



### Louisville Putting Prevention to Work:

#### Part of \$7.9 million Louisville Putting Prevention to Work (LPPW) grant.

- Project is funded through an anti-obesity grant from the US Department of Health and Human Services
- Managed by the Centers for Disease Control and Prevention
- Louisville is one of 55 communities awarded a grant
- 23 strategies focused on policy, systems, and environmental change
- Two-year time frame, ending in March 2012



#### Louisville Putting Prevention to Work Highlighted Strategies:

- Improvements to the Louisville Loop
- Health Impact Assessments used in development review process
- Media to promote healthy eating, active living
- Menu labeling in local restaurants
- Healthy in a Hurry corner stores in target neighborhoods
- Local foods used and grown in JCPS schools
- More physical activities in JCPS schools
- Food Policy Council
- Encouragement for breastfeeding

### Design Principles:

#### 1. The wayfinding signage program will serve to compliment and reinforce the **OVERALL AIMS** of the Louisville Loop.



- The program will implement a critical component of the overall Loop.
- The wayfinding elements will conform to the design principles of the Louisville Loop Design Guidelines Manual.
- The program will reinforce the vision identified in the Louisville Loop Strategic Plan.
- The program will build upon and reinforce the many route planning studies already completed for the Louisville Loop.

#### 4. The wayfinding signage program shall highlight and promote **CONNECTIONS** along the Loop.



- Signs will promote the connections between the Louisville Loop and local communities and neighborhoods.
- Signs will promote connections between the Loop and community facilities or services.
- Signs will reinforce the connection between users and the historic and cultural elements of the region.
- Signs will highlight the different physiographic regions that the Loop traverse.

#### 2. The wayfinding signage program will promote **HEALTH** and **WELLNESS** in Louisville.



- The program will identify connections from adjoining neighborhoods to the Loop, promoting ease of access for all users.
- The program will encourage and promote use of the Loop within the community by orienting users to connections along the Loop.
- The program will enhance physical fitness opportunities by providing mile markers and distances to help users measure their activities.
- Signs and wayfinding components will promote greater safety and improved emergency access to the Loop.

#### 5. The wayfinding signage components shall reinforce the **IDENTITY** of the Louisville Loop, providing a unified character for the system, even in disparate or segregated segments.



- Wayfinding components will be applied uniformly across all constructed portions of the Loop.
- Signs will visually identify all built portions of the Loop.
- Signs will tie together the various Loop systems and facilities (i.e. shared-use path, on-street facilities) promoting a recognizable whole.

#### 3. The wayfinding signage program will provide **ORIENTATION** and promote **EASE OF USE**.



- Signs will identify and highlight entries to the Louisville Loop from neighborhoods and environs adjacent to the Loop.
- Signs will promote ease of use by informing users of destinations, distances, and directions.
- Signs and wayfinding program will encourage the use of the Loop for recreation and transportation by promoting non-motorized multi-modal connections to navigate through Louisville.

### What is Wayfinding?

Wayfinding is the way we **navigate** through the world . . .

. . . wayfinding is the use of **cues in the environment** that we use to **orient** our activities.



LANDMARKS



COMMUNITY FACILITIES & ENHANCEMENTS



TRAIL IDENTIFICATION / WAYFINDING SIGNS



PAVEMENTS & MARKINGS



SIGNS



LOUISVILLE EXAMPLES