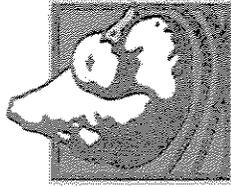


MILWAUKEE RIVERWALK



Exterior Final Concepts

Final Submittal

Presented November 17, 2004

All ideas, designs, arrangements and plans indicated or represented by these drawings are owned by, and property of The Milwaukee RiverWalk District and Corbin Design. These were created, evolved and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements or plans shall be used by or disclosed to any person, firm or corporation for any purpose whatsoever without the written permission of Corbin Design and The Milwaukee RiverWalk District.

These drawings are considered design-intent and are not for construction. Written dimensions on these drawings have precedence over scaled dimensions.

The further development and engineering of the design-intent drawings is expected to be shown in the fabricator's submitted shop drawings. Contractors shall verify and be responsible for all dimensions and conditions on the job. Corbin should be notified of any variations from the dimensions and conditions shown by these drawings prior to the execution of any work, including changes to graphic designs or typography.

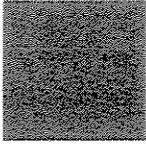
Prepared by:

COB DDM

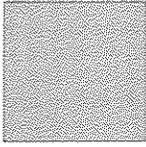
Corbin Design
195 East North Street
Thierville, WI 53088
231.842.1235

Colors

Primary Colors



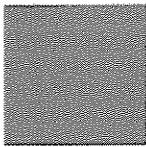
RiverWalk Green
 Pantone 5535 C
 Matthews MP00767
 Avery A8695-0



RiverWalk Orange
 Pantone 145 C
 Matthews MP00163
 Avery A8160-0



RiverWalk Yellow
 Pantone 127 C
 Matthews MP00138
 Avery A8105-0



RiverWalk Red
 Pantone 1797 C
 Matthews MP00862
 Avery A9305-0

Secondary Colors



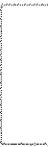
Blue
 Pantone Process Cyan C
 Matthews MP00832
 Avery A9583-0



Purple
 Pantone 272 C
 Matthews MP00331
 Avery A8510-0



Magenta
 Pantone 227 C
 Matthews MP00266
 Avery A8430-0



White
 Pantone White
 Matthews MP6422
 Avery A9091-0



Bright Red
 Pantone 186 C
 Matthews MP00225
 Avery A8345-0



Bright Orange
 Pantone 173 C
 Matthews MP00205
 Avery A8180-0



Bright Yellow
 Pantone 130 C
 Matthews MP00141
 Avery A9117-0



Bright Green
 Pantone 370 C
 Matthews MP00478
 Avery A8675-0



Teal
 Pantone 320 C
 Matthews MP00400
 Avery A8520-0



Peach
 Pantone 135
 Matthews MP00146
 Avery A8155-0



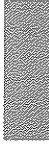
Deep Red
 Pantone 7421
 Matthews MP32064



Deep Purple
 Pantone 518 C
 Matthews MP00690



Olive Green
 Pantone 5825 C
 Matthews MP00824



Brown
 Pantone 463 C
 Matthews MP00607



Black
 Pantone Black
 Matthews MP00000
 Avery A9061-0

Typography

The **Trade Gothic** font family is the primary typeface used for messaging. It is used for direction-giving, general information, and regulatory messaging. Refer to the Design Intent Drawings to determine the correct font weight.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9**

Font: Trade Gothic Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9**

Font: Trade Gothic Bold No. 2

The **Geometric** font family is the primary typeface used for the RiverWalk identity elements. It is used sparingly as an accent font on select sign types. Refer to the Design Intent Drawings to determine the correct font usage.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9**

Font: Geometric 415 BT Black

RIVER WALK

CAUTION!
 CONSISTENT AND ACCURATE
 COLOR REPRODUCTION IN THIS
 DOCUMENT CANNOT BE ASSURED
 COLOR COPYING TECHNOLOGY.

The Coated Pantone Matching System (PMS) colors are used for specifying signage color matches. In the absence of actual sign material color chip reference, the Coated PMS color matching should be followed for color matching.

Shown here are approximations of the actual colors used in the signs and supporting accent colors. Actual color varies by sign type and location.

Signage assets produced by Matthews Road Company are to be in accordance with the standard materials.

TYPOGRAPHY Font substitutions are not acceptable. It is recommended that the Fabricator purchase these fonts. Colors can vary by printer and substrate.

These fonts can be purchased from: www.abbott.com



MILWAUKEE RIVERWALK
 Milwaukee, WI

Corbin
 108 East Front St.
 Milwaukee, WI 53204
 231.947.1236

Full Destination Name

Marcus Center for the Arts 0 BLOCKS, 00 MINUTES	Milwaukee Repertory Theater 0 BLOCKS, 00 MINUTES	Pabst Theater 0 BLOCKS, 00 MINUTES	Riverside Theater 0 BLOCKS, 00 MINUTES	Old World Third Street 0 BLOCKS, 00 MINUTES	North Water Street Area 0 BLOCKS, 00 MINUTES	The Shops at Grand Ave. 0 BLOCKS, 00 MINUTES	Historic Third Ward area 0 BLOCKS, 00 MINUTES	Pere Marquette Park 0 BLOCKS, 00 MINUTES	Mason Street Landing 0 BLOCKS, 00 MINUTES	To Beer Line District 0 BLOCKS, 00 MINUTES	Milwaukee County Historical Society 0 BLOCKS, 00 MINUTES	City Hall 0 BLOCKS, 00 MINUTES	Bradley Center 0 BLOCKS, 00 MINUTES	Midwest Airlines Center 0 BLOCKS, 00 MINUTES
--	---	---------------------------------------	---	--	---	---	--	---	--	---	---	-----------------------------------	--	---

Proposed Abbreviation

Marcus Center 0 BLOCKS, 00 MINUTES	Repertory Theater 0 BLOCKS, 00 MINUTES	Pabst Theater 0 BLOCKS, 00 MINUTES	Riverside Theater 0 BLOCKS, 00 MINUTES	Old World 3rd St. Area 0 BLOCKS, 00 MINUTES	North Water St. Area 0 BLOCKS, 00 MINUTES	Shops at Grand Ave. 0 BLOCKS, 00 MINUTES	Historic Third Ward 0 BLOCKS, 00 MINUTES	Pere Marquette Park 0 BLOCKS, 00 MINUTES	Mason Street Landing 0 BLOCKS, 00 MINUTES	To Beer Line District 0 BLOCKS, 00 MINUTES	Historical Society 0 BLOCKS, 00 MINUTES	City Hall 0 BLOCKS, 00 MINUTES	Bradley Center 0 BLOCKS, 00 MINUTES	Midwest Airlines Ctr. 0 BLOCKS, 00 MINUTES
---------------------------------------	---	---------------------------------------	---	--	--	---	---	---	--	---	--	-----------------------------------	--	---

Color Key

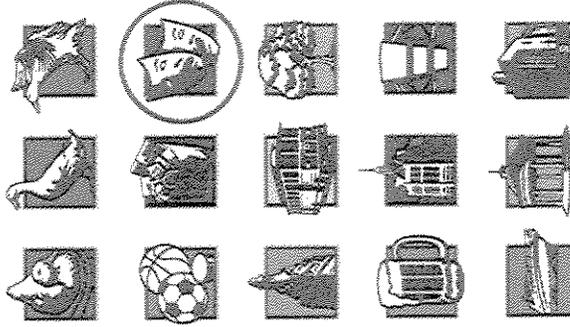
	Performing Arts
	Shopping
	Parks and Recreation
	Office/Convention
	Sporting Events

**Pedestrian Guide
G-1 Guide
Sign Face Panels**

- 08.25.04 Client Review
- 08.27.04 Design Intent Drawings
- 09.15.04 Fabricate Sign Reference
- 10.15.04 Client Approval
- 11.17.04 Final Schedules

Reference 1797	Reference 145	Reference 1797	Reference 188	Reference 370	Reference 510
Reference 1797	Reference 145	Reference 227	Reference 173	Reference 330	Reference 523
Reference 5535	Reference Black	Reference White	Reference 182	Reference 7421	Reference 463

Icon Array



**NOTE: New
artwork required**

Complete electronic files will be provided to the fabricator for creation of sign graphics.

Destination Level indicates the distance within which a specific destination appears on guide signage:

- 1 = 1 Block
- 2 = 2 Blocks
- 3 = 3 Blocks

The sign array that destinations with the most number of stations will appear most frequently.

SCALE: 1" = 1' (on an 11x17" sheet)



MILWAUKEE RIVERWALK
Milwaukee, WI

Corbett
109 East Front Street
Milwaukee, WI 53204

Identification

I-1a Boundary

1. 08.25.04 Client Review
2. 08.27.04 Design Intent Drawings
3. 09.15.04 Fabricator Ref Reference
4. 10.15.04 Client Approval
5. 11.17.04 Final Submission

Partwork	1787	Partwork	5535
Partwork	145	Partwork	322
		Partwork	845

Color and finishes shown above will be provided to JM Dupont Sign Solutions.

Signs are to be installed (minimum) and fabricator applied vinyl.

Mounting options are described in the drawing. The fabricator will coordinate with the fabricator with dimensions (mounting) and decorative mounting options for each location.

Items shown in a round panel. This detail reflects the RiverWalk railing and also the aesthetic for the signage program.

Complete electronic files will be provided to the fabricator for cutting vinyl.

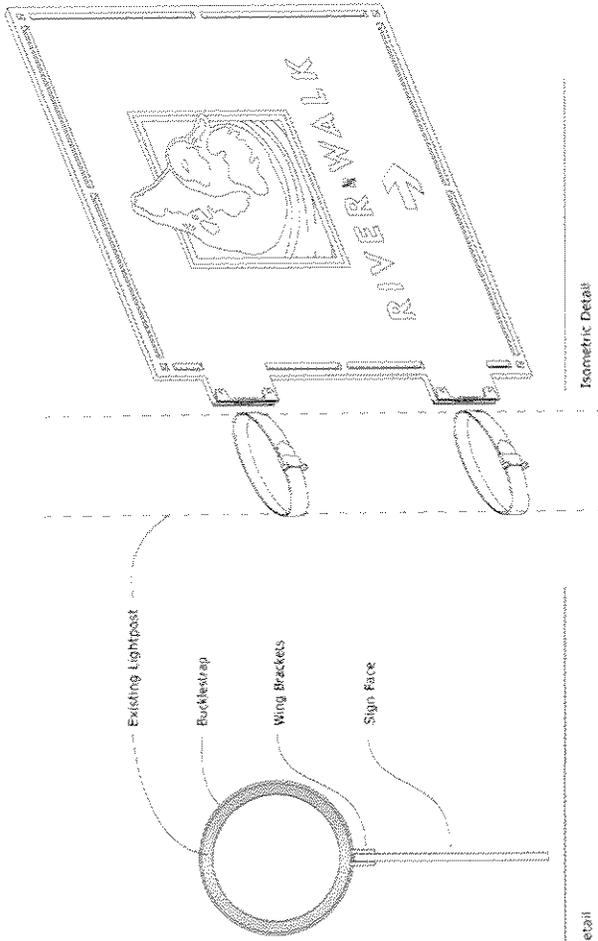
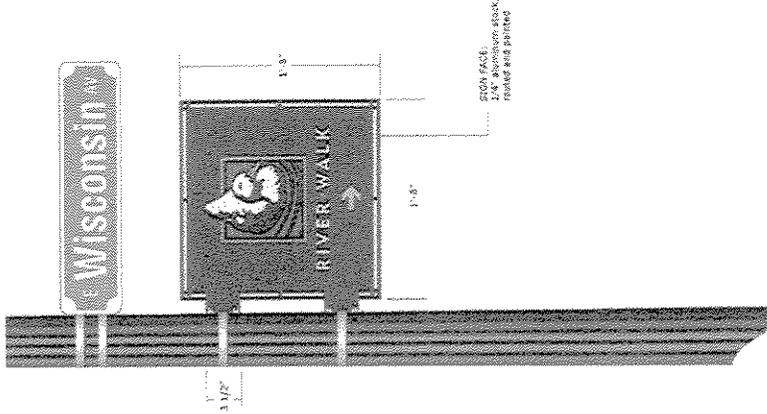
Signs to be mounted to existing lightposts or surface street boundary. The RiverWalk project, including access points, etc. please refer to the drawings.

SCALE: 1" = 1' (see also 11x17" sheet)



MILWAUKEE RIVERWALK
MILWAUKEE, WI

CORDIN
109 East Front Street
Barrington, WI 53001

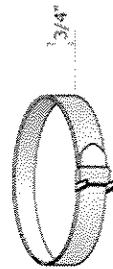


Isometric Detail

et al

Attachment Product available from:

www.band-it-idex.com



Bucklestrap

[Band-It 530328]
330" stainless steel band.
Use to attach Universal
Charmed Clamp to round
posts.



Wing Brackets

[TAPCO 457X]
Standard 3 3/8" coated zinc
mounting brackets. Two per
mounting location.

Elevation

Identification: Boundary "Duck" I-1b

1. 08.25.04 Client Review
2. 08.27.04 Design Intent Drawing
3. 09.15.04 Fabricator Bld Release
4. 10.15.06 Color Approval
5. 11.17.06 Final Payment

Paintcode	145	Paintcode	127
Paintcode	132	Paintcode	5335
Paintcode	132	Paintcode	Black

Once approved, Electronic colors above will be matched to 3M Opague Vinyl equivalents.

Sign face is painted aluminum with surface applied vinyl.

Mounting method see described completely on this page. Depending on existing site conditions, selected fabricator will determine most cost-effective mounting system for each location.

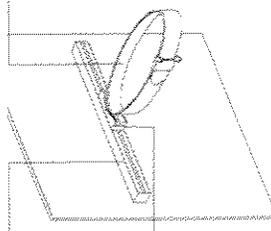
Frame pattern is with vinyl applied to aluminum. This is the most cost-effective method which meets the system aesthetic intent while minimizing cost.

Condition electronic file will be provided to the fabricator for cutting vinyl.



COFFIN
109 East Front St.
Milwaukee, WI 53202
231.947.1136

SUGGESTED
[SX0376]
0.30" stainless steel band.
Use to attach Universal
Channel Clamp to round
posts.

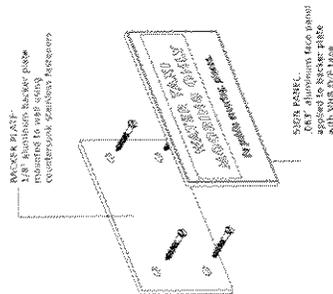


SIGNAGE FREIGHT ALUMINUM EXTRUSION
to be attached to sign panel with 1" x .010" 3M Scotch VHS 9473PC Tape and tack welds the length of extrusion. (No heat dimples or deformation on sign face). Extrusion painted to match sign face and back. Extrusion end to be 2 inches away from edge of sign panel (typical).

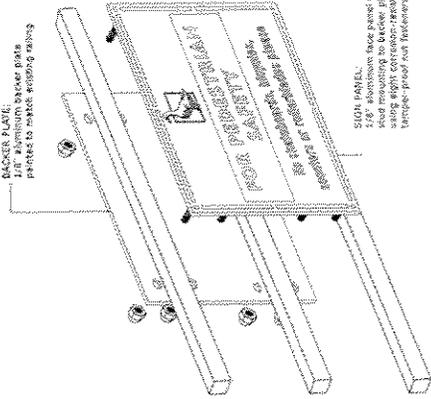
Universal Channel Clamp
[SX0270]
Standard stainless steel mounting bracket compatible with any Signlife support extrusion.
For more information see Attachment Detail



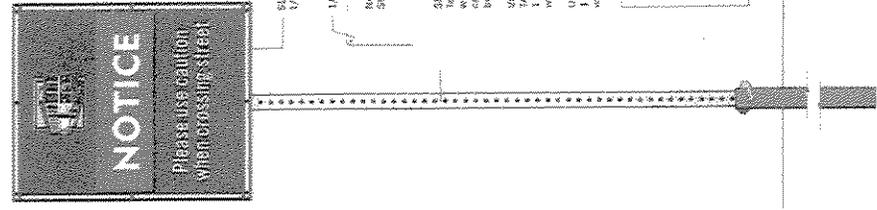
Existing Post Mount Detail



Surface Mounted Detail



Rail Mounted Detail



Attachment Detail

Elevation

Regulatory R-1a

- 1 08.25.04 Client review
- 2 08.27.04 Design Intent Drawings
- 3 09.13.04 Fabricator Bid Response
- 4 10.12.04 Client Approval
- 5 11.17.04 Final Submission

Finish	Primer	Primer	Primer
1787	1787	1787	1787
Primer	Primer	Primer	Primer
145	123	123	Black

Once approved, Pantone colors above will be matched to 3M Opacolor Vinyl equivalents.

Sign face is painted aluminum with surface applied vinyl.

Mounting hardware are described in detail on drawing. All hardware is to be installed on existing PVC conditions, unless noted. Fabricator will determine most cost-effective mounting solution for each location.

Frame pattern is white vinyl applied to front surface, not a coated panel. This will be applied to aluminum substrate, post-welding coating.

Complete electronic file will be provided to file fabricator for cutting vinyl.

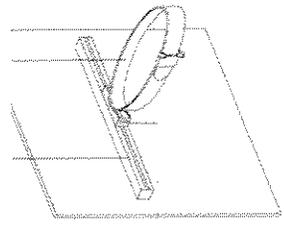
SCALE: 1" = 1' (on an 11x17" sheet)



MILWAUKEE RIVERWALK
Milwaukee, WI

CORDIN
109 East Profit, 304
Pewaukee, WI 53072
TEL: 49584
231-347-7236

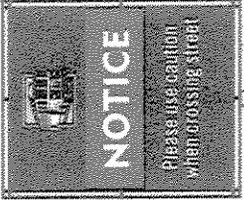
UNIVERSAL CHANNEL CLAMP
[SX02283]
100% stainless steel band
Use to attach Universal
Channel Clamp to round
posts.



SIGNUM SIGNUM EXTENSION
to be attached to sign panel with 1" x 810" 3M Scotch Velcro 9473BC. Tape and back inside the length of extension. (No heat, staples or adhesive on sign face).
Extension painted to match sign face and back. Extension end to be 2 inches away from edge of sign panel (typical).

Universal Channel Clamp
[SX02203]
Standard stainless steel mounting bracket compatible with any Signix support extension.

For more information see Attachment Detail



SIGN PANEL:
1/8" Aluminum (flat)
1/8" Radius

NOTE: All signs shall have radius corners. Sharp 90° corners are not acceptable.

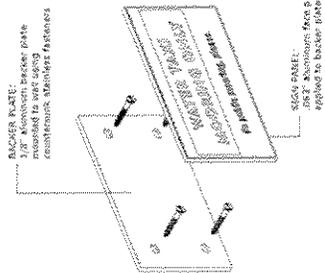
SIGN POST AND ANCHORS:
Inches: 14 gauge 2" x 2" galvanized post with single break-away anchor system. Post can also be used with standard 6061 Aluminum Sign for temporary/inconspicuous application.

VENDOR INFORMATION:
PESCO Traffic and Parking Control Co.
10000 W. 10th St.
www.pescot.com

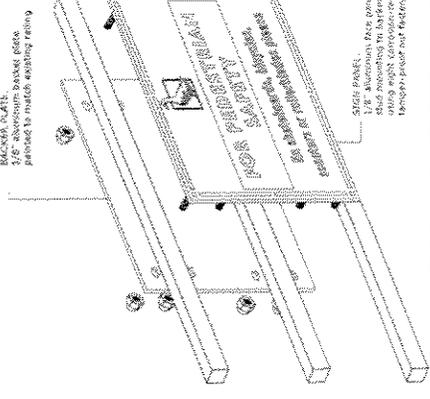
Universal Distribution Co.
10000 W. 10th St.
www.udistrib.com



Existing Post Mount Detail



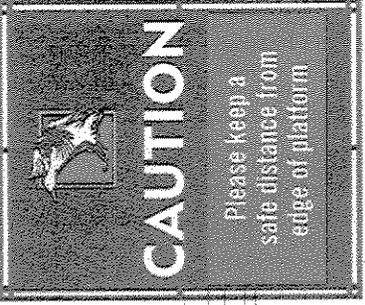
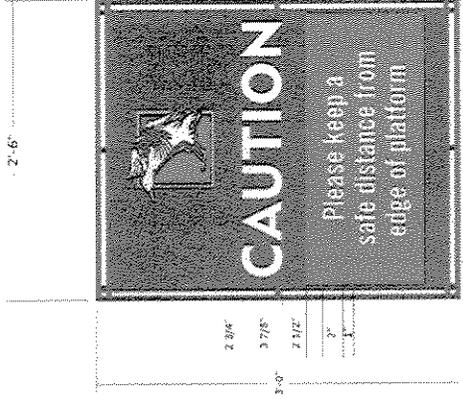
Surface Mounted Detail



Rail Mounted Detail

Mounted Detail

Elevation



Regulatory
R-1b, R-1b.2

- 08.25.04 Client review
- 08.27.04 Design Intent Drawings
- 09.15.04 Fabricator bid Reference
- 11.11.04 Final Approval
- 11.17.04 Final Submittal

Revisions	1797	Process Cym	Revisions	5318
Revisions	145		Revisions	127
				510-A

Once approved, Revisions codes above will be restricted to 3R Drainage Vinyl equivalents.

Sign text is etched aluminum with surface applied vinyl.

Mounting options are described reciprocally on this page. Depending on existing site conditions, selected mounting options may not be applicable for each location.

Anchor bolts to which sign is applied to steel surface, with a raised panel. This keeps the system aesthetically intact while saving costs.

Complete electronic files will be provided to the fabricator for cutting sign.

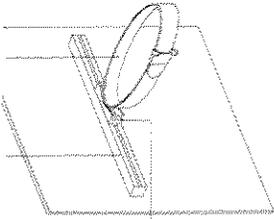
SCALE: 1" = 1' (on an 11x17" sheet)



MILWAUKEE RIVERWALK
Milwaukee, WI

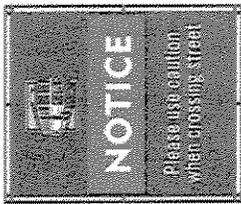
COYBEN
1000 Park Ave.
Traverse City, MI 49984
313.947.1236

Buddestrap
[S50328]
.030" stainless steel band
Use to attach Universal
Channel Clamp to round
posts.



Signfix Medium Aluminum Extrusion
to be attached to sign panel with 1" x .010" 3R Scotch VHB 9473PC. Tape and back welds the length of extrusion. (No heat empires or deformation on sign face).
Extrusion pointed to match sign face and back.
Extrusion end to be 2 inches away from edge of sign panel (typical).

Universal Channel Clamp
[S50220]
Standard stainless steel mounting bracket compatible with any Signfix support extrusion.
For more information see Attachment Detail



SIGN PANEL
1/2" aluminum face

L/F: Radius

Note: All signs shall have convex corners. Sharp 90° corners are not acceptable.

SEAL: BOND AND MOUNTING
Use 3M Scotch VHB 9473PC. Tape and back welds the length of extrusion. (No heat empires or deformation on sign face).
Extrusion pointed to match sign face and back.
Extrusion end to be 2 inches away from edge of sign panel (typical).

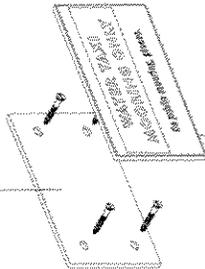
VENUEOR INFORMATION
VENUEOR Traffic and Parking Control Co.
1 877.814.3220
www.venueor.com
Universal Distribution Co.
1 800.623.7730
www.universal.com



STAINLESS STEEL MOUNTING BRACKET
Aluminum square stacked bolts secure tightly in sign. Insulated. Taped and welded to sign panel. (No heat empires or deformation on sign face).

Existing Post Mount Detail

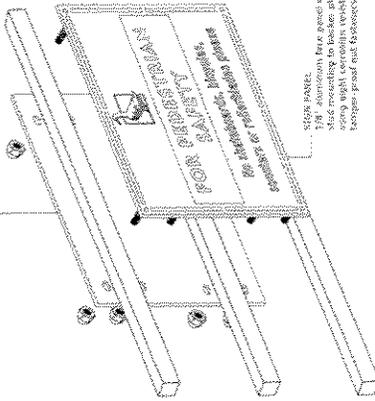
BACKER PLATE
1/2" aluminum backer plate mounted to wall using counterbore-thickness fasteners.



SIGN PANEL
1/2" aluminum face panel applied to backer plate with VHB 9473PC tape.

Surface Mounted Detail

BACKER PLATE
1/2" aluminum backer plate painted to match existing railing.

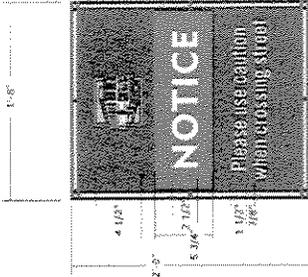


SIGN PANEL
1/2" aluminum face panel with VHB 9473PC tape mounted to backer plate using sight control-injection fasteners. Proof and test fasteners.

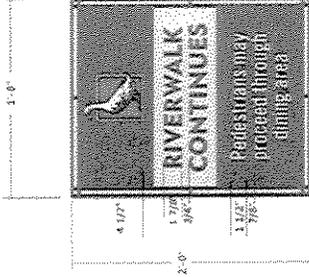
Rail Mounted Detail

Mounted Detail

Elevation



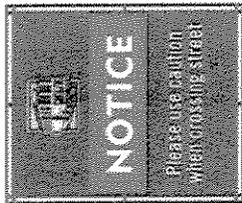
R-1b



R-1b.2

Signix medium aluminum extrusion
 to be attached to sign panel with 1" x 0.10"
 316 Scotch VHB 9473PC tape and back
 welds the length of extrusion. (No heat
 dimples or deformation on sign face).
 Extrusion painted to match sign face and back
 Extrusion end to be 2 inches away from edge
 of sign panel (typical).

Universal Channel Clamp
 [5X0220]
 Standard stainless steel mounting bracket
 compatible with any Signix support extrusion.
 For more information see Attachment Detail



SIGN PANEL
 1/8" Aluminum (flat)

1/8" Round

Note: All signs shall have radius corners.
 Sharp 90° corners are not acceptable.

SIGN POST AND ANCHOR:
 Tapered 14 gauge 2" x 2" aluminum post
 with single bracket-style surface extrusion. Post
 shall be attached to a 4" x 4" x 1/2" aluminum
 base for in-ground/penetrable sign types.

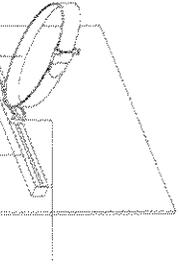
VEEDOCK INFORMATION:
 18750 Highway 101, Parking Control Co.
 1.877.844.7326
 www.veedock.com
 Memphis, Tennessee, TN
 1.659.531.2239
 www.veedock.com



TEMPER-PROOF BOLT/POST
 Aluminum system installed
 with sign panel. Requires special
 hardware. (Do not drill
 holes for installation.)

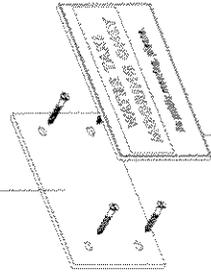
Mounted Detail

BACKSTAP
 [5X0378]
 0.031" stainless steel band.
 Use to attach Universal
 Channel Clamp to round
 posts.



Existing Post Mount Detail

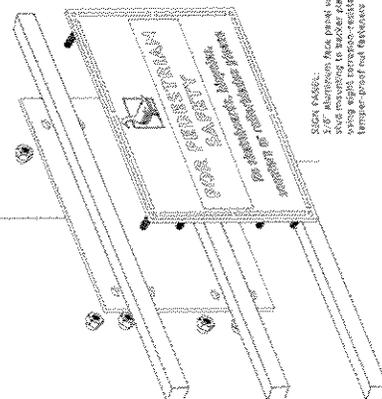
BACKSET FLATE
 2 1/8" aluminum backset plate
 mounted to wall using
 composite-impregnated fasteners.



SIGN PANEL
 20" aluminum face panel
 with VHB D-17 tape

Surface Mounted Detail

BACKSET FLATE
 2 1/8" aluminum backset plate
 painted to match existing masonry



SIGN PANEL
 2 1/8" aluminum face panel
 with VHB D-17 tape
 painted to match existing masonry

Rail Mounted Detail

Regulatory R-1d

- 08.25.04 - Client review
- 08.27.04 - Design intent drawings
- 09.15.04 - Fabricator Bid Reference
- 10.15.04 - Client Approval
- 11.17.04 - Final Submittal

Paints	1997	Process Color	Process
Paints	1445	Process	Black
Paints	138	Process	Black

Once approved, Paints colors above
 will be matched to 3M Coarse Vinyl
 equivalents.

Sign face is painted aluminum with
 surface applied vinyl.

Mounting brackets are described
 on this page - depending
 on existing site conditions, selected
 fabricator will determine most
 cost-effective mounting option for
 each location.

Frame options is white vinyl applied to
 sign surface, not a raised panel. This
 option is not available for all
 mounting options.

Complete electronic files will be provided
 to the fabricator for cutting vinyl.

SCALE: 1" = 1' (not to 1/8" scale)



MILWAUKEE RIVERWALK
 Milwaukee, WI

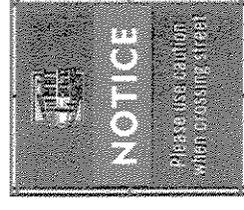
Corbin
 109 East Front Street
 Trevelick, WI 53094
 252.947.1200

Elevation

Signifix Medium Aluminum Extrusion
 to be attached to sign panel with 1" x .010" 3H Scotch VHS 9473PC tape and tack welds the length of extrusion. (No heat dimples or deformation on sign face). Extrusion painted to match sign face and back. Extrusion end to be 2 inches away from edge of sign panel (typical).

Universal Channel Clamp
 [SK0220]
 Standard stainless steel mounting bracket, compatible with any Signifix support extrusion.

For more information see Attachment Detail



Sign Panel:
 1/8" Aluminum (Mat)
 1/8" Radius
 Note: All signs shall have uniform lettering. Signs 50" across or not 45494336.

Sign Post and Bracket:
 Universal Sign Post
 2" x 2" x 1/2" galvanized post
 with 1/2" x 1/2" x 1/2" stainless steel post cap also be tack with stainless steel caps. Use for temporary/removable sign types.

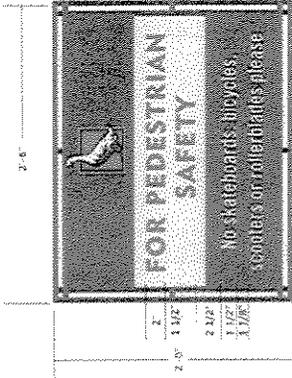
Vendor Information:
 VISIONA CORPORATION
 1877 814 2338
 www.visiona.com

Universal Distribution Co
 1 800 821 7730
 www.unidirect.com

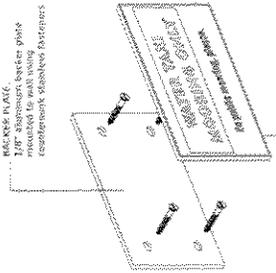


SI Mounted Detail

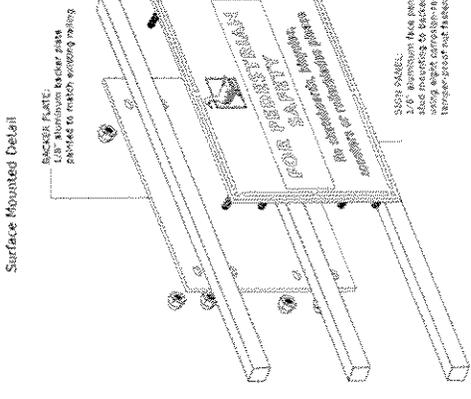
Buckstrap
 [SK0328]
 .030" stainless steel band
 Use to attach Universal Channel Clamp to round posts.



Existing Post Mount Detail



Surface Mounted Detail



Rail Mounted Detail

Regulatory R-1e

- 08-25-04 Client Review
- 08-27-04 Design Intent Drawing
- 09-15-04 Fabricator Bid Reference
- 10-15-04 Client Approval
- 11-17-04 Final Submittal

Paints	1789	Paints	5835
Paints	145	Paints	127
Paints	135	Paints	Black

Once approved, purchase colors above will be matched to 3M DuPont Vinyl equivalents.

Sign face is printed aluminum with surface applied vinyl.

Mounting colors are described conceptually on this page - depending on existing site conditions, selected fabricator with mounting options for each location.

Frame pattern is white vinyl applied to aluminum. The fabricator will ensure this system authentic match while saving costs.

Complete electronic files will be provided to the fabricator for cutting vinyl.

SCALE: 1/4" = 1' (on 11x17" sheets)



MILWAUKEE OVERMAX
 Milwaukee, WI

CORBIS
 109 River Street, 4th Fl.
 New York, NY 10038
 Tel: 212 368 6868
 Fax: 212 368 6868

Elevation

Attachment Specifications for Regulatory Signs

Typical Page

- 1 08.25.04 Client review
- 2 08.27.04 Design layout drawings
- 3 09.15.04 Fabricator Bid Response
- 4 10.15.04 Client Approval
- 5 11.17.04 Final Submittal

Project
5035

Attachment Product available from:

www.band-it-idx.com

Michigan Supplier
J.O. Herbert
Phone: 804 763-6480
Contact: Pat



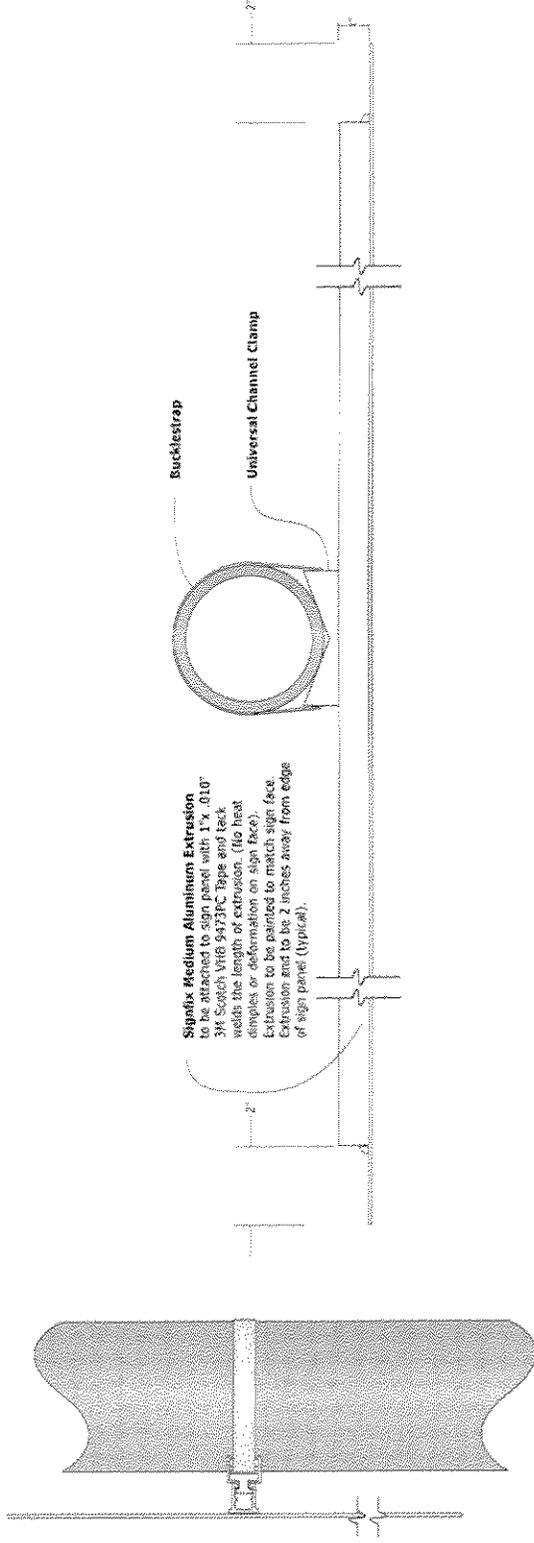
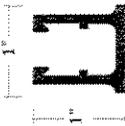
Bucklestrap
[SX0328]
.030" stainless steel band
Use to attach Universal Channel Clamp to round posts.



Universal Channel Clamp
[SX0220]
Standard stainless steel mounting bracket compatible with any Signfix support extrusion.



Medium Extrusion



SCALE: 1/16"



MILWAUKEE REVERBALK
Milwaukee, WI

A. Side Detail

B. Top Detail

COBLEN
109 East Front St
Trenton, NJ 08644

