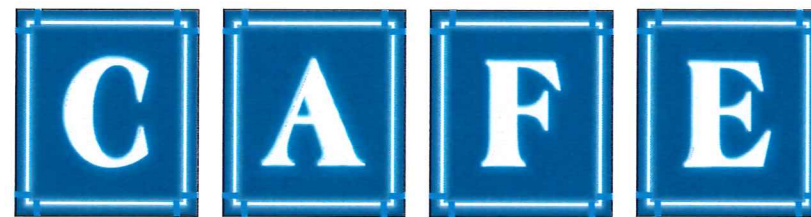
D/F WINDOW SIGN - INTERIOR MOUNT TO MULLIONS  
LED LIGHTING  
MIRRORED ACRYLIC WITH PAINTED ALUMINUM EDGE BANDING  
3/8" ETCHED GLASS FACE 1ST SURFACE



BLUE MIRRORED ACRYLIC

PMS COLOR NOT AVAILABLE  
BLUE MIRRORED ACRYLIC  
SAMPLE TO BE PROVIDED

SCALE: 1"=1'-0"  
28.33 SQ. FT.



BLUE MIRRORED ACRYLIC  
PROPOSED NIGHT VIEW



EXAMPLE WITH REGULAR MIRRORED ACRYLIC AND GLASS



A3.10C

THE WISCONSIN BUILDING  
SCALE: 1/8"=1'-0"

APPROX. SIZE OF WINDOWS: 30" W

**FONT: Americana Extra Bold Condensed**

FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	05.07.14	REVISIONS PER BOB DUNN
3	RLS	05.13.14	REVISE CAFE SIGN TO FIT WITHIN (4) WINDOWS

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**WINDOW NEON**

**JONES SIGN**  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

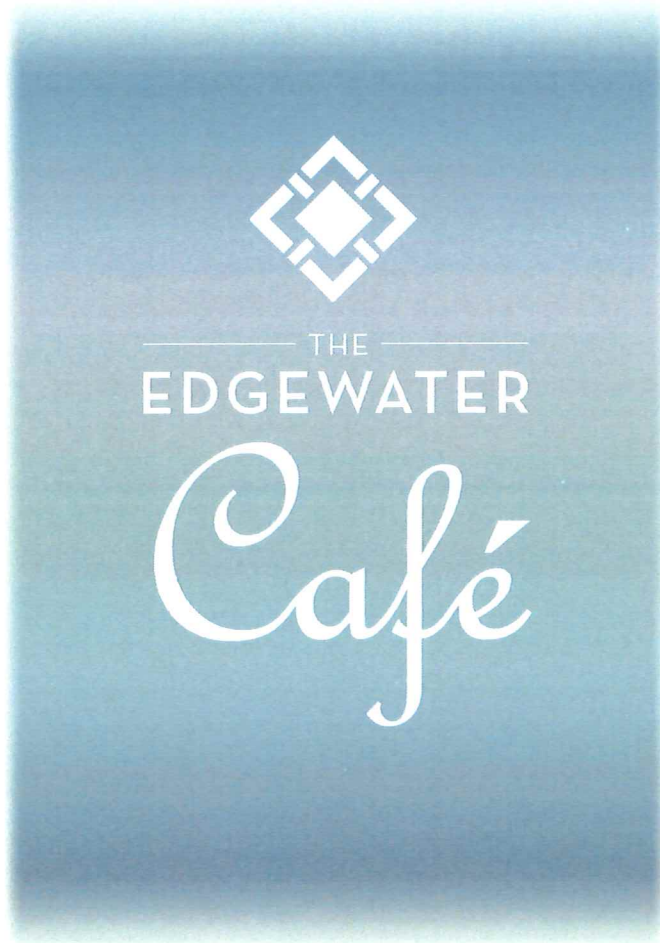
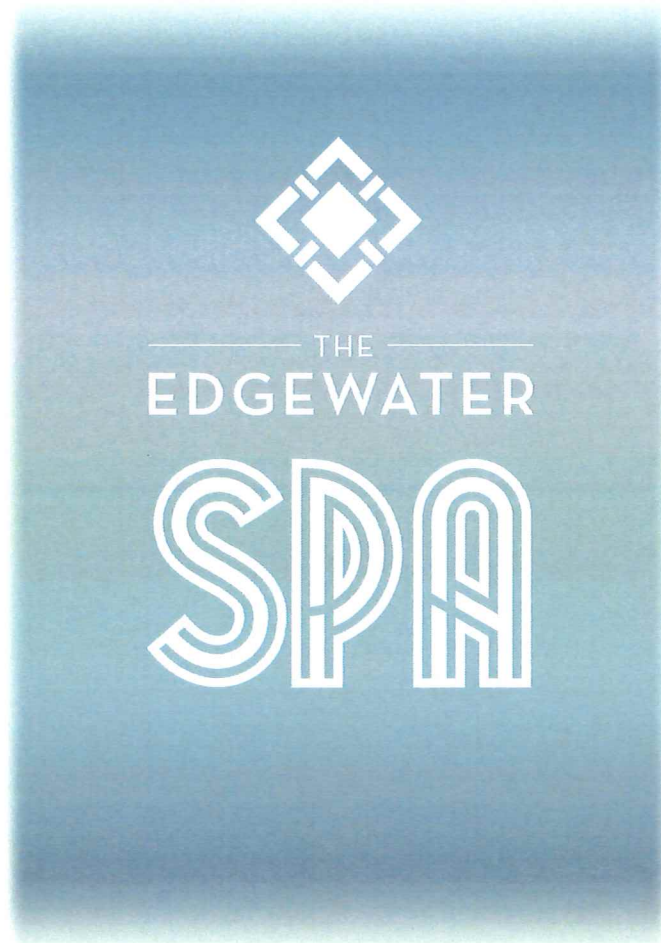
DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

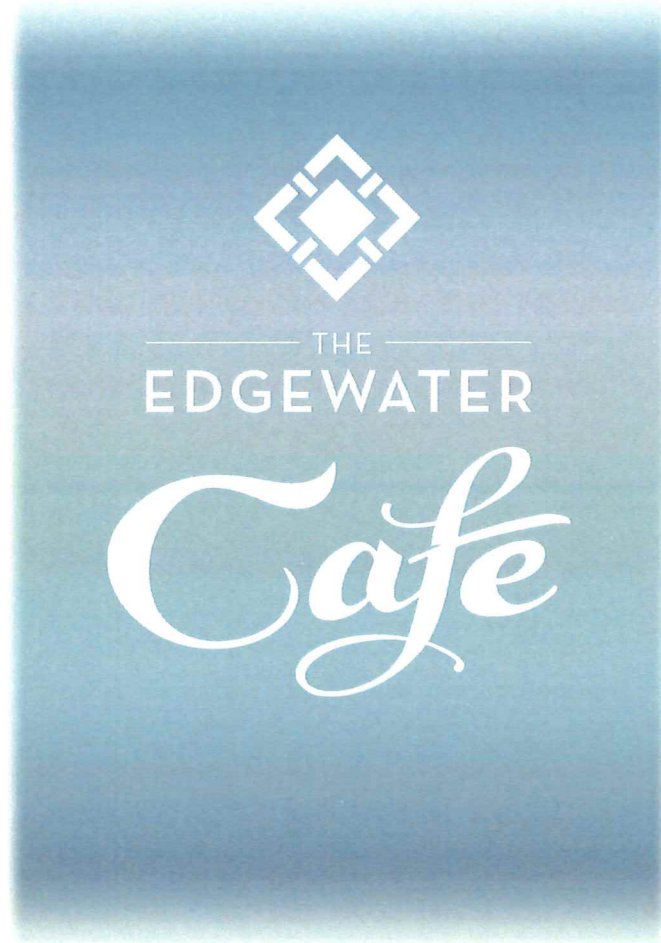
PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-6.0**

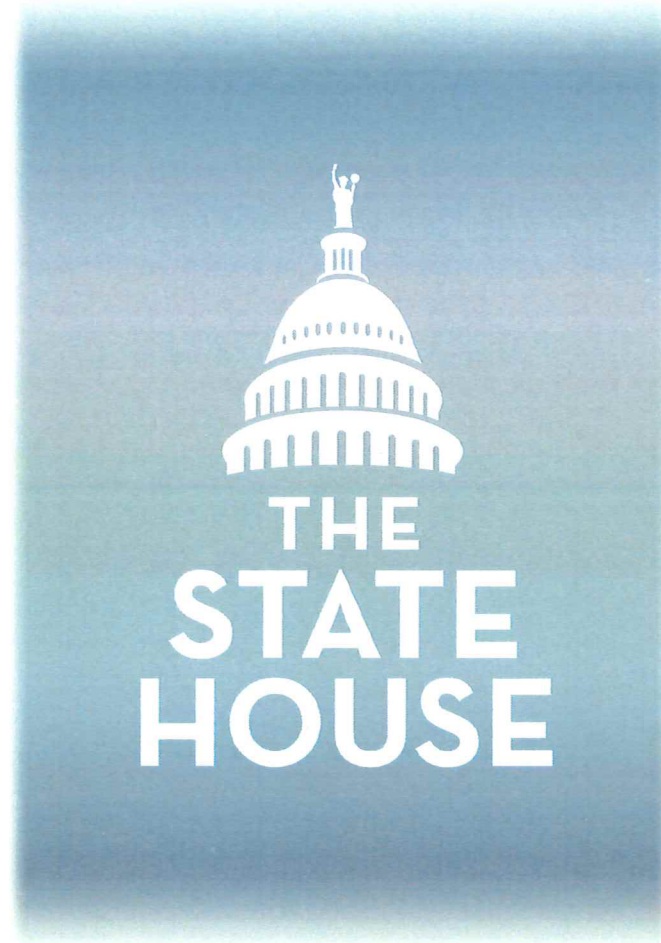




CAFE - OPTION 'A'



CAFE - OPTION 'B'



EDGEWATER MARKETING FIRM  
TO PROVIDE FINAL DESIGNS

3M DUSTED CRYSTAL WINDOW VINYL  
APPLIED FIRST SURFACE TO GLASS  
SIZES AND LOCATIONS TBD

JOB NUMBER:

99191

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
1

CUSTOMER NAME:

The Edgewater - EXTERIOR

SIGNTYPE:

DUSTED CRYSTAL WINDOW VINYL



1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:

Rhoda Schley

CONSTRUCTION DESIGNER:

—

DATE

03.12.14

SALESPERSON:

Scott Bertrand/Patrick Basche

PROJECT MANAGER:

—

SHEET NUMBER:

E-7.0

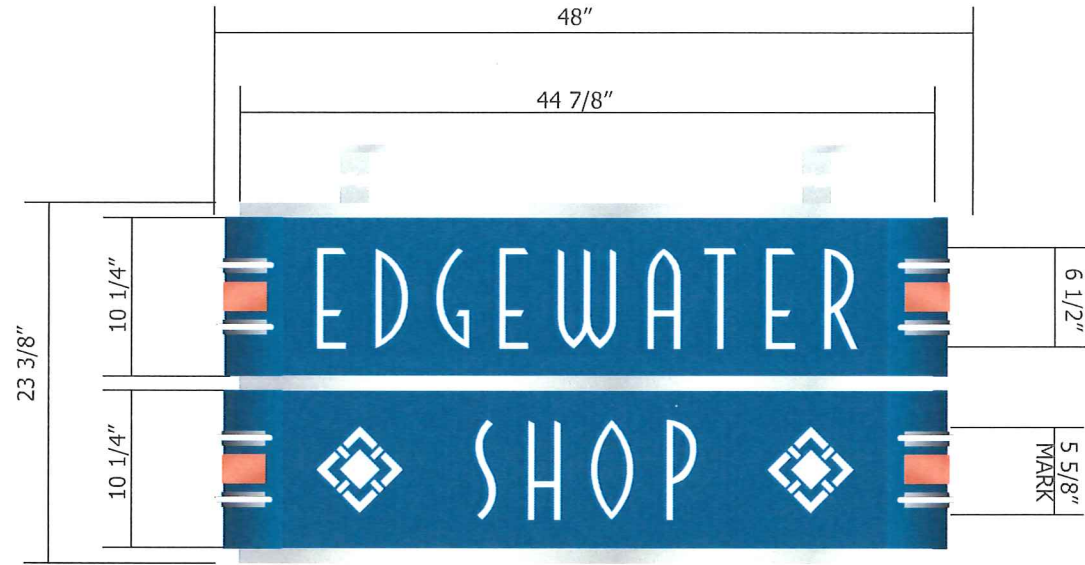
REVISIONS:

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	04.04.14	CAFE' FONT OPTION

**FIELD SURVEY REQUIRED**  
**INTERIOR CEILING MOUNT**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED (IF REQUIRED) INTO CEILING (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / NEON LIT / REMOTE MOUNTED TRANSFORMER INSIDE TRANSFORMER BOX

APPROX. SIZE OF WINDOWS: 25"H X 50"W

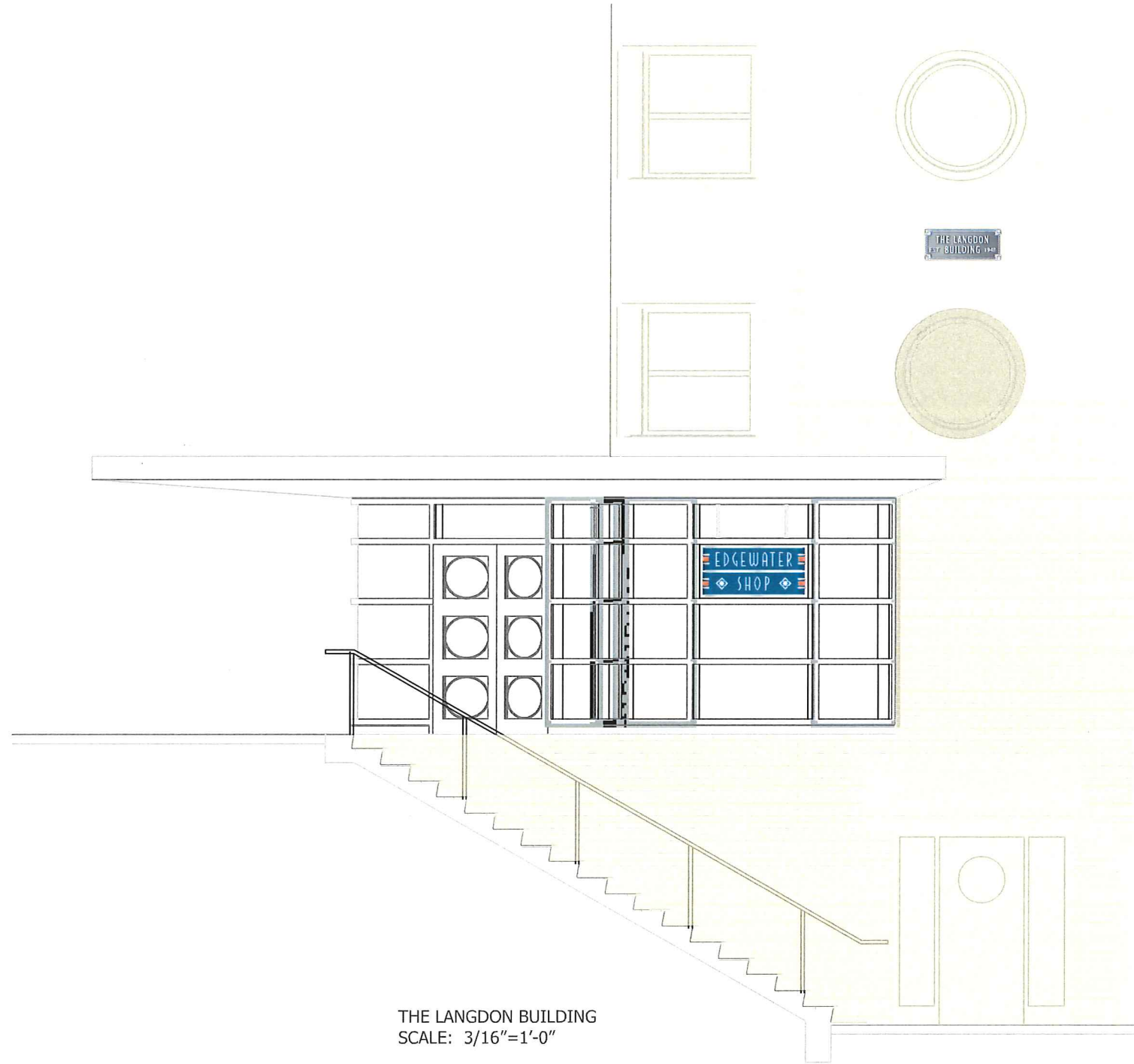


EDGEWATER SHOPS  
 SCALE: 1"=1'-0"  
 5.38 SQ.FT.



NIGHT VIEW

D/F HANGING NEON WINDOW SIGN - INTERIOR  
 ALUMINUM CONSTRUCTED CABINET.  
 WHITE ROUTED/BACKED LETTERS AND LOGO MARKS.  
 WHITE NEON ACCENTS AT CABINET ENDS FOLLOWING RADIUS OF CABINET ENDS.  
 LAYERED SILVER AND COPPER ACCENTS AT RADIUS ENDS WITH SILVER REVEALS.  
 INTERIOR INSTALLATION / MOUNTING TO CEILING FOR VISIBILITY OF THIRD WINDOW ABOVE FINISHED FLOOR. BRACKET LENGTH TBD WITH FIELD SURVEY.



THE LANGDON BUILDING  
 SCALE: 3/16"=1'-0"

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
△	RLS	03.27.14	ELECTRICAL REQUIREMENTS
	DL	06.06.14	DESIGN CHANGES

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**WINDOW NEON**

**JONES SIGN**  
ALUMINUM - NEON - LED - BACKLIT - SIGNAGE

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 Tel: 920-983-6700 Fax: 920-983-9145  
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 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-8.0**

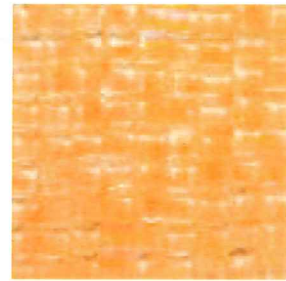
**OPTION "B"**  
**LINE OF SITE TEST REQUIRED**  
**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP OF EYEBROW CANOPY (VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / POWER SUPPLY INSIDE CABINET / SERVICE ACCESS AT BACK OF CABINET

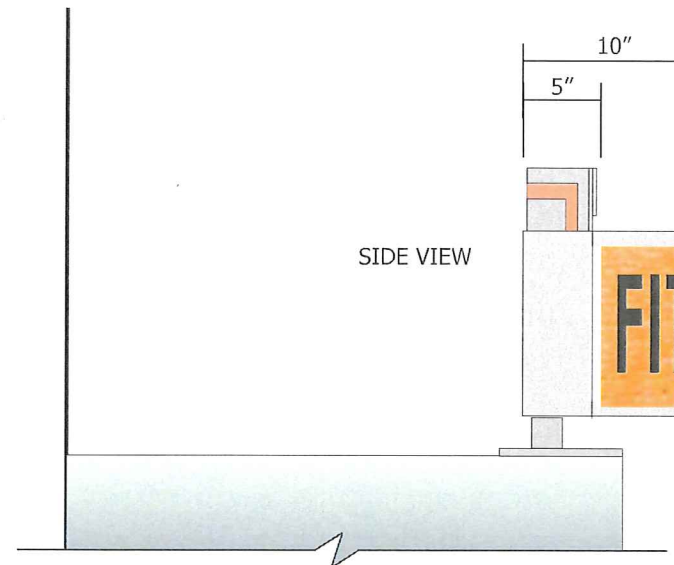
JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

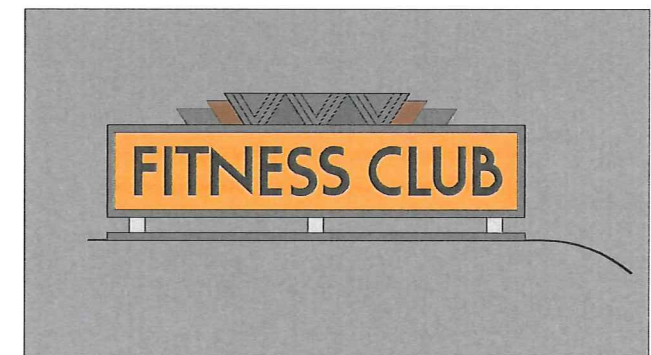
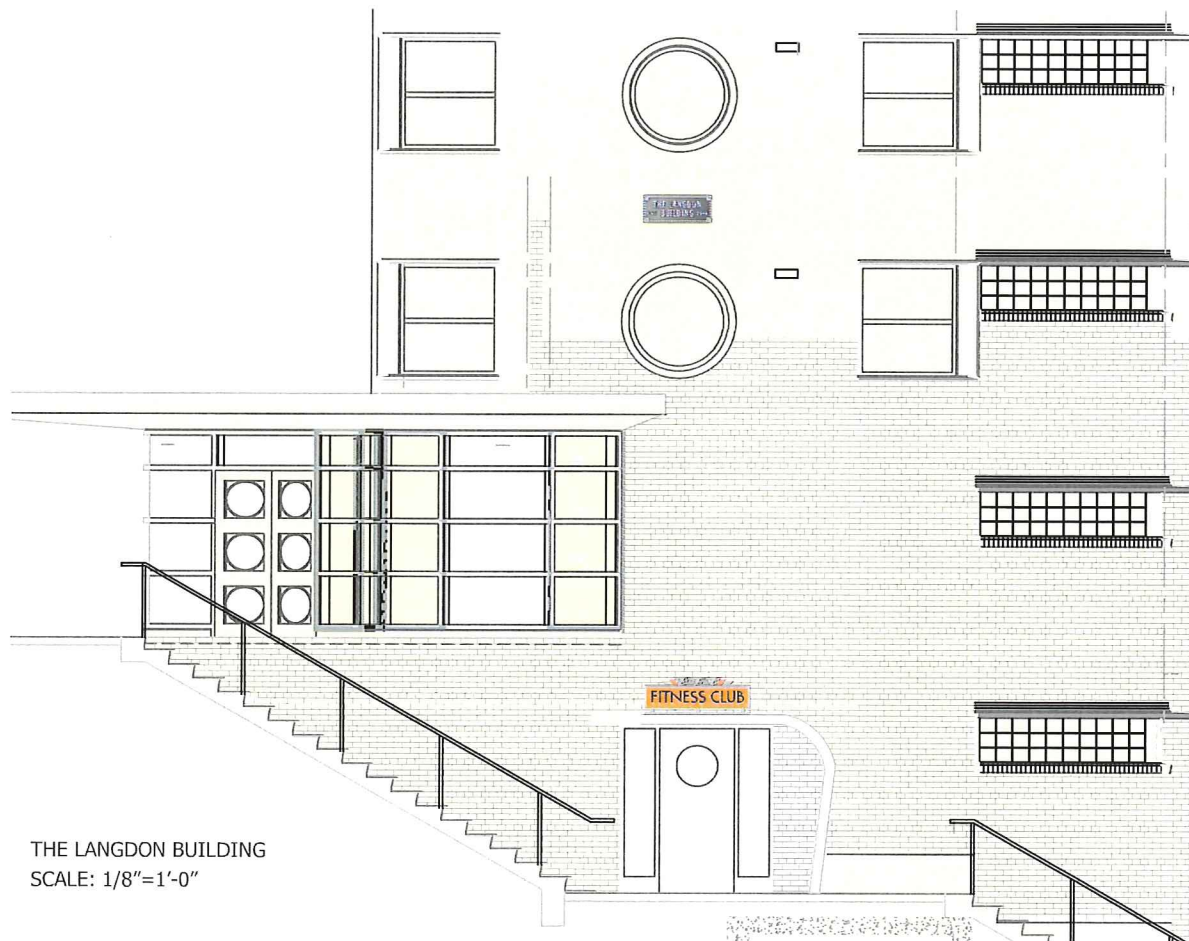
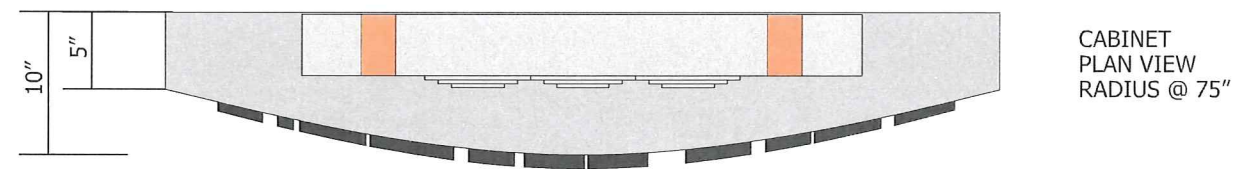
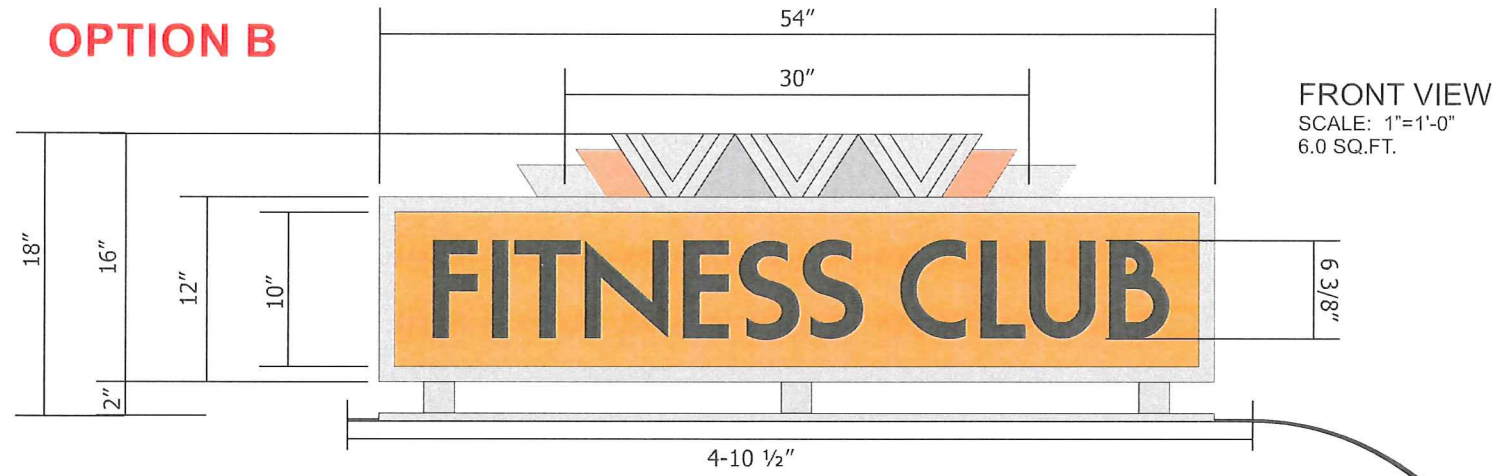
QUANTITY:  
**1**



3 FORM VARIA ECORESIN  
 TEXTURE TILES SMALL  
 AMBER



**OPTION B**



NIGHT VIEW

S/F INTERNALLY LIT CABINET OF ALUMINUM CONSTRUCTION / PAINTED METALLIC SILVER  
 FORMED ALUMINUM KEYSTONE AT TOP WITH 2 LAYERS OF 1/4" THK ACCENTS AT FRONT TALLEST SECTION  
 CENTER LEVEL OF KEYSTONE PAINTED TO MATCH AMBER FACE  
 3 FORM VARIA ECORESIN TEXTURE TILE FACE - AMBER  
 LETTERS FLAT CUT FROM 1/2" ACRYLIC AND PAINTED BLACK / MOUNTED TO FACE  
 INTERNALLY LIT WITH LEDs - FACE ONLY ILLUMINATES  
 CABINET MOUNTED TO TOP OF EYEBROW CANOPY W/ ALUMINUM ARMATURE MATCHING CABINET KEYSTONE / PLATE CONNECTION  
 ARMATURE PAINTED METALLIC SILVER

**FONT: Moderna**  
**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	04.04.14	BLADE OPTIONS
3	RLS	04.29.14	LETTERS CHANGED TO ILLUMINATED CABINET
4	RLS	04.30.14	CABINET RAISED 24" ABOVE EYEBROW CANOPY

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**FITNESS CLUB ENTRANCE CANOPY SIGN**

**JONES SIGN**  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-8.1A**

**LINE OF SITE TEST REQUIRED  
FIELD SURVEY REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP OF EYEBROW CANOPY (VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**EXECUTIVE OFFICE CANOPY LETTERS**

**JONES SIGN**  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

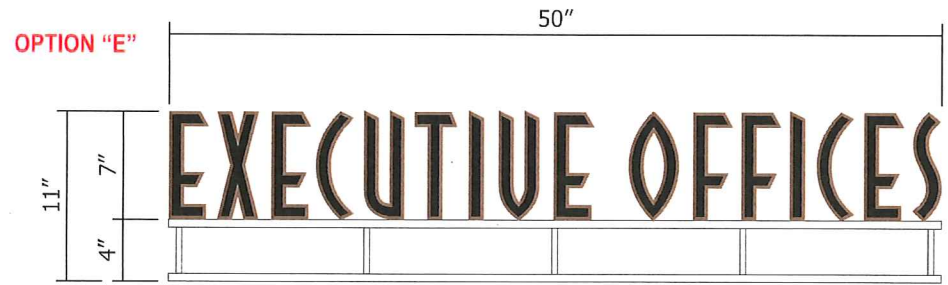
CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

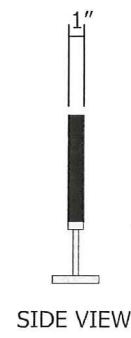
SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-8.2**



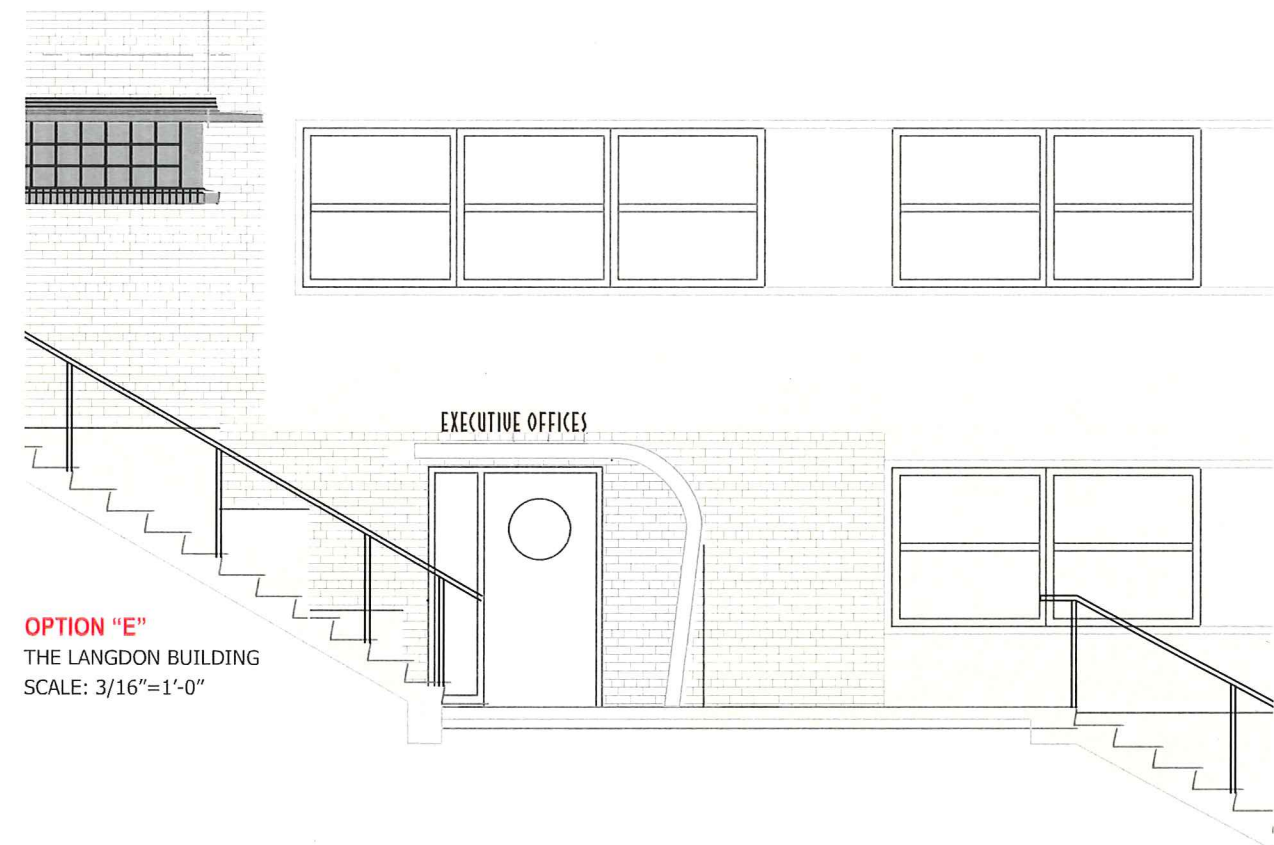
FONT: CINEMA DEMI BOLD



SIDE VIEW

**INDIVIDUAL FLAT CUT LETTERS**  
SCALE: 1"=1'-0"  
2.67 SQ. FT.

1" THICK ALUMINUM FLAT CUT INDIVIDUAL LETTERS  
INTERIOR OF LETTERS RECESSED ENGRAVED 3/8"  
INTERIOR OF LETTERS TO MATCH METALLIC DK. BRONZE  
RAISED BORDER TO MATCH METALLIC LT.-MED. BRONZE  
MOUNTED TO TOP OF EYEBROW CANOPY



OPTION "E"  
THE LANGDON BUILDING  
SCALE: 3/16"=1'-0"



EXAMPLE

**REVISIONS:**

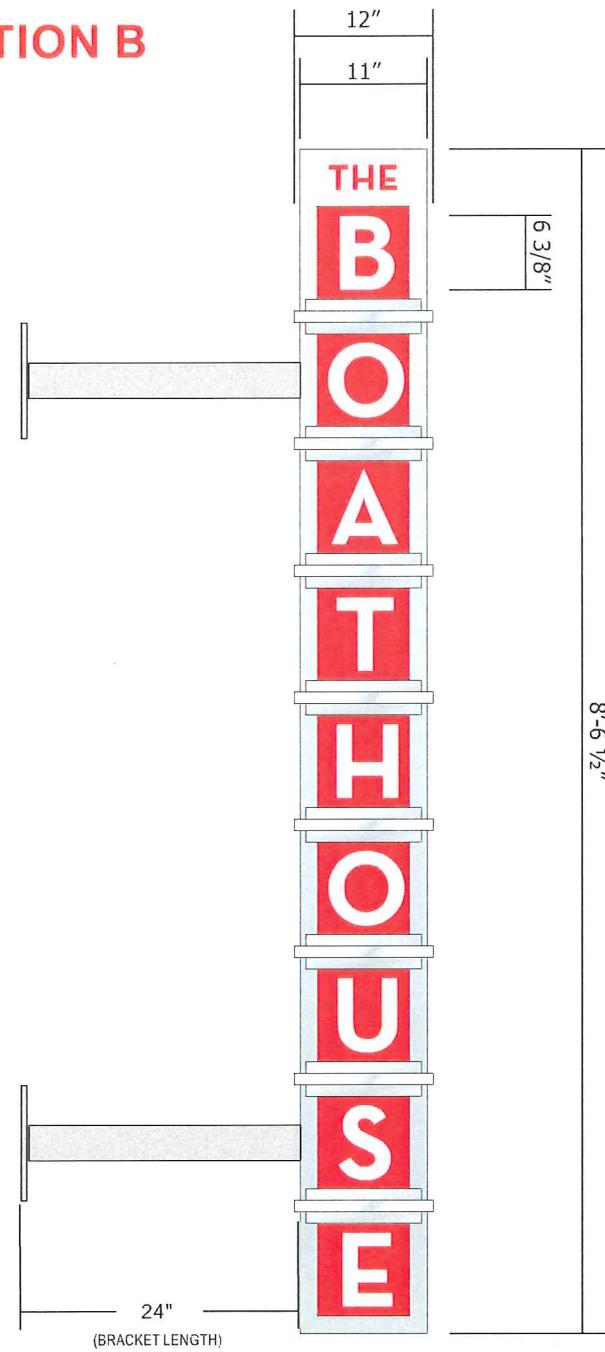
REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	DL	05.07.14	REVISIONS PER BOB DUNN
3	RLS	05.13.14	UPDATED TO FLAT CUT + FRONT MOUNT OPTION

05.16.14  
CHANGE FONT STYLE

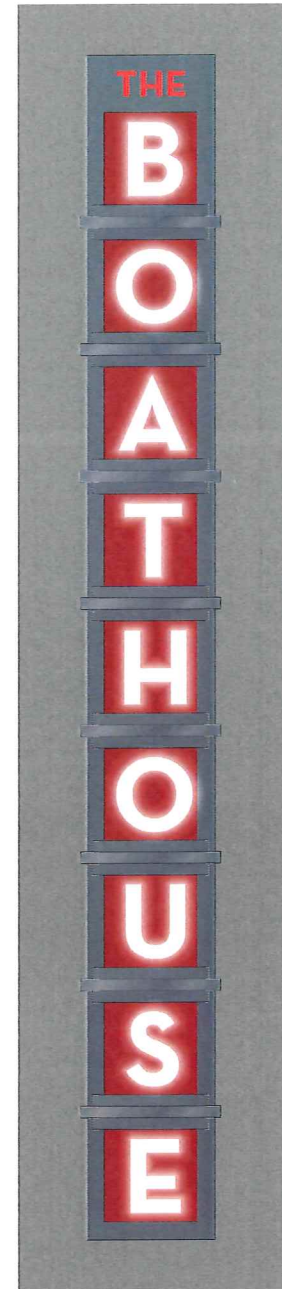
**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**  
**LINE OF SITE TEST REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU UPPER ARM (NO VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / POWER SUPPLIES INSIDE BLADE

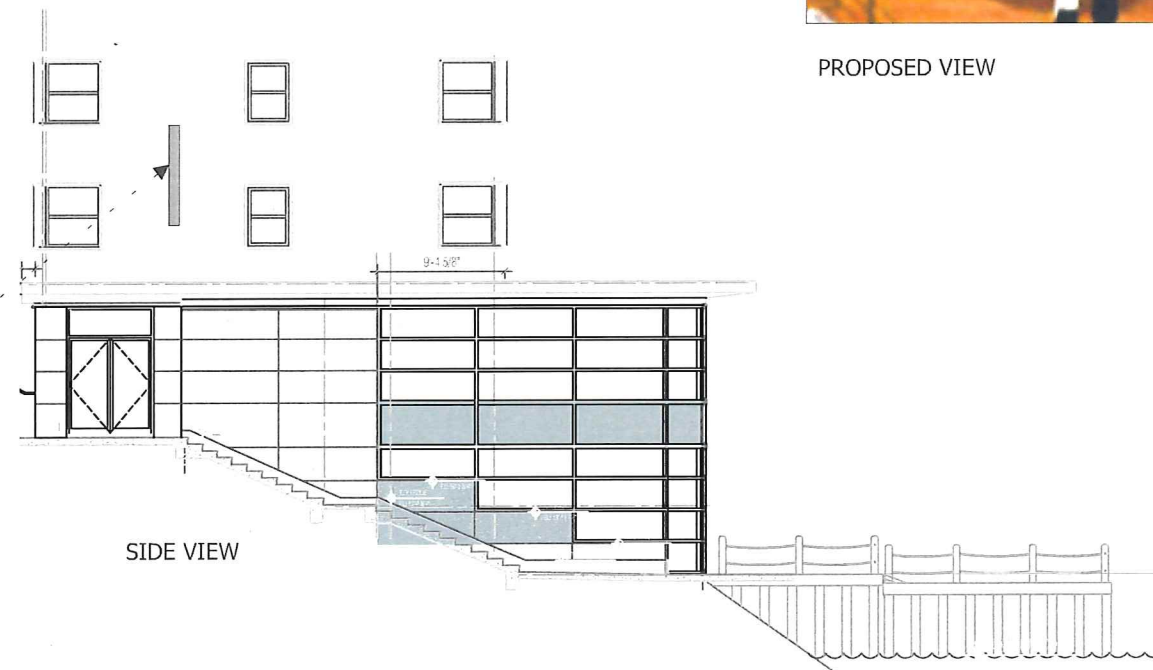
**OPTION B**



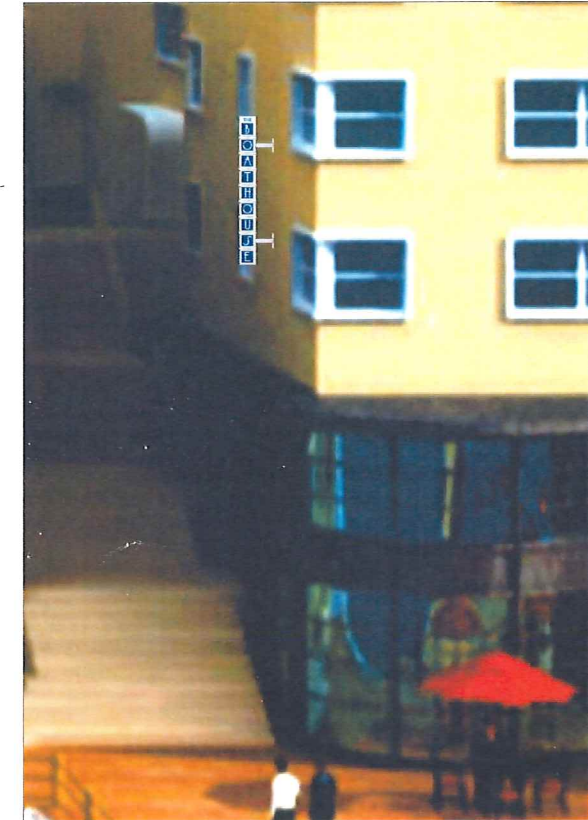
**BOATHOUSE**  
 SCALE: 3/4"=1'-0"  
 8.0 SQ.FT.



**NIGHT VIEW**



**SIDE VIEW**



**PROPOSED VIEW**

D/F LED ILLUMINATED BLADE SIGN  
 ALUMINUM CONSTRUCTED CABINET WITH METALLIC SILVER FINISH. FACES TO BE PAINTED METALLIC BLUE WITH ROUTED OUT COPY, BACKED WITH 3/4" WHITE ACRYLIC - 1/2" PUSH THRU LETTERS  
 MOUNTING TBD WITH FIELD SURVEY

**FONT: CUSTOM**

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	05.13.14	ADDED 'THE' TO 'BOATHOUSE'
	DL	05.16.14	EXTEND BRACKET TO 24" LENGTH

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**BLADE CONCEPTS FOR STAIRWAY**

**JONES SIGN**  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-9.1**

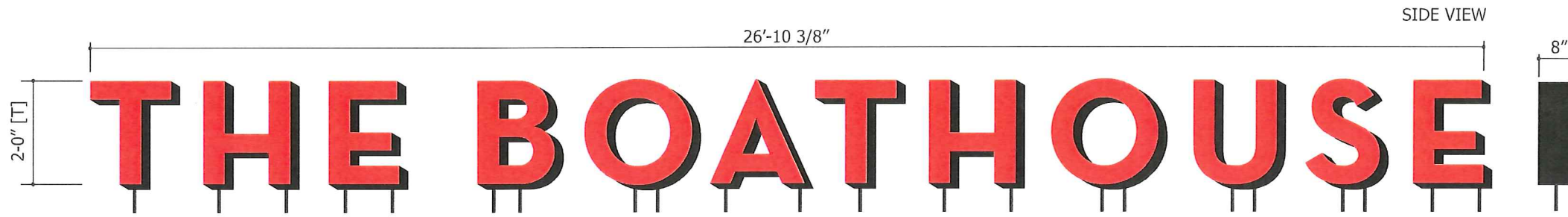
**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**  
**LINE OF SITE TEST REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP OF CANOPY (VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / POWER SUPPLIES INSIDE POWER SUPPLY BOXES ON TOP OF CANOPY

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**



LETTER LAYOUT  
 SCALE: 3/8"=1'-0"  
 53.73 SQ.FT.

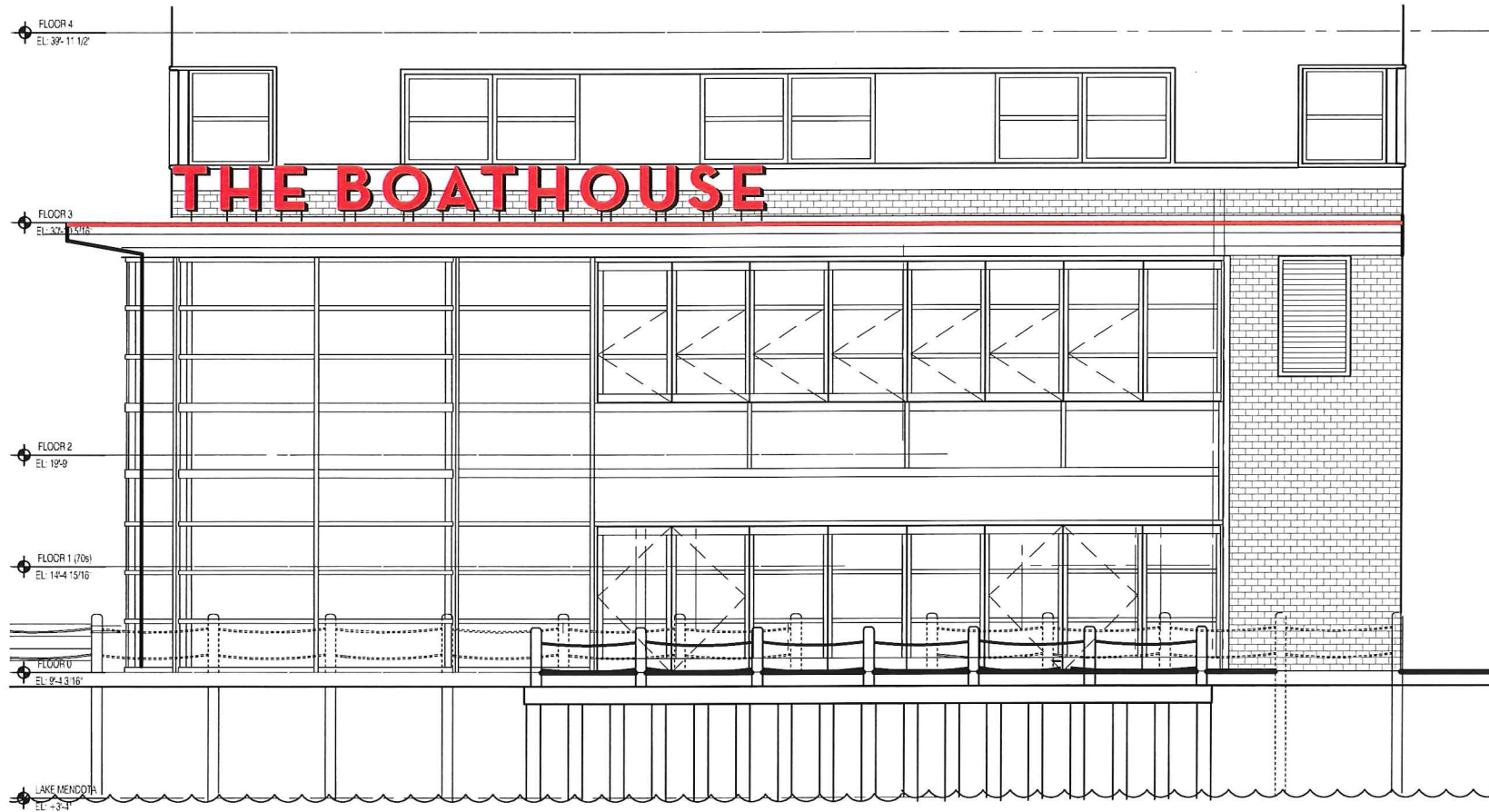


NIGHT VIEW  
 SCALE: 3/8"=1'-0"

8" DEEP TOSH STYLE (NO TRIM CAP) LETTERS  
 BLACK RETURNS  
 RED ACRYLIC FACES ILLUMINATED WITH RED LEDs  
 PIN MOUNTED TO TOP OF CANOPY

LETTERS TO FOLLOW ARC OF BUILDING - SURVEY REQUIRED

RED LED ACCENT STRIP TO ILLUMINATE EDGE OF CANOPY  
 AND TOP OF BUILDING / HEIGHT OF LED STRIPS TBD



ENLARGED PARTIAL ELEVATION

SCALE: 1/8"=1'-0"  
 REFERENCE A4.00A



NIGHT/DIMENSIONAL VIEW

**FONT: Neutra Text**

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.25.14	CHANGE TO ONE WORD
2	RLS	03.27.14	ELECTRICAL REQUIREMENTS
3	RLS	04.01.14	ADD 'THE'

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**LIT CHANNEL LETTERS W/ LIT ACCENT**

**JONES SIGN**  
Signage, Graphics, Photo, Video & More

1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-9.2**



PROPOSED NIGHT VIEW

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**SIGN LOCATOR PLAN**

**JONES SIGN**  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

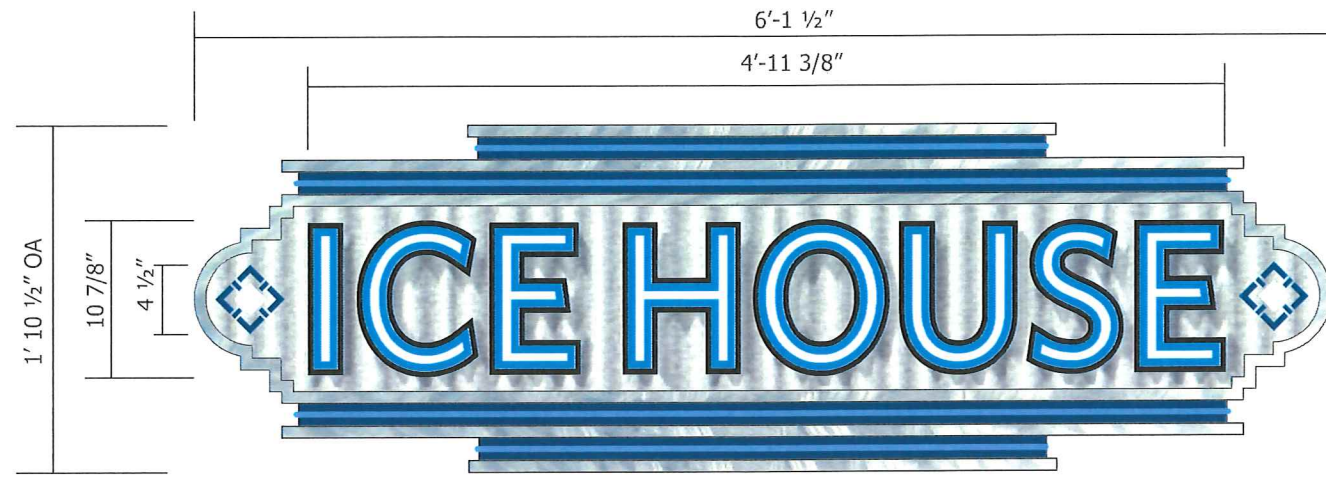
SHEET NUMBER:  
**E-9.3**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	05.13.14	ADDED "THE" TO "BOATHOUSE"

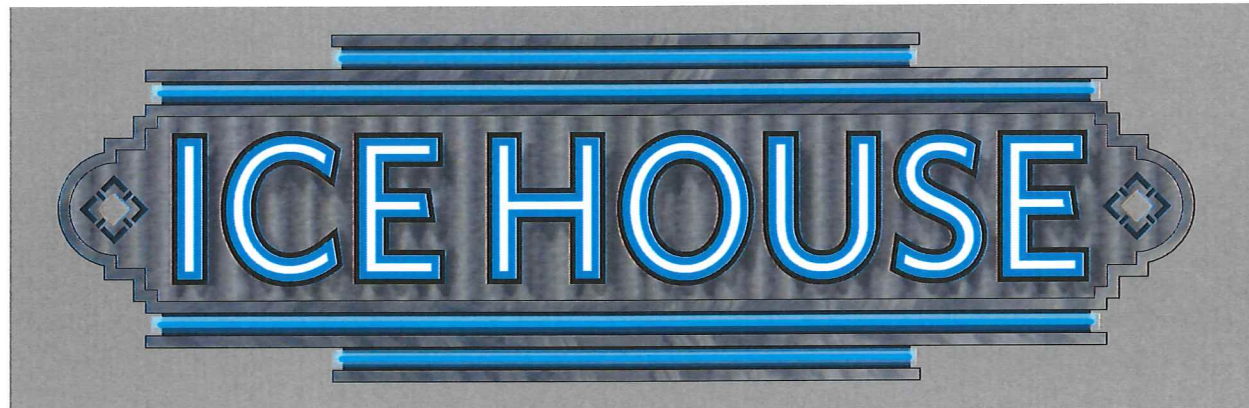
**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**  
**LINE OF SITE TEST REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU BACK OF EACH LETTER (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / REMOTE MOUNTED POWER SUPPLIES INSIDE POWER SUPPLY BOXES

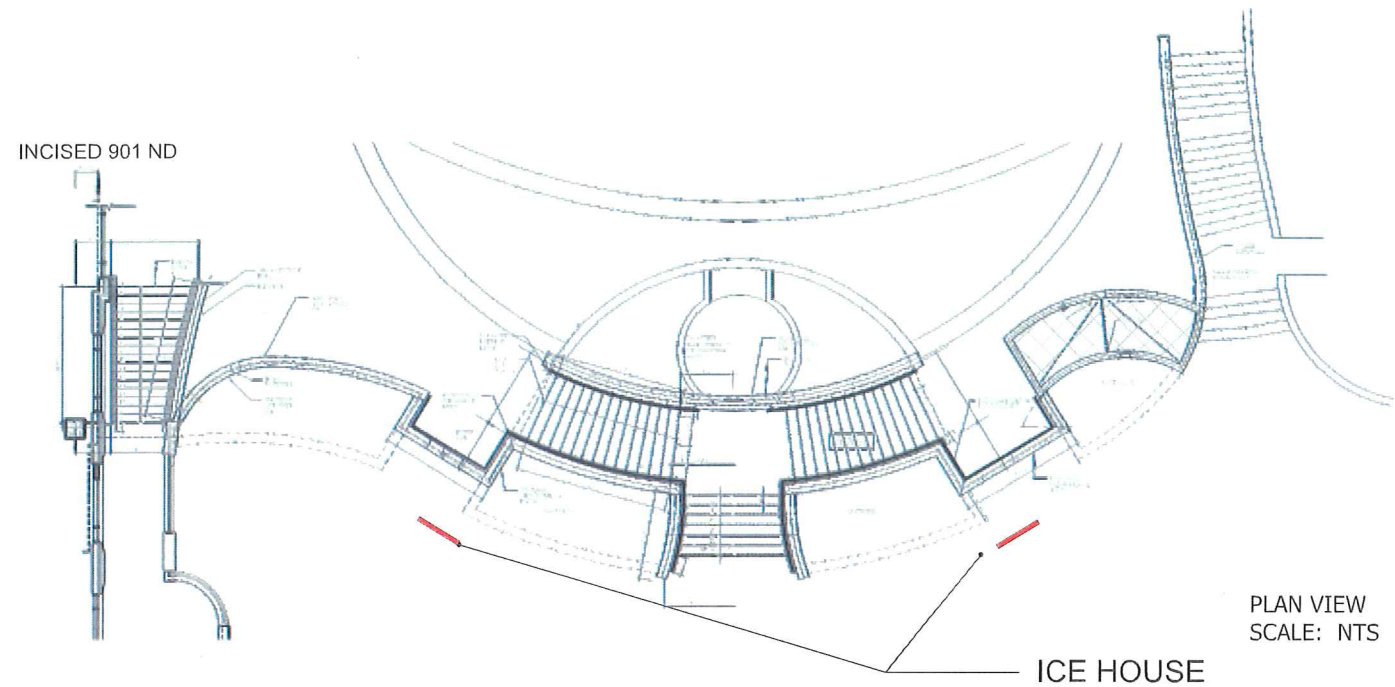


LETTER LAYOUT  
 SCALE: 1"=1'-0"  
 11.48 SQ.FT.

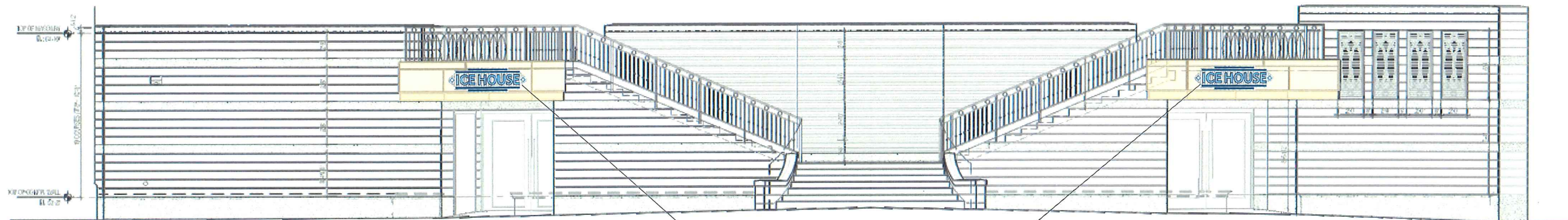
**OPTION A:**  
 2" THK THINLINE FRONT LIT LETTERS  
 w/ OPAQUE AND TRANSLUCENT VINYL  
 WHITE LED ILLUMINATION  
 PINNED ONTO GALVANIZED CORRUGATED BACKER  
 NON-LIT FLAT CUT LOGOS  
 2" DARK BLUE REVEALS WITH BLUE LED FLEX-NEON ACCENTS  
 FRAME AND ACCENT BARS- RANDOM BRUSHED ALUMINUM SEALED WITH CLEAR COAT



NIGHT VIEW



PLAN VIEW  
 SCALE: NTS



THE PLAZA  
 SCALE: 1/8"=1'-0"

ICE HOUSE

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**2**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**S/F WALL SIGN**

**JONES SIGN**  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

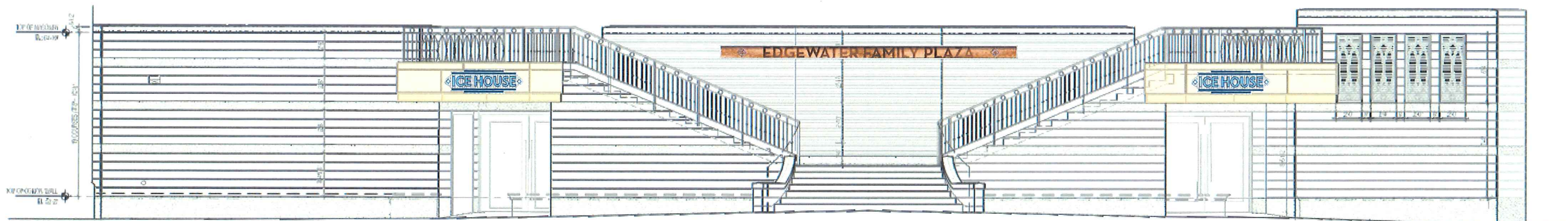
CONCEPTUAL DESIGNER:  
 Rhoda Schley  
 CONSTRUCTION DESIGNER:  
 —  
 DATE  
 03.12.14  
 SALESPERSON:  
 Scott Bertrand/Patrick Basche  
 PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-10.0**





PROPOSED VIEW ~ NTS



THE PLAZA  
SCALE: 1/8"=1'-0"

REVISIONS:

REV.	BY	DATE	DESCRIPTION
△	—	—	—

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**SIGN LOCATOR**

**JONES SIGN**  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley  
CONSTRUCTION DESIGNER:  
—  
DATE  
03.12.14  
SALESPERSON:  
Scott Bertrand/Patrick Basche  
PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-10.2**