

Louisville Loop

Wayfinding Master Plan

PUBLIC MEETING NO. 2

February 8, 2011

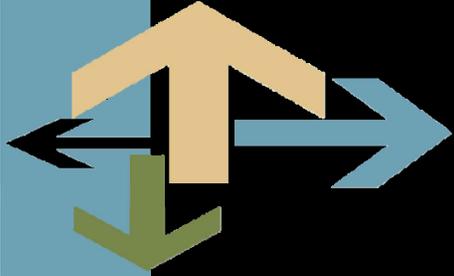
a Healthy  Hometown partner

HNTB

environs inc.
landscape architecture

SWOFF
DESIGN
GROUP

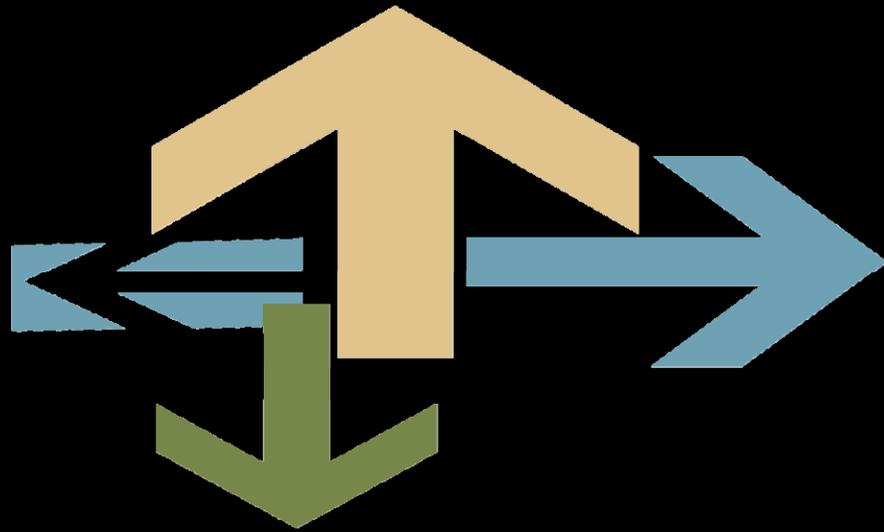
 **METRO
Parks**



WELCOME & INTRODUCTIONS

AGENDA

1. Welcome & Introductions
2. Recap of Previous Meeting
3. Preliminary Master Plan Locations
4. Interpretive Plan for the Loop
5. Next Steps
6. Open House



PROJECT OVERVIEW AND RECAP OF LAST PUBLIC MEETING



Louisville Loop

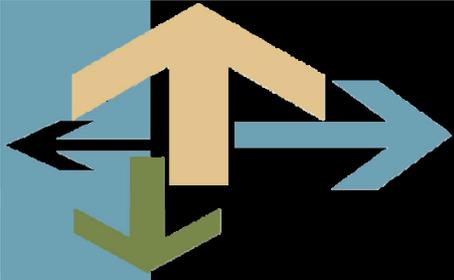
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 **METRO
Parks**



PROJECT OVERVIEW



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



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



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

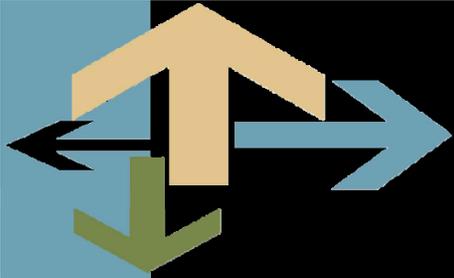


PROJECT OVERVIEW



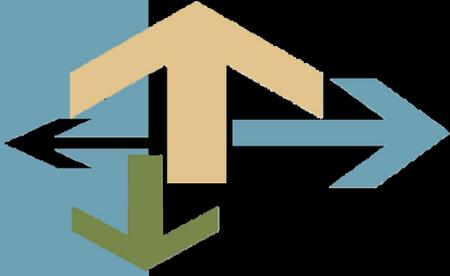
Louisville Putting Prevention to Work Highlighted Strategies:

- **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



HEALTH STATISTICS

Why is an anti-obesity grant funding this plan?



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.



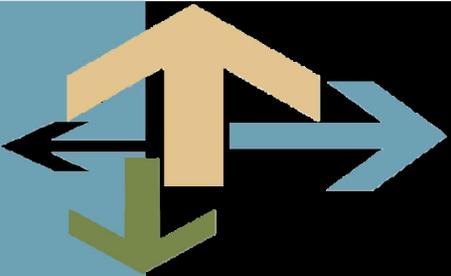
HEALTH STATISTICS

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

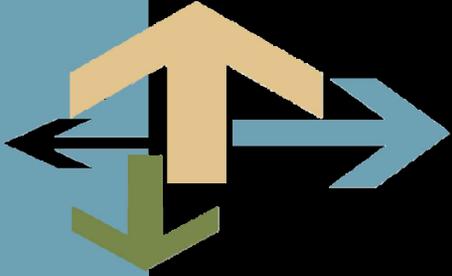


HEALTH STATISTICS

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



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

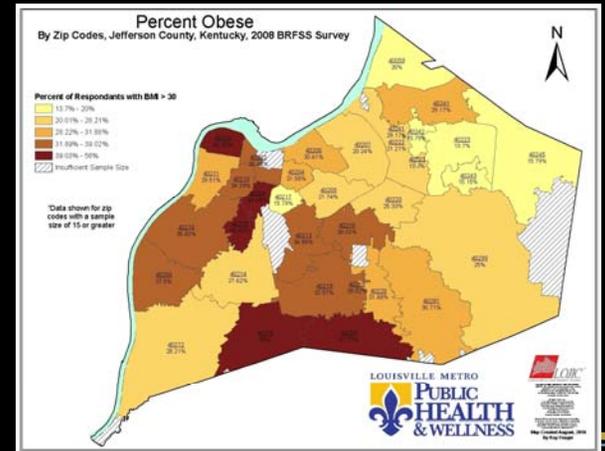
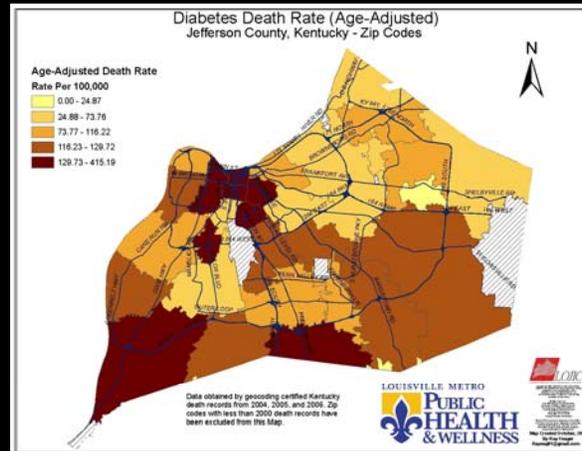
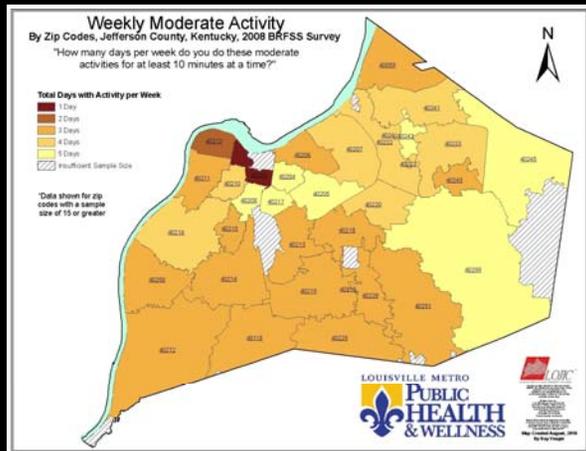
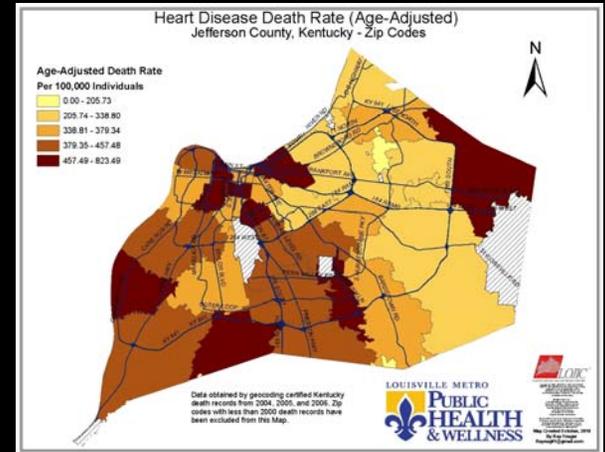
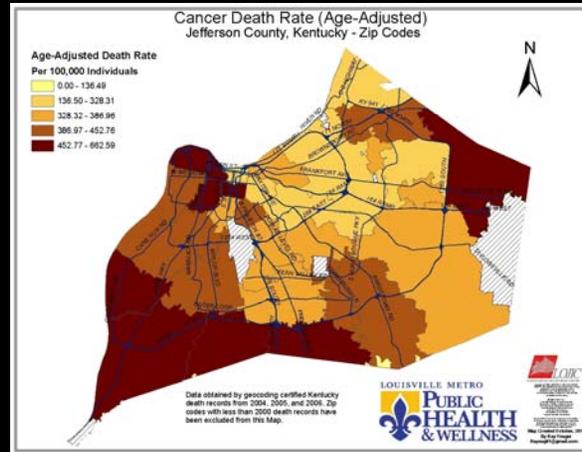
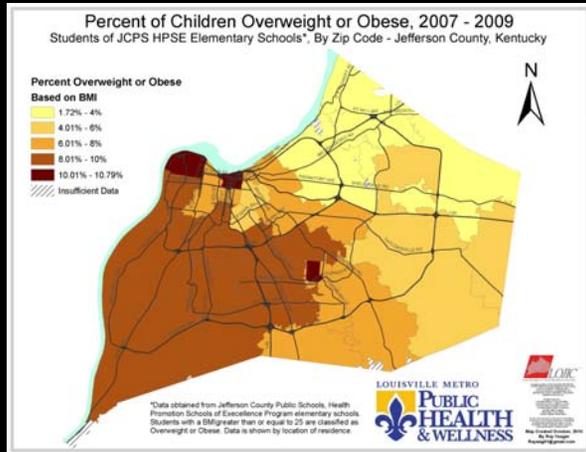
Chair, School of Health, UCLA

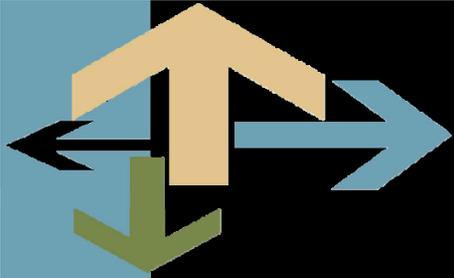
Former head of the National Center for Environmental Health at the Centers for Disease Control (CDC)

Author, *Urban Sprawl and Public Health*

ASLA Annual Meeting, Keynote, October 2010, Washington DC

HEALTH STATISTICS



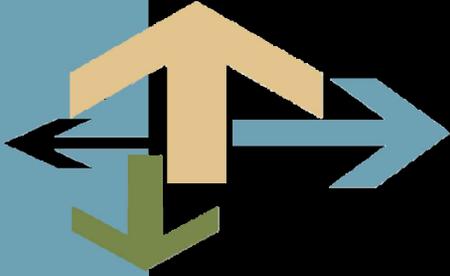


HEALTH STATISTICS

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



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.*



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.*



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.*

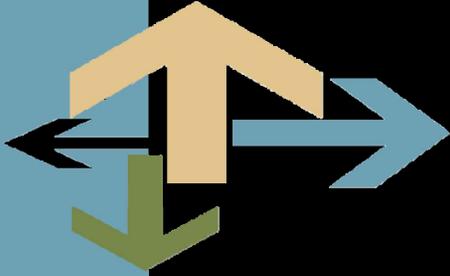


DESIGN PRINCIPLES

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.*

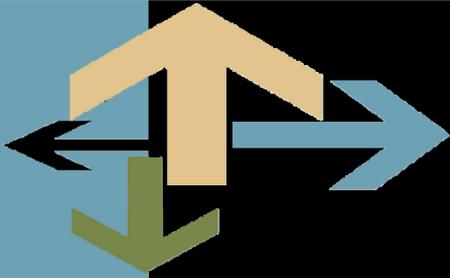


DESIGN PRINCIPLES

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.



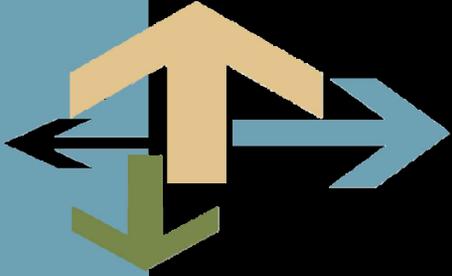
- *Wayfinding components will be applied uniformly across all constructed portions of the Loop.*
- *Signs will visually identify all built portions of the Loop.*
- *Signs will tie together the various Loop systems and facilities (i.e. shared-use path, on-street facilities) promoting a recognizable whole.*



WHAT IS WAYFINDING

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





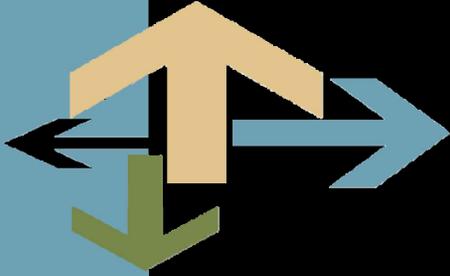
WHAT IS WAYFINDING

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



LANDMARKS



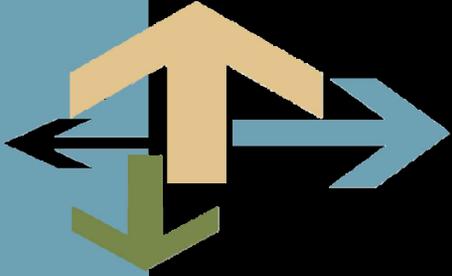


WHAT IS WAYFINDING

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PAVEMENTS & MARKINGS

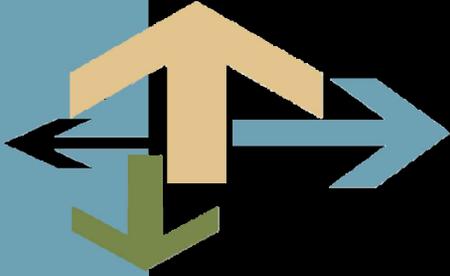


WHAT IS WAYFINDING

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COMMUNITY FACILITIES AND ENHANCEMENTS

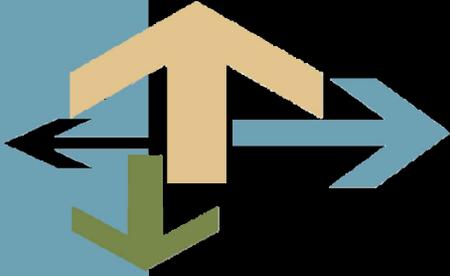


WHAT IS WAYFINDING

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SIGNS

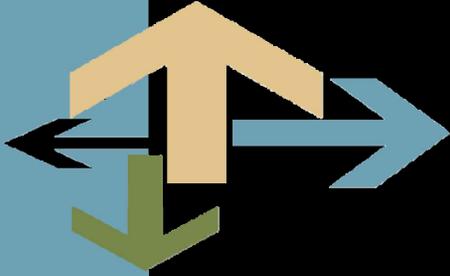


WHAT IS WAYFINDING

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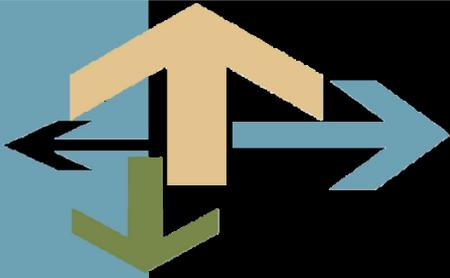
LOGOS AND BRANDING



WHAT IS WAYFINDING

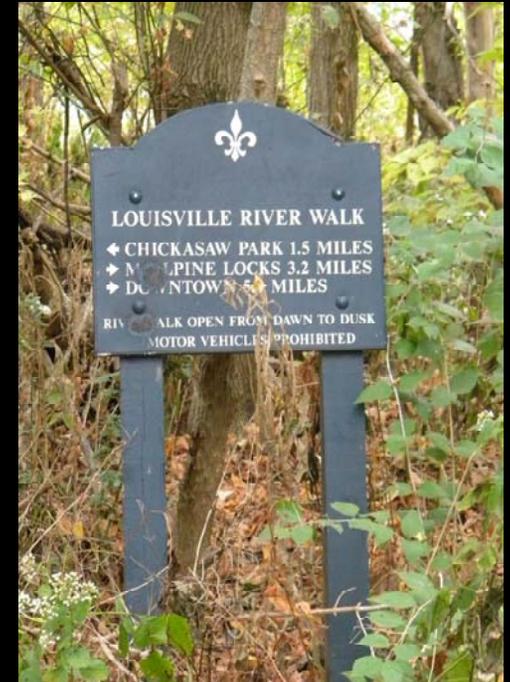
Louisville's current wayfinding signage...

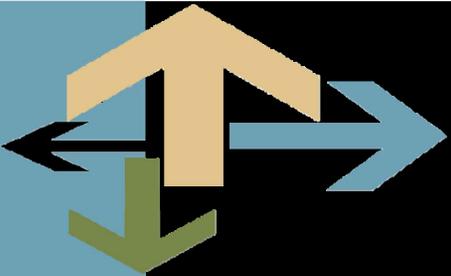




WHAT IS WAYFINDING

Louisville's current wayfinding signage along the Louisville Loop...



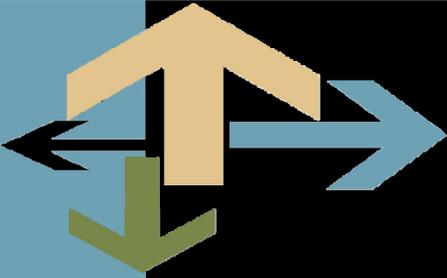


THE WAYFINDING PLAN ELEMENTS



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

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



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.

S2

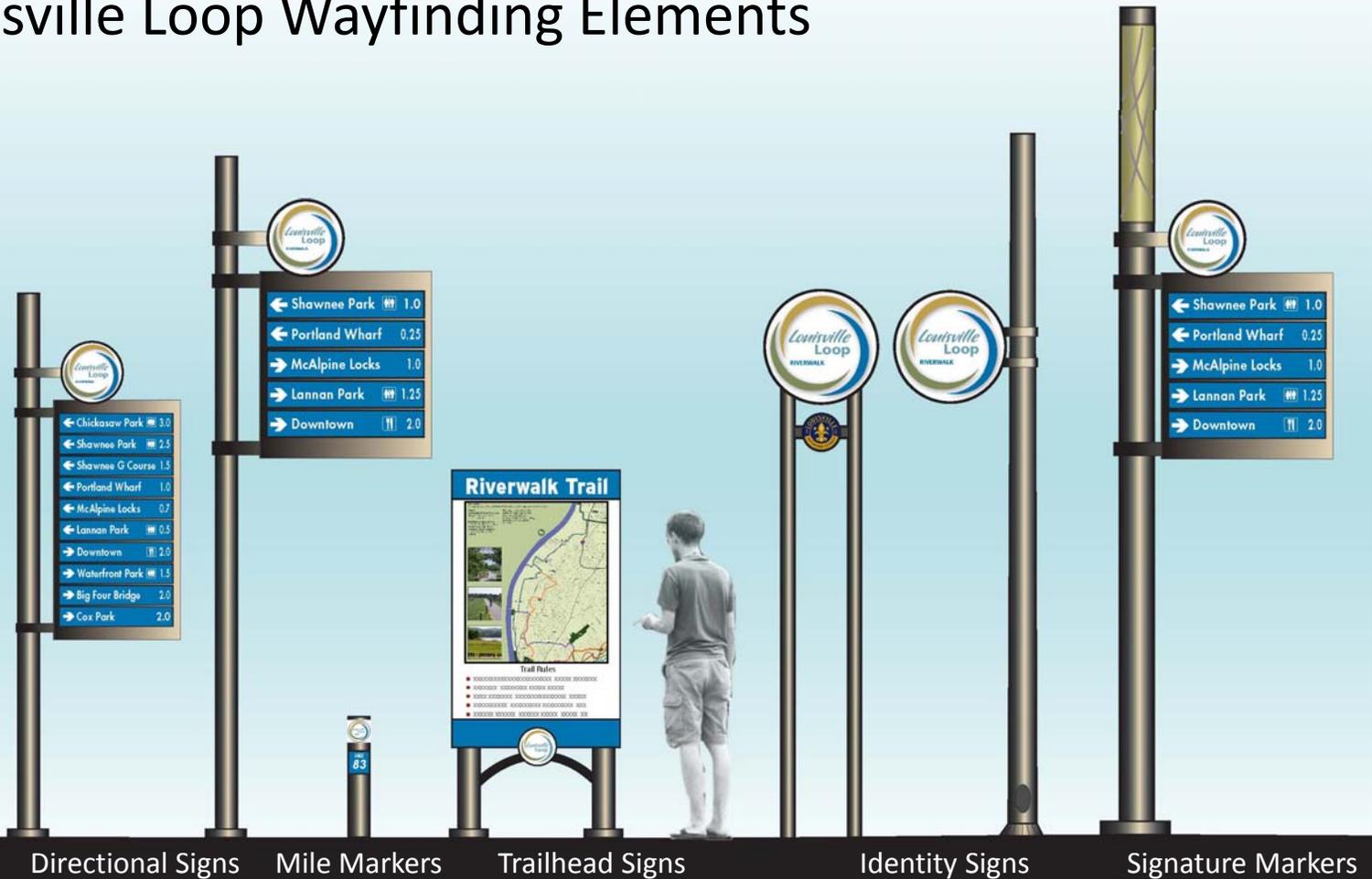
Application
Trailhead signage provides the "guidebook" to the Louisville Loop and its connections to the greater metropolitan area. Signs should provide easily recognizable identity for the overall Loop, visual identification of the specific route, and a guide to the overall system. Trailhead signage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

PRECEDENT IMAGES

Louisville Loop Design Guidelines 43

THE WAYFINDING PLAN ELEMENTS

Louisville Loop Wayfinding Elements



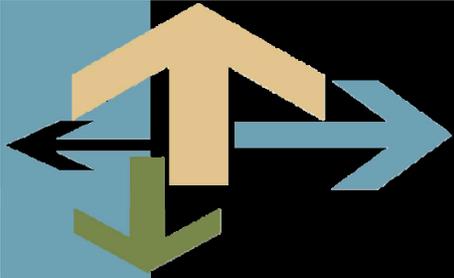
Directional Signs

Mile Markers

Trailhead Signs

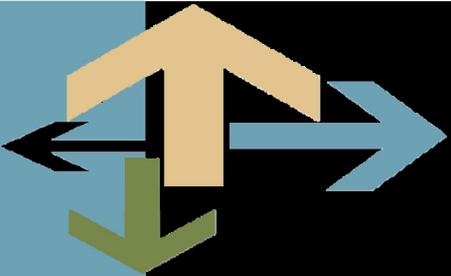
Identity Signs

Signature Markers



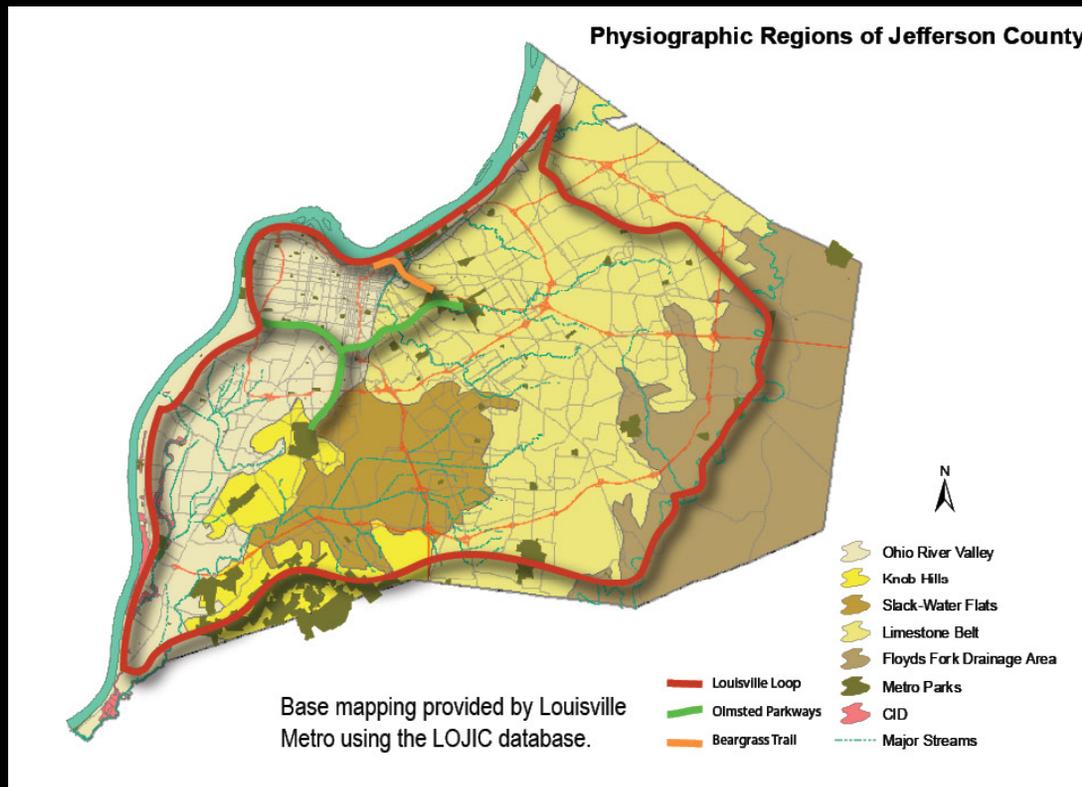
THE WAYFINDING PLAN ELEMENTS

HOW THE SYSTEM WORKS



THE WAYFINDING PLAN ELEMENTS

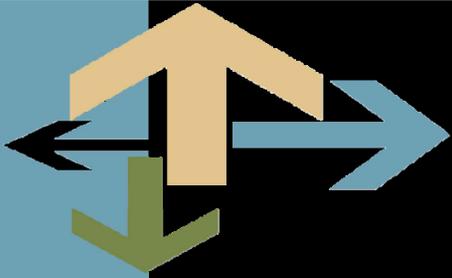
HOW THE SYSTEM WORKS



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

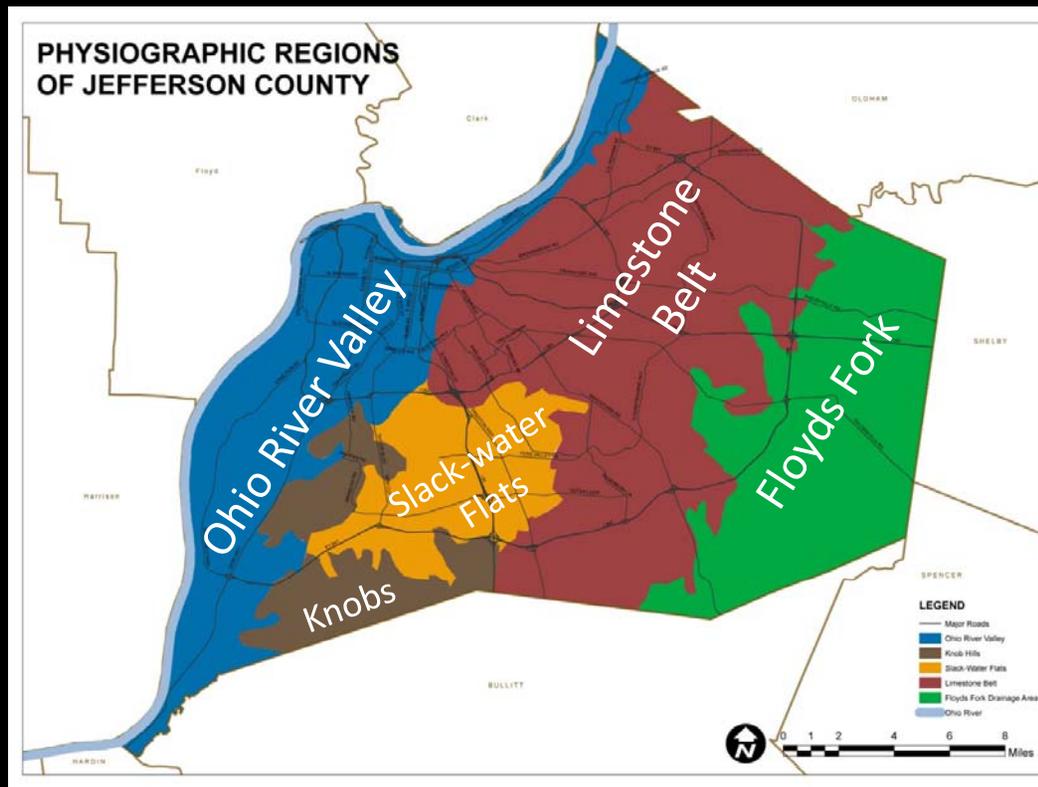
5 REGIONS:

- Ohio River Valley
- Limestone Belt
- Slack-Water Flats
- Floyds Fork
- Knobs

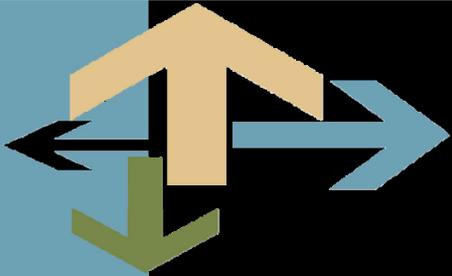


THE WAYFINDING PLAN ELEMENTS

HOW THE SYSTEM WORKS

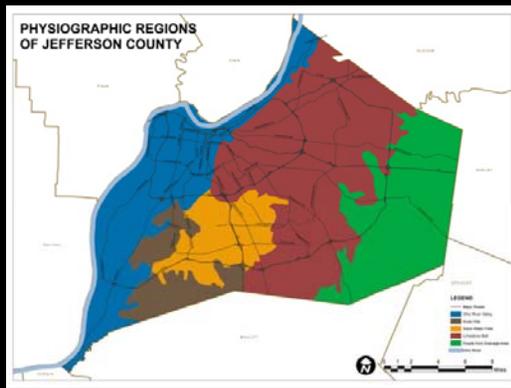


The wayfinding plan uses the 5 regions as an organizing structure for the wayfinding signage.



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.

Application

The general logo for the overall Louisville Loop utilizes blue, green and gold. RGB color specifications are included. This logo, and these colors, are used to identify or represent the overall Louisville Loop.

Variations to the logo based upon individual trail segments are illustrated at the bottom of this page. These variations are specific to the physiographic region through which the trail passes.



TRAIL SEGMENTS:
Limestone Belt
COLOR:
Red



TRAIL SEGMENTS:
Jefferson Memorial Forest
COLOR:
Brown



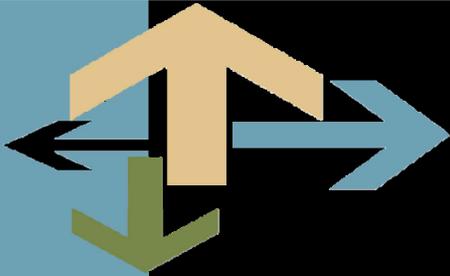
TRAIL SEGMENTS:
Slack-Water Flats
COLOR:
Orange



TRAIL SEGMENTS:
Floyds Fork
COLOR:
Green

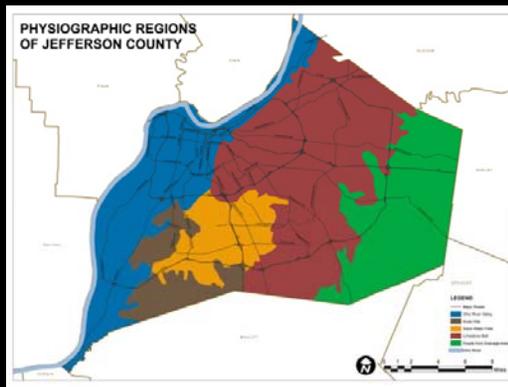


TRAIL SEGMENTS:
Ohio River Valley
COLOR:
Blue



THE WAYFINDING PLAN ELEMENTS

HOW THE SYSTEM WORKS- COLOR CODING

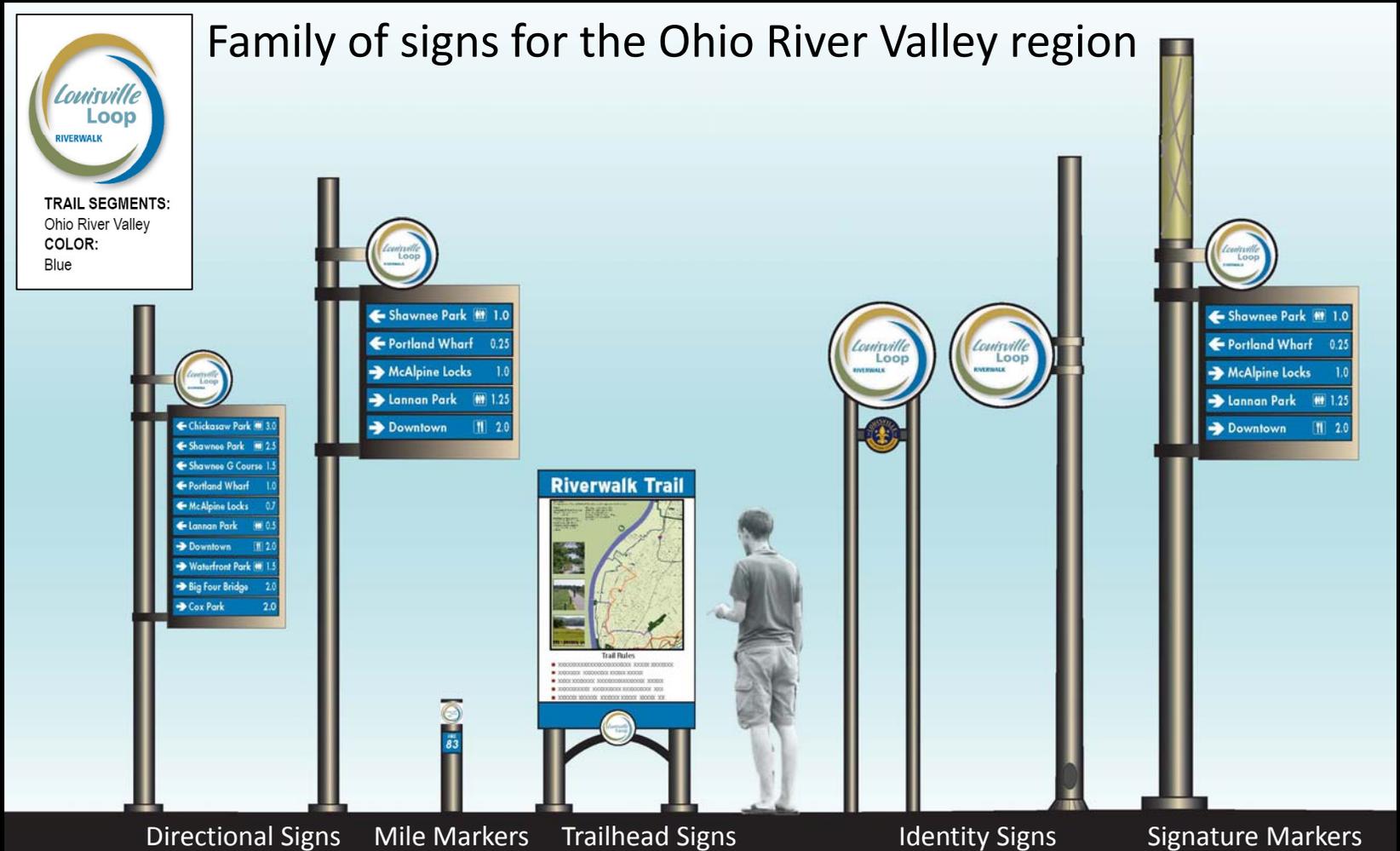


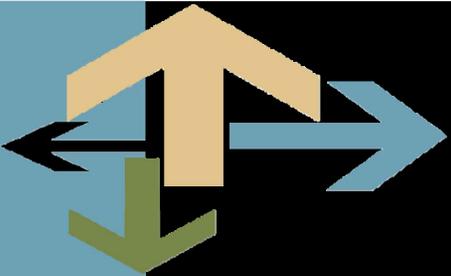
Color coding of signage helps to identify the region in which the trail user is in...

Examples of trailhead signs applied to different regions of the Loop



THE WAYFINDING PLAN ELEMENTS





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.



PUBLIC INPUT FROM FIRST PUBLIC MEETING

SO WHAT DID WE LEARN AT THE LAST MEETING?





PUBLIC INPUT FROM FIRST PUBLIC MEETING

SURVEY RESULTS:

- 30 surveys completed
- 100% had heard of the Loop, 93% had used the Loop
- Average age of respondents was 46-65
- 60% use the Loop for more than 46 minutes per time
- Uses by those who responded:
 - 77% of respondents use the Loop for biking
 - 33% of respondents use the Loop for walking or jogging
 - 20% of respondents use the Loop for exercise
 - 3% of respondents use the Loop for history



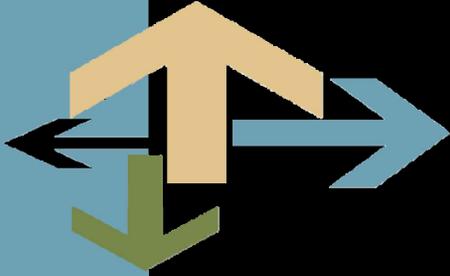
PUBLIC INPUT FROM FIRST PUBLIC MEETING

SURVEY RESULTS: ACCESS TO THE LOOP

- 60% access the Loop from somewhere downtown
- 60% access Loop by bike
- 37% access Loop by car
- 10% access Loop by walking

SURVEY RESULTS: SAFETY

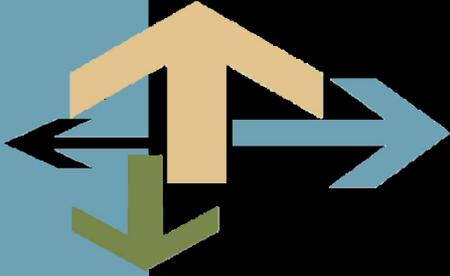
- 63% felt safe using the Loop
- 3% did not feel safe when using the Loop
- 13% felt safe in certain portions of the Loop



PUBLIC INPUT FROM FIRST PUBLIC MEETING

SURVEY RESULTS: TOP ISSUES

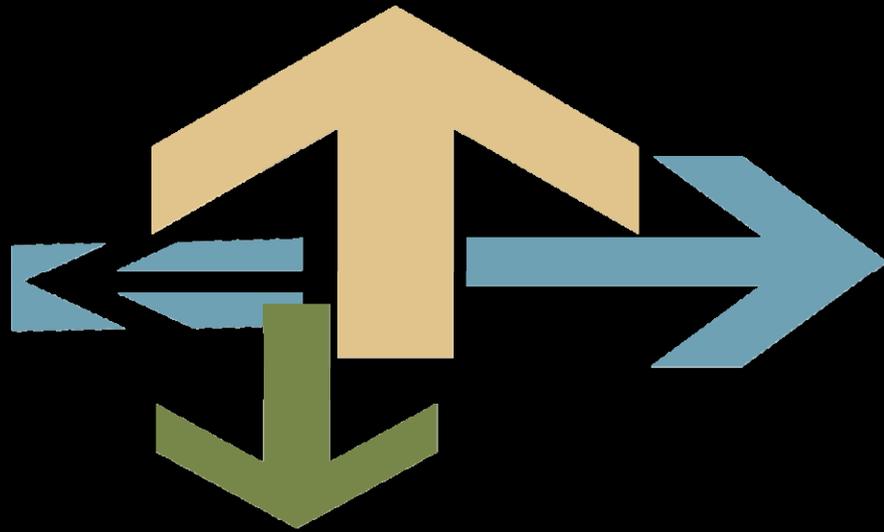
- Uniform Signage (43%)
- Safety and Security (37%)
- Ease of Locating Trailheads (30%)
- Directions to other trails or bike routes (27%)
- Ease of Recognition (23%)
- Directions to Destinations (17%)
- Directions to TARC routes (13%)
- Costs (7%)
- Directions TO the Loop (7%)
- Ease of Maintenance (1%)



PUBLIC INPUT FROM FIRST PUBLIC MEETING

ADDITIONAL INPUT AND ISSUES:

- There needs to be a mechanism for recognizing DONORS in the signage project.
- There is a need for a directional sign that can be used in the community to direct neighbors to the Loop



PRELIMINARY MASTER PLAN



Louisville Loop

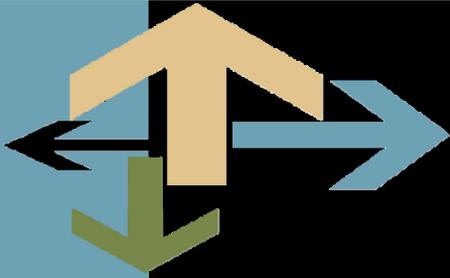
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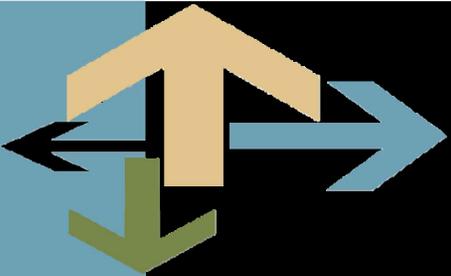
SIGN MASTER PLAN

PRELIMINARY MASTER PLAN



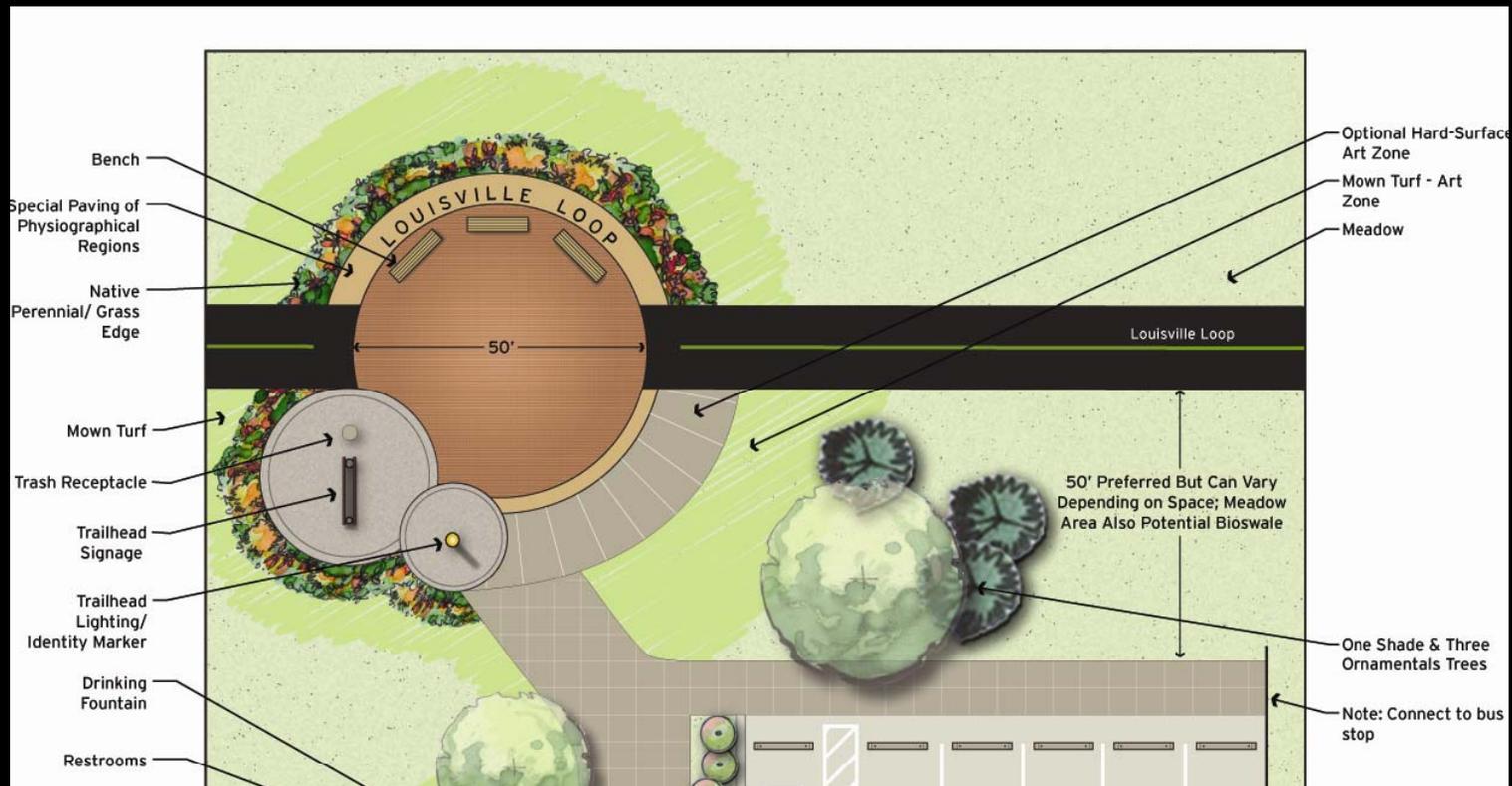
Preliminary locations for directional signage along the Loop

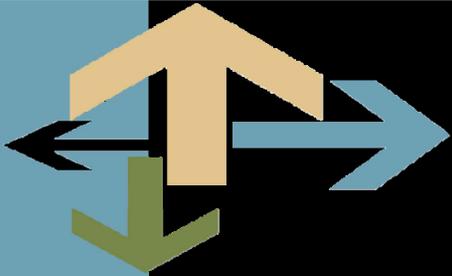
- Trailheads- Signature Markers and Trailhead Signs
- Directional Signs
- Trail Identification Signs



SIGN MASTER PLAN

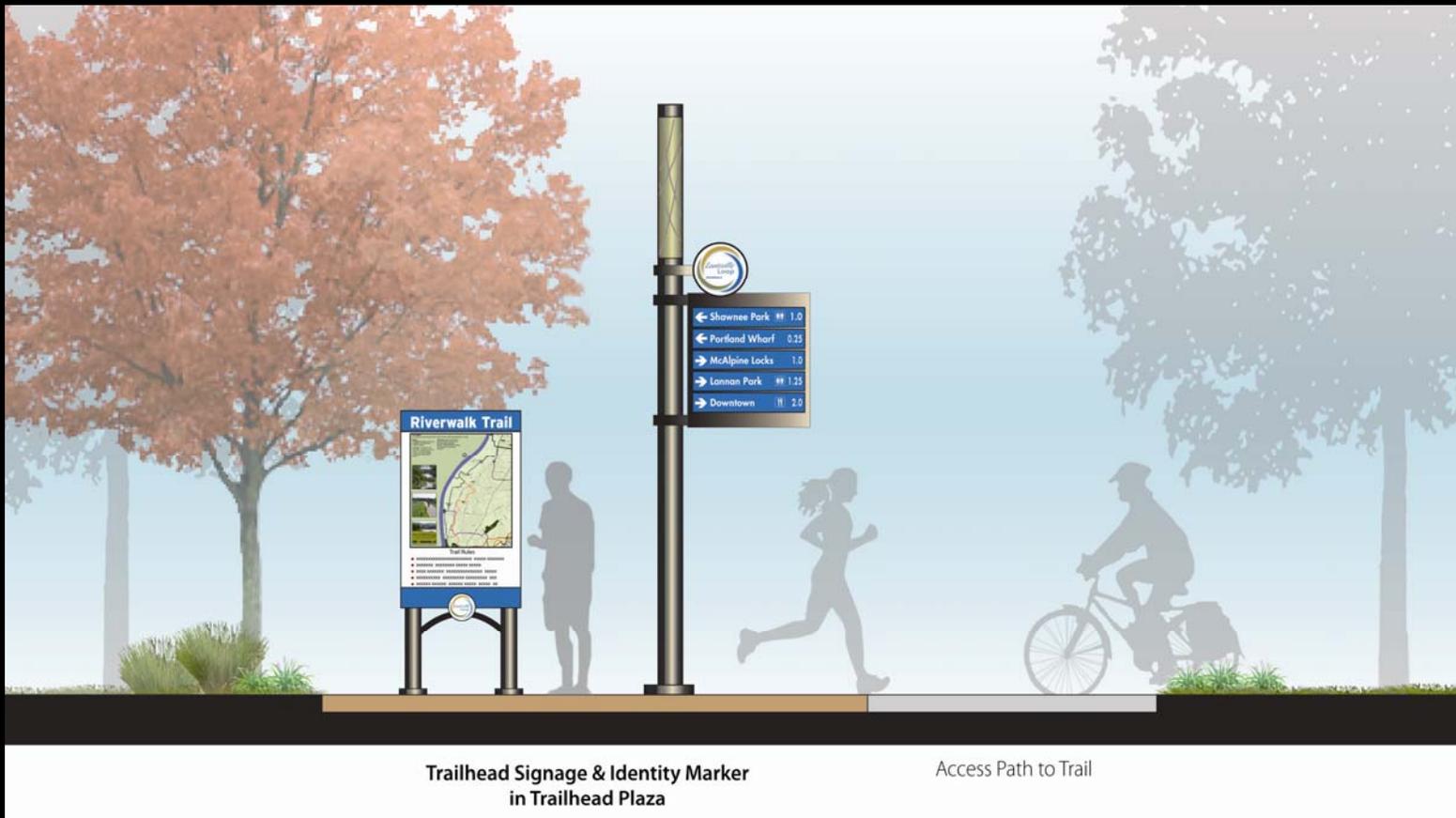
PRELIMINARY MASTER PLAN- Trailheads

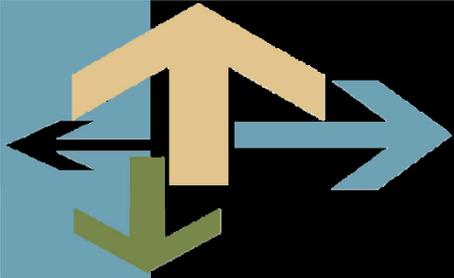




SIGN MASTER PLAN

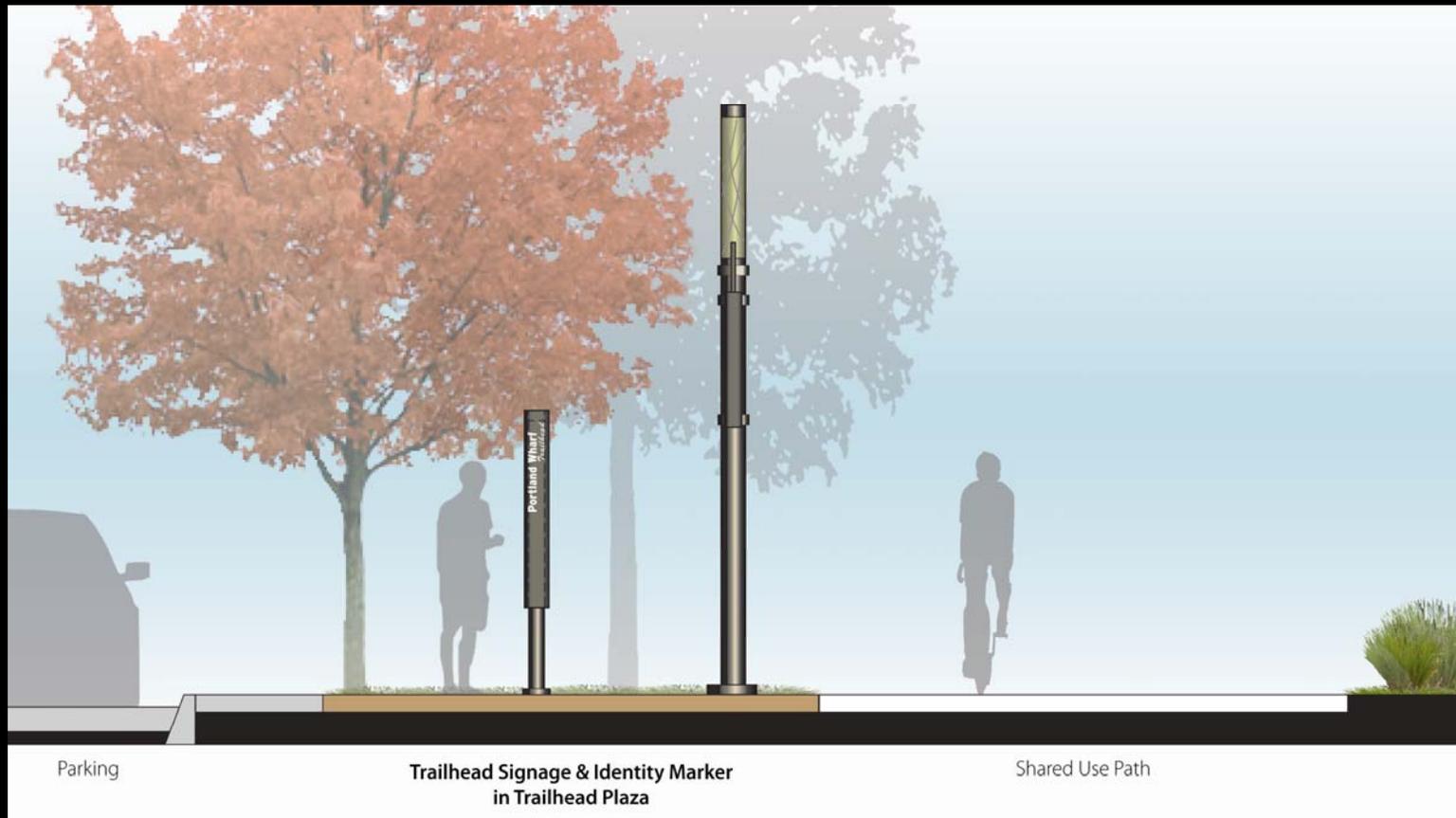
PRELIMINARY MASTER PLAN- Trailheads





SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Trailheads



SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Trailheads

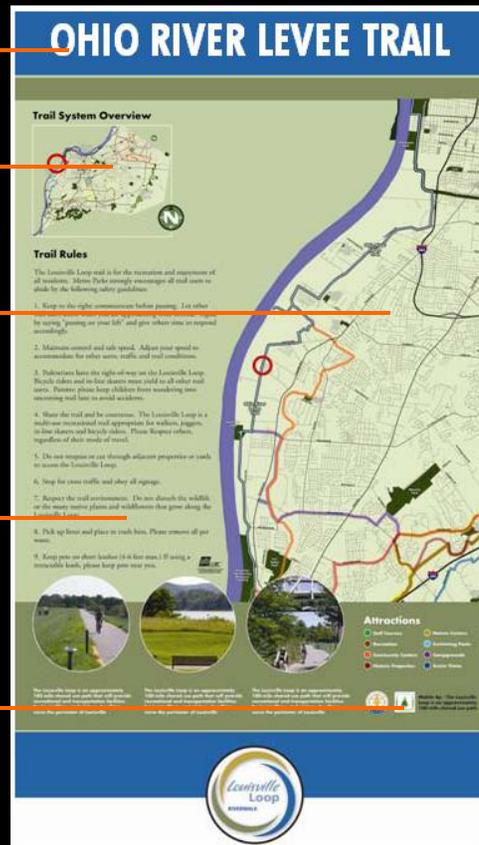
TRAIL SEGMENT

CONTEXT WITHIN OVERALL LOOP

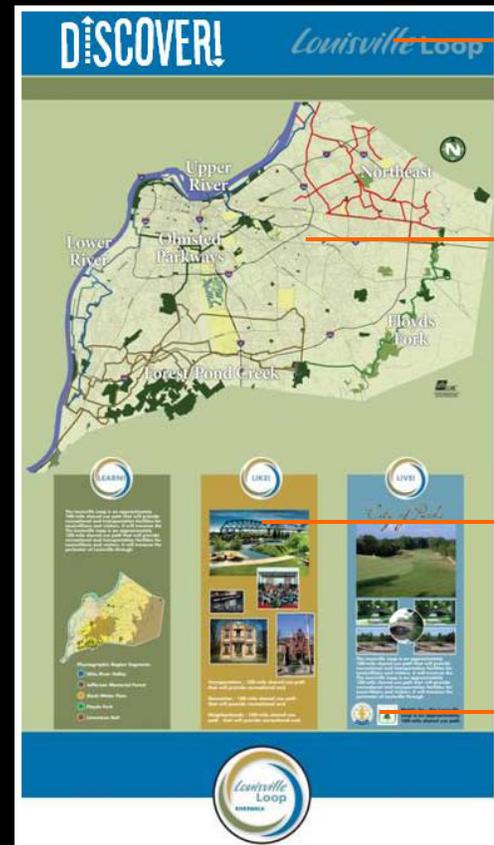
TRAIL SEGMENT MAP WITH DESTINATIONS

TRAIL RULES

AUDIO APPLICATION



FRONT SIGN PANEL



BACK SIGN PANEL

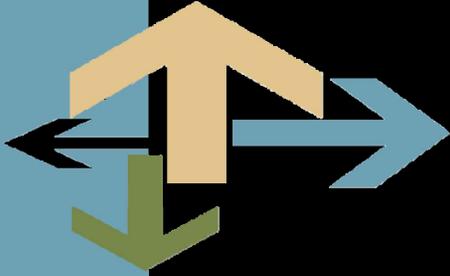
LOOP INTERPRETIVE PROGRAM BRANDING

CONTEXT OF OVERALL LOOP

HOW THE SYSTEM WORKS

AUDIO APPLICATION



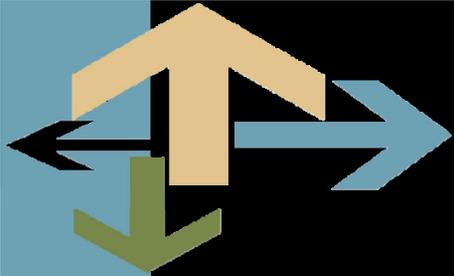


SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Directional Signs



- Access Points to the Loop
- Changes in direction in the route of the Loop
- Splits in the trail
- Change in facility type (shared use path changes to on-street facilities)
- Reinforce destinations, directions, and distances on long stretches of continuous path



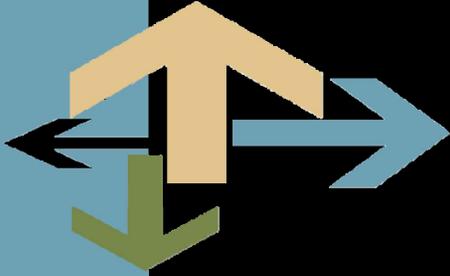
SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Directional Signs



Shared Use Path

Directional Signage



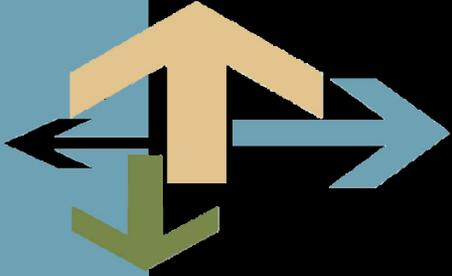
SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Directional Signs



Access Point at 16th Street

- Signage used to highlight destinations **ON THE LOOP** for those entering trail.
- Signage to highlight destinations and services **OFF THE LOOP** for those wanting to exit trail.



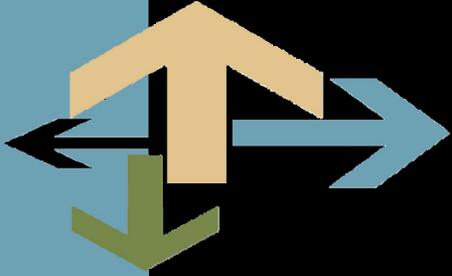
SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Directional Signs



North 30th and Montgomery Streets

- Signage used to reinforce that the Loop route changes direction.



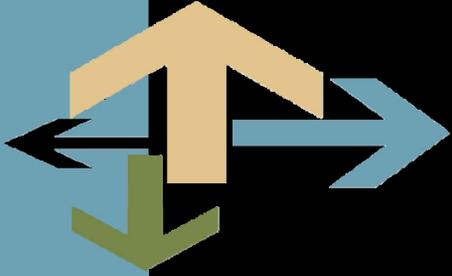
DESTINATION GUIDELINES

PRELIMINARY MASTER PLAN- Directional Signs



Overlook split on Levee Trail

Signage used in places where the trail splits...



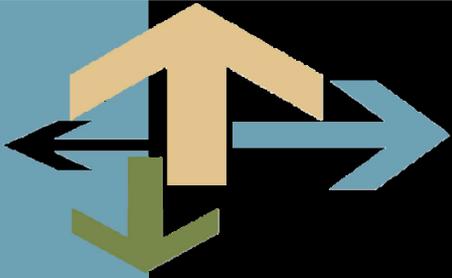
DESTINATION GUIDELINES

PRELIMINARY MASTER PLAN- Directional Signs



Northwestern Parkway detour at
Portland Wharf





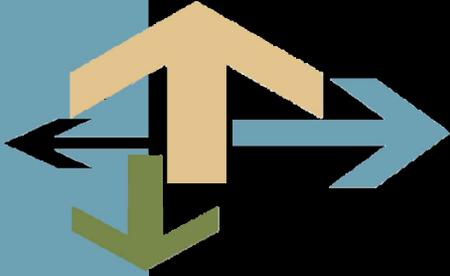
DESTINATION GUIDELINES

PRELIMINARY MASTER PLAN- Directional Signs



Shared-use path connection to Camp Ground Road

- Changes in facility type...where the Loop goes from one type of facility to another (shared-use path to on-street facilities).

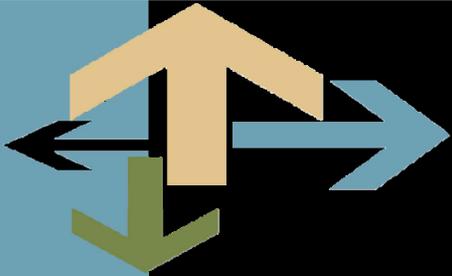


SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Directional Signs



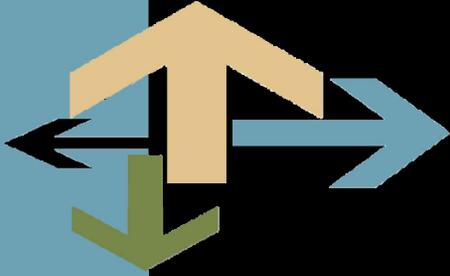
Signage used along trail portions with long stretches of trail where there are no access points to reinforce directions, destinations, and distances.



SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Directional Signs





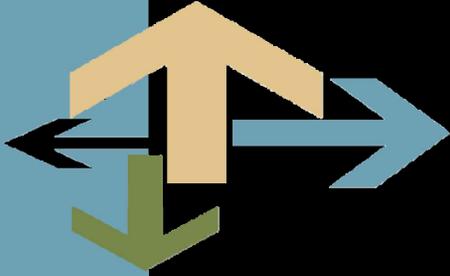
SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Directional Signs

Shared-use path along Cane Run Road



- Larger directional signage used where trail parallels roadways, or where directional signs are placed along on-street facilities.



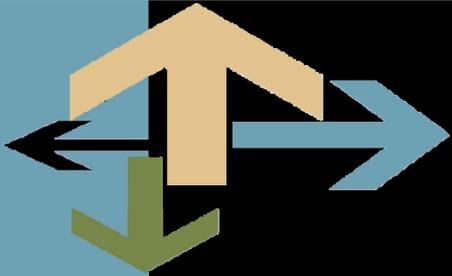
SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Trail Identity



Used to alert motorists and users that they are within the Louisville Loop corridor

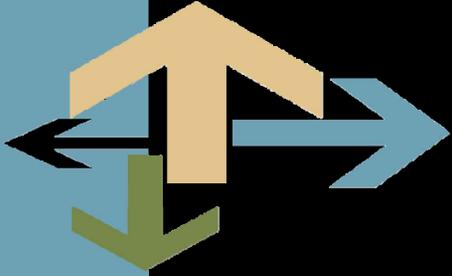
- Used in areas where the Loop parallels a street.
- Used where the street facility is part of the Loop infrastructure.
- Used where the trail crosses a street.
- Used to identify entrances to the Loop in certain cases.



SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Trail Identity





SIGN MASTER PLAN

PRELIMINARY MASTER PLAN- Trail Identity



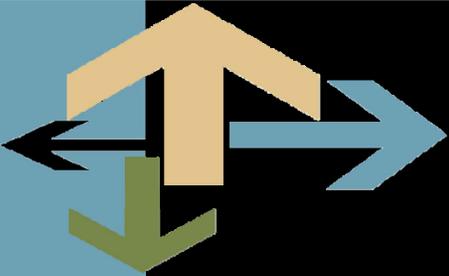
Southwestern Parkway



Street Crossing application



Path at Cane Run Road

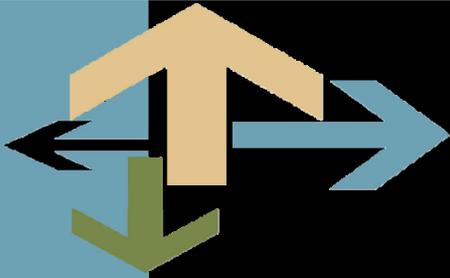


SIGN MASTER PLAN

CASE STUDY: Lannan Park Trailhead (Pilot Project)

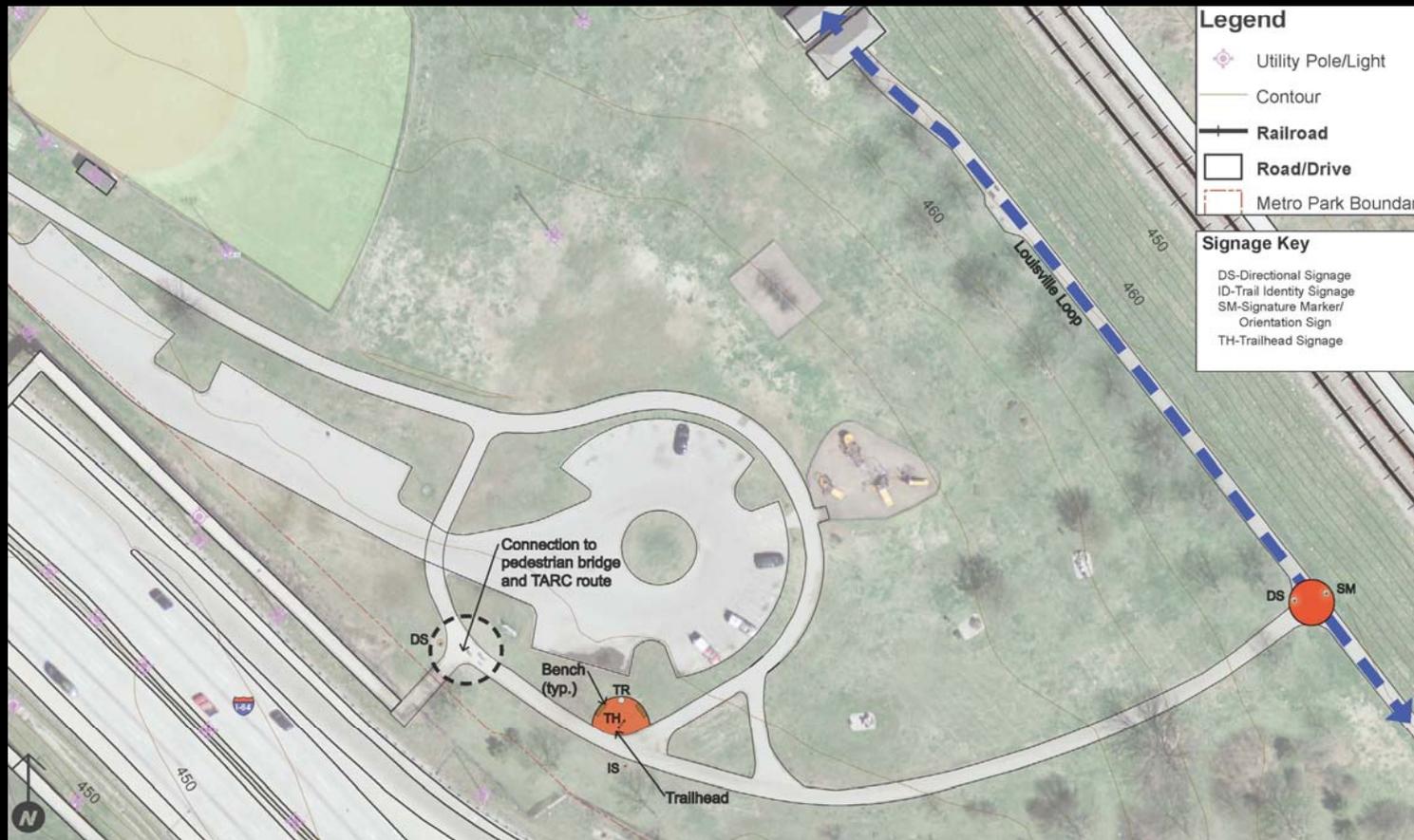


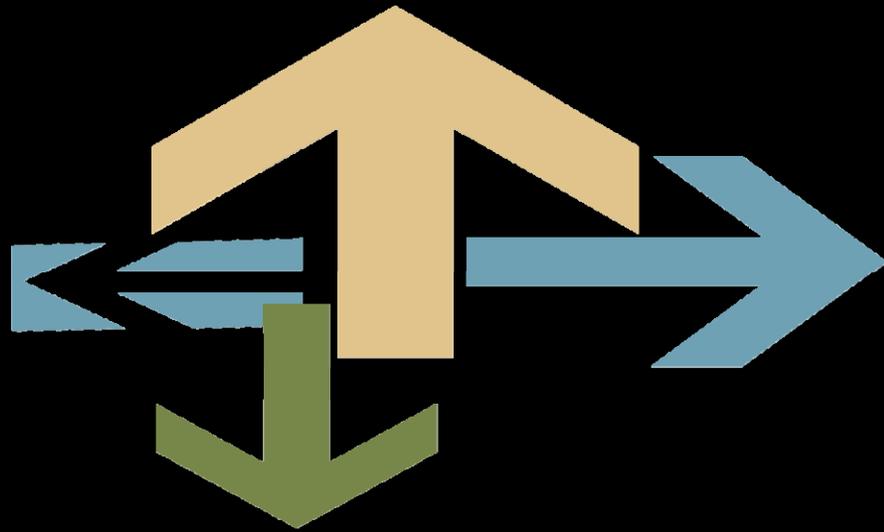
Signage Key	
DS	Directional Signage
ID	Trail Identity Signage
IS	Interpretive Signage
SM	Signature Marker/ Orientation Sign
TH	Trailhead Signage



SIGN MASTER PLAN

CASE STUDY: Lannan Park Trailhead (Pilot Project)





INTERPRETIVE PROGRAM



Louisville Loop

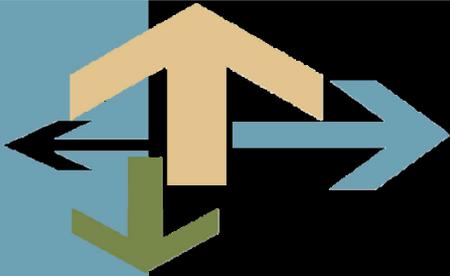
a Healthy Hometown partner

HNTB

environs inc.
landscape architecture

SWOFF
DESIGN
GROUP



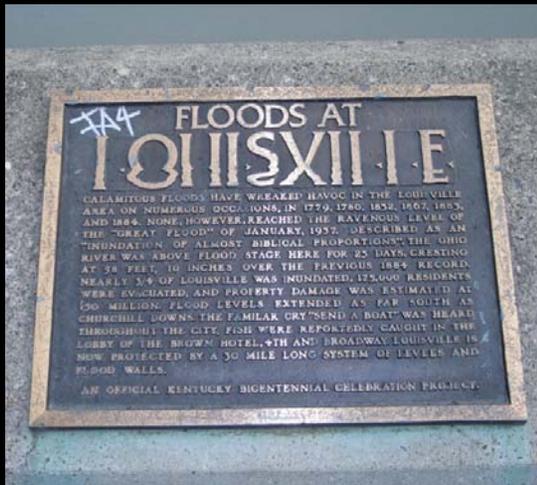


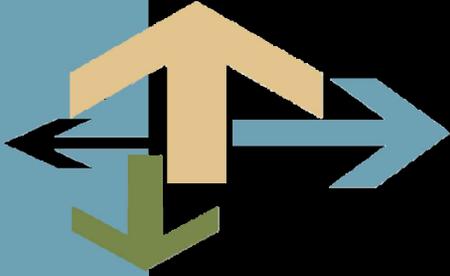
THE INTERPRETIVE ELEMENTS

EXISTING INTERPRETIVE SITES ALONG THE LOOP



Different types of signage are used along portions of the Riverwalk...





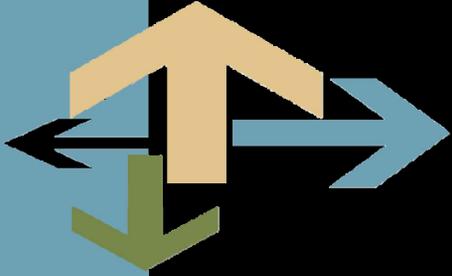
THE INTERPRETIVE ELEMENTS

EXISTING INTERPRETIVE SITES ALONG THE LOOP



There are a series of interpretive stations at significant sites along the Riverwalk...

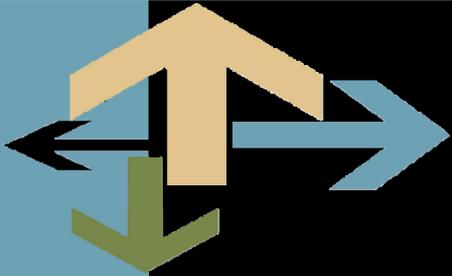




THE INTERPRETIVE ELEMENTS

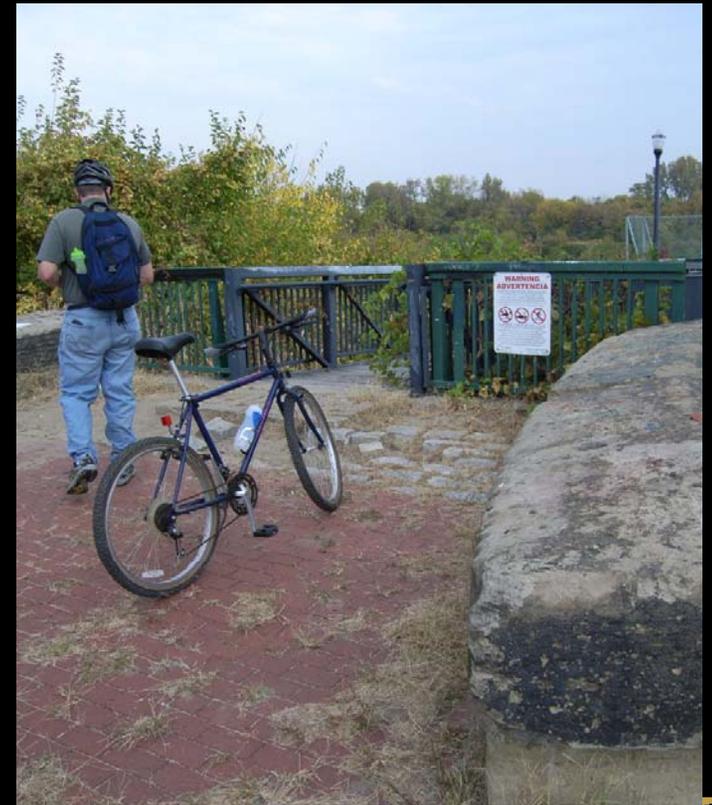
EXISTING INTERPRETIVE SITES ALONG THE LOOP

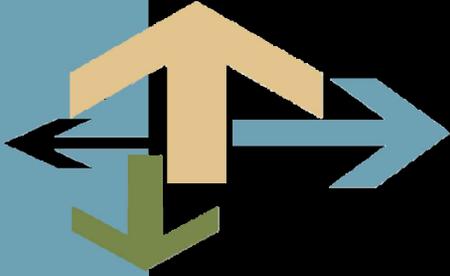




THE INTERPRETIVE ELEMENTS

EXISTING INTERPRETIVE SITES ALONG THE LOOP





THE INTERPRETIVE ELEMENTS

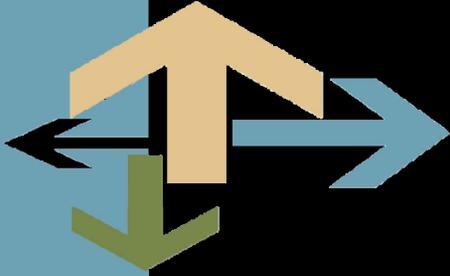
EXISTING INTERPRETIVE SITES ALONG THE LOOP



Series of “topical explorations” in the pavement of the existing Riverwalk...

- Boats the Plied the River
- Terms for Measuring Depth
- How People Moved Goods
- Riverside Business
- Measures of Goods
- Flood Levels

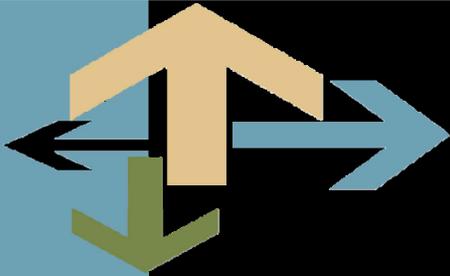




THE INTERPRETIVE ELEMENTS

EXISTING INTERPRETIVE SITES ALONG THE LOOP



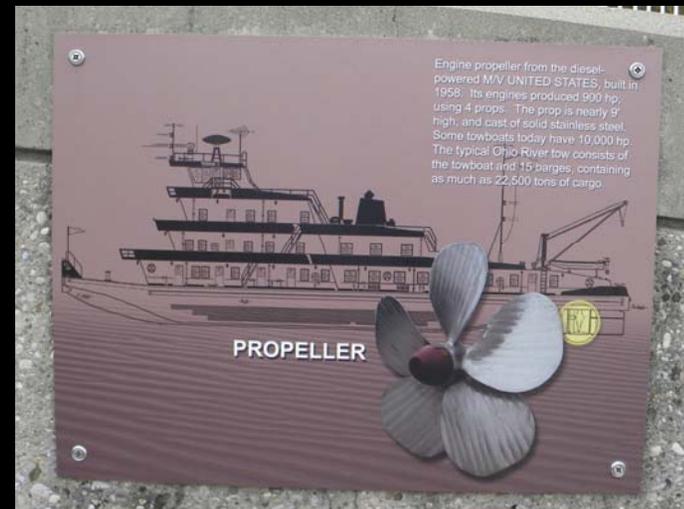


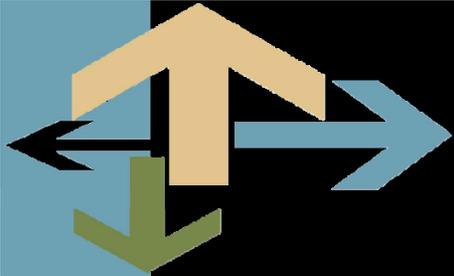
THE INTERPRETIVE ELEMENTS

EXISTING INTERPRETIVE SITES ALONG THE LOOP



McAlpine Locks Visitor's Center, USACE.

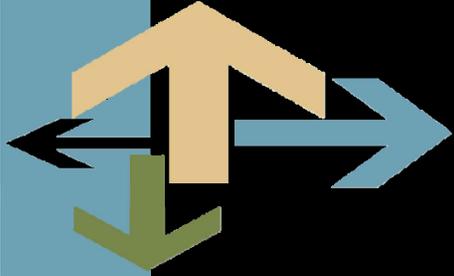




THE INTERPRETIVE ELEMENTS

POTENTIAL INTERPRETIVE SITES ALONG THE LOOP





THE INTERPRETIVE ELEMENTS

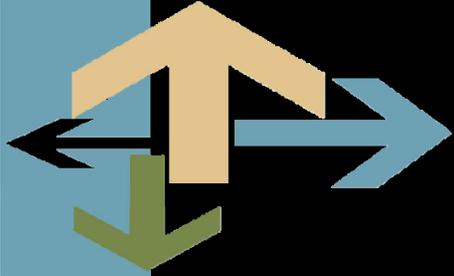
PRELIMINARY INTERPRETIVE PLAN



New signage program for the Louisville Loop:

PRELIMINARY PLAN

1. Build upon what is already in place.
2. Build upon assets and educational activities already present along the Loop.
3. Highlight the unique physiographic regions in Louisville.
4. Identify and develop new opportunities to tell the story of Louisville...the **PEOPLE, PLACES,** and **PURPOSES** that define the City...



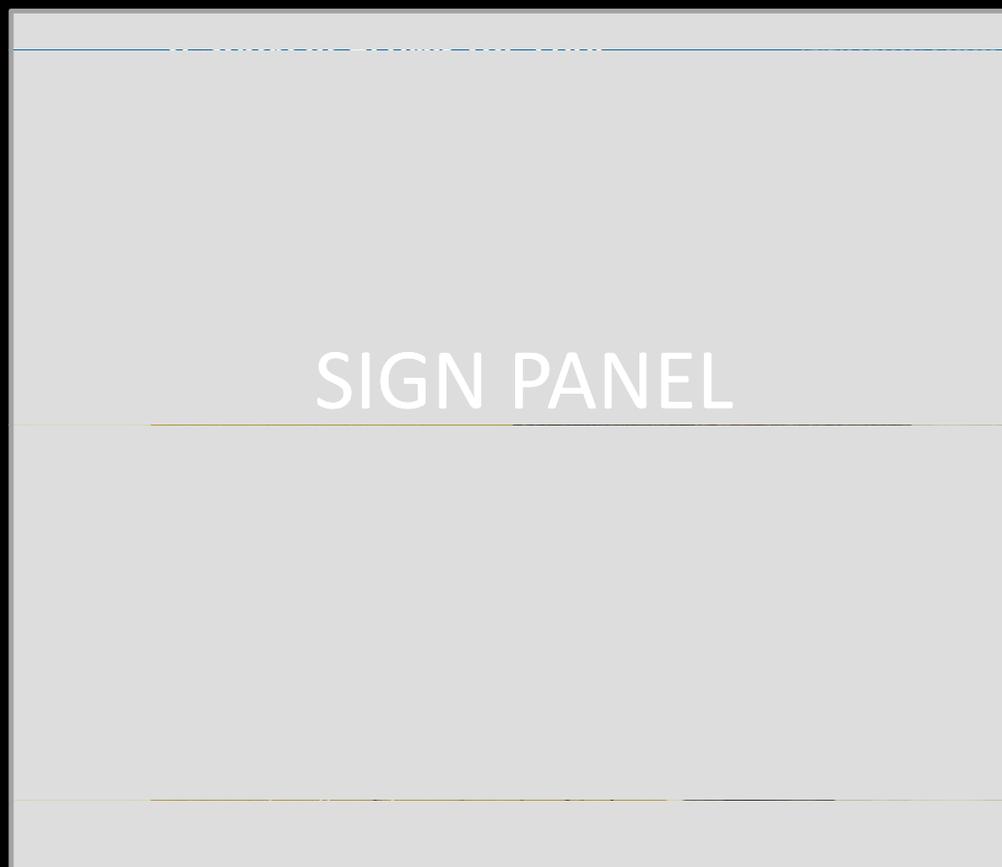
THE INTERPRETIVE ELEMENTS

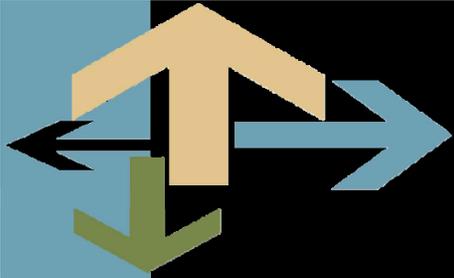
INTERPRETIVE SIGNAGE CONCEPTS



THE INTERPRETIVE ELEMENTS

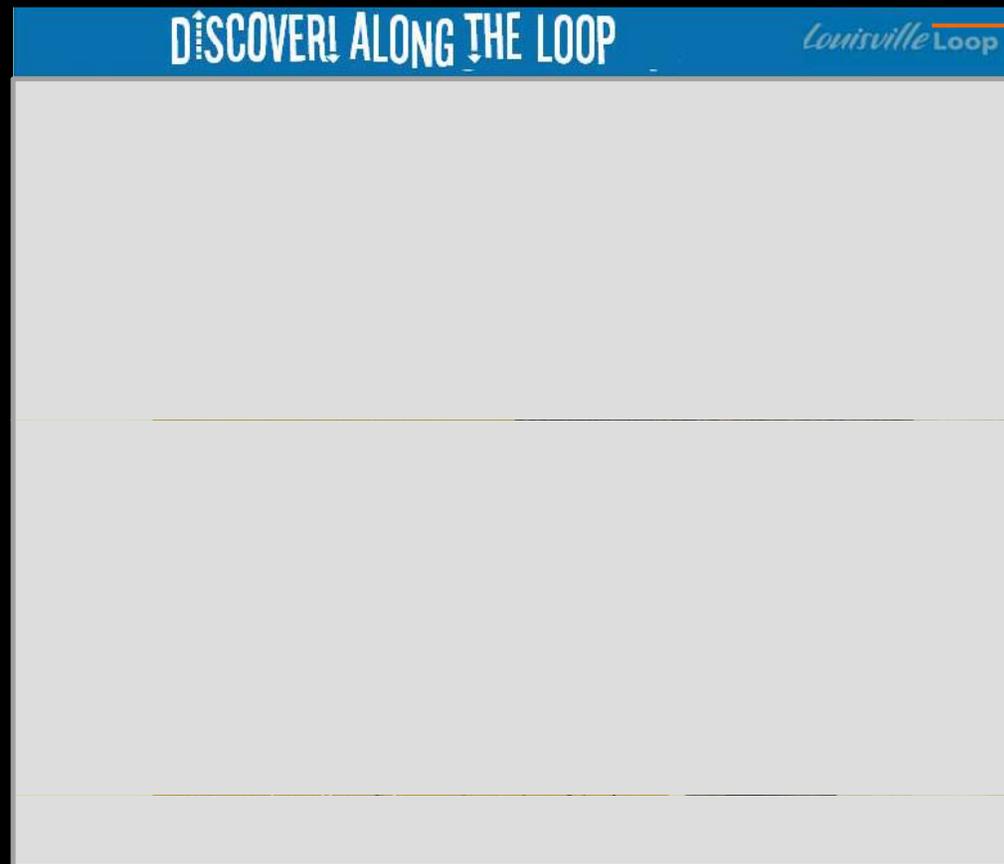
INTERPRETIVE SIGNAGE CONCEPTS



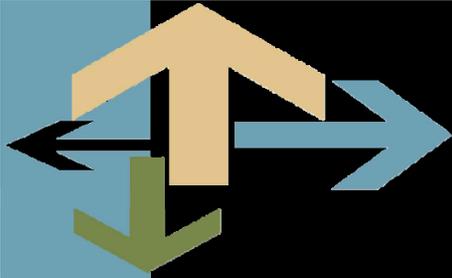


THE INTERPRETIVE ELEMENTS

INTERPRETIVE SIGNAGE CONCEPTS



LOOP INTERPRETIVE
PROGRAM BRANDING



THE INTERPRETIVE ELEMENTS

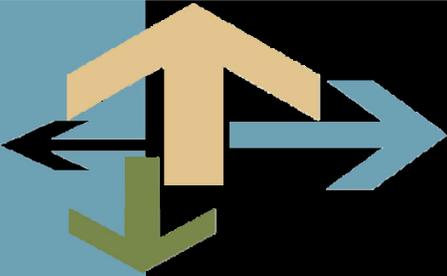
INTERPRETIVE SIGNAGE CONCEPTS

TOPICAL
HEADING &
LOGO BAR

LOOP LOGO

DISCOVER! ALONG THE LOOP		Louisville Loop
People		
Place		
Purpose		
		

LOOP INTERPRETIVE
PROGRAM BRANDING



THE INTERPRETIVE ELEMENTS

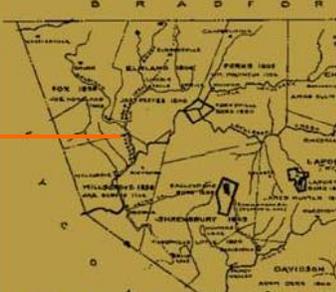
INTERPRETIVE SIGNAGE CONCEPTS

TOPICAL
HEADING &
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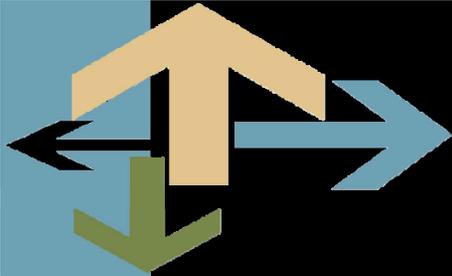
LOOP LOGO

BODY TEXT

SUPPORT
IMAGE

DISCOVER! ALONG THE LOOP		Louisville Loop
People	Early Settlers	
Place	The Louisville Loop is an approximately 100-mile shared use path that will provide recreational and transportation facilities for Louisvillians and visitors. It will traverse the perimeter of Louisville through five physiographic regions and a myriad of neighborhoods, cultural and historic landmarks, and ecological habitats.	
Purpose	The Louisville Loop is an approximately 100-mile shared use path that will provide recreational and transportation facilities for Louisvillians and visitors. It will traverse the perimeter of Louisville through five physiographic regions and a myriad of neighborhoods, cultural and historic landmarks, and ecological habitats.	
	 <p>The Louisville Loop is an approximately 100-mile shared use path that will provide recreational and transportation facilities for Louisvillians and visitors. It will traverse the perimeter of Louisville through five physiographic regions and a myriad of neighborhoods, cultural and historic landmarks, and ecological habitats.</p>  <p>The Louisville Loop is an approximately 100-mile shared use path that will provide recreational and transportation facilities for Louisvillians and visitors. It will traverse</p>	

LOOP INTERPRETIVE
PROGRAM BRANDING



THE INTERPRETIVE ELEMENTS

INTERPRETIVE SIGNAGE CONCEPTS

TOPICAL
HEADING &
LOGO BAR

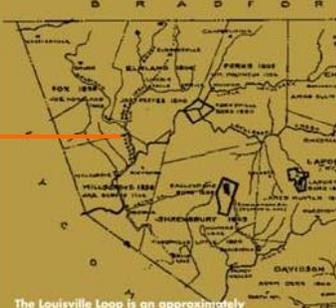
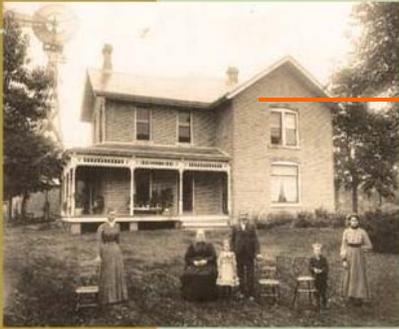
LOOP LOGO

BODY TEXT

SUPPORT
IMAGE

DISCOVER! ALONG THE LOOP *Louisville Loop*

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LOOP INTERPRETIVE
PROGRAM BRANDING

PRIMARY GRAPHIC OR
IMAGE

THE INTERPRETIVE ELEMENTS

INTERPRETIVE SIGNAGE CONCEPTS

TOPICAL
HEADING &
LOGO BAR

LOOP LOGO

BODY TEXT

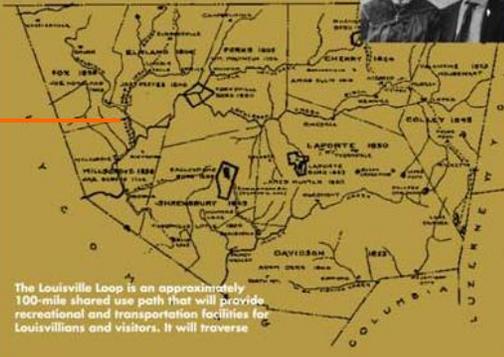
SUPPORT
IMAGE

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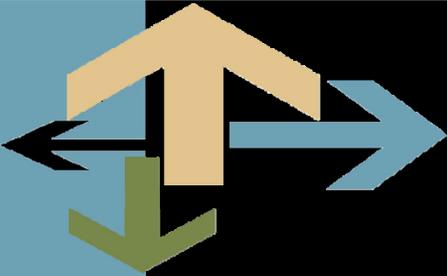
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LOOP INTERPRETIVE
PROGRAM BRANDING

PRIMARY GRAPHIC OR
IMAGE

SUPPORT GRAPHICS,
IMAGES AND TEXT

SUPPORT GRAPHICS,
IMAGES AND TEXT



THE INTERPRETIVE ELEMENTS

INTERPRETIVE SIGNAGE CONCEPTS

TOPICAL
HEADING &
LOGO BAR

LOOP LOGO

BODY TEXT

SUPPORT
IMAGE

DISCOVER! ALONG THE LOOP *Louisville Loop*

People

Place

Purpose Navigation on the River

 The Louisville Loop is an approximately 100-mile shared use path that will provide recreational and transportation facilities for Louisvillians and visitors. It will traverse the perimeter of Louisville through five physiographic regions and a myriad of neighborhoods, cultural and historic landmarks, and ecological habitats.

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The Louisville Loop is approximately 100-mile shared use path that will provide recreational and facilities for Louisvillians and visitors. It will traverse the perimeter of Louisville through approximately 100-mile shared





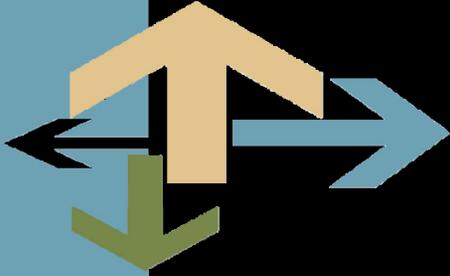
The Louisville Loop is an approximately 100-mile shared use path that will provide recreational and transportation facilities for Louisvillians and visitors. It will traverse the perimeter of Louisville through

LOOP INTERPRETIVE
PROGRAM BRANDING

PRIMARY GRAPHIC OR
IMAGE

SUPPORT GRAPHICS,
IMAGES AND TEXT

SUPPORT GRAPHICS,
IMAGES AND TEXT



THE INTERPRETIVE ELEMENTS

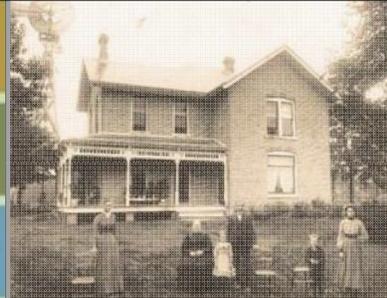
INTERPRETIVE SIGNAGE CONCEPTS

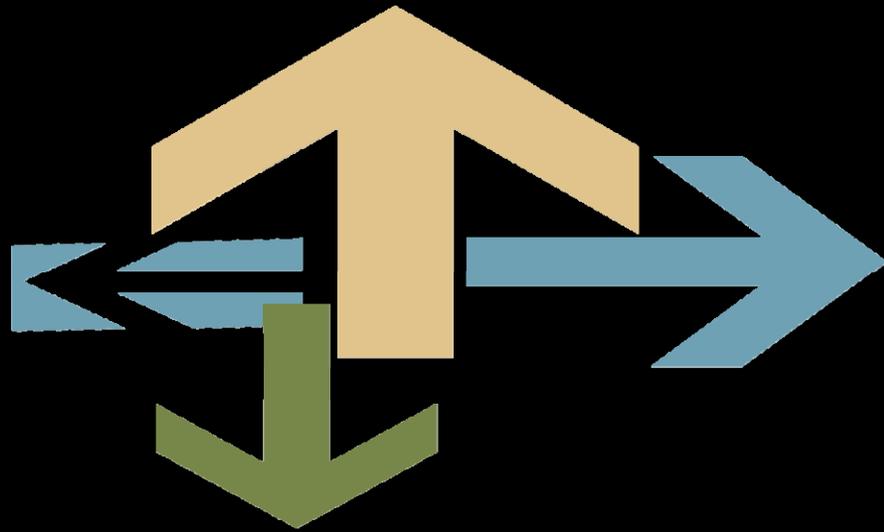
The result is the next evolution in the telling of Louisville's story...

People

Place

Purpose





NEXT STEPS



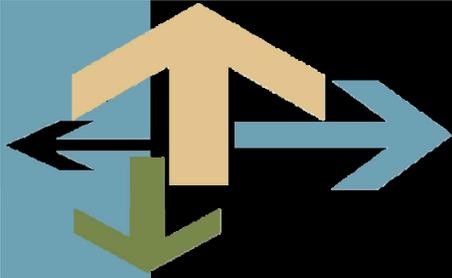
a Healthy Hometown partner

HNTB

environs inc.
landscape architecture

SWOFF
DESIGN
GROUP

 **METRO
Parks**

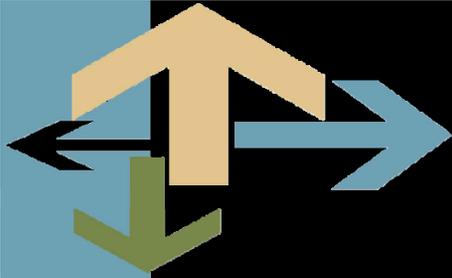


NEXT STEPS OF THE PROJECT

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**
- Further development of the sign components
- Prepare a draft master plan of sign locations
- **PUBLIC MEETING NO. 2- February 8, 2011**



NEXT STEPS OF THE PROJECT

During the upcoming months...



- 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**



PUBLIC INPUT

HELP US OUT BY PROVIDING YOUR FEEDBACK...



WAYFINDING MASTER PLAN FEEDBACK

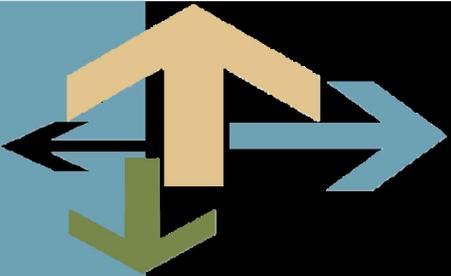


Are there any additional locations or opportunities for interpretive signage along the Louisville Loop that are not identified on the map?

Please use the area below to provide any additional comments about signage or wayfinding along the Louisville Loop.

a Healthy Hometown partner

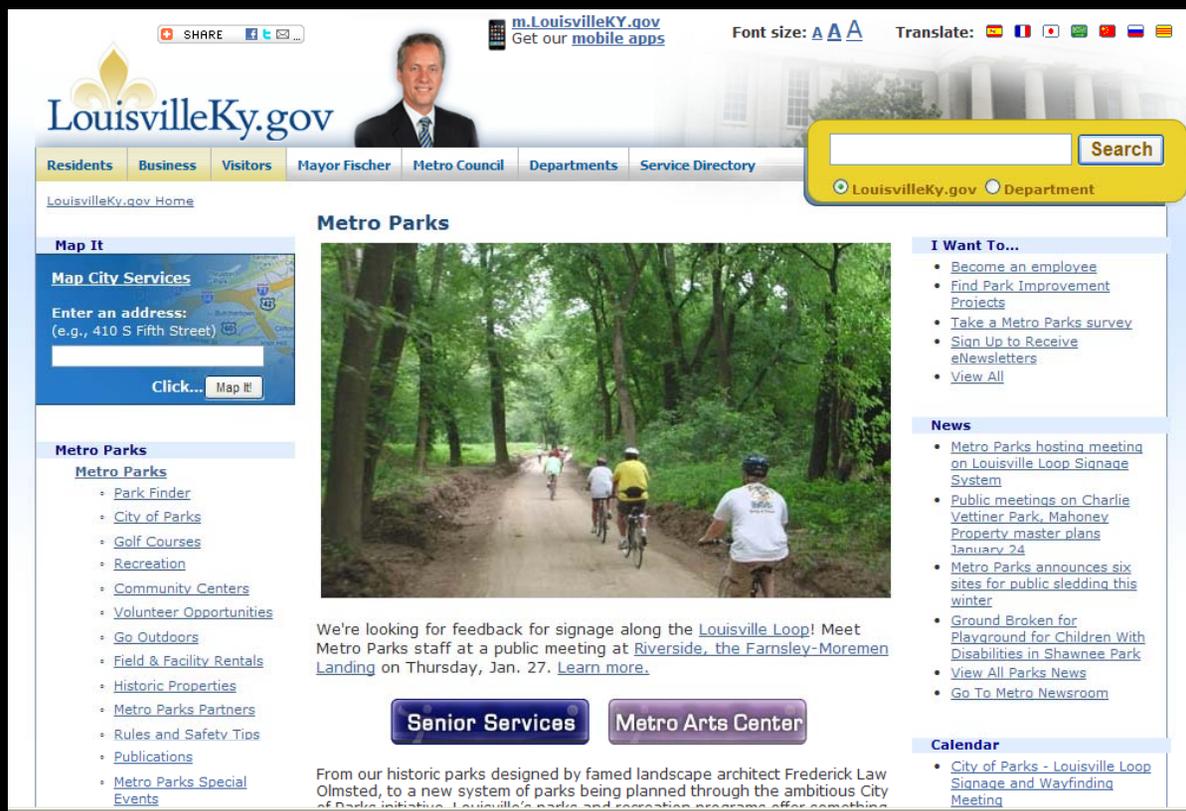




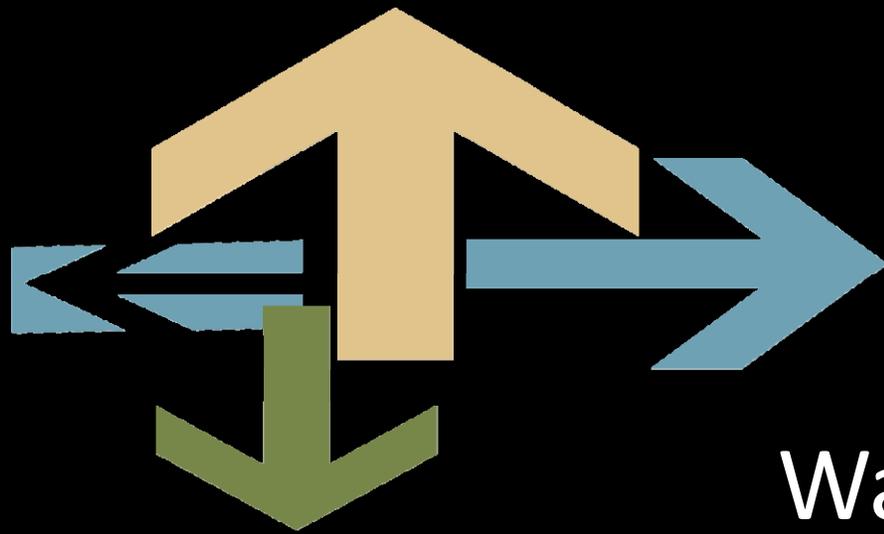
STAY INFORMED

KEEP INFORMED ON PROJECT PROGRESS:

<http://www.louisvilleky.gov/MetroParks>



The screenshot shows the Metro Parks section of the LouisvilleKy.gov website. At the top, there are social media share buttons, a mobile app link, font size controls, and a language translator. The main navigation bar includes links for Residents, Business, Visitors, Mayor Fischer, Metro Council, Departments, and Service Directory. A search bar is located on the right. The Metro Parks section features a large photo of people cycling on a path, with a text box below it asking for feedback on signage along the Louisville Loop. To the left is a 'Map It' section with a city services map and an address input field. Below the map is a list of Metro Parks services such as Park Finder, City of Parks, Golf Courses, Recreation, Community Centers, Volunteer Opportunities, Go Outdoors, Field & Facility Rentals, Historic Properties, Metro Parks Partners, Rules and Safety Tips, Publications, and Metro Parks Special Events. On the right, there are sections for 'I Want To...' with links like 'Become an employee' and 'Find Park Improvement Projects', a 'News' section with recent articles, and a 'Calendar' section.



Louisville Loop

Wayfinding Master Plan

PUBLIC MEETING NO. 2

February 8, 2011

a Healthy  Hometown partner

HNTB

environs inc.
landscape architecture

SWOFF
DESIGN
GROUP

 **METRO
Parks**