PUBLIC MEETING NO. 1
December 13, 2010

Wayfinding Master Plan
WELCOME & INTRODUCTIONS

AGENDA
1. Welcome & Introductions
2. Project Overview
3. Project Design Principles
4. What is Wayfinding?
5. Loop Wayfinding Elements
6. Next Steps
7. Participant Feedback
PROJECT OVERVIEW
This project will focus on developing a wayfinding program for the Louisville Loop...

- Navigating **ON THE LOOP**
- Connecting **TO AND FROM** the Loop
This project will include:

- Master Plan of wayfinding signage locations along the entire length of the constructed Loop
- Development of 6-15 interpretive signs
- Development of a pilot installation project at Lannan Park
- Development of 6 trailhead locations:
  - Lannan Park
  - Shawnee Park Trailhead
  - Chickasaw Park
  - Riverside Gardens
  - Farnsley Moremen
  - Lamborne Boulevard
- Construction/installation package for installation of a portion of the signage
Part of the $7.9 million Louisville Putting Prevention to Work (LPPW) grant.

- Project funded through an anti-obesity grant from the US Department of Health and Human Services
- Managed by the Centers for Disease Control and Prevention and Louisville Metro Dept. of Public Health and Wellness
- Louisville 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 Partners:

- Louisville Metro Public Health and Wellness
- Metro Parks
- LMPD
- TARC
- Public Works
- California Collaborative
- YMCA
- University of Louisville
- Metro Planning and Design
- JCPS
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
Why is an anti-obesity grant funding this plan?
Why is an anti-obesity grant funding this plan?

- The proportion of overweight adults has risen from 24% in 1960 to 64% in 2000.

- Obese people are 40 times more likely to develop diabetes.

- 1 in 3 Americans born today will be diagnosed with diabetes.

- Obesity significantly increases the risk of cancer, heart disease, stroke, high blood pressure, arthritis and other afflictions.

- As a root cause, obesity is quickly overtaking tobacco as the major cause of death in the United States.

Why is an anti-obesity grant funding this plan?

- In 2005 Kentucky ranked 4th in the U.S. in highest rate of obese and overweight adults combined at 63 percent.
- Nationally, 22% of American children are now considered obese -- a 55% increase from 1963.

SOURCE: Centers for Disease Control and Prevention
OBESITY: 28.2% - 56% Obesity rate for areas within 1 mile of the existing constructed Loop.
CHILDHOOD OBESITY: 6-10% obesity rate for areas within 1 mile of the existing constructed Loop.
Why is an anti-obesity grant funding this plan?

- Obesity is exacerbated by community design issues.
- 30 years ago, two-thirds of all children walked or biked to school.
- Today, only 13% of America’s children walk or bike to school.
- 78% of children fall short of recommended minimum weekly physical activity.
“The largest health crisis of the 21st century will not be disease...it will be combating the sedentary lifestyle that is the cause of the disease. We don’t have a health crisis...we have an inactivity crisis.”

Dr. Richard Jackson, MD
Chair, School of Health, UCLA
Former head of the National Center for Environmental Health at the Centers for Disease Control (CDC)
Author, Urban Sprawl and Public Health

ASLA Annual Meeting, Keynote, October 2010, Washington DC
WEEKLY MODERATE ACTIVITY (10 mins. or less)- Less than 3 days for all areas within 1 mile of the existing constructed Loop.
How does this relate to other local health statistics?
Diabetes is quickly becoming one of the nation’s leading killers.

DIABETES DEATH RATE - 73-415 PER 100,000 residents for all areas within 1 mile of the existing constructed Loop.
HEALTH STATISTICS

CANCER DEATH RATE - 386-662 PER 100,000 residents for all areas within 1 mile of the existing constructed Loop.
HEALTH STATISTICS

Heart Disease Death Rate (Age-Adjusted)
Jefferson County, Kentucky - Zip Codes

Age-Adjusted Death Rate
Per 100,000 Individuals
- 0.00 - 205.73
- 205.74 - 338.80
- 338.81 - 379.34
- 379.35 - 457.48
- 457.49 - 823.49

Data obtained by geocoding certified Kentucky death records from 2004, 2005, and 2006. Zip codes with less than 2000 death records have been excluded from this map.

HEART DISEASE DEATH RATE- 205-823 PER 100,000 residents for all areas within 1 mile of the existing constructed Loop.
So...how does this plan address these issues?

- Increasing access and recognized connectivity of the Loop
- Highlighting connections to and from the Loop for neighborhoods and community
- Promoting increased use of the Loop by residents
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.
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.
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.
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 traverses.
5. The wayfinding signage components shall reinforce the **IDENTITY** of the Louisville Loop, providing a unified character for the system, even in disparate or disconnected 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.
WHAT IS WAYFINDING?
Wayfinding is the way we **navigate** through the world...
WHAT IS WAYFINDING

It’s the use of **cues in the environment** that we use to **orient** our activities...

**LANDMARKS**
It’s the use of **cues in the environment** that we use to **orient** our activities...

**PAVEMENTS & MARKINGS**
WHAT IS WAYFINDING

It’s the use of **cues in the environment** that we use to **orient** our activities...

COMMUNITY FACILITIES AND ENHANCEMENTS
It’s the use of **cues in the environment** that we use to **orient** our activities...

**SIGNS**
WHAT IS WAYFINDING

It’s the use of cues in the environment that we use to orient our activities...

LOGOS AND BRANDING
WHAT IS WAYFINDING

Louisville’s current wayfinding signage...
Louisville’s current wayfinding signage along the Louisville Loop...
WAYFINDING ELEMENTS

Louisville Loop

[Logos and branding]
In 2009, Metro Parks Developed the *Louisville Loop Design Guidelines Manual*. It outlined the design standards for all elements along the 100-mile Loop.
The Design Standards manual details a series of wayfinding elements to be implemented along the Loop.

Signage - Trailhead

As the main access points to the Louisville Loop, trailheads become the front door to the Loop for visitors. The design and implementation of trailhead signage and trailhead design must reinforce the Loop’s brand and provide meaningful wayfinding cues.

Guidelines:
- Trailhead signs shall be included at all trailheads for the Loop.
- Signage shall conform to Louisiana Loop Logo and color coding to match the particular segment of the Loop (see section 9-1).
- Signs shall contain the following information for trail users:
  - Trail signs shall outline the name of the particular trail segment and may be needed by users entering the system from this trailhead. Signs shall face users entering the trailhead from the parking area.
  - Rack signs shall include a map of the entire Louisville Loop system and shall clearly mark the location of this trailhead.
  - Trail direction of travel shall be clearly marked for visitors entering the Loop.
- Trailhead signs shall be as described allowing for the third panel to be available for smaller neighborhood or community involvement.
- Sign Panel Material: ½” minimum fiberglass embedded graphic panels with UV protection and water-resistant coating in a metallic aluminum signpost with a smooth finish. Signs shall consist of a minimum of ¼” white panel coated with a protective finish to match posts and shall have a minimum of ½” thick sign edges. Panels shall match other standards parts throughout the system. Signs shall be set in concrete foundations with a foundation coated by a surface coating material. Signs shall be hidden from view along trail routes.
- Post Material: 2” diameter aluminum post with powder-coated finish to match other standard parts throughout the system. Posts shall be installed in accordance with the standards for post and system components.
- Post Anchorage: All anchorage shall be concealed. If necessary, area where post is being installed, all exposed attachments shall be weather resistant and shall be finished to match finishing on posts.
- Base Edge: Post anchorage shall be concealed by ½” thick solid circular real aluminum caps, with white painted or water-based white and set screw.
- Trailhead symbols shall be designed to convey the unique nature of the Loop to visitors, and the overall programming of Loop standards. Signage may be replaced with custom art panels, but station should be trained when placing the signage to ensure that all information is still provided for users.
THE WAYFINDING PLAN ELEMENTS

Louisville Loop Wayfinding Elements

Directional Signs  Mile Markers  Trailhead Signs  Identity Signs  Signature Markers
SIGNATURE MARKERS/ORIENTATION SIGNS

- Located at major entry points to the Louisville Loop
- Serves as a LANDMARK for the Loop
- Contains directions to destinations ON the Loop for trail users
THE WAYFINDING PLAN ELEMENTS

SIGNATURE MARKERS- APPLICATION

- Located at major entry points to the Louisville Loop
- Serves as a LANDMARK for the Loop
- Contains directions to destinations ON the Loop for trail users
THE WAYFINDING PLAN ELEMENTS

SIGNATURE MARKERS - EXAMPLES

Hulman Memorial Way - Indianapolis, IN
Near North Neighborhood - Indy
Jeffersonville Lawn Terrace/Ohio River Greenway
THE WAYFINDING PLAN ELEMENTS

TRAILHEAD SIGNS

- Located at major entry points to the Louisville Loop
- Contain rules and mapping for destinations along the Loop
- Identifies your location within the overall Loop
TRAILHEAD SIGNS- APPLICATION

- Located at major entry points to the Louisville Loop
- Contain rules and mapping for destinations along the Loop
- Identifies your location within the overall Loop
THE WAYFINDING PLAN ELEMENTS

TRAILHEAD SIGNS EXAMPLES

Pigeon Creek Greenway- Evansville

Washington, DC

Fall Creek Greenway, Indianapolis
THE WAYFINDING PLAN ELEMENTS

DIRECTIONAL SIGNAGE

- Located at secondary entry points to the Louisville Loop such as neighborhood connections
- Used along main Loop route to provide directions to users
- Used in areas immediately adjacent to Loop to provide directions to Loop
- Used along on-street portions of the Loop
THE WAYFINDING PLAN ELEMENTS

DIRECTIONAL SIGNAGE - APPLICATION

Trailside application
DIRECTIONAL SIGNAGE - APPLICATION

On-street application
THE WAYFINDING PLAN ELEMENTS

DIRECTIONAL SIGNAGE - EXAMPLES

Indianapolis, IN

Grand Canyon, AZ

Philadelphia, PA
THE WAYFINDING PLAN ELEMENTS

MILE MARKERS & APPLICATION

Application
The vertical mile marker designates every mile along the Louisville Loop as well as each segment of the Loop.

In-pavement milemarkers for areas where regulations restrict foundations (levee)

Plan view of placement in relation to the trail

Elevation

- Above ground markers every full mile
- In-pavement markers every ½ mile
THE WAYFINDING PLAN ELEMENTS

MILE MARKERS - EXAMPLES

- Pigeon Creek Greenway - Evansville
- Indianapolis Canal Walk
- Louisville Riverwalk
- Louisville, KY
- Fall Creek Greenway - Indianapolis
THE WAYFINDING PLAN ELEMENTS

IDENTIFICATION SIGNS

- Identifies Louisville Loop
- Used where shared-use path runs along or crosses street
- Used along on-street routes to mark route
THE WAYFINDING PLAN ELEMENTS

IDENTIFICATION SIGNS - APPLICATION

- Identifies Louisville Loop
- Used where shared-use path runs along or crosses street
- Used along on-street routes to mark route
IDENTIFICATION SIGNS - APPLICATION

- Identifies Louisville Loop
- Used where shared-use path runs along or crosses street
- Used along on-street routes to mark route
THE WAYFINDING PLAN ELEMENTS

IDENTIFICATION SIGNS - EXAMPLES

Monon Trail - Carmel, IN
Philadelphia Downtown Loop
Fall Creek Greenway - Indianapolis
INTERPRETIVE SIGNS

- Identifies significant locations along the Loop
- Provides educational opportunities for users
- Tells the story of Louisville
THE WAYFINDING PLAN ELEMENTS

INTERPRETIVE SIGNS - APPLICATION

- Existing Vegetation
- Native Perennial/Grass Edge
- Benches (2)
- Trash Receptacle
- Special Paving of Physiographical Regions
- Interpretive Signage
- Emergency Call Box
THE WAYFINDING PLAN ELEMENTS

INTERPRETIVE SIGNS - EXAMPLES

- Falls of the Ohio State Park - Clarksville, IN
- Minneapolis, MN
- Jeffersonville, IN
THE WAYFINDING PLAN ELEMENTS

HOW THE SYSTEM WORKS
The Cornerstone 2020 Plan identified the 5 Physiographic regions as a unique element to be enhanced in Louisville.

5 REGIONS:
- Ohio River Valley
- Limestone Belt
- Slack-Water Flats
- Floyds Fork
- Knobs
The wayfinding plan uses the 5 regions as an organizing structure for the wayfinding signage.
Each region is assigned a color that carries through the Loop branding and the design of the signage.
How the System Works - Color Coding

Color coding of signage helps to identify the region in which the trail user is in...

Examples of trailhead signs applied to different regions of the Loop.
THE WAYFINDING PLAN ELEMENTS

Family of signs for the Ohio River Valley region

- Directional Signs
- Mile Markers
- Trailhead Signs
- Identity Signs
- Signature Markers

TRAIL SEGMENTS:
Ohio River Valley
COLOR:
Blue
DESTINATION GUIDELINES

POLICIES FOR DESTINATIONS

- All destinations shall be publicly owned, not-for-profits, or have significant public funding, and shall be open to public use.

- All specific destinations off of the Loop shall be located within 1 mile of the Louisville Loop.

- General destinations such as “districts” may be included if the district is widely recognized in the Louisville community.

- Services, such as restaurants and eateries, shall only be designated by universal AIGA symbols.

- Directional signage shall not contain advertising. Corporate names shall not be used unless the corporate name is part of the official designation for a public facility.
NEXT STEPS OF THE PROJECT

Up to this point the project has focused on...

- Inventory & Analysis
- Policy Development
- Programmatic Elements
- Development of Destination Policies
- PUBLIC MEETING NO. 1- December 13, 2010
NEXT STEPS OF THE PROJECT

During the upcoming months...

- Further develop the sign components
- Prepare a draft master plan of sign locations
  - PUBLIC MEETING NO. 2 - Late January 2011

- Develop prototypes of each sign
- Coordinate installation of pilot project at Lannan Park
- Finalize master plan of sign locations
  - PUBLIC MEETING NO. 3 - Spring 2011

- Prepare Bid Sets for installation
- Publish final master plan
- INSTALLATION COMPLETE - March 2012
HELP US OUT BY PROVIDING YOUR FEEDBACK...

- Complete opinion survey and TARC survey
- Provide information on where you access the Loop
- Provide information about key destinations near the Loop in your community or neighborhood

**WAYFINDING SURVEY**

1. What is your sex? Male Female
2. What is your gender? Male Female
3. Please identify your age group. Under 18 18-29 30-44 45-54 55-64 65 or older
4. Have you heard about the Louisville Loop? Yes No
5. If so, how did you find out about the Loop? word of mouth signage driving past trail newspaper Metro Parks Dept Bike or Running Group Internet
6. If no, do you know the route of the Loop in your area of Louisville? Yes No
7. Have you ever used the Louisville Loop? Yes No
8. How often do you use the Loop? Daily 1-3 times a week 1-2 times per month 1-2 times per year Never
9. Why did you or would you use the Loop? Walking/Hiking Biking Rock Climbing Walking Pet Transportation Exercise Other...
10. How long do you usually use the Loop? Less than 3 minutes 3-15 minutes 15-45 minutes More than 45 minutes
11. Where do you access the Loop?Participant Name ______________________
STAY INFORMED

KEEP INFORMED ON PROJECT PROGRESS:
http://www.louisvilleky.gov/MetroParks