

RIVIANNA DEVELOPMENT TEAM
The Rivianna Group LLC, Madison, WI &
Portland, OR

LEAD/DESIGN ARCHITECT
3rd COAST DESIGN CONCEPTS, LLC
Milwaukee, WI &
Portland, OR

**DESIGN/PRODUCTION
ARCHITECT**
Dimension IV - Madison
Madison, WI

**DESIGN CONSULTANT
/LANDSCAPE
ARCHITECT**
Landscape Architects, Inc
Milwaukee, WI

STRUCTURAL ENGINEER
Arnold and O'Sheridan
Milwaukee & Madison, WI

**MECHANICAL ELECTRICAL,
PLUMBING, FIRE
PROTECTION
AND TECHNOLOGY
ENGINEERS**
Arnold and O'Sheridan
Milwaukee & Madison, WI

CIVIL ENGINEER
CJ Engineering Services
Waukesha, WI

LEED CONSULTANT
Josh Arnold, LEED
Madison, WI

**FURNITURE DESIGN
CONSULTANT**
Jana Bell
Glasgow, Scotland

SHEET INDEX

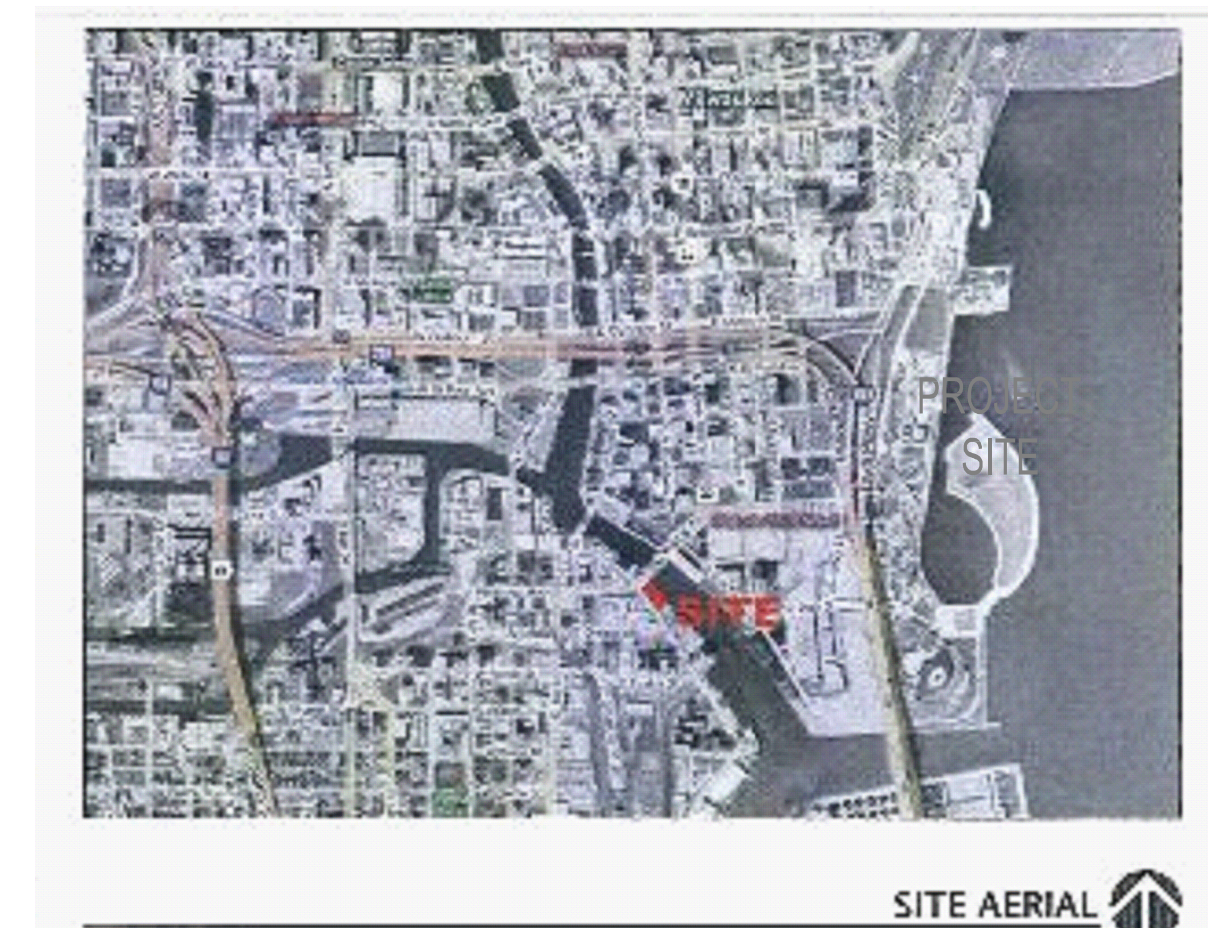
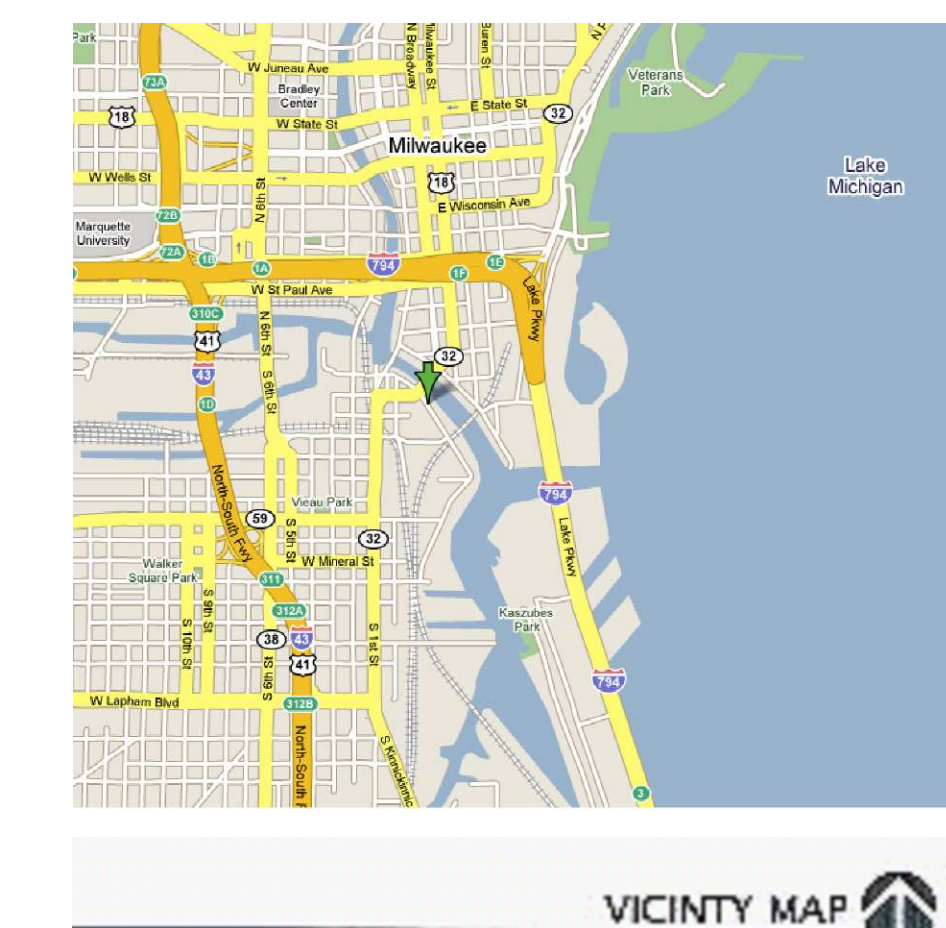
PLAT OF SURVEY

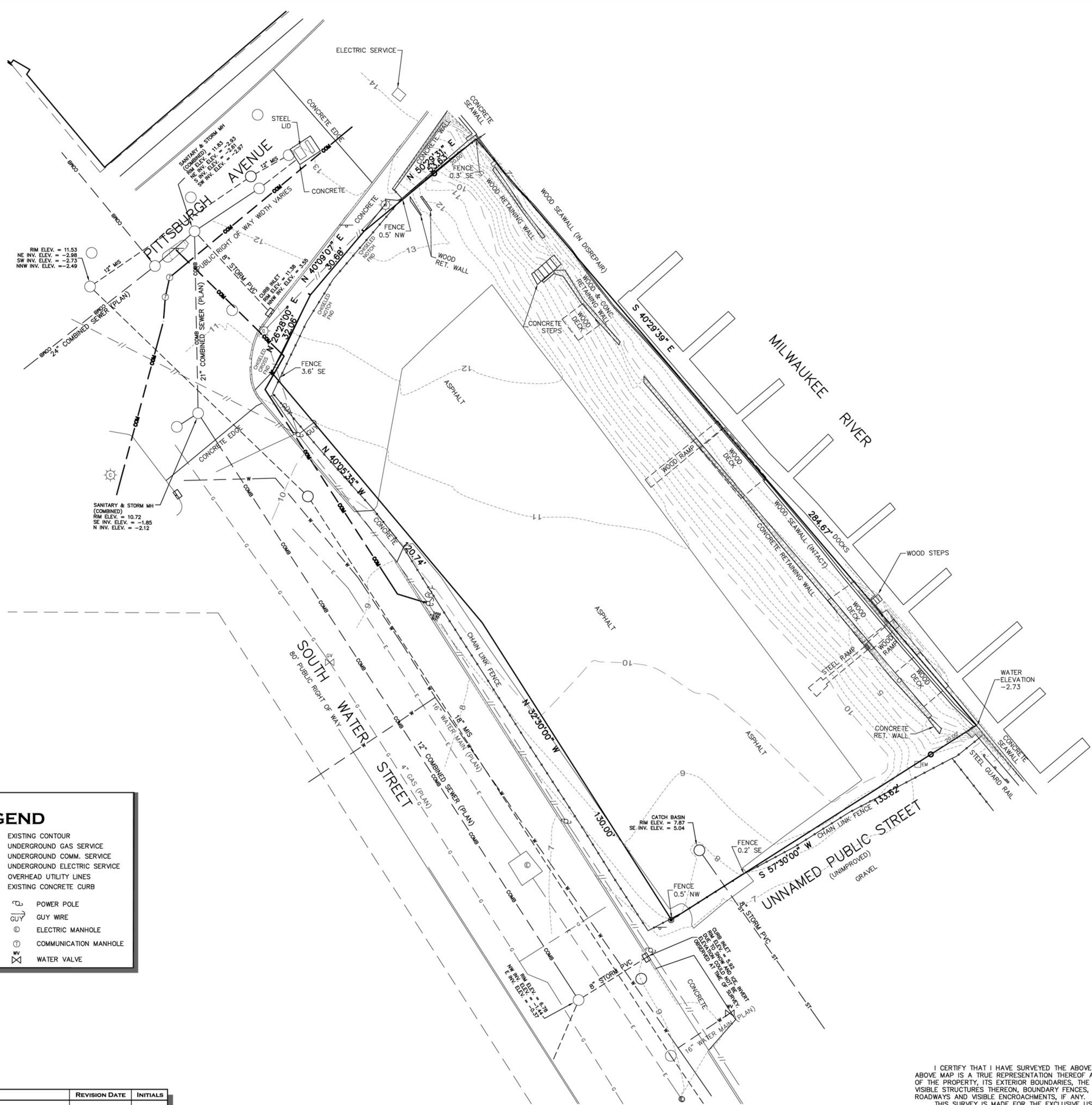
C1.0 SITE PLAN

A1.1 RIVERWALK & LOBBY LEVEL FLOOR PLAN
A11.0 BUILDING AND SITE SECTIONS

SIGNAGE

G1.0 COMMERCIAL SIGNAGE
G2.0 AWNING SIGNAGE
G3.0 DEVELOPMENT SIGNAGE
G4.0 LEGIBILITY SIGNAGE

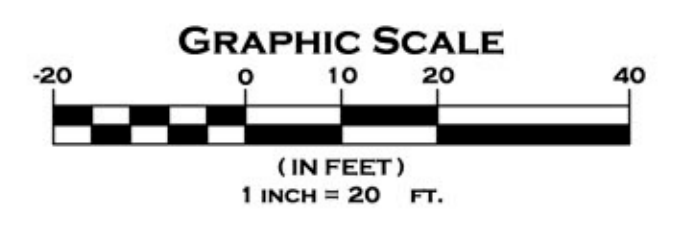




- NOTES
1. SUBJECT PROPERTY ZONED: PD, SEE CITY FOR ZONING RESTRICTIONS.
 2. LEGAL DESCRIPTION FROM DEEDS AND PLAT OF SURVEY BY INTERLINE SURVEY SERVICE DATED 5/20/97.
 3. THE UNDERGROUND UTILITY INFORMATION AS SHOWN HEREON IS BASED, IN PART, ON INFORMATION FURNISHED BY THE UTILITY COMPANIES, DIGGERS HOTLINE AND THE LOCAL MUNICIPALITY. WHILE THIS INFORMATION IS BELIEVED TO BE RELIABLE, ITS ACCURACY AND COMPLETENESS CANNOT BE GUARANTEED NOR CERTIFIED TO.
 4. PORTIONS OF SUBJECT PROPERTY ARE IN THE 100 YEAR FLOOD PLAIN PER FLOOD INSURANCE RATE MAP - COMMUNITY PANEL #550278 0005 B, EFFECTIVE DATE MARCH 1, 1982.
 5. PROJECT BENCHMARK - S.W.R.P.C. BENCHMARK, HYDRANT AT NORTHWEST INTERSECTION OF E. MENOMONEE AND E EARLE ST.; FOUND CHISEL CROSS IN TOP OF S. SIDE HYDRANT FLANGE, ELEVATION: 13.02.
 6. SITE BENCHMARK - SANITARY MANHOLE RM IN THE INTERSECTION OF S. WATER ST. AND PITTSBURGH AVE. SOUTHWEST OF CONCRETE ISLAND, ELEVATION: 11.83.
 7. ELEVATIONS BASED ON INFORMATION FROM S.W.R.P.C. AND CITY OF MILWAUKEE AND ARE AT CITY OF MILWAUKEE DATUM.

LEGEND	
---92---	EXISTING CONTOUR
---	UNDERGROUND GAS SERVICE
---	UNDERGROUND COMM. SERVICE
---	UNDERGROUND ELECTRIC SERVICE
---	OVERHEAD UTILITY LINES
---	EXISTING CONCRETE CURB
⊕	METAL SIGN
⊕	CONCRETE LIGHT POLE
⊕	WOOD LIGHT POLE
⊕	ELECTRIC METER
⊕	GAS VALVE
⊕	POWER POLE
⊕	GUY WIRE
⊕	ELECTRIC MANHOLE
⊕	COMMUNICATION MANHOLE
⊕	WATER VALVE

No.	DESCRIPTION	REVISION DATE	INITIALS

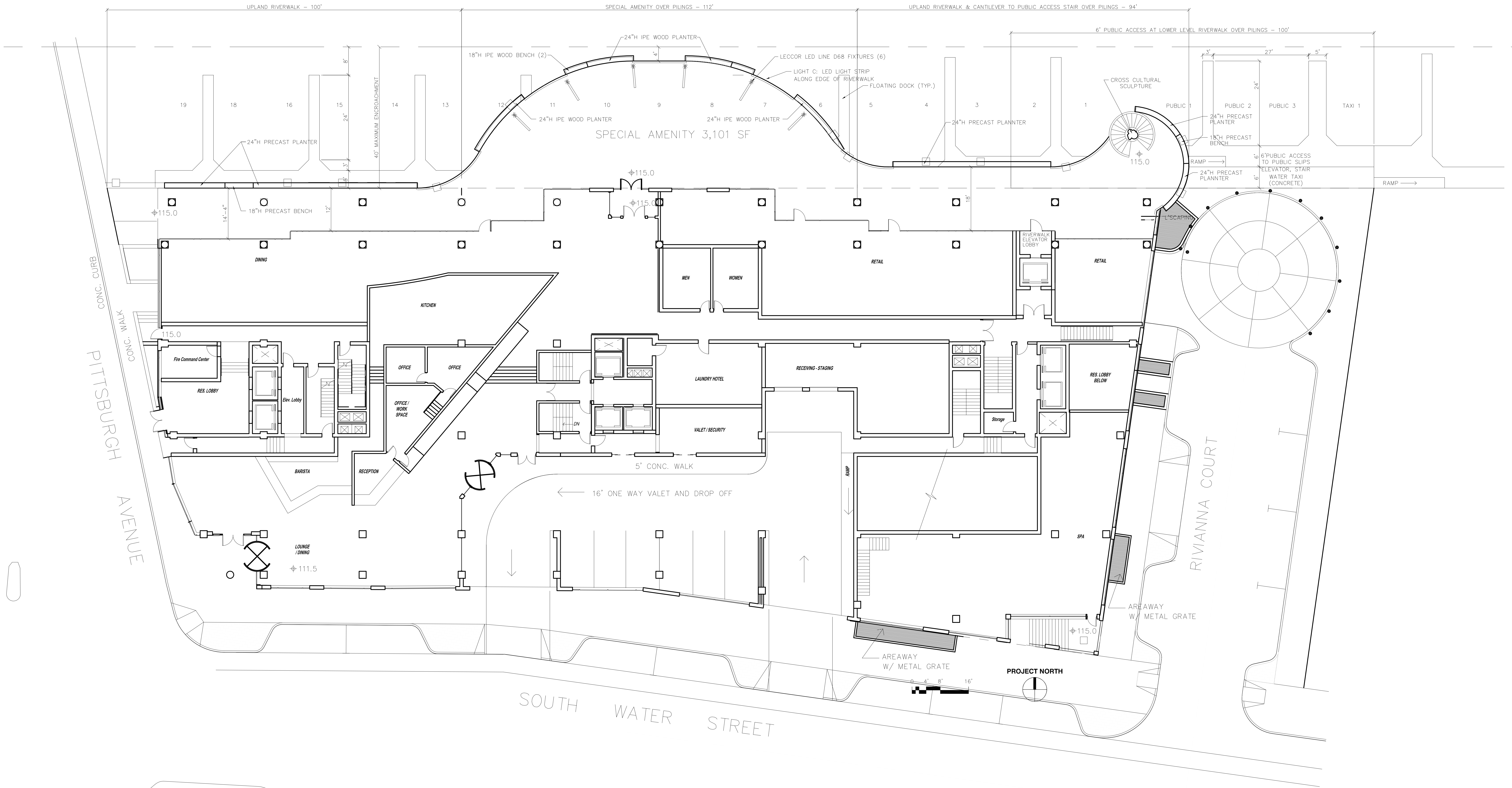


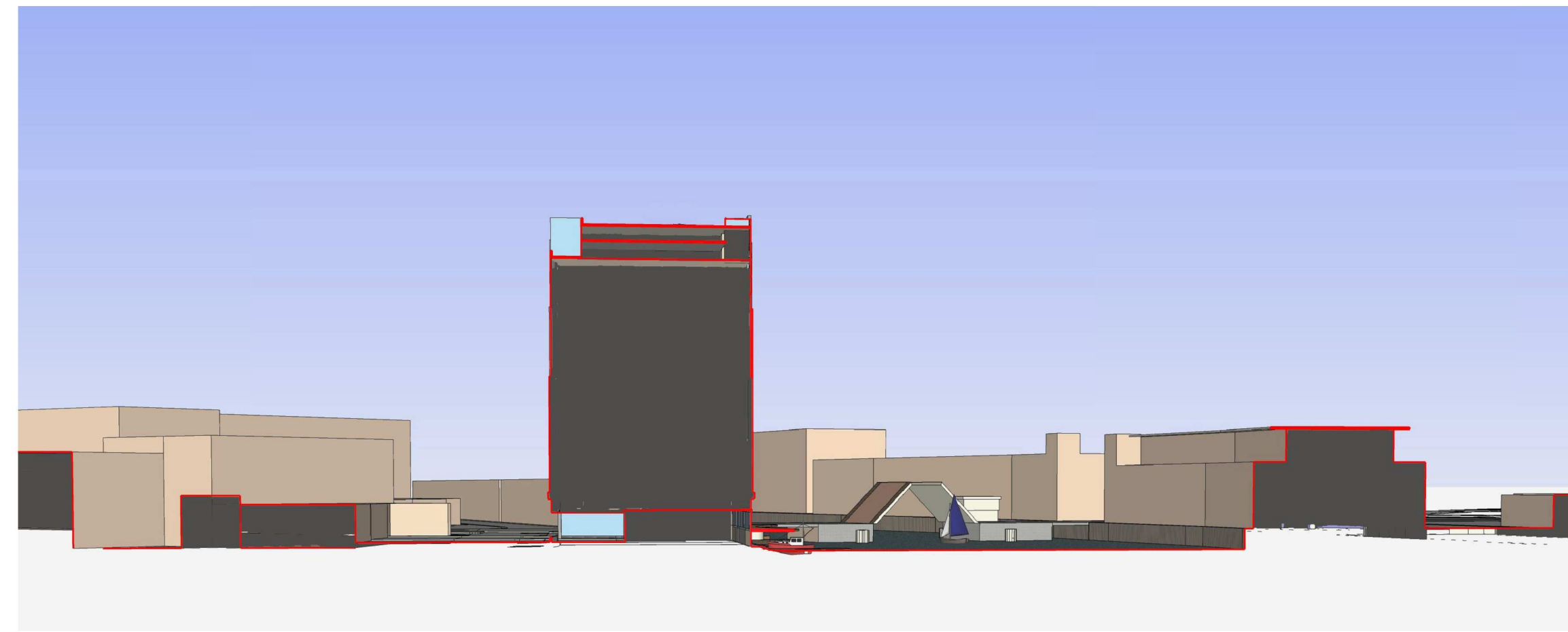
I CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY, AND THE ABOVE MAP IS A TRUE REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY, ITS EXTERIOR BOUNDARIES, THE LOCATION AND DIMENSIONS OF ALL VISIBLE STRUCTURES THEREON, BOUNDARY FENCES, APPARENT EASEMENTS AND ROADWAYS AND VISIBLE ENCROACHMENTS, IF ANY.
 THIS SURVEY IS MADE FOR THE EXCLUSIVE USE OF THE PRESENT PROPERTY, AND ALSO THOSE WHO PURCHASE, MORTGAGE, OR GUARANTEE THE TITLE THERETO, WITHIN ONE (1) YEAR FROM DATE THEREOF.
 FEBRUARY 5, 2007
 DATE
 MICHAEL J. BERRY, R.L.S.
 REGISTERED LAND SURVEYOR S-2545

PLAT OF SURVEY
 FOR
C.J. ENGINEERING
 236 S. WATER ST.
 MILWAUKEE, WI.

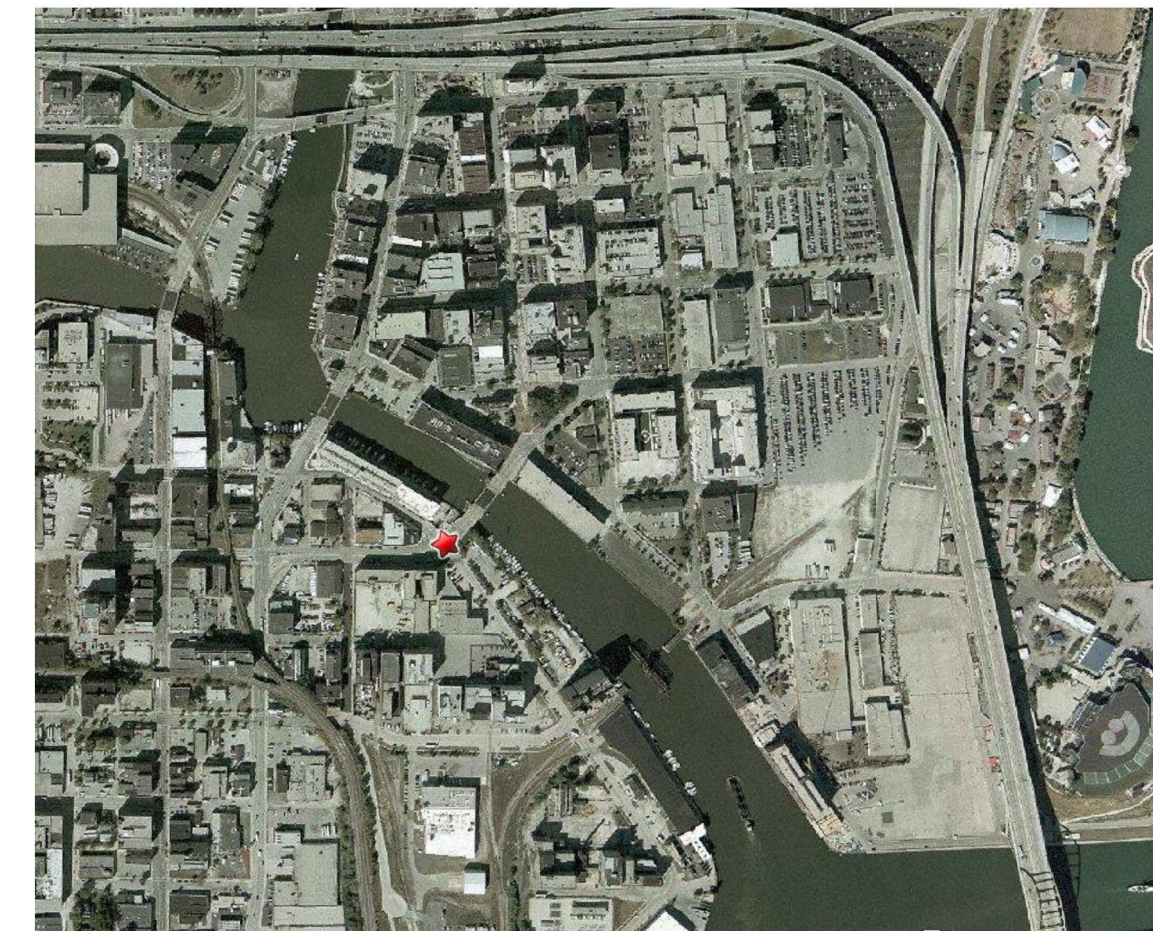
DRAWN BY:	NJF	DATE:	2-5-07
CHECKED BY:	DHS	DRAWING No.	S07-11-0-P
CSE Job No.:	07-011	SHEET	1 OF 1

MILWAUKEE RIVER

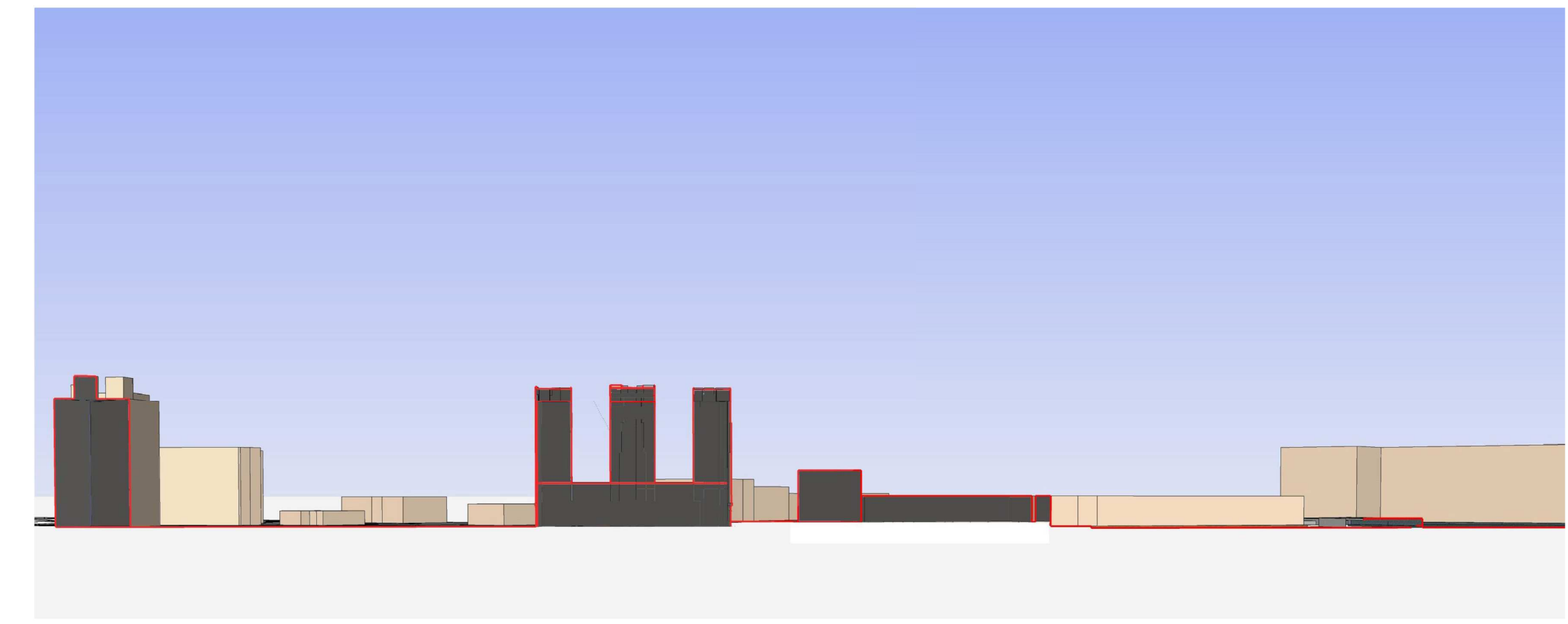




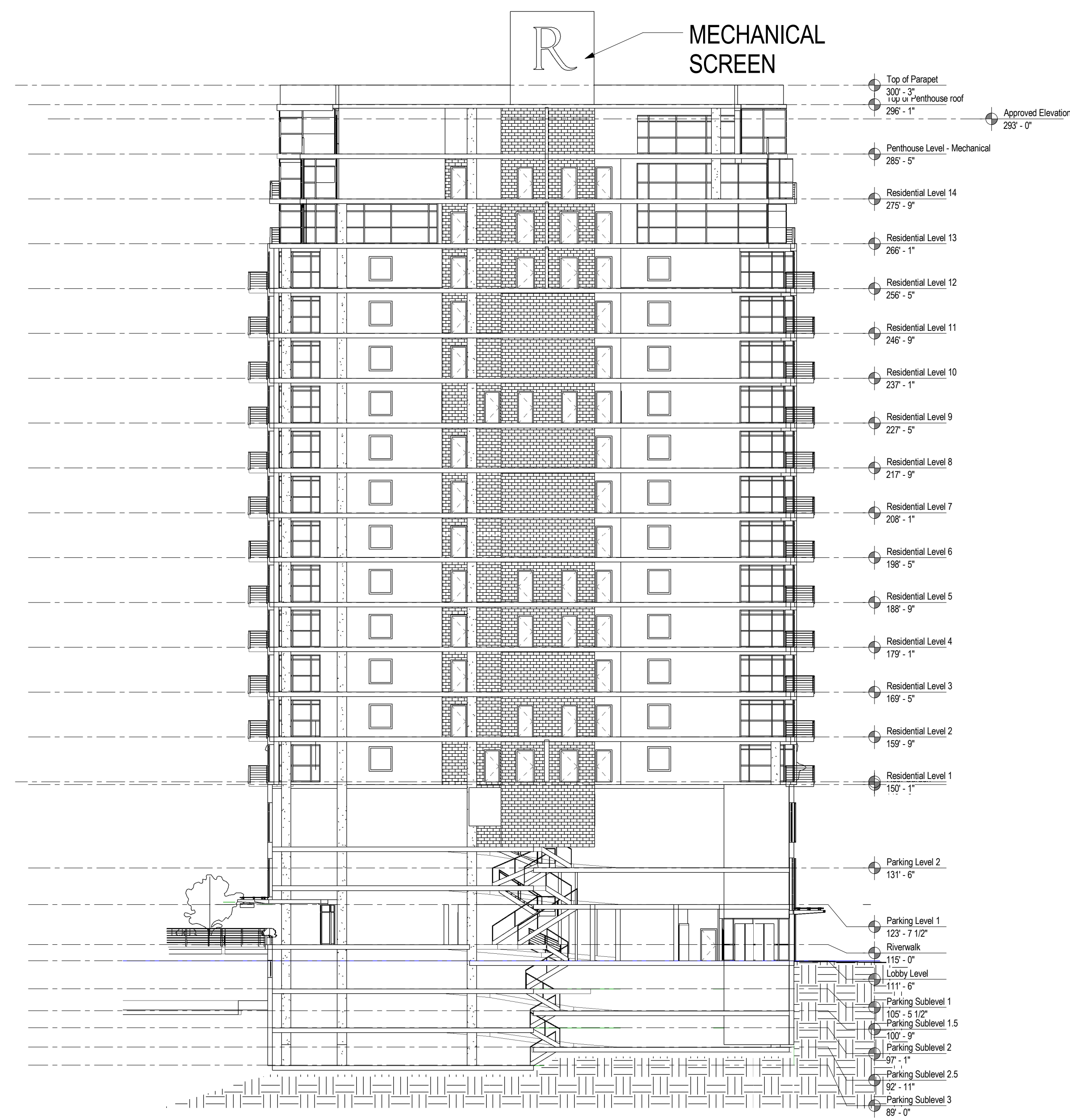
North South Section
Not to Scale



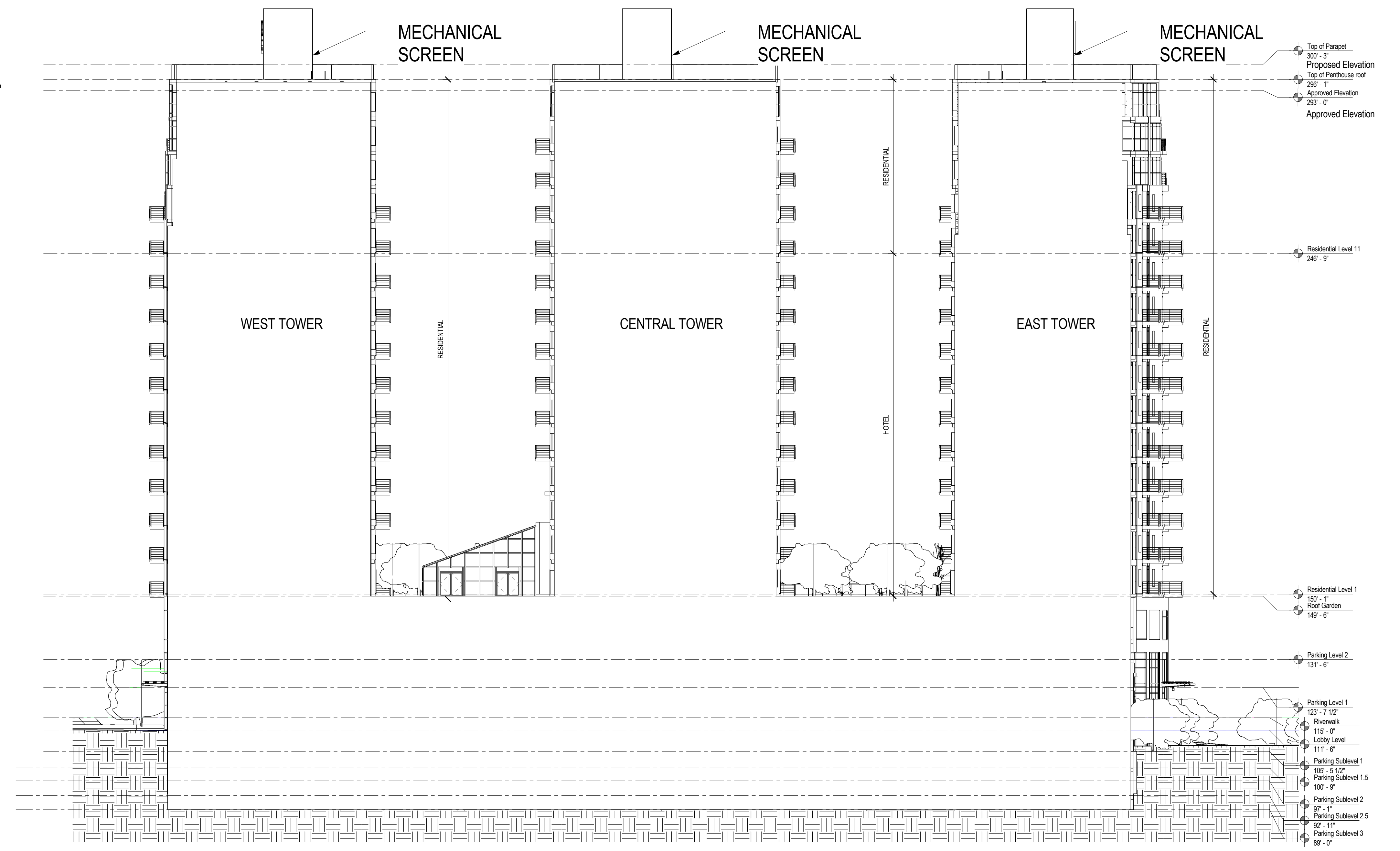
Area Map
Not to Scale



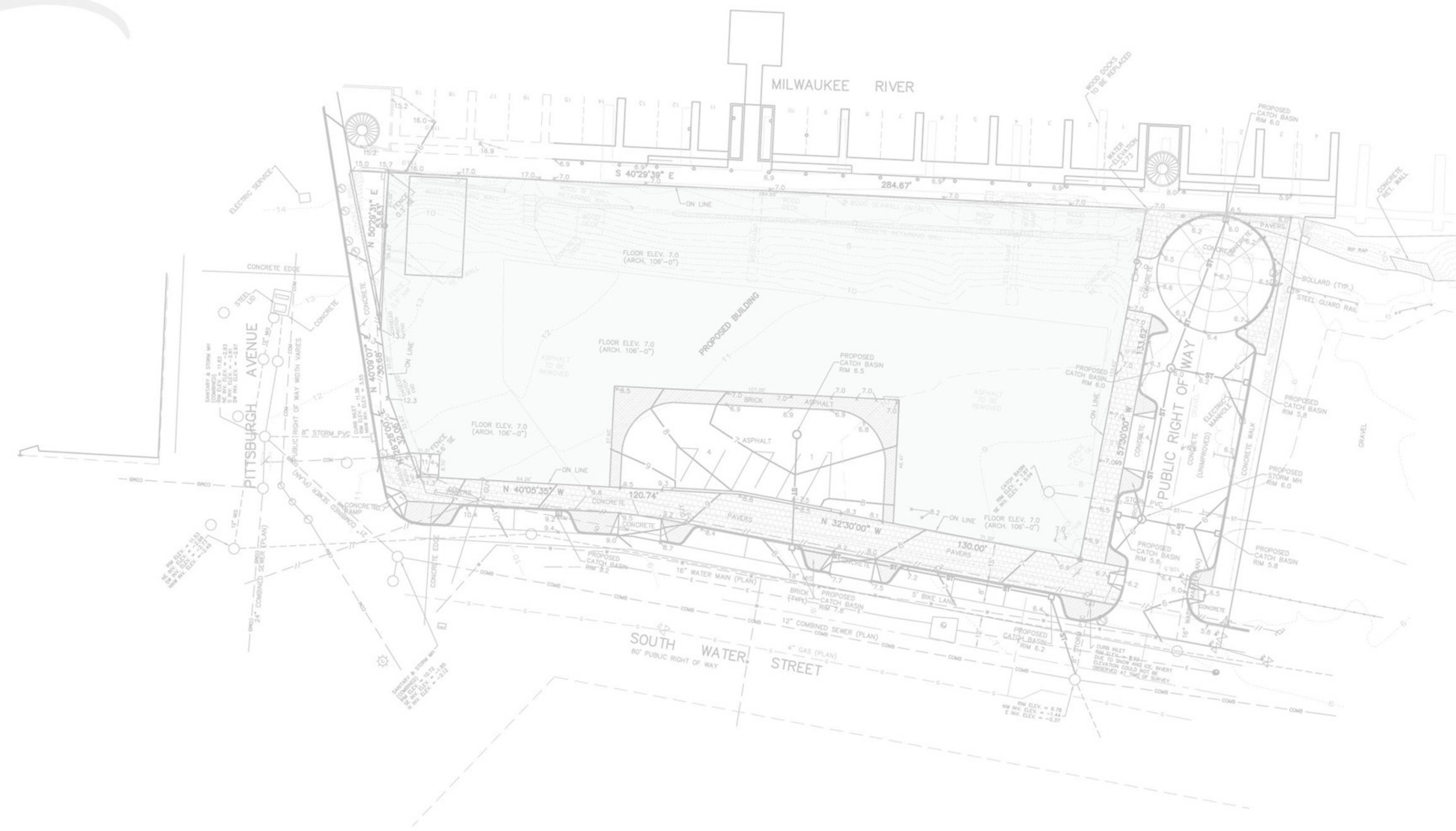
East West Section
Not to Scale



North South Section



East West Section



Proposed Commercial Signage



Area of Visual Merchandising Guidelines

The area of visual merchandising runs the full width of the storefront and 5'-0" into the leased premises. It includes all display windows and retail graphics, display fixtures, signs, materials, finishes, color and lighting fixtures within the area.

Sale and temporary event signs should be behind the zone, and no sale and temporary signs shall be taped or suction cupped onto the display windows, or hang from the storefront ceiling.

The use of the following materials is discouraged within the merchandise zone:

- Slate wall or slate wall fixture systems
- Stucco finish (unless approved by Landlord in writing)
- Wood grain plastic laminates
- Metal laminate wallboard
- Plastic laminate
- Simulated brick, stone or wood
- Cork or cork tile
- Plywood paneling or texture 1-11 plywood
- Carpeting on walls
- Pegboard walls and pegboard fixture
- Wood shingles or shakes
- Field painted aluminum
- Metal shelving
- Mirror walls

Cash wrap counters are discouraged in the merchandising zone.

No fluorescent lighting will be permitted within the merchandising zone.

Storefront Lighting Standards

Lighting must be tasteful and designed to enhance your storefront and the retail streetscape.

- Lighting must be appropriate to the building and must complement the architecture.
- Lighting must be stationary and not moving or animated in any form.
- Visible suspended fluorescent tubes will NOT be approved.
- Visible suspended neon tubes are NOT encouraged.

Signage Guidelines

Encouraged:

- Cut metal letter forms, freestanding or pin-mounted.
- Cut metal logotypes, applied or pin-mounted.
- Wall mounted metal or porcelain enamel plaques.
- Stencil cut metal, visible from one side.
- Sandblasted metal or glass.
- Metal channel letters with halo illumination.
- Screen printed or gold leafed logotypes on glass.
- Clean, simple, minimally visible attachments.
- Hardware matching adjacent sign finishes, use mounting hardware that will NOT rust.
- Satin finished metals rather than highly polished finishes.

Discouraged:

- Plastic sign faces or signboxes.
- Internally illuminated plastic letters or sign faces.
- Formed or injection molded plastic signs.
- Paper or nylon signs or banners.
- Animated, flashing, blinking, rotating or audible signs.
- Signs with exposed lamps or tubing.
- Advertising postcards, banners, pennants, sale or other temporary signs.
- Signs projecting beyond lease line.

Pin-mounted Letterforms Encouraged:

- Pin-mounted letterforms on a colored plaque.
- Pin-mounted letterforms freestanding of a satin finished natural metal.
- Pin-mounted letterforms or prismatic letterforms mounted off the face of the storefront. Metals for mounting pins that will rust in the Milwaukee weather which will create unsightly streaks on the exterior finish materials of the building are NOT Allowed.

Graphics on Glass:

Graphics on the interior surface of storefront glass should be tasteful and minimal. Signage in this format is pedestrian friendly and smaller graphics frequently draw the viewer closer to a window display thereby engaging them in the merchandising zone. This may serve as the only storefront identification in subtle form.

May potentially create an interesting play of light and shadows.

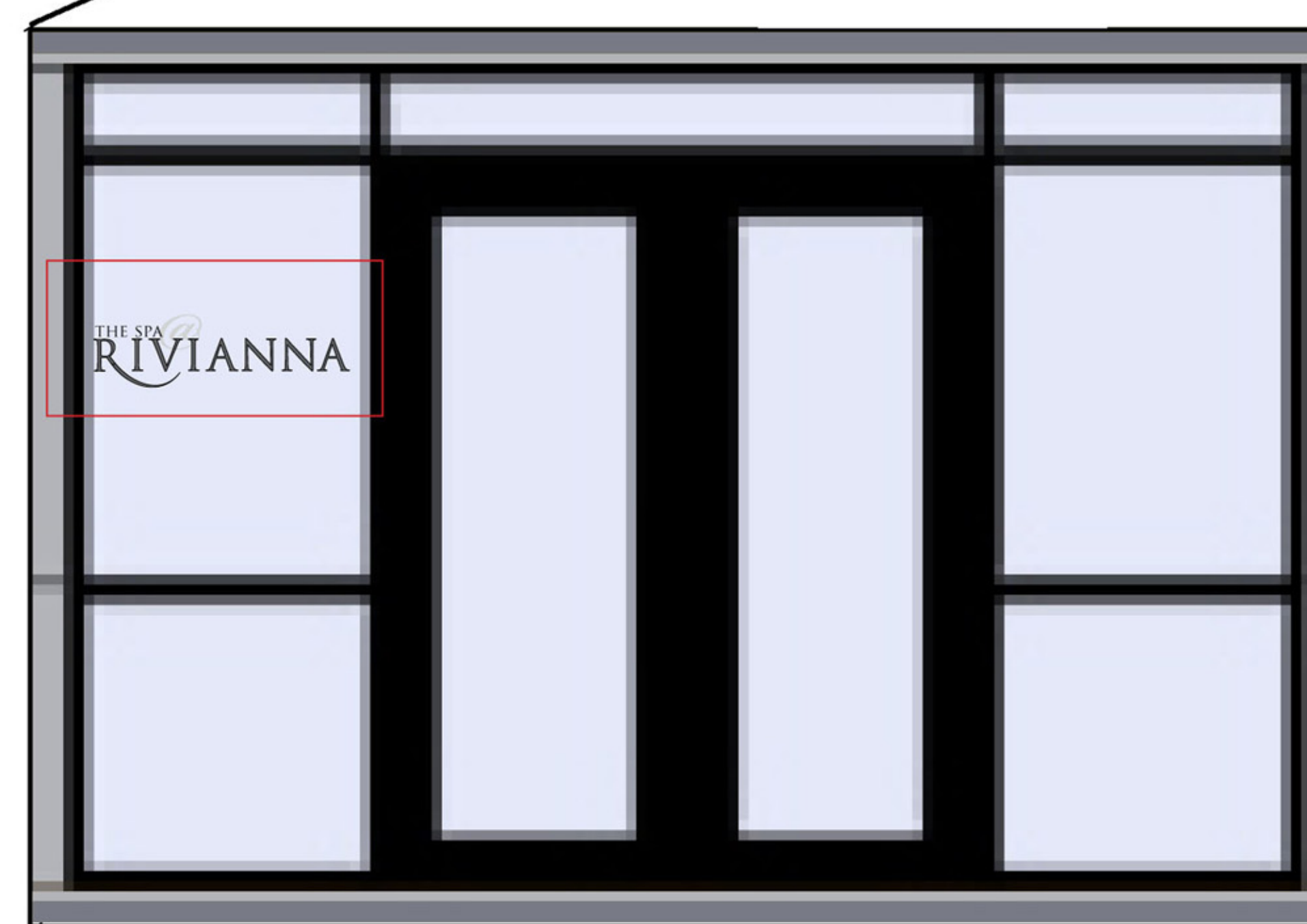
May serve as the only storefront identification in a very visible position on the storefront windows.

The larger scale and repetition of these graphics on glass are discouraged.

Encouraged Signage:

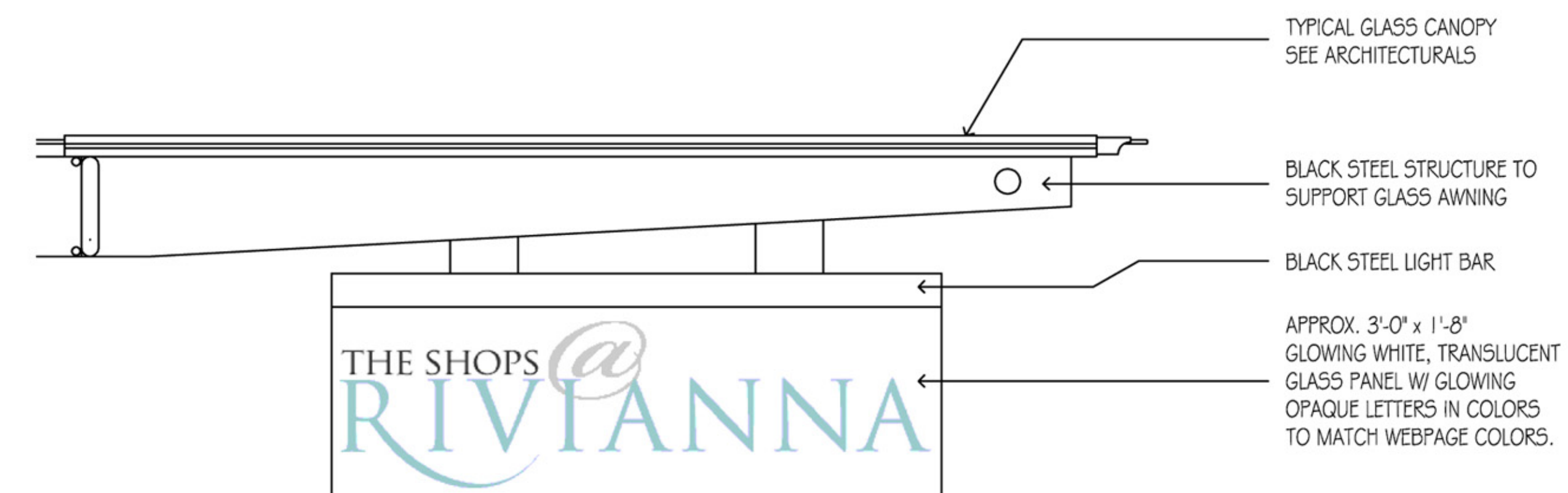
Halo lit letterforms pin-mounted off the building facade. This style of signage may be selectively lit with a secondary light source.

Stencil cut letters or numerals in a metal sign band add a tactile quality to a storefront.





Proposed Awning Signage



Acceptable Awning Signage

Material:

- Painted metal
- Brushed metal
- Acrylic w/ etched letters

Two standard sizes:

- Small: 24wx18h
- Large: 36wx24h

Lighting:

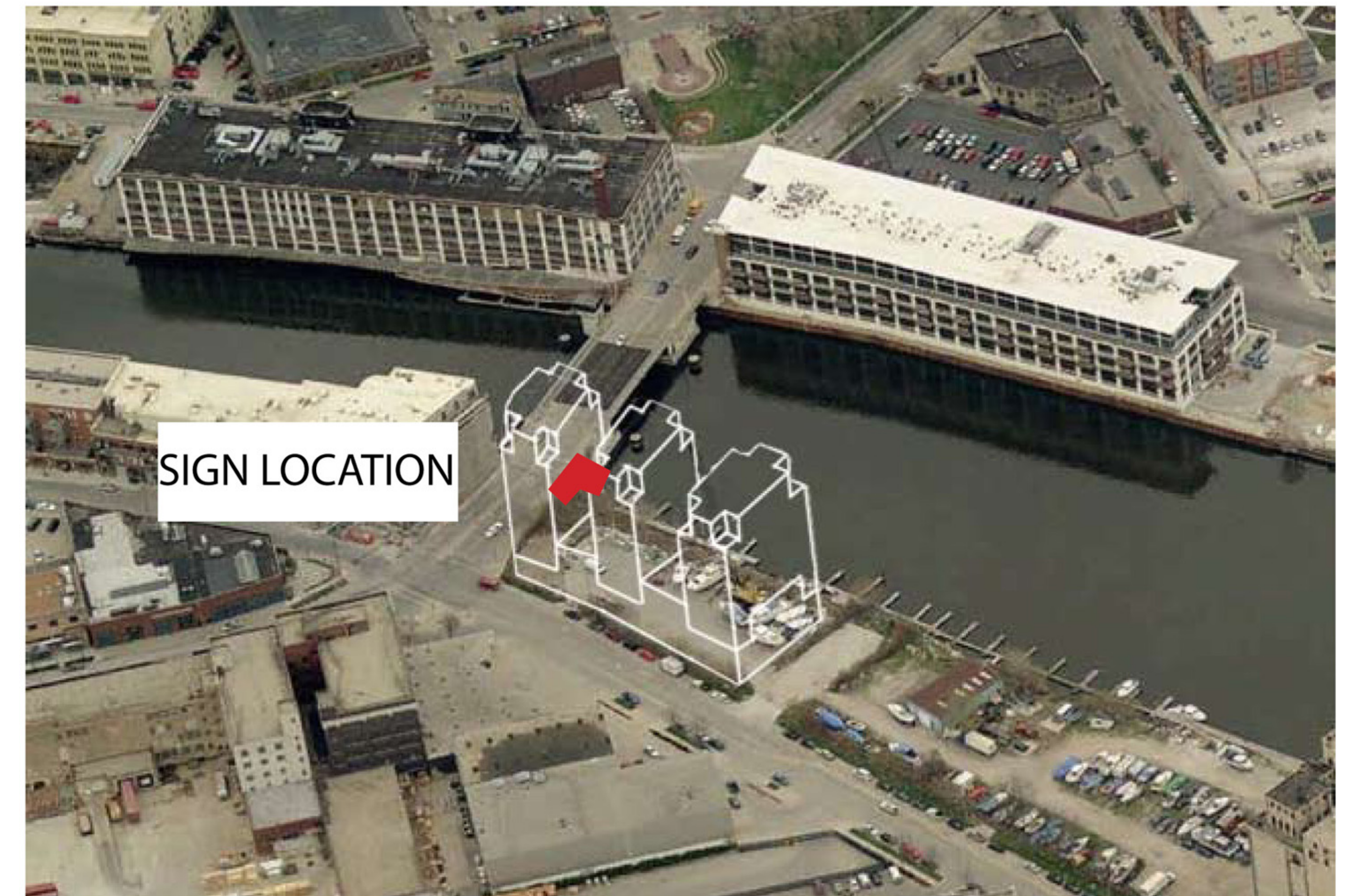
- White only except for hotel and other anchor tenants; Ex. Spa @ Rivianna.
- No nuisance point source lighting
- Ambient glows only (side lit acrylic panels will light up the etched lettering)
- No Neon

Color:

- Lighting: white only
- Signage: per owner
- Signage panel or panel frame to match awning color and material



Temporary Development Signage



COMING SOON TO THIS SITE!


work | live | play

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VIP LIST!

(123) 456- 7890 • www.Rivianna.com



4 ft

8 ft



Proposed Legibility Signage

Legibility Signage Requirements:

Font: Trajan Pro

Signs:

- Valet Enter
- Valet Exit
- Receiving
- Riverwalk Elevator
- Riverwalk Public Lobby/ Art Gallery
- Upper/ Lower Level Parking
- Accessible Entrance



TRAJAN PRO

ABCDEFGHIJKLM

MNOPQRSTUVWXYZ

WXYZ

1234567890