

PRIDE AND PROMISE DISTRICT INSTALLATIONS

STREETSCAPE

Project Partners

- HNTB- Project Management Engineers
- Retailworks- Design
- Sign Effectz- Wayfinding signage
- Elevated Identity- Monument and Gateway sign



HISTORIC KING DRIVE BUSINESS IMPROVEMENT DISTRICT NO. 8 BRAND

Concept Storytelling



BID 8 Name

+



Artwork Symbolism

+

**vision
diversity
legacy**

Ideals

=



<p>Mountaintop Mauve</p> <hr/> <p>—</p> <p>C04 M36 Y63 K0 R224 G177 B110 Hex #e0b16e</p>	<p>Vision Blue</p> <hr/> <p>—</p> <p>C79 M15 Y50 K0 R88 G153 B137 Hex #589989</p>	<p>Garnet</p> <hr/> <p>—</p> <p>C5 M98 Y100 K64 R95 G26 B23 Hex #5f1a17</p>
<p>Vivid Dream</p> <hr/> <p>—</p> <p>C7 M82 Y92 K1 R190 G76 B44 Hex #be4c2c</p>	<p>Nobel Navy</p> <hr/> <p>—</p> <p>C95 M80 Y43 K51 R30 G45 B66 Hex #1e2d42</p>	<p>Ice</p> <hr/> <p>—</p> <p>C00 M00 Y00 K00 R255 G255 B255 Hex #ffffff</p>

2024 STREETSCAPE INSTALLATION

Wausau Tile Streetscape Furniture Products

MF2200 Flat Steel Bench

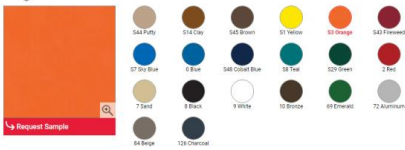


Length: 73"
 Width: 26"
 Height: 34"
 Weight: 275 lbs.
 Material: Steel
 Shape: Rectangle
 Anchoring: Optional anchor kit available (7209)

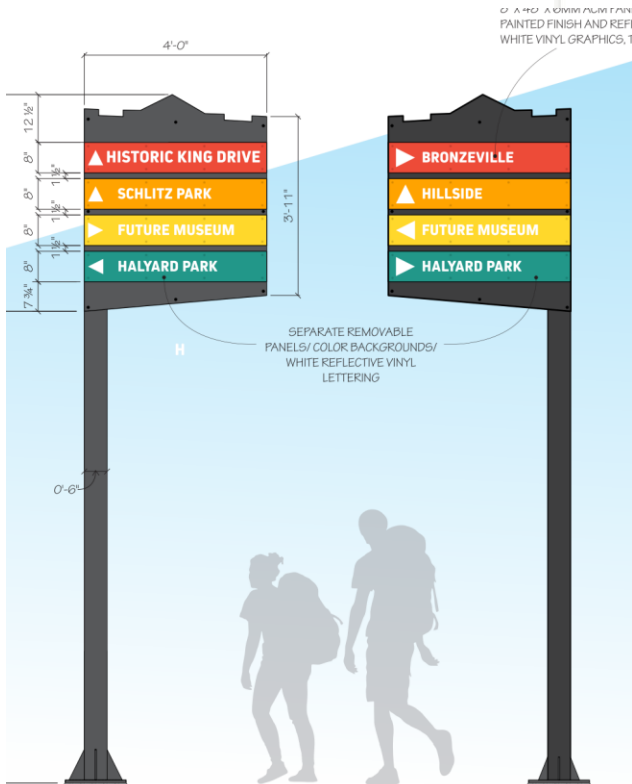
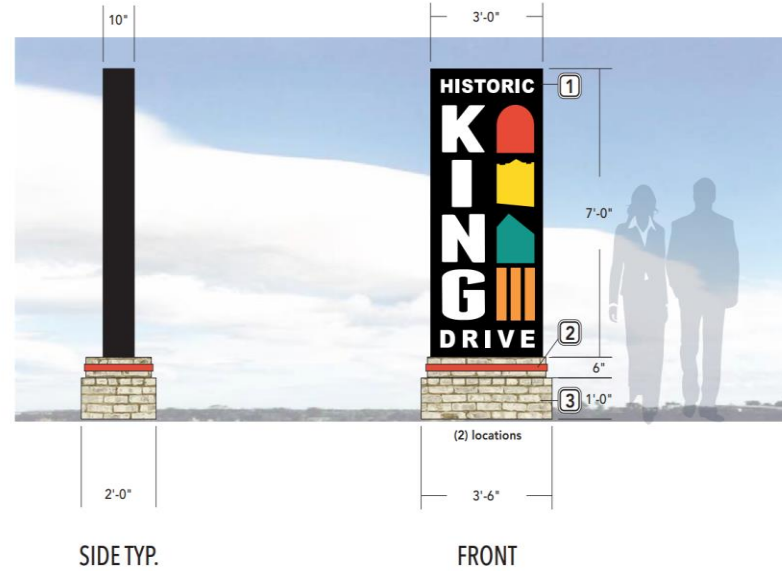
[Add To Quote](#) [Request A Sample](#)

Flat steel bench with straight back and arms. Our line of Flat-Steel benches has a unique powder coat finish. These benches are available in other styles and colors, along with matching trash receptacle and stuffer.

Metal Powder Coat



WS502 Executive Series Tapered Aluminum Planter



2024 STREETSCAPE INSTALLATION

PS1 - PEDESTRIAN WAYFINDING SIGNS

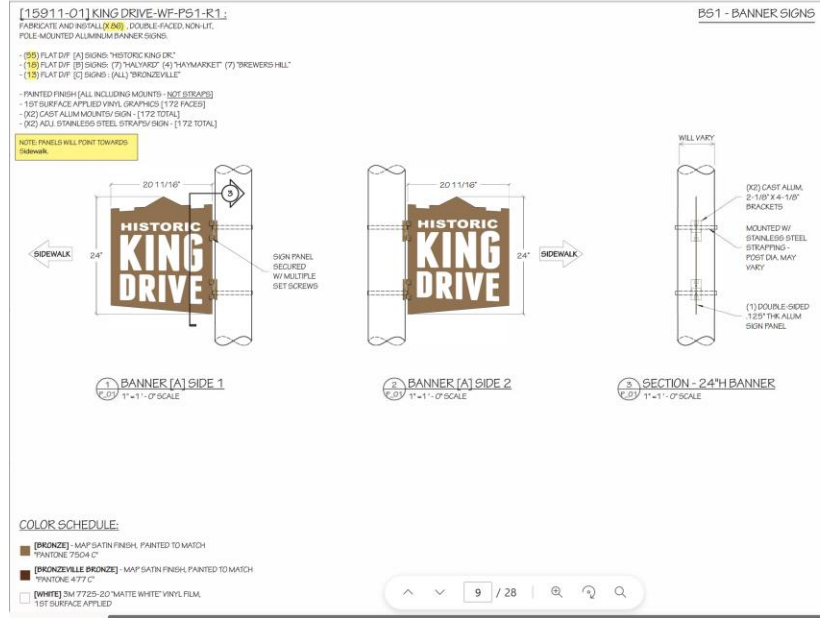
PHASE 2



"YOU ARE HERE" LOCATION TO MATCH FINAL DECIDED LOCATION FOR EACH OF (6) TOTAL PEDESTRIAN WAYFINDING SIGNS (FINAL LOCATIONS - TBD)

LOCKING DISPLAY

1 DISPLAY CABINET DETAIL - PS-1
1-1/2" = 1'-0" SCALE



SignEffectz
18717E Historic Ave. Milwaukee, WI 53204
414.254.5554
www.signeffectz.com

Historic King Drive BID No. 8
Wayfinding (Phase 1)

Project & Billing Address:
Historic King Drive BID No. 8
1728 N. Doctor M.L.K., Jr. Dr.
Milwaukee, WI 53212

No.	Description	Date	Rev.
01	Initial set of wayfinding signs	09/19/23	01
02	Revised set of wayfinding signs	09/19/23	02
03	Final set of wayfinding signs	09/19/23	03
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Project Notes:
- REFER BACK TO 01 FOR HEIGHT & MOUNTING
- AFTER OBSERVING EXISTING SIGNS ON LAMP POSTS, STRAP MOUNTS APPEAR TO BE THE PREFERRED WAY OF ATTACHING SIGNS (PLEASE ADVISE US IF YOU OBSERVE OTHERWISE NOTED)

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AAC JCB NB
09/19/23 35434369 P. 02 00
1001 15911 01



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Wayfinding

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Project Notes:
- PLEASE VERIFY WHICH SIDE OF END OF THE SIGNFACES THE ROAD
- RECOMMENDED PAINT SUGGESTED FOR LETTERS IN THICK GOLD
- FINAL LOCATIONS FOR HISTORICAL MARKER SIGNS TO BE VERIFIED

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