Louisville Loop

Wayfinding Master Plan

PUBLIC MEETING NO. 1

December 13, 2010

a Healthy Hometown partner

HNTB

environs inc. landscape architecture

SWOPE DESIGN GROUP

METRO Parks

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

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PROJECT OVERVIEW

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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

Louisville Loop

PROJECT OVERVIEW

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

Louisville Loop

PROJECT OVERVIEW

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 Loop

PROJECT OVERVIEW

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

PROJECT OVERVIEW

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

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HEALTH STATISTICS

Why is an anti-obesity grant funding this plan?

Louisville Loop

HEALTH STATISTICS

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.

SOURCE: American Medical Association, Centers for disease Control and Prevention, Journal of the American Medical Association, New England Journal of Medicine, Urban Sprawl and Public Health by Frumkin, Frank, and Jackson.

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HEALTH STATISTICS

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

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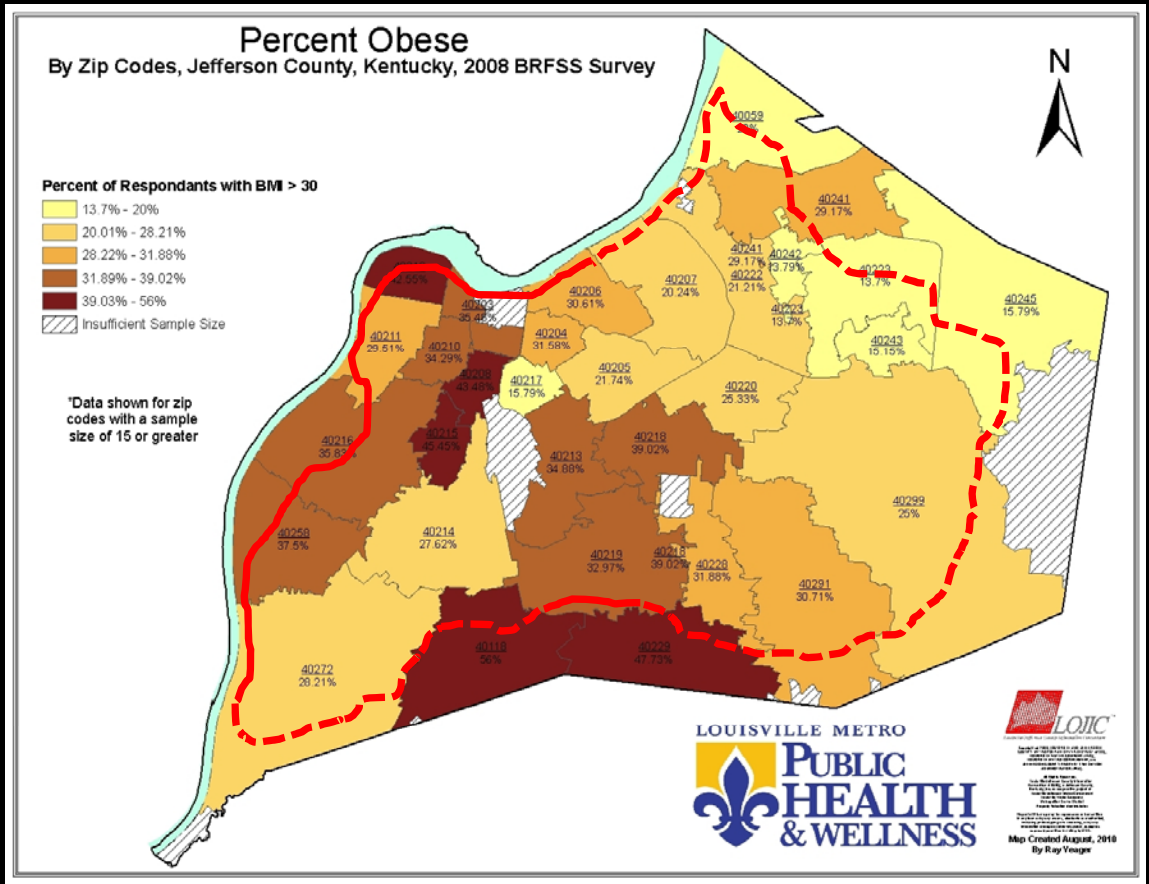
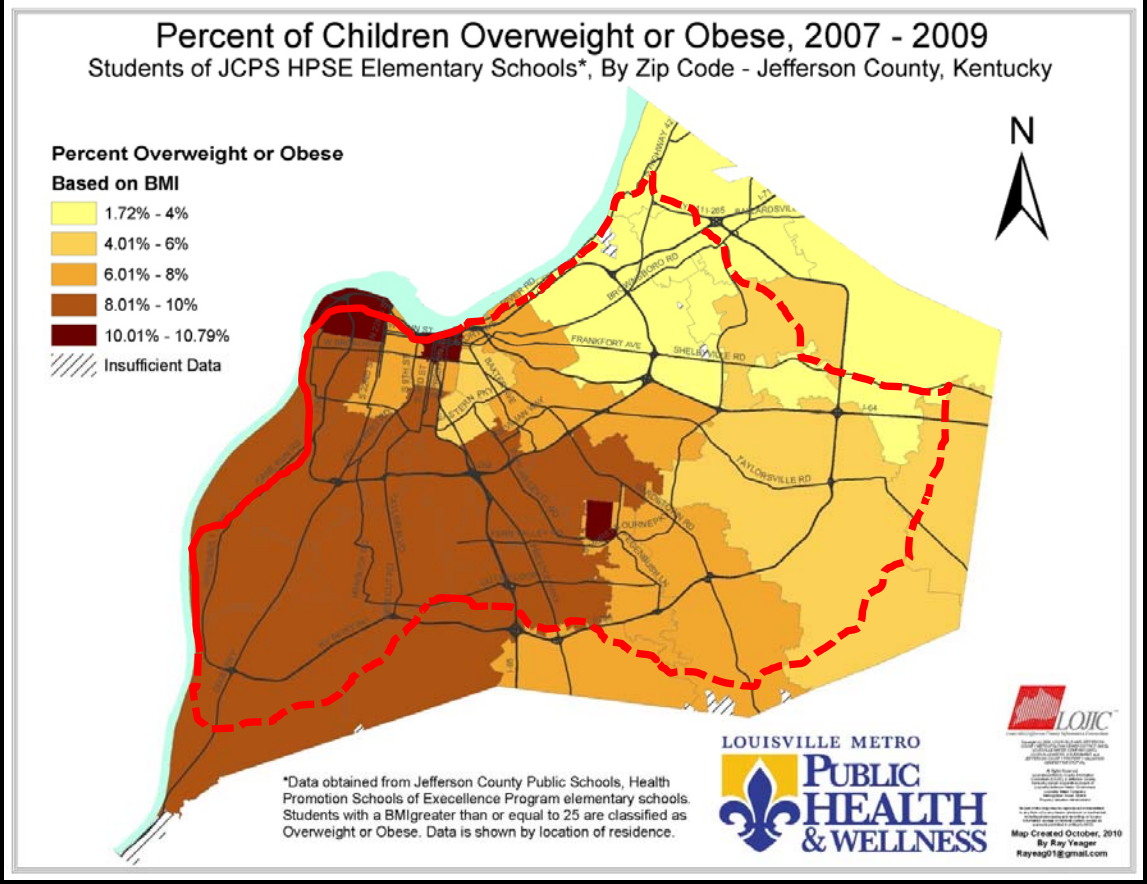
HEALTH STATISTICS



OBESITY: 28.2%- 56% Obesity rate for areas within 1 mile of the existing constructed Loop.

Louisville Loop

HEALTH STATISTICS



CHILDHOOD OBESITY: 6-10% obesity rate for areas within 1 mile of the existing constructed Loop.

Louisville Loop

HEALTH STATISTICS

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

Louisville Loop

HEALTH STATISTICS

"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

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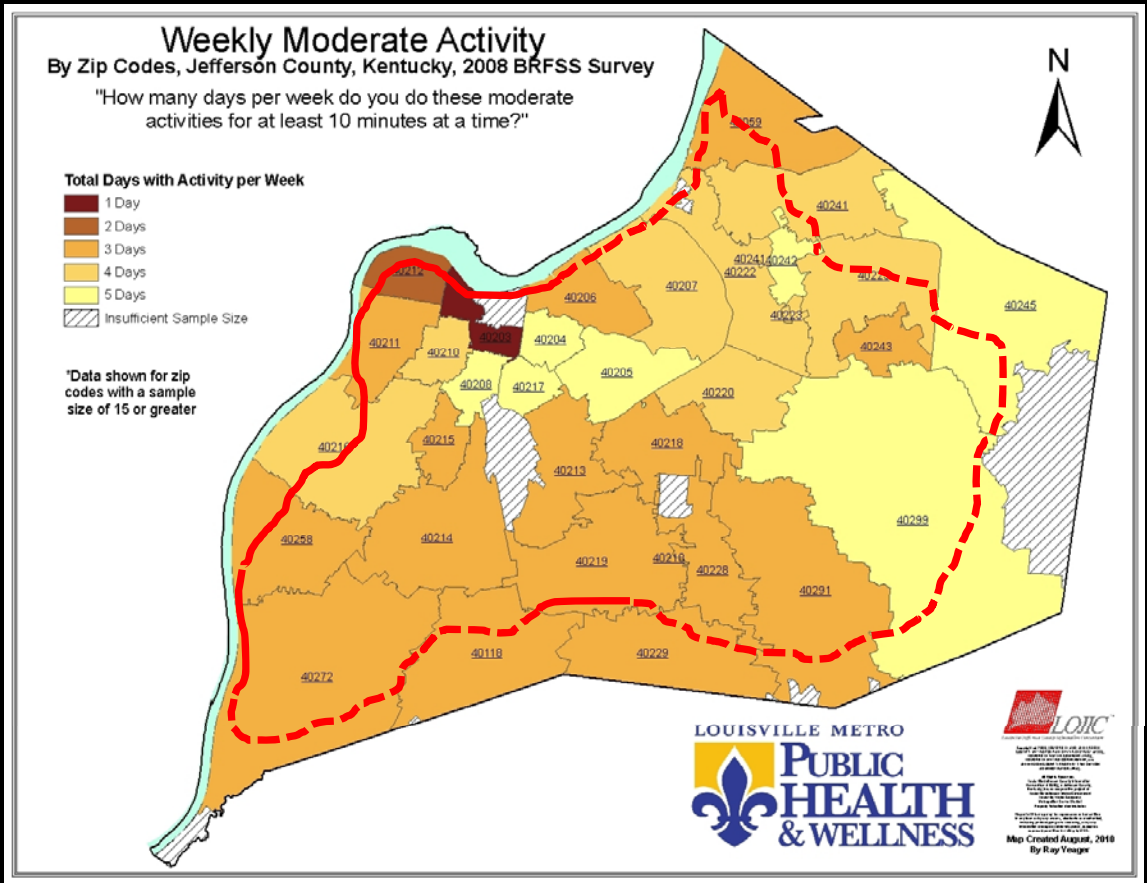
HEALTH STATISTICS



WEEKLY MODERATE ACTIVITY (10 mins. or less)- Less than 3 days for all areas within 1 mile of the existing constructed Loop.

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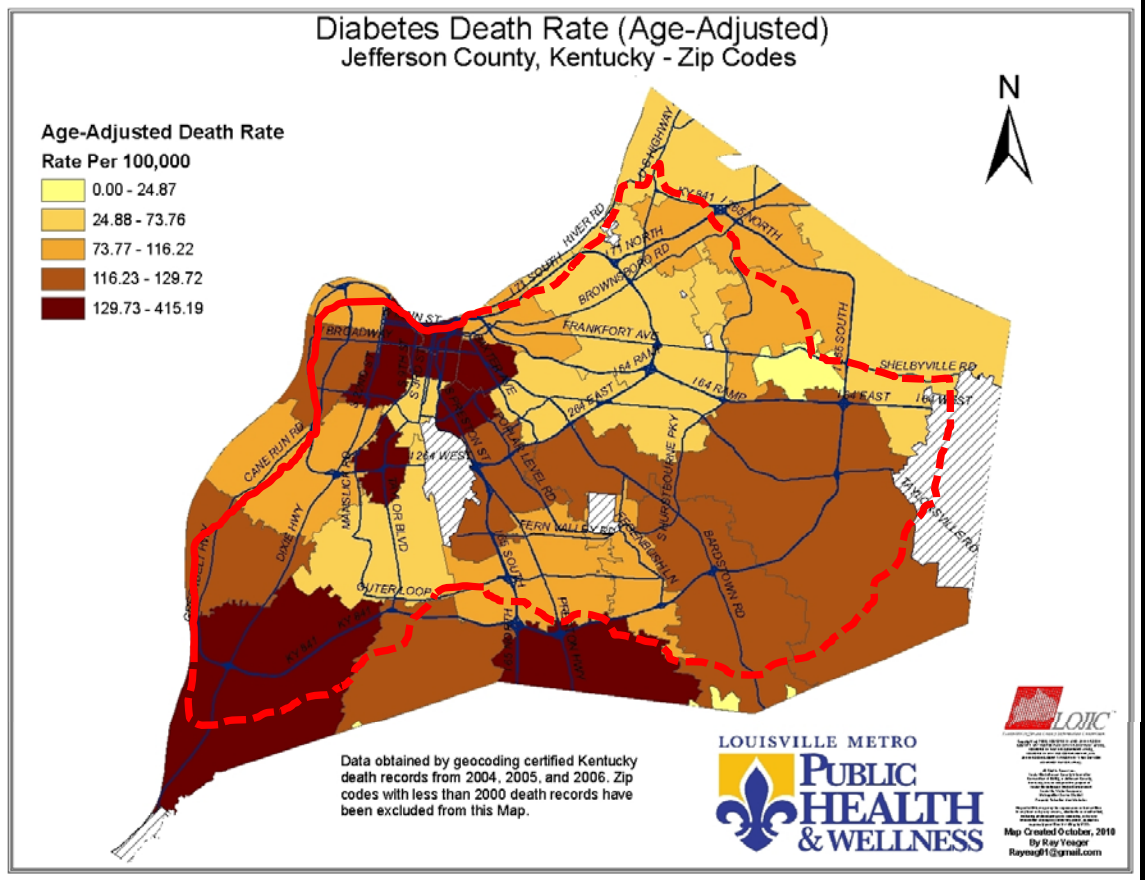
HEALTH STATISTICS

How does this relate to other local health statistics?

Louisville Loop

HEALTH STATISTICS

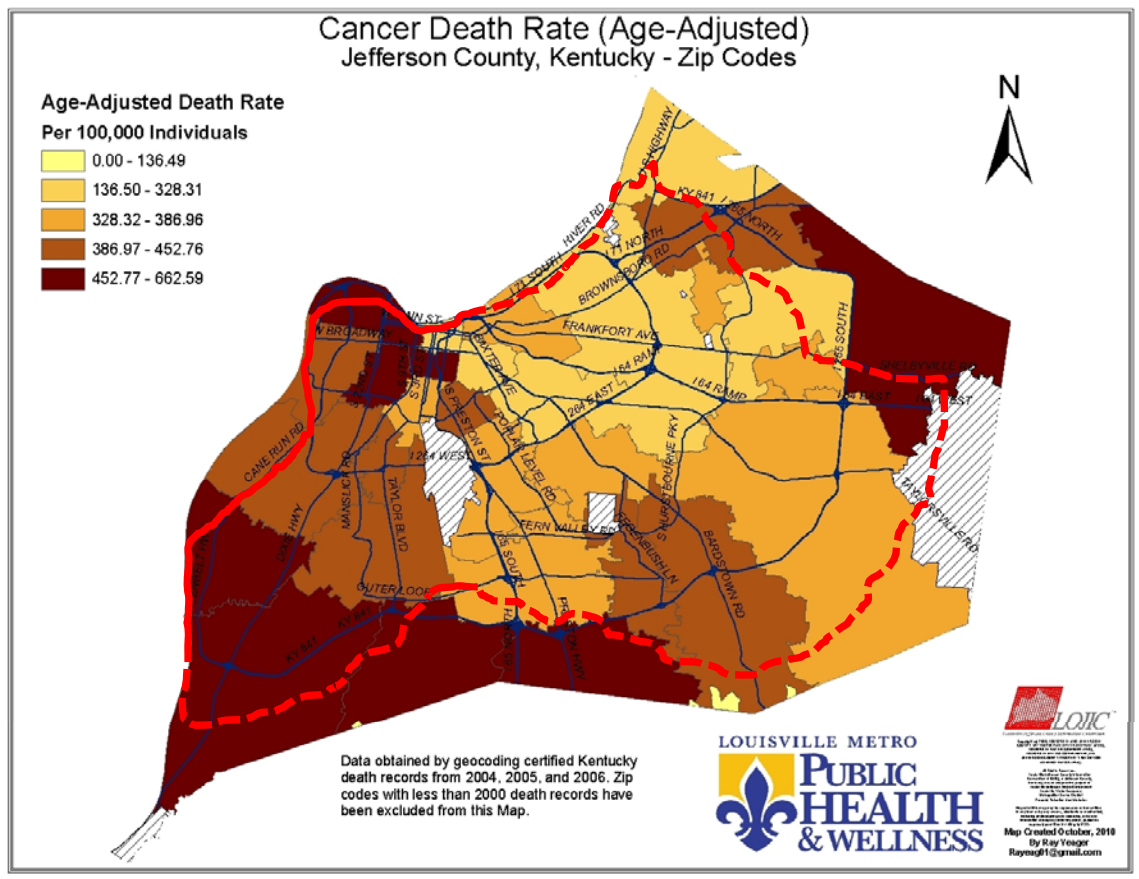


Diabetes is quickly becoming one of the nation's leading killers.

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

Louisville Loop

HEALTH STATISTICS



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

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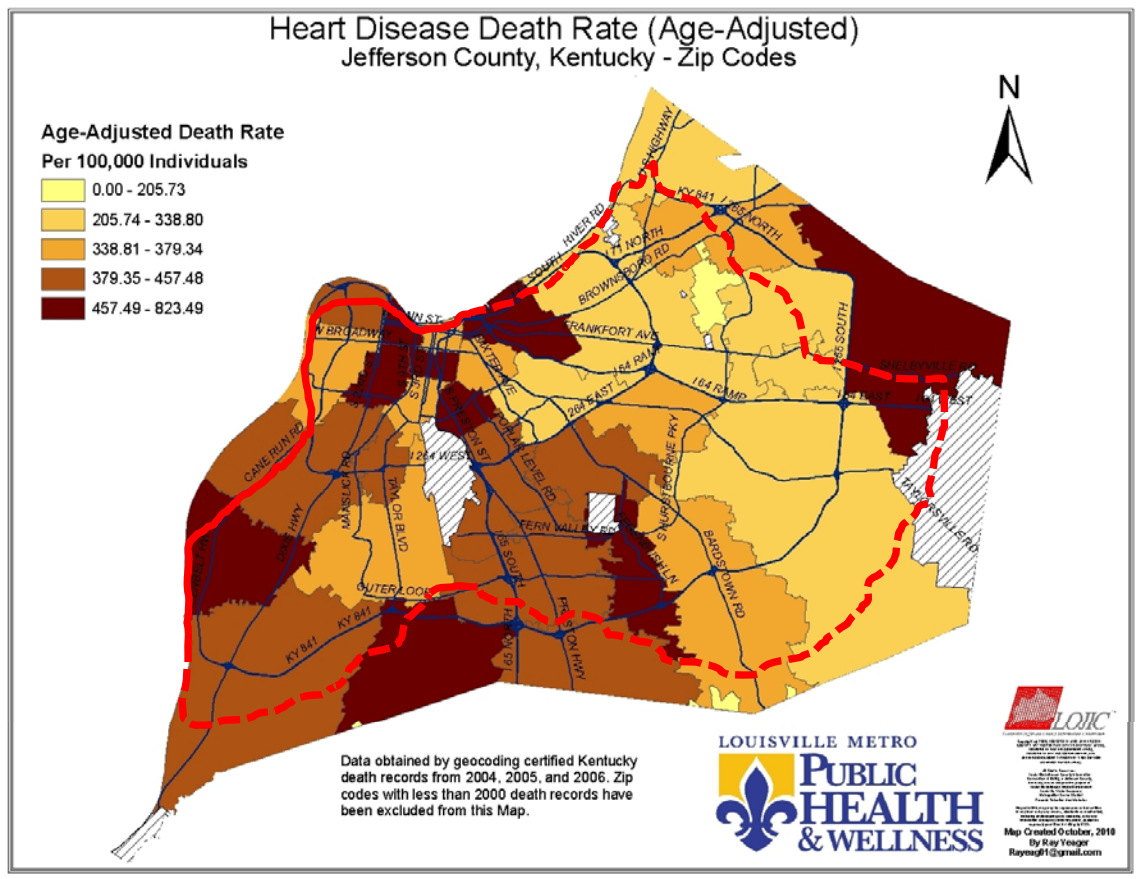
HEALTH STATISTICS



HEART DISEASE DEATH RATE- 205-823 PER 100,000 residents for all areas within 1 mile of the existing constructed Loop.

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HEALTH STATISTICS

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

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DESIGN PRINCIPLES

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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.*

Louisville Loop

DESIGN PRINCIPLES

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.*

Louisville Loop

DESIGN PRINCIPLES

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.*

Louisville Loop

DESIGN PRINCIPLES

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.*

Louisville Loop

DESIGN PRINCIPLES

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.*

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WHAT IS WAYFINDING?

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WHAT IS WAYFINDING

Wayfinding is the way we navigate through the world…

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WHAT IS WAYFINDING

It's the use of cues in the environment that we use to orient our activities…

LANDMARKS

Louisville Loop

WHAT IS WAYFINDING

It's the use of cues in the environment that we use to orient our activities…

PAVEMENTS & MARKINGS

Louisville Loop

WHAT IS WAYFINDING

It's the use of cues in the environment that we use to orient our activities…

COMMUNITY FACILITIES AND ENHANCEMENTS

Louisville Loop

WHAT IS WAYFINDING

It's the use of cues in the environment that we use to orient our activities…

SIGNS

Louisville Loop

WHAT IS WAYFINDING

It's the use of cues in the environment that we use to orient our activities…

LOGOS AND BRANDING

Louisville Loop

WHAT IS WAYFINDING

Louisville's current wayfinding signage…

Louisville Loop

WHAT IS WAYFINDING

Louisville's current wayfinding signage along the Louisville Loop…

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WAYFINDING ELEMENTS

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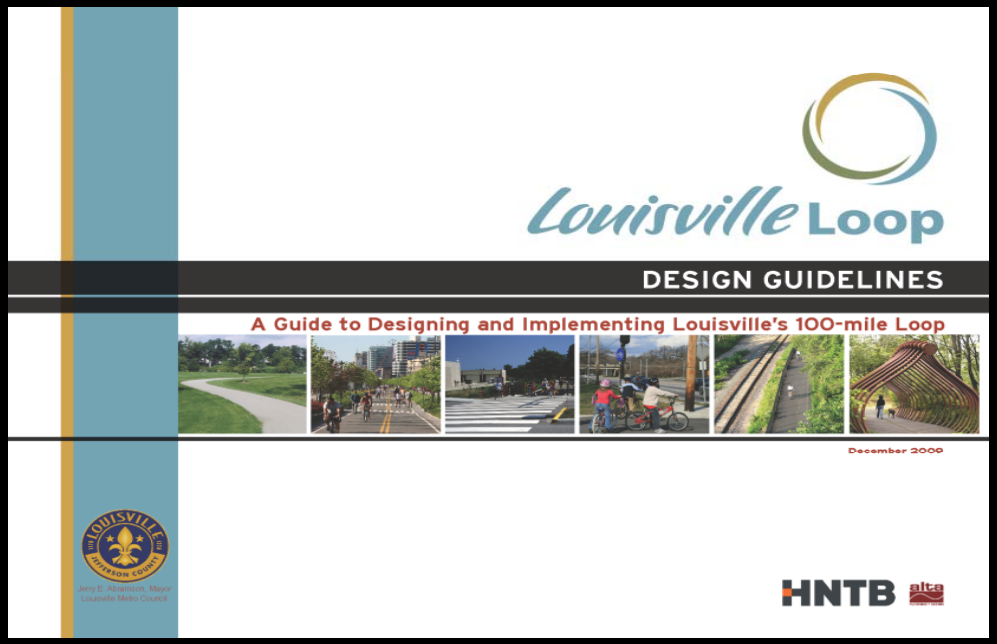
THE WAYFINDING PLAN ELEMENTS



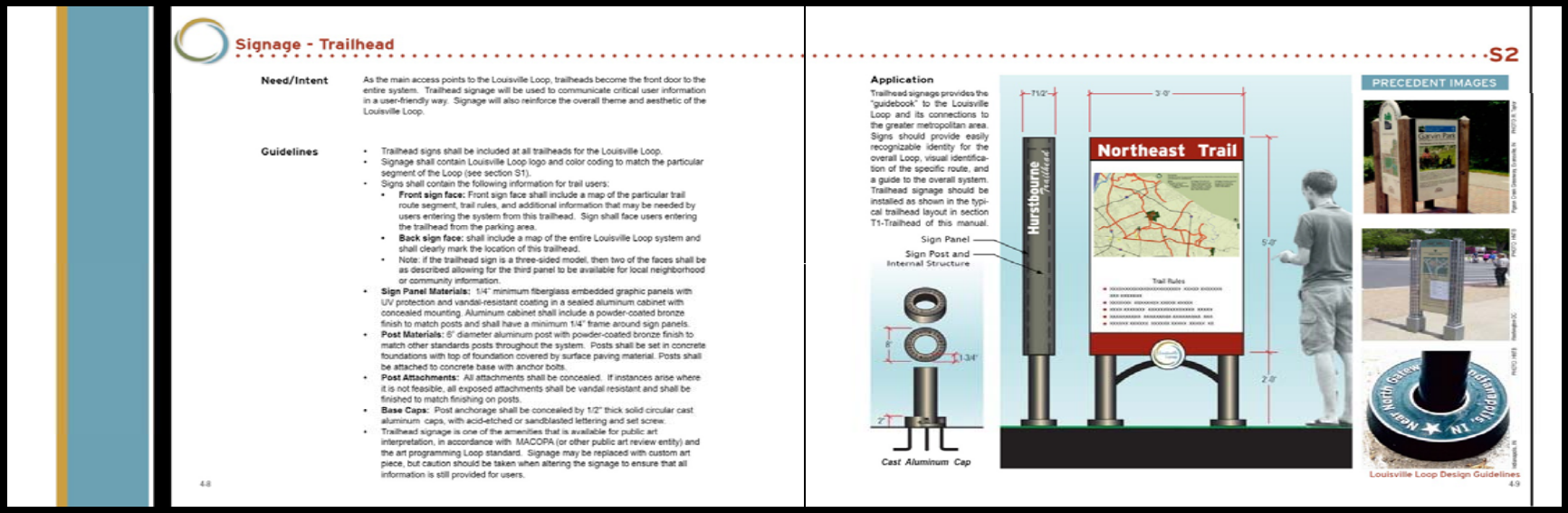
In 2009, Metro Parks Developed the *Louisville Loop Design Guidelines Manual*.

It outlined the design standards for all elements along the 100-mile Loop.

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

The Design Standards manual details a series of wayfinding elements to be implemented along the Loop.



Signage - Trailhead

Need/Intent

As the main access points to the Louisville Loop, trailheads become the front door to the entire system. Trailhead signage will be used to communicate critical user information in a user-friendly way. Signage will also reinforce the overall theme and aesthetic of the Louisville Loop.

Guidelines

- Trailhead signs shall be included at all trailheads for the Louisville Loop.
- Signage shall contain Louisville Loop logo and color coding to match the particular segment of the Loop (see section S1).
- Signs shall contain the following information for trail users:
  - **Front sign face:** Front sign face shall include a map of the particular trail route segment, trail rules, and additional information that may be needed by users entering the system from this trailhead. Sign shall face users entering the trailhead from the parking area.
  - **Back sign face:** shall include a map of the entire Louisville Loop system and shall clearly mark the location of this trailhead.
  - Note: if the trailhead sign is a three-sided model, then two of the faces shall be as described allowing for the third panel to be available for local neighborhood or community information.
- **Sign Panel Materials:** 1/4" minimum fiberglass embedded graphic panels with UV protection and vandal-resistant coating in a sealed aluminum cabinet with concealed mounting. Aluminum cabinet shall include a powder-coated bronze finish to match posts and shall have a minimum 1/4" frame around sign panels.
- **Post Materials:** 6" diameter aluminum post with powder-coated bronze finish to match other standards posts throughout the system. Posts shall be set in concrete foundations with top of foundation covered by surface paving material. Posts shall be attached to concrete base with anchor bolts.
- **Post Attachments:** All attachments shall be concealed. If instances arise where it is not feasible, all exposed attachments shall be vandal resistant and shall be finished to match finishing on posts.
- **Base Caps:** Post anchorage shall be concealed by 1/2" thick solid circular cast aluminum caps, with acid-etched or sandblasted lettering and set screw.
- Trailhead signage is one of the amenities that is available for public art interpretation, in accordance with MACOPA (or other public art review entity) and the art programming Loop standard. Signage may be replaced with custom art piece, but caution should be taken when altering the signage to ensure that all information is still provided for users.

4-8

S2

Application

Trailhead signage provides the "guidebook" to the Louisville Loop and its connections to the greater metropolitan area. Signs should provide easily recognizable identity for the overall Loop, visual identification of the specific route, and a guide to the overall system. Trailhead signage should be installed as shown in the typical trailhead layout in section T1-Trailhead of this manual.

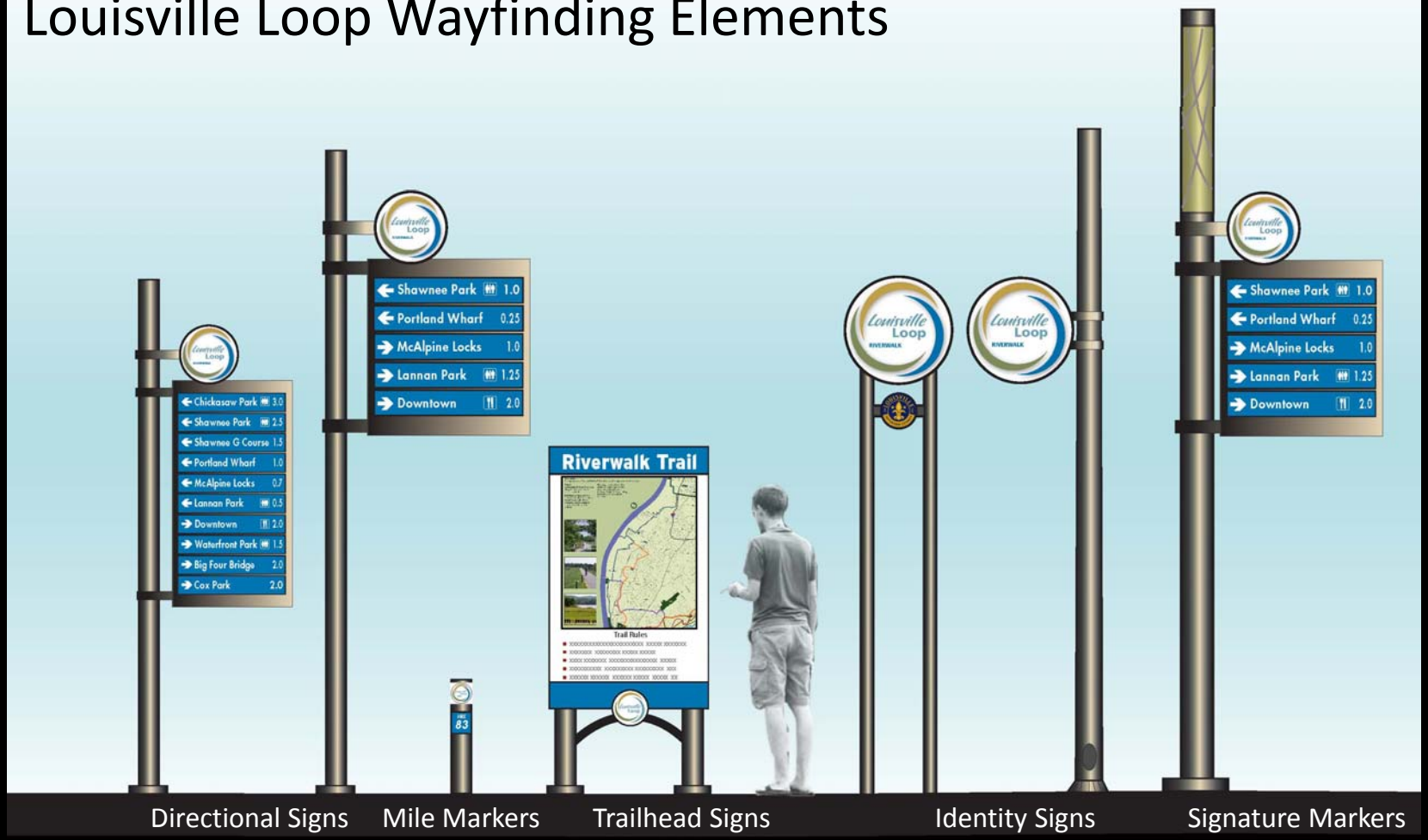
Louisville Loop Design Guidelines

4-9

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

Louisville Loop Wayfinding Elements



Directional Signs | Mile Markers | Trailhead Signs | Identity Signs | Signature Markers

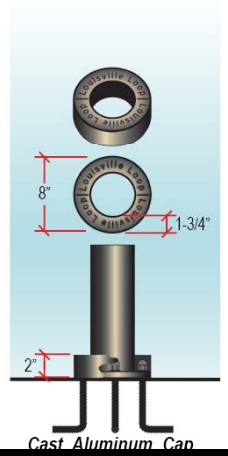
Louisville Loop

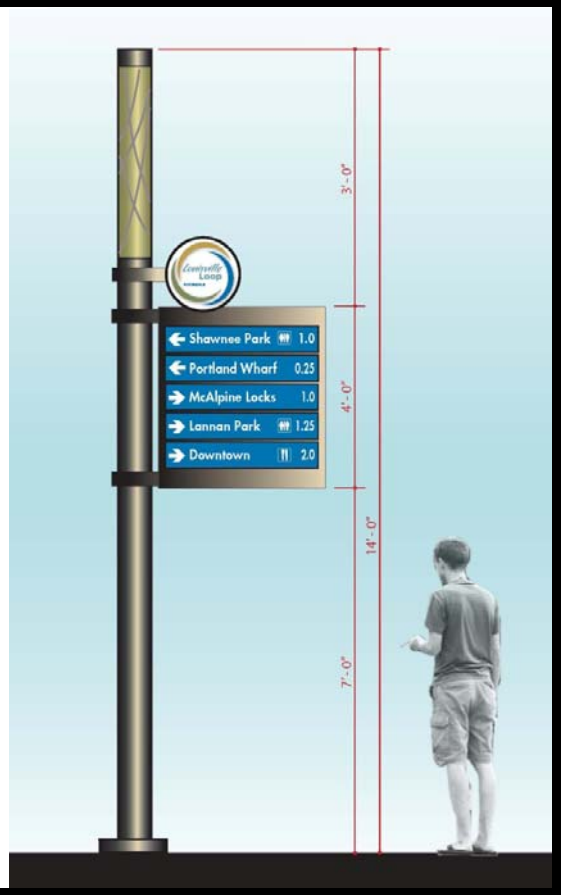
THE WAYFINDING PLAN ELEMENTS

SIGNATURE MARKERS/ORIENTATION SIGNS

Application

Signature Markers shall be located as indicated in sections T1 and T2 of this manual. Lit markers identify key portals to the system and serve to create a unique character for the system.



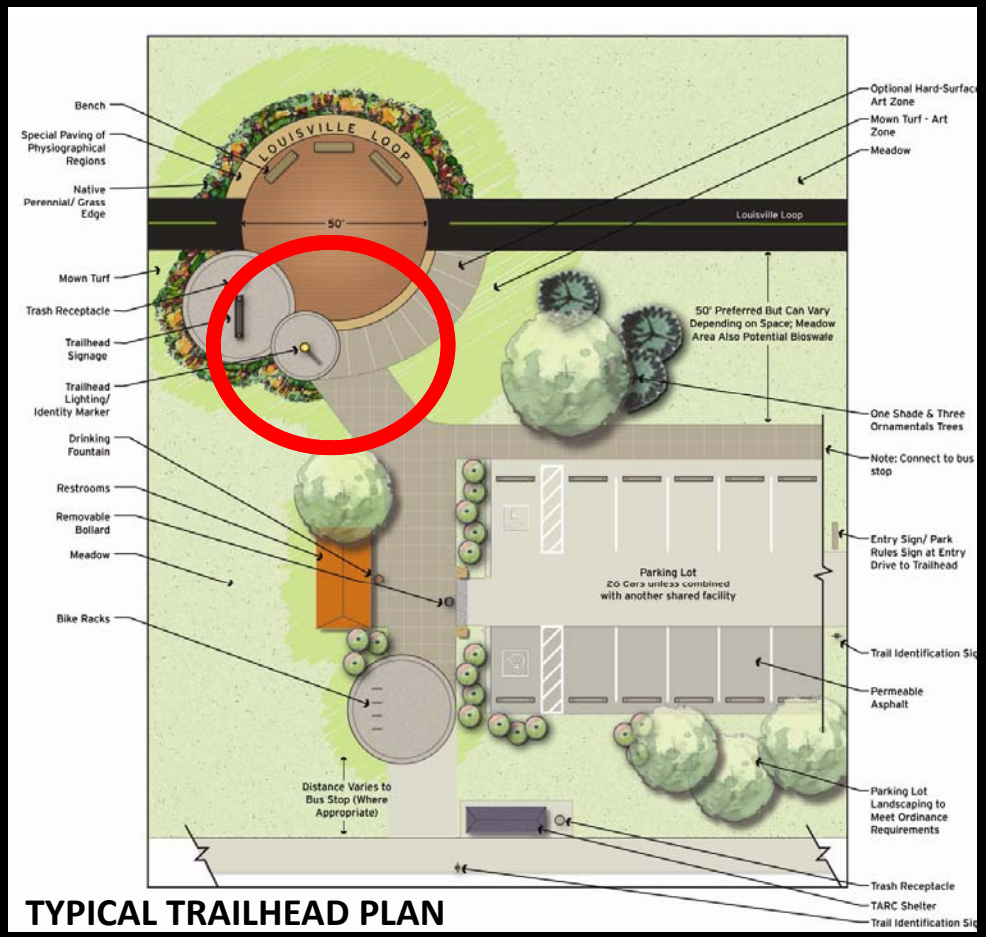


- Located at major entry points to the Louisville Loop
- Serves as a LANDMARK for the Loop
- Contains directions to destinations ON the Loop for trail users

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

SIGNATURE MARKERS- APPLICATION



TYPICAL TRAILHEAD PLAN

- 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

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

SIGNATURE MARKERS- EXAMPLES

Hulman Memorial Way- Indianapolis, IN

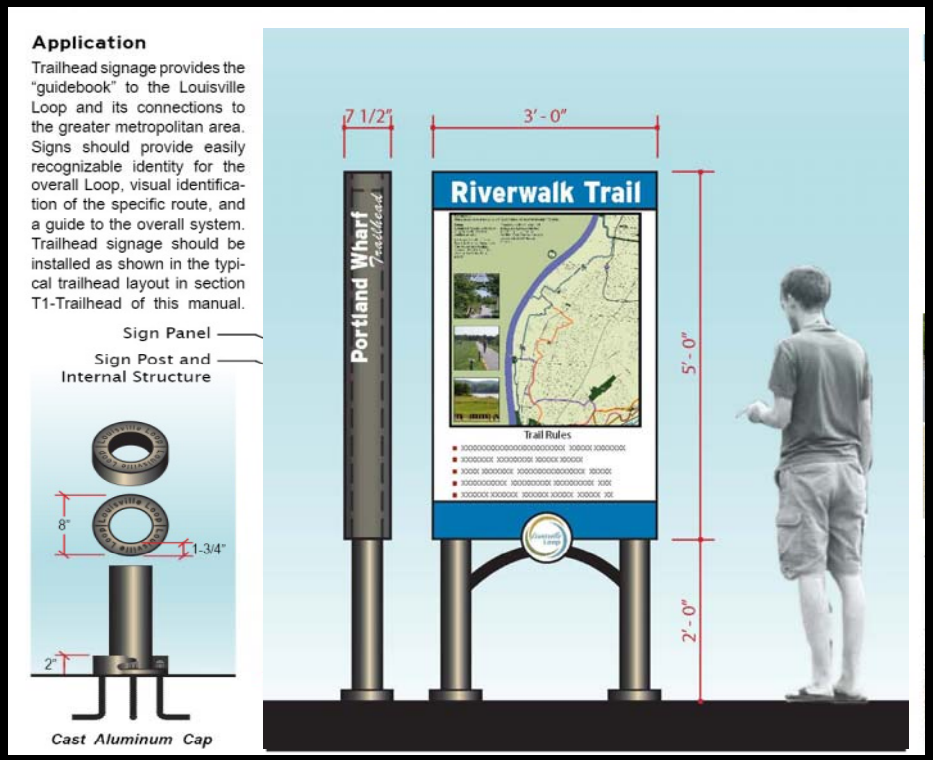
Near North Neighborhood- Indy

Jeffersonville Lawn Terrace/Ohio River Greenway

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

TRAILHEAD SIGNS

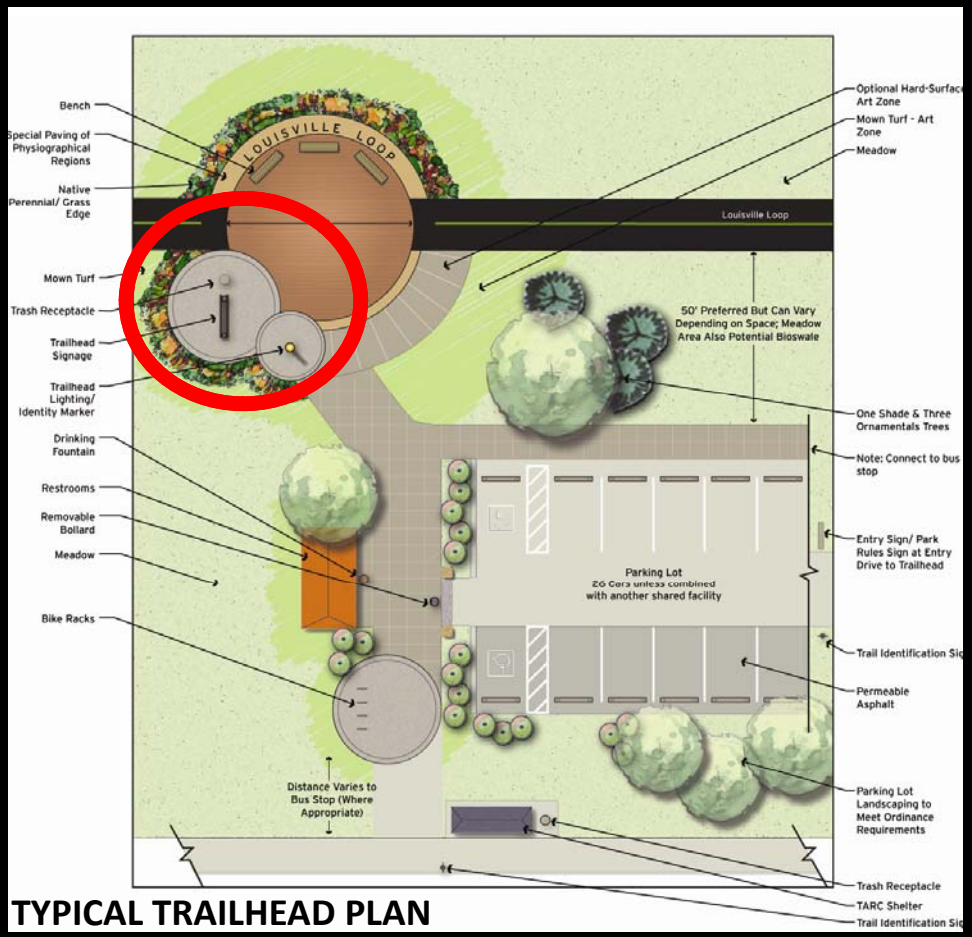


- Located at major entry points to the Louisville Loop
- Contain rules and mapping for destinations along the Loop
- Identifies your location within the overall Loop

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

TRAILHEAD SIGNS- APPLICATON



TYPICAL TRAILHEAD PLAN

- 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

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

TRAILHEAD SIGNS EXAMPLES

Pigeon Creek Greenway- Evansville

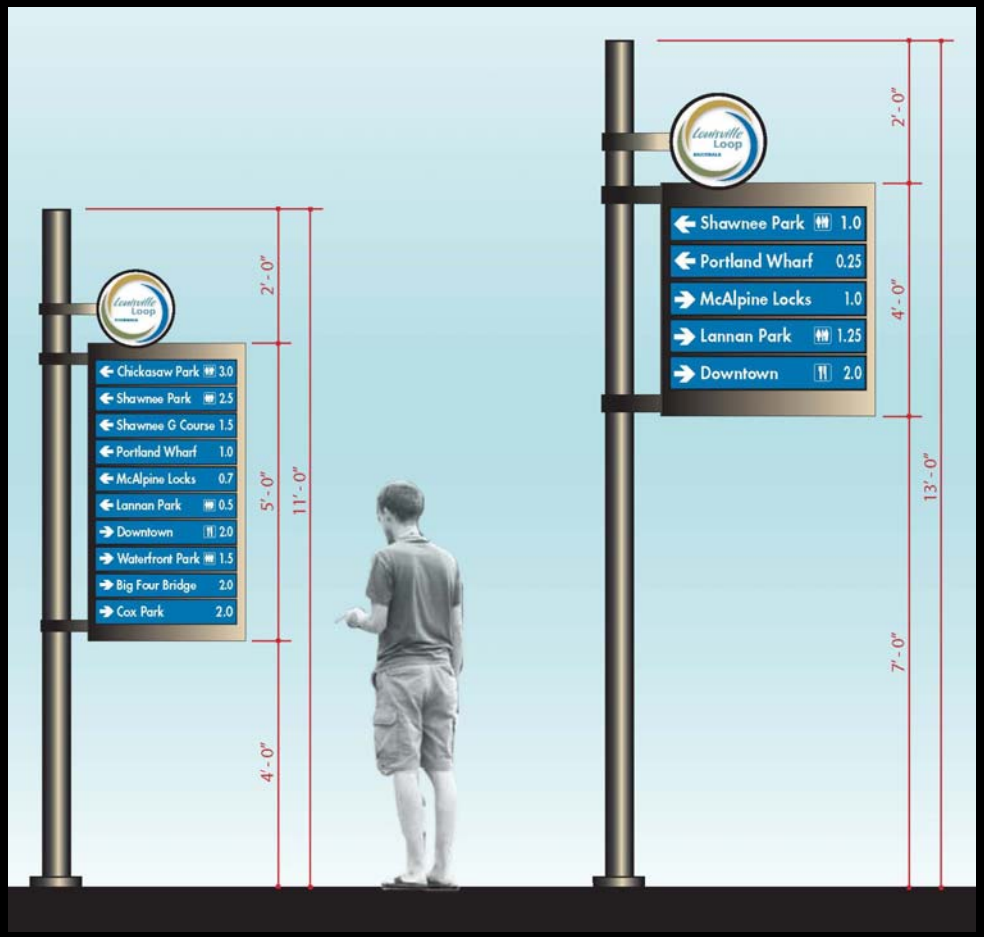
Washington, DC

Fall Creek Greenway, Indianapolis

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

DIRECTIONAL SIGNAGE

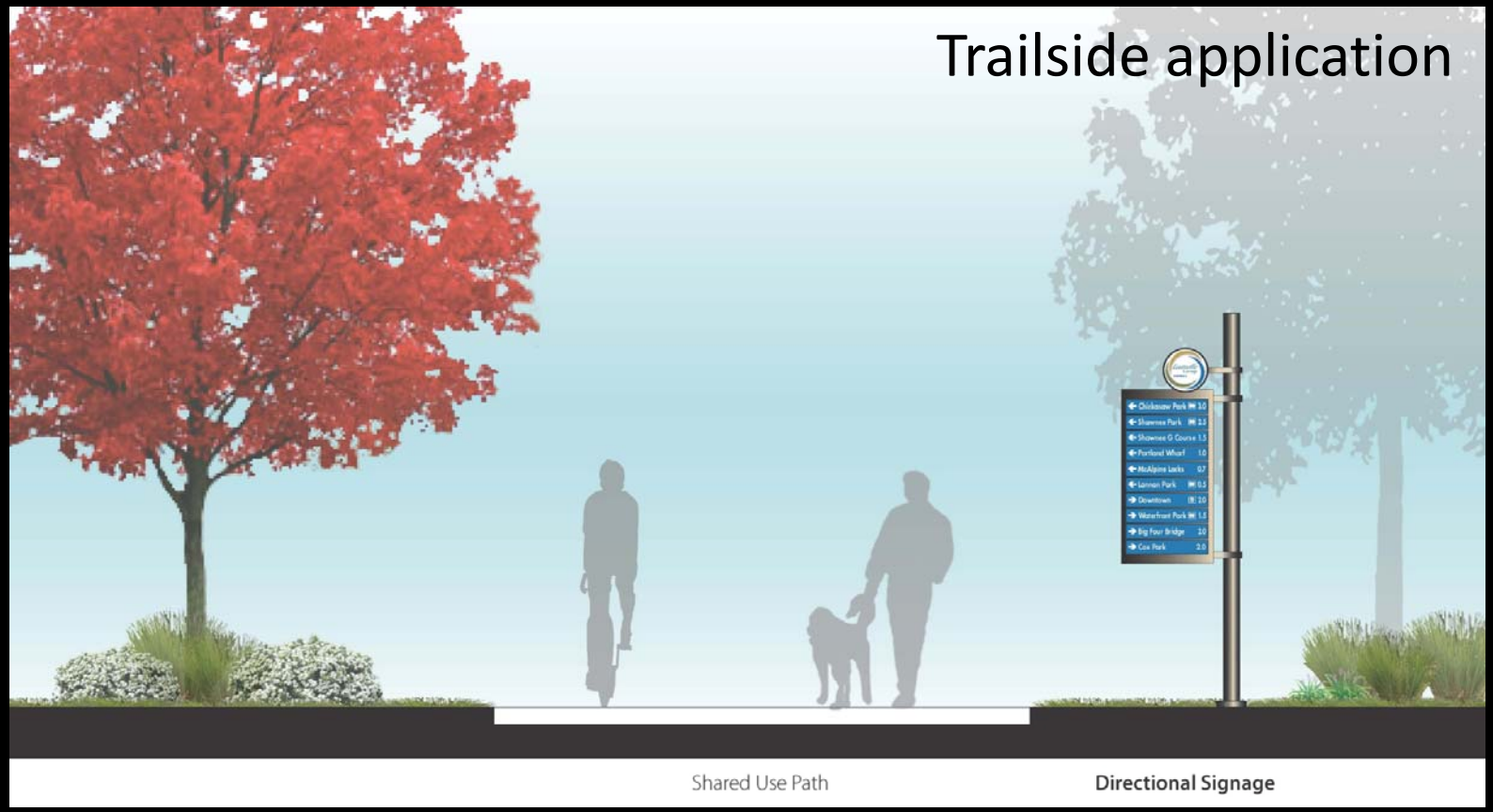


- Located at secondary entry points to the Louisville Loop such as neighborhood connections
- Used along main Loop route to provide directions to users
- Used in areas immediately adjacent to Loop to provide directions to Loop
- Used along on-street portions of the Loop

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

DIRECTIONAL SIGNAGE- APPLICATION



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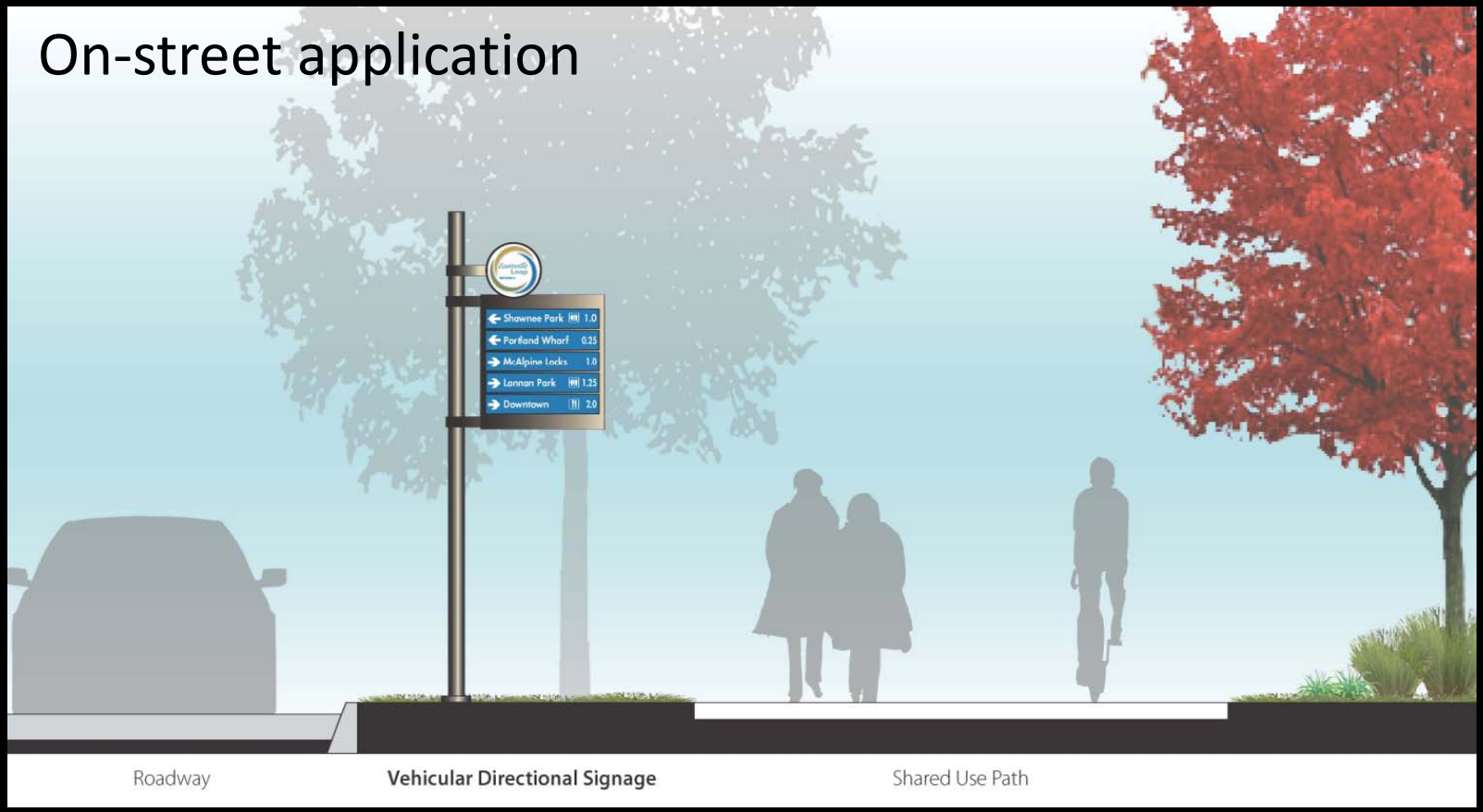
THE WAYFINDING PLAN ELEMENTS

DIRECTIONAL SIGNAGE- APPLICATION



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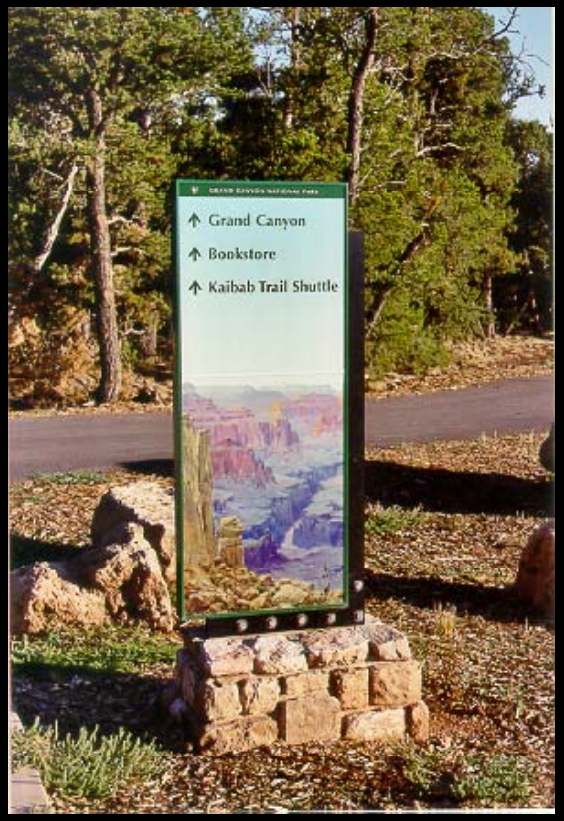
THE WAYFINDING PLAN ELEMENTS

DIRECTIONAL SIGNAGE- EXAMPLES

Indianapolis, IN



Grand Canyon, AZ

Philadelphia, PA

Louisville Loop

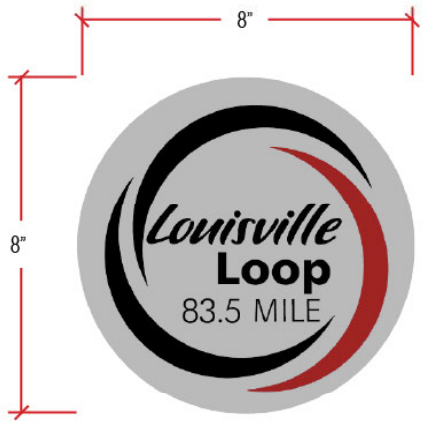
THE WAYFINDING PLAN ELEMENTS

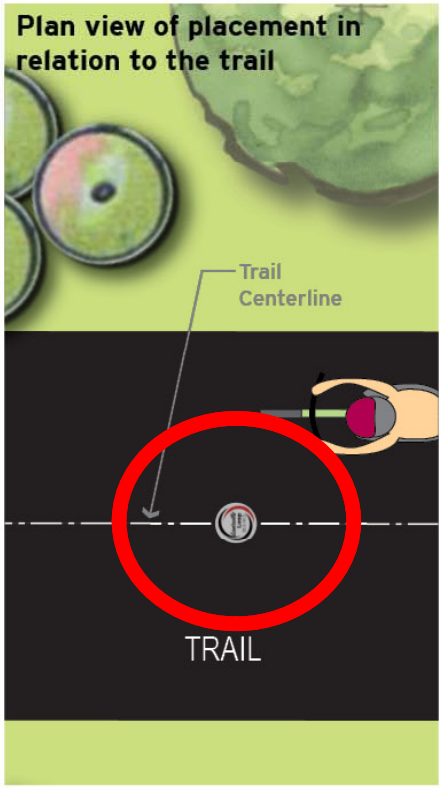
MILE MARKERS & APPLICATION

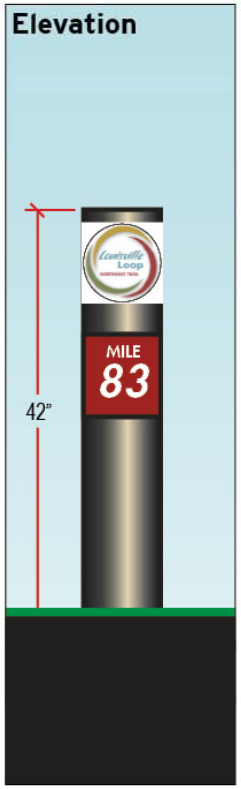
Application

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)







- Above ground markers every full mile
- In-pavement markers every ½ mile

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

MILE MARKERS- EXAMPLES

Pigeon Creek Greenway- Evansville

Indianapolis Canal Walk

Louisville Riverwalk

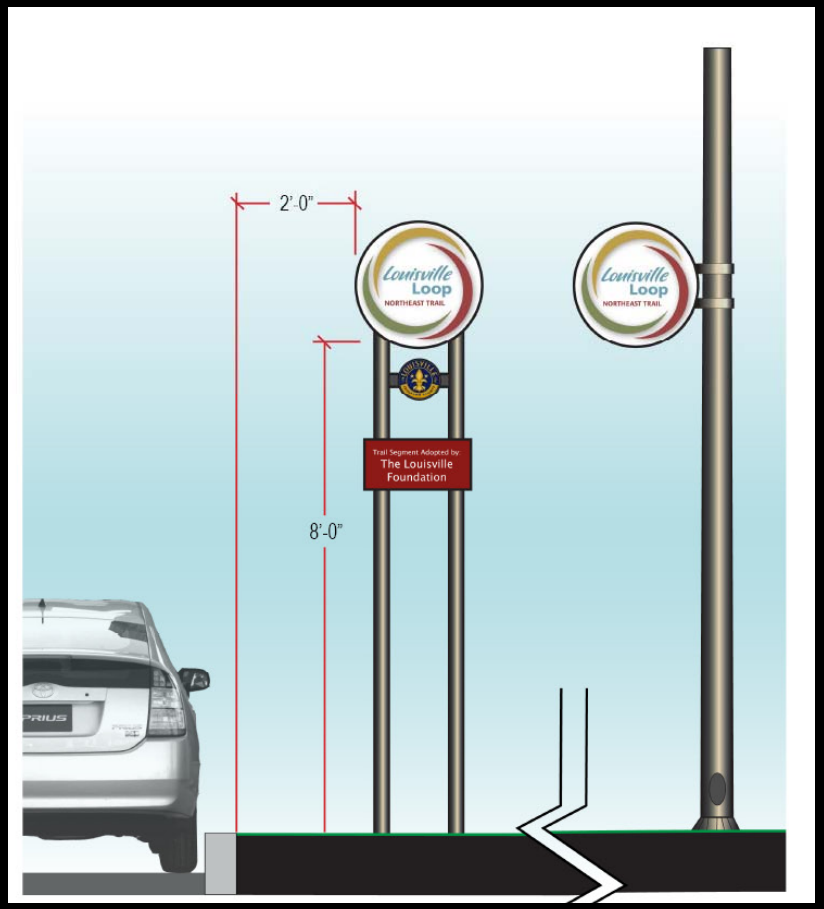
Louisville, KY

Fall Creek Greenway- Indianapolis

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

IDENTIFICATION SIGNS

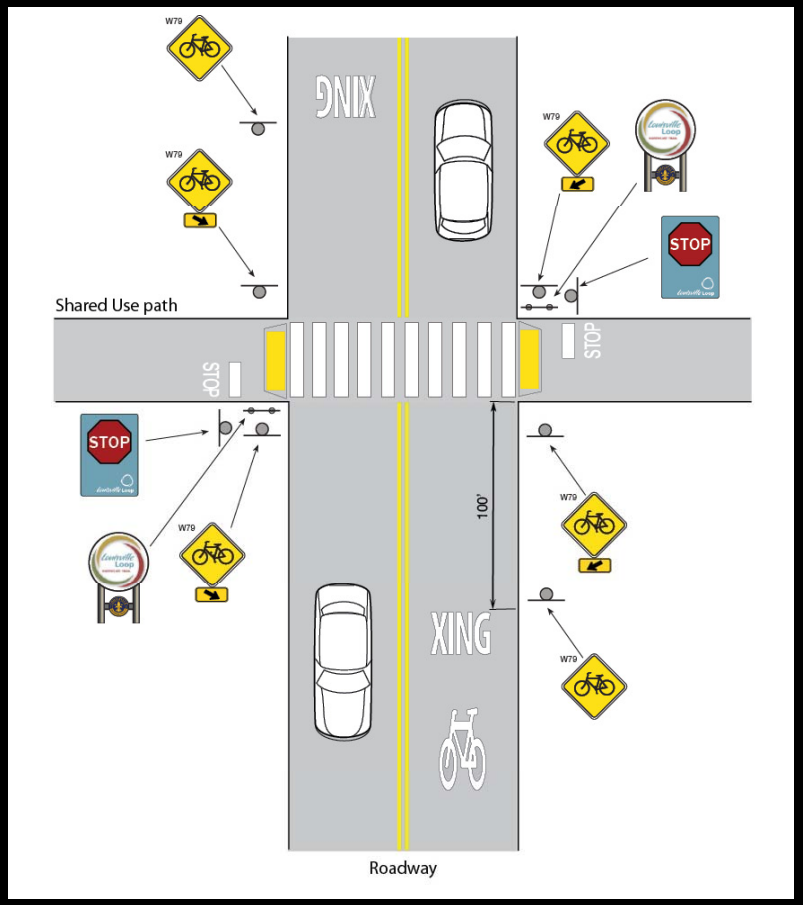


- Identifies Louisville Loop
- Used where shared-use path runs along or crosses street
- Used along on-street routes to mark route

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

IDENTIFICATION SIGNS- APPLICATION



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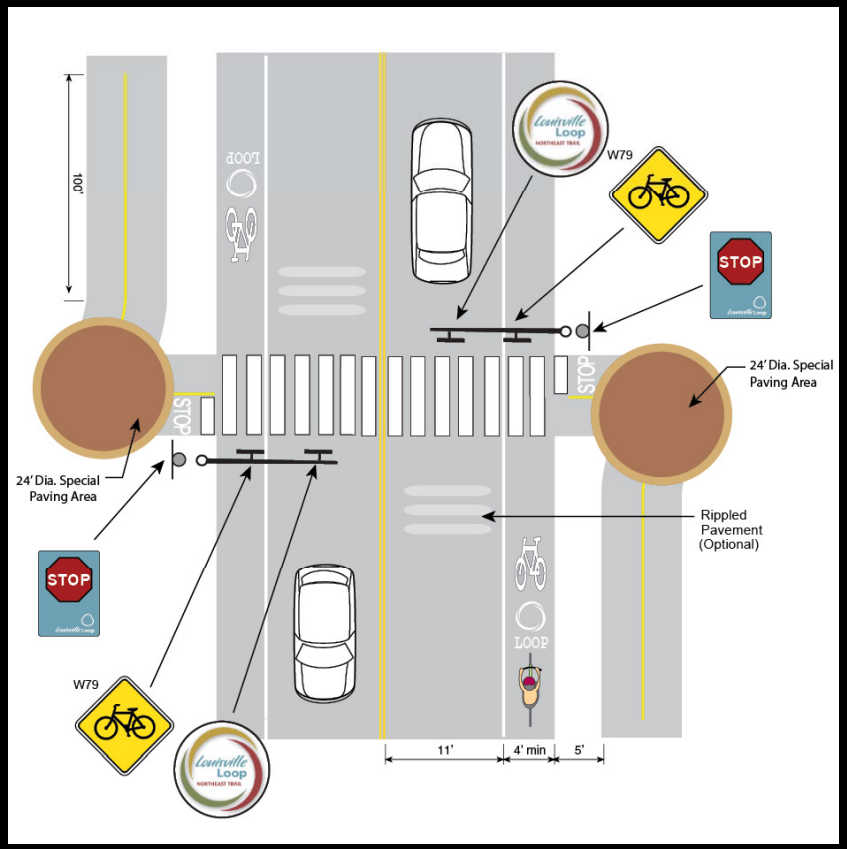
THE WAYFINDING PLAN ELEMENTS

IDENTIFICATION SIGNS- APPLICATION



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

THE WAYFINDING PLAN ELEMENTS

IDENTIFICATION SIGNS- EXAMPLES

Monon Trail- Carmel, IN

Philadelphia Downtown Loop

Fall Creek Greenway- Indianapolis

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

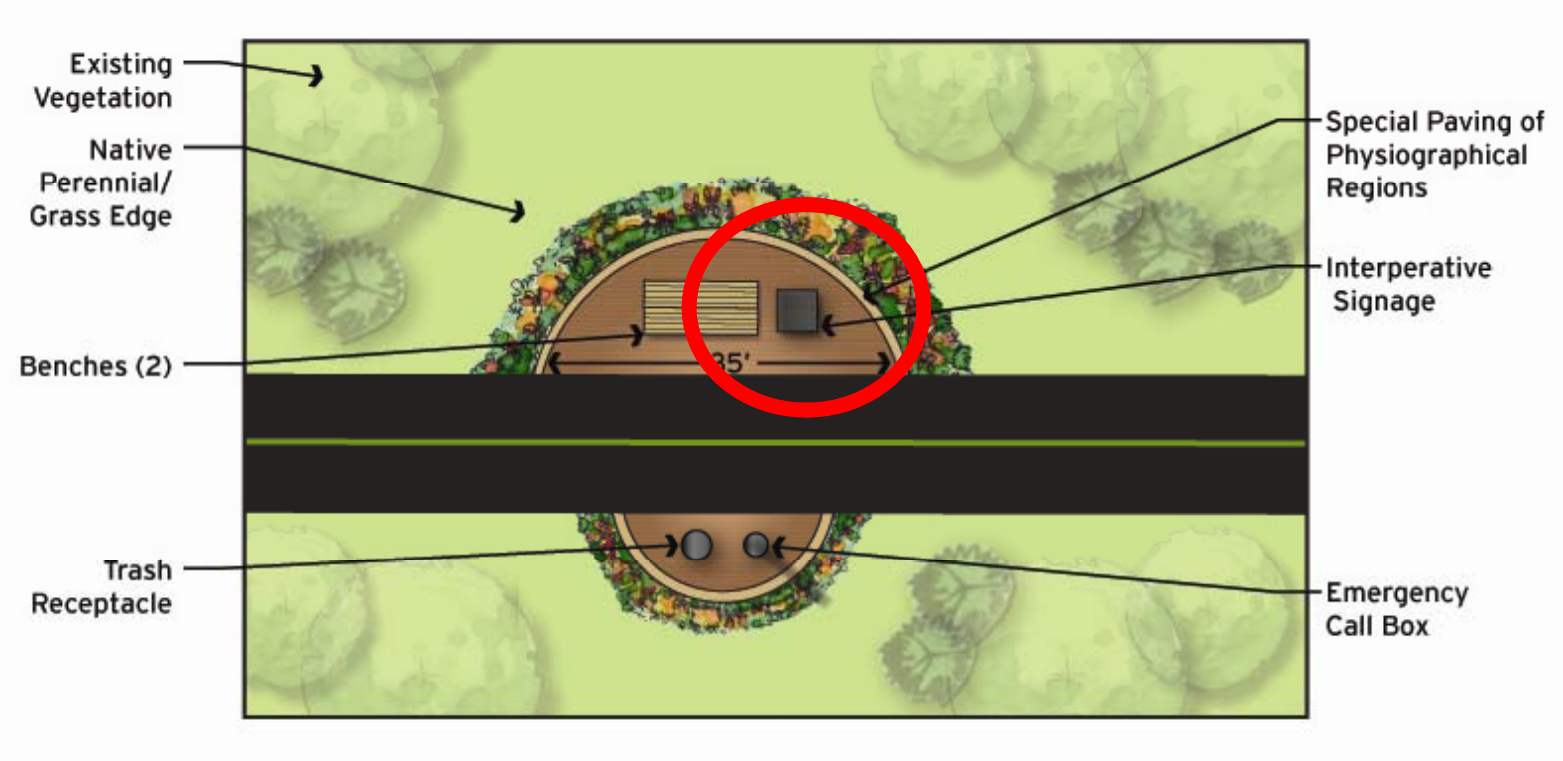
INTERPRETIVE SIGNS

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

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

INTERPRETIVE SIGNS- APPLICATION



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THE WAYFINDING PLAN ELEMENTS

INTERPRETIVE SIGNS- EXAMPLES

Falls of the Ohio State Park- Clarksville, IN

Minneapolis, MN

Jeffersonville, IN

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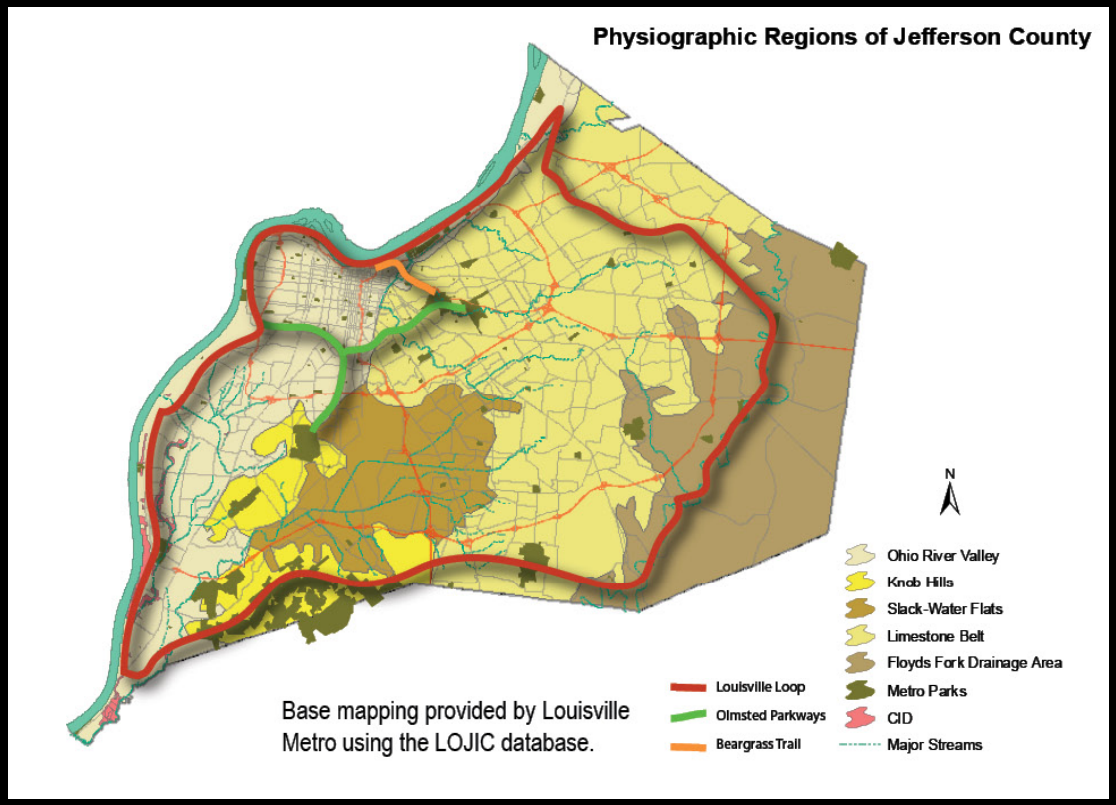
THE WAYFINDING PLAN ELEMENTS

HOW THE SYSTEM WORKS

Louisville Loop

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

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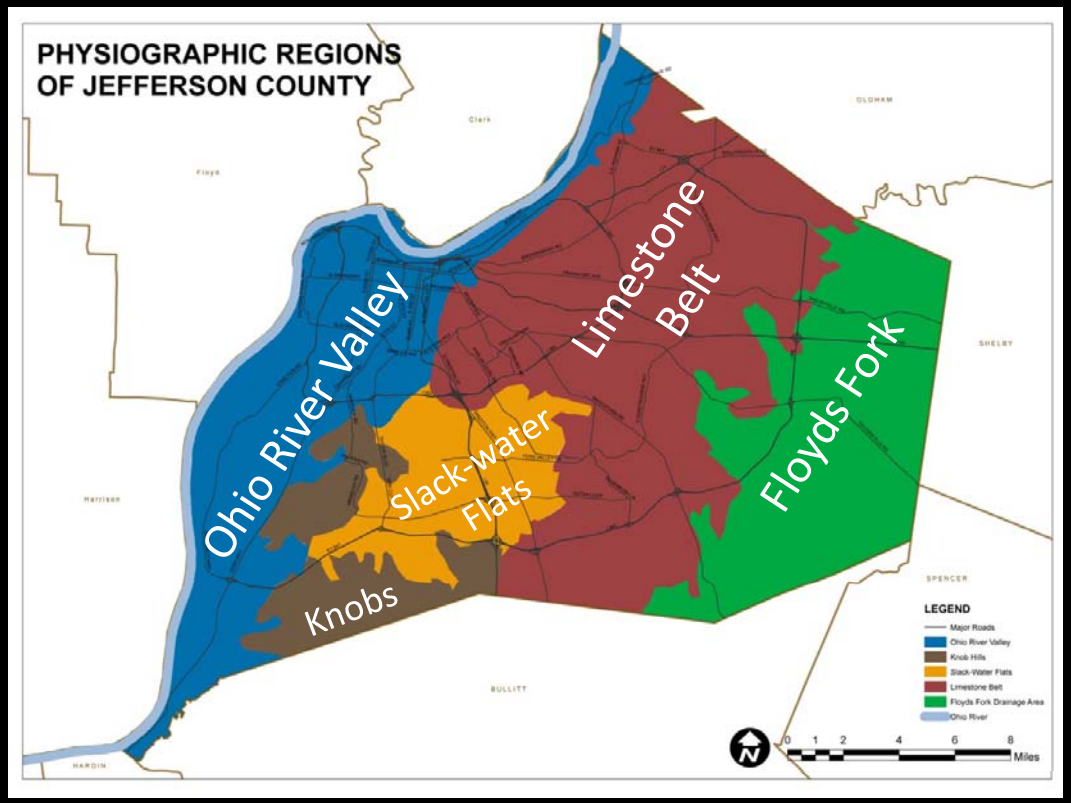
THE WAYFINDING PLAN ELEMENTS

HOW THE SYSTEM WORKS

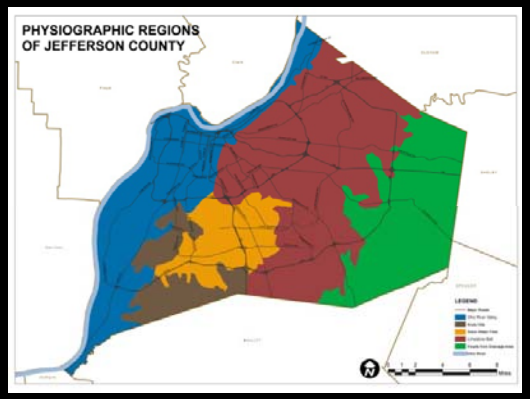


The wayfinding plan uses the 5 regions as an organizing structure for the wayfinding signage.

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

HOW THE SYSTEM WORKS- BRANDING

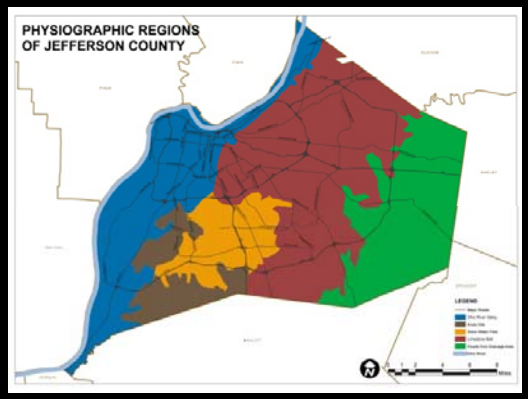


Each region is assigned a color that carries through the Loop branding and the design of the signage.

Louisville Loop

THE WAYFINDING PLAN ELEMENTS

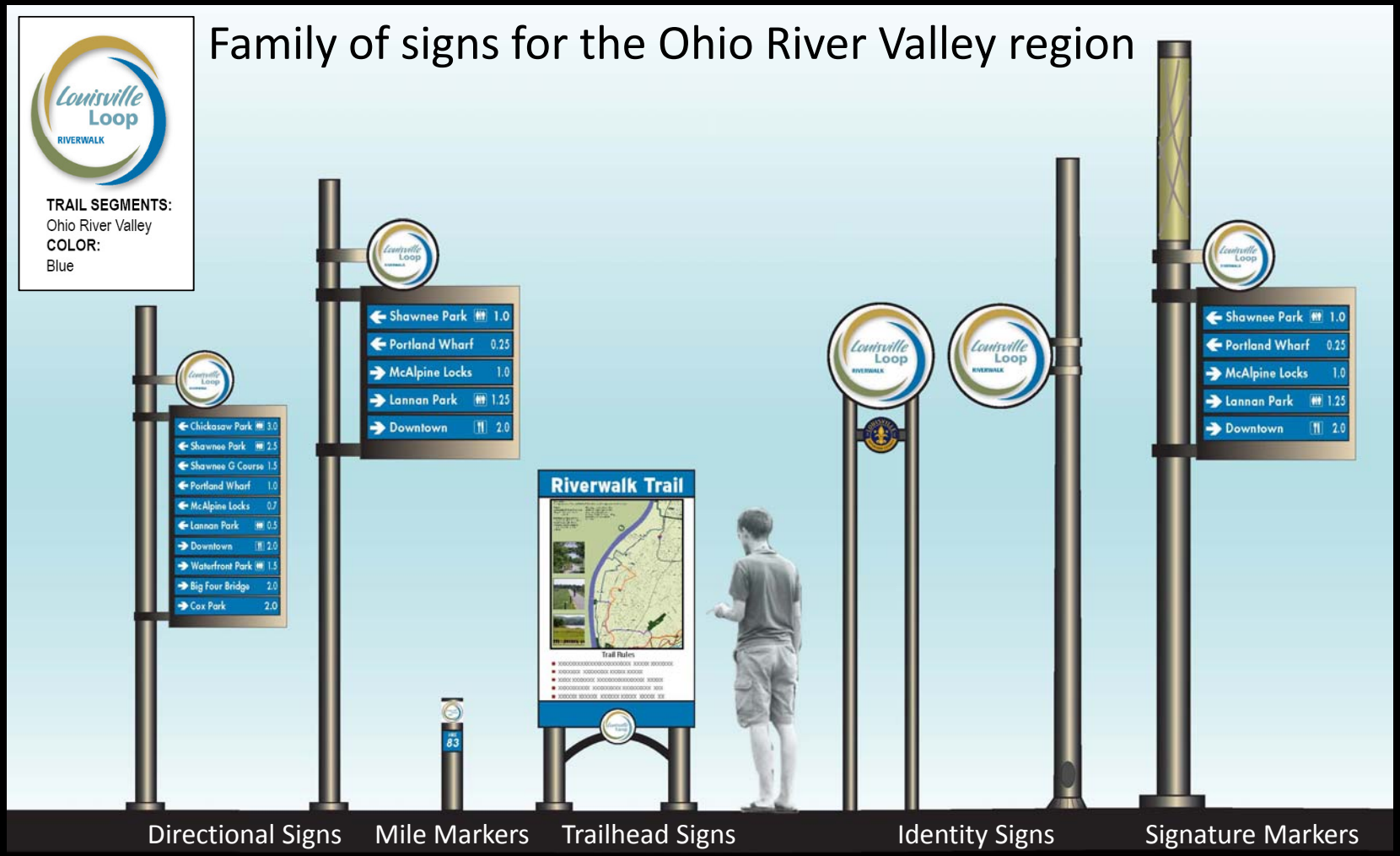
HOW THE SYSTEM WORKS- COLOR CODING



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



Louisville Loop

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.

Louisville Loop

NEXT STEPS

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SWOPE DESIGN GROUP

METRO Parks

NEXT STEPS OF THE PROJECT

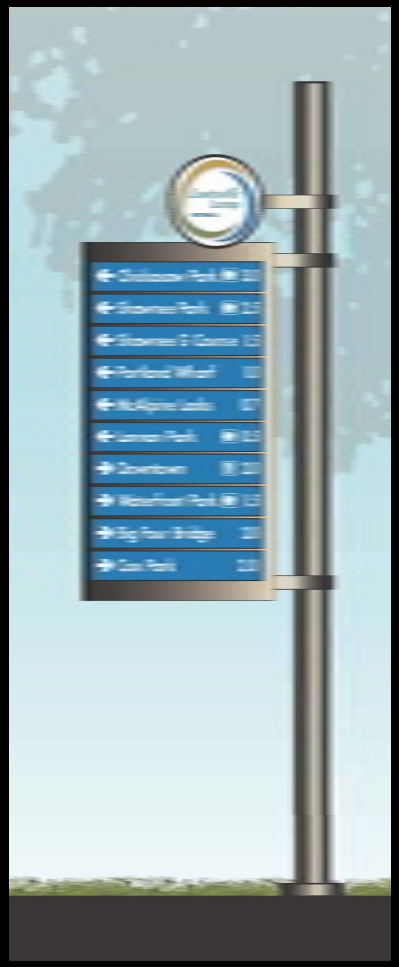
Up to this point the project has focused on…

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

Louisville Loop

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

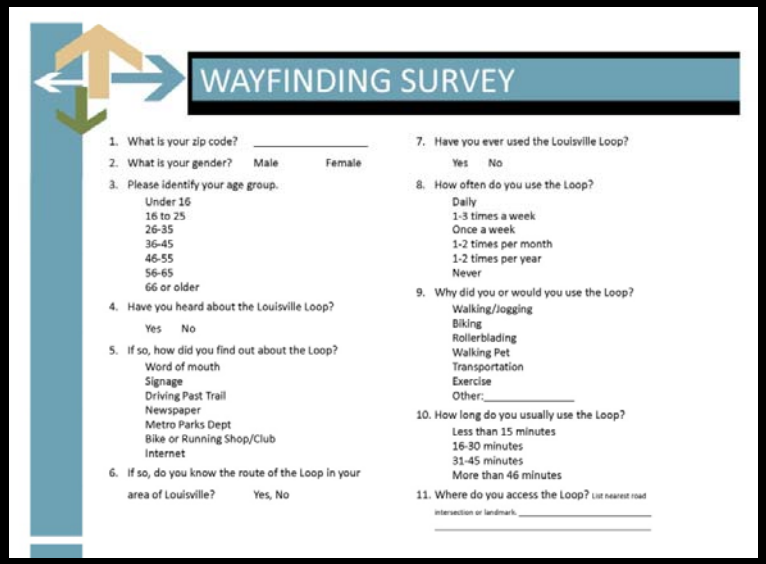
- Develop prototypes of each sign
- Coordinate installation of pilot project at Lannan Park
- Finalize master plan of sign locations
- PUBLIC MEETING NO. 3- Spring 2011

- Prepare Bid Sets for installation
- Publish final master plan
- INSTALLATION COMPLETE- March 2012

Louisville Loop

PUBLIC INPUT

HELP US OUT BY PROVIDING YOUR FEEDBACK…



WAYFINDING SURVEY

1. What is your zip code? _____
2. What is your gender? Male Female
3. Please identify your age group.
   - Under 16
   - 16 to 25
   - 26-35
   - 36-45
   - 46-55
   - 56-65
   - 66 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 Shop/Club
   - Internet
6. If so, 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
   - Once a week
   - 1-2 times per month
   - 1-2 times per year
   - Never
9. Why did you or would you use the Loop?
   - Walking/Jogging
   - Biking
   - Rollerblading
   - Walking Pet
   - Transportation
   - Exercise
   - Other:_____
10. How long do you usually use the Loop?
    - Less than 15 minutes
    - 16-30 minutes
    - 31-45 minutes
    - More than 46 minutes
11. Where do you access the Loop? List nearest road intersection or landmark. _____

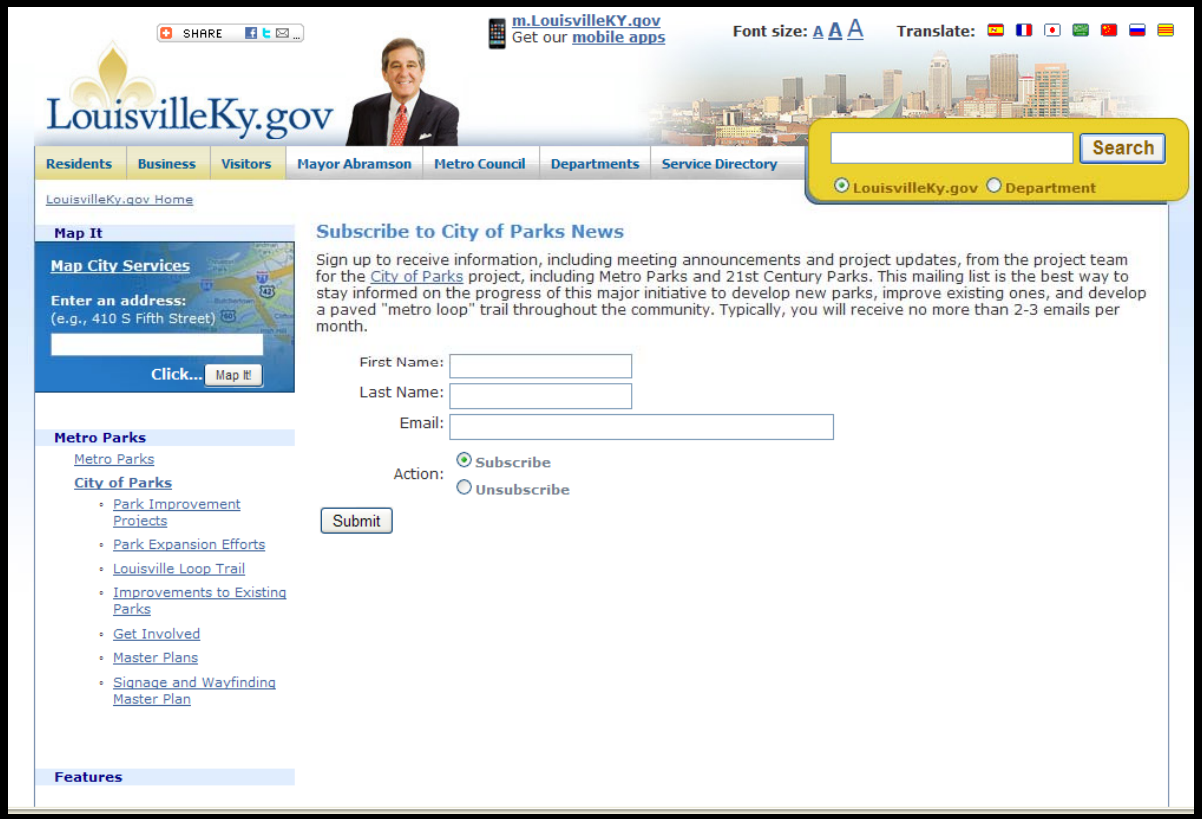
- Complete opinion survey and TARC survey
- Provide information on where you access the Loop
- Provide information about key destinations near the Loop in your community or neighborhood

Louisville Loop

STAY INFORMED

KEEP INFORMED ON PROJECT PROGRESS:

http://www.louisvilleky.gov/MetroParks



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Wayfinding Master Plan

PUBLIC MEETING NO. 1

December 13, 2010

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