



every other corner that provide a visual overview of the immediate area. The sequence is this: greet arriving drivers; direct them to districts and major destinations; direct them to other destinations; get people parked; get them walking within a district to their destination; keep them walking by showing other opportunities on block-by-block maps; and support the use of the Metro and MTA buses on signs and maps.

In designing Downtown LA Walks, Corbin and Hunt worked closely with the non-profit Confederation of Downtown Associations, the alliance of nine business improvement districts dedicated to improving access to public transportation and reducing traffic congestion that is spearheaded the project. The Confederation's implementation funding comes from the Metropolitan Transit Authority, City of Los Angeles Department of Transportation, Community Redevelopment Agency and the nine business improvement districts.

"It used to be difficult for people to find their way around downtown Los Angeles," explained Darryl Holter, confederation chairman. "With the launch of L A Walks, we have just made it easier for drivers and pedestrians to find their way around the numerous destinations downtown Los Angeles has to offer."

"Uniting the city core of one of the nation's biggest population centers, with its huge mobile population, complex street system and signage requirements, is a task of Herculean proportions," said Steve Gibson, president of the Urban Place Consulting Group, the urban revitalization consulting firm that is acting as project manager. "The unified visual solution that Corbin and Hunt brought to downtown Los Angeles' signage project is unique to the city, and it reflects the city's rich heritage and cultural diversity."

The Downtown LA Walks project is currently being installed throughout downtown Los Angeles and is scheduled for completion later this year. Visuals are available upon request.

Los Angeles is one of many U.S. cities that have called on Corbin for wayfinding assistance in recent years. Nationally, the firm has designed wayfinding and signage programs for cities including Atlanta, Georgia; Indianapolis, Indiana; Kansas City, Missouri; Milwaukee, Wisconsin; and Oklahoma City, Oklahoma. In Michigan alone, the firm has developed wayfinding programs for the cities of Battle Creek, Frankenmuth, Grand Rapids, Holland, Howell, Kalamazoo, Lansing, Royal Oak and Sault Ste. Marie.

Since its founding in 1976, Corbin has established itself as a national leader in the field of environmental graphic design, completing hundreds of wayfinding and signage projects for health care, educational, governmental and corporate clients across the country. A partial list of Corbin's wayfinding clients includes Eli Lilly & Company, General Motors Corporation, Herman Miller, Penn State University, Recreational Equipment Inc., the University of Michigan and Wake Forest University Baptist Medical Center. Additional information about the firm can be found online at [www.corbindesign.com](http://www.corbindesign.com)

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