

FOR IMMEDIATE RELEASE

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Corbin President Returns to International Downtown Conference

Traverse City, MI – Corbin Design President Mark VanderKlipp will partner with Jennifer Ball, Vice President of Planning for Central Atlanta Progress, Inc., to explain how the downtown organization and wayfinding firm improved the way visitors navigate one of the nation's largest cities.

The two have been selected to present Atlanta's wayfinding success story to the downtown professionals attending the International Downtown Association's annual conference, being held at New York City's Marriott Marquis in Times Square September 14-18.

Their joint presentation is scheduled for Sunday, September 6 at 11:30 AM.

Corbin Design worked with Central Atlanta Progress to replace an inconsistent and confusing network of signs with an integrated sign system for drivers and pedestrians. The process they used—hiring a team of designers and planners and closely managing their activities—resulted in the successful installation of 252 vehicular, pedestrian and map kiosk signs around Downtown and Midtown Atlanta. The new system improves vehicular access to city districts and better directs pedestrians and bicyclists to destinations within those districts. Conference attendees will be able to listen in and ask questions as these two key players describe the process and share tips on ensuring similar success in other downtowns.

In his fifteen years with Corbin, Mark VanderKlipp has helped numerous clients realize their brand objectives: through wayfinding signage design and standards, print collateral and Web site development, identity design and standards management, and software design and development. He has advocated for effective design and wayfinding in talks to organizations including the American Society of Landscape Architects, the Michigan Department of Education, and student groups at the University of Michigan, and through presentations to and articles published by the Association of Professional Design Firms. At last year's International Downtown Association conference in Portland, Oregon, he told conference attendees about Corbin Design's work with the Downtown Raleigh Alliance to develop a comprehensive pedestrian and vehicular wayfinding system for Downtown Raleigh, North Carolina.

As Vice President of Planning for Central Atlanta Progress, Jennifer Ball manages land use and transportation planning policy initiatives and implementation projects within Downtown Atlanta. Recent notable initiatives under her direction include development of the Imagine Downtown vision plan, the Downtown Livability Code zoning regulation update and the ongoing implementation of \$30 million worth of capital improvements including streetscape enhancements, wayfinding signage and roadway upgrades.

Corbin Design Marketing Director Shelley Steele will also be on hand to staff an exhibitor's booth during the conference. For more information on the firm and its work with city clients across the United States and Canada, stop by Booth 53 at the Marriott Marquis in Times Square Sept. 15, 16 or 17.

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