

# LOUISVILLE DOWNTOWN WELCOME GUIDE



LOUISVILLE  
DOWNTOWN  
PARTNERSHIP

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## LOUISVILLE DOWNTOWN PARTNERSHIP

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## WELCOME!

The Louisville Downtown Partnership Team is excited to welcome you and your business to Downtown Louisville, the friendliest and largest Central Business District (CBD) in Kentucky!

This Welcome Package will provide important information for you and your business, plus includes a helpful “quick reference” for future needs.

The Louisville Downtown Partnership (LDP) maintains the value and importance of Downtown Louisville to businesses, tourists, residents, and conventioners, with its emphasis on providing clean and safe services, economic development, and fact-driven resources for our ratepayers, stakeholders, and potential investors. We remain steadfast in our Downtown’s ultimate resilience and significance to our overall local and regional economy.

LDP coordinates and manages numerous marketing efforts, promotions, and special events in support of increasing vibrancy and awareness of Downtown Louisville. We also collaborate with Metro Government to address major issues impacting the Downtown area, such as pedestrian and vehicle wayfinding and safety.

We want your business to be as successful as possible, and we are here for you and always available to help in any way we can!

Please contact our office if you have questions or need assistance.,



Rebecca Glenshaw





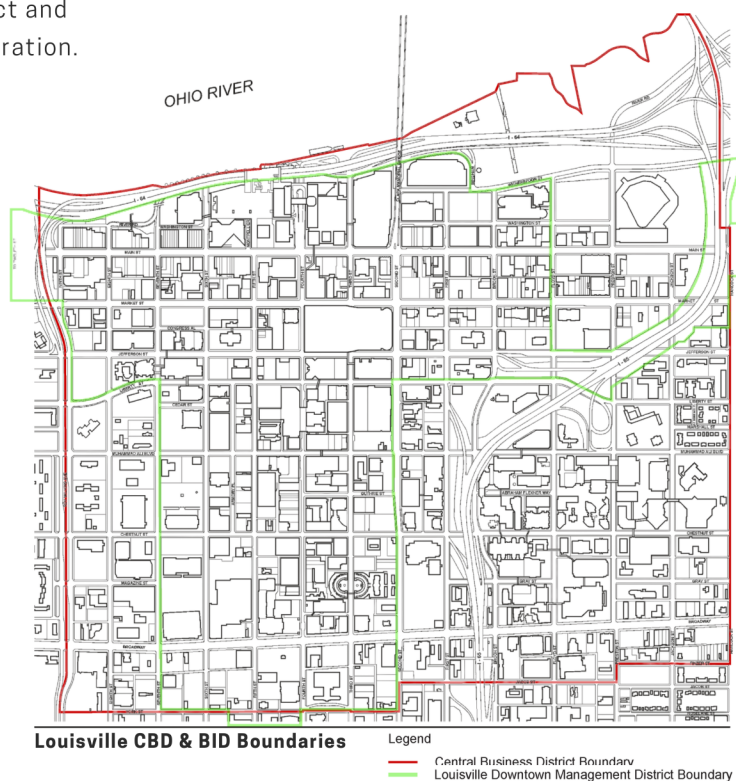
## LOUISVILLE DOWNTOWN PARTNERSHIP

Louisville Downtown Partnership was formed in 2013 and is comprised of two long-standing organizations: the Louisville Downtown Management District and the Louisville Downtown Development Corporation.

### **The Louisville Downtown Management District (LDMD),**

Kentucky's first Business Improvement District (BID), was established in 1991 to promote the economic, residential and cultural vitality of the core of Downtown.

LDMD's mission is to promote Downtown's quality of life by creating a safe, clean, and enjoyable environment, providing services that are designed to enhance the physical environment of the Downtown, including improvements for better security, maintenance, cleanliness, and marketing.



**Louisville Downtown Development Corporation (LDDC)** is a private, non-profit 501(c)(3) organization dedicated to the long-term economic health of Downtown Louisville and represents the community's civic and business leadership. Since 1999, LDDC has played a crucial role in bringing together both public and private sectors as partners in Downtown Louisville redevelopment. LDDC also serves as the lead entity in the development and implementation of the Downtown Master Plan.



# OUR SERVICES



## **On-Street Ambassadors**

Provide safety, cleaning, and hospitality services in the Business Improvement District (BID) every Monday - Sunday, 7 a.m. to midnight.

- Litter Abatement
  - Daily removal of litter and debris from Downtown public right of ways, including sidewalks and alleys
- Graffiti Abatement
  - Identify, report, and help to remove graffiti from public property and private property by request
- Hospitality Assistance
  - Provide directions, recommendations, and, upon request, safety escorts
- Safety & Outreach Assistance
  - Offer a street presence and observe and report street behavior, while also providing public engagement to dissuade public disturbances and negative street behavior
- Special Projects
  - Include seasonal weed or leaf abatement, power washing, or assistance on beautification projects



## **Stakeholder Advocacy**

Serve as the advocate and voice of Downtown ratepayers and stakeholders with government agencies, and public service providers, and other partner organizations.

## **Downtown Loan Funds**

Manage two loan funds, which help stimulate commercial and residential development in Downtown Louisville

- Downtown Commercial Loan Fund
  - For real estate developers investing in projects that include commercial uses which create jobs, bring stability to areas, and produce positive economic development in Downtown
- Downtown Housing Assistance Fund
  - Structured as a gap financing program, this is a revolving loan fund designed to assist urban developers in financing their Downtown housing projects



## **Beautification & Public Art**

Create special projects to enhance public spaces, including:

- Alley Gallery and Street Gallery Programs
  - Award-winning program that repurposes back-of-the-building metal doors and traffic control boxes into an outdoor gallery featuring the work of local artists
- Plantings
  - Partner-sponsored, self-watering Earth Planters beautify the public space and are sponsored by many property-owners
- Lighting Projects
  - Developing plans and installation processes for string lighting and underpass lighting in Downtown



## **Programming**

Activate open spaces with events that create vibrancy and bring community together

## **Research & Data**

Assist developers and economic development in Downtown by providing analytic research data on current market conditions and historical trends





DOWNTOWN IS A PLACE WHERE BUSINESSES CAN THRIVE,  
A PLACE WHERE PEOPLE CAN THRIVE.

## TRESPASSING AUTHORIZATION

Louisville Metro Police Department (LMPD) cannot enforce trespassing regulations without the written approval of the owner or agent.

By completing the linked forms, the property owner or agent may grant the LMPD authorization to make a trespass arrest.

The link to obtain copies of both the LMPD Waiver as well as a Sign Order Form are listed below. For additional information on how to complete or submit these documents, please contact our office at [info@louisvilledowntown.org](mailto:info@louisvilledowntown.org) or (502) 584 6000.

<https://louisvilledowntown.org/assets/LMPD-Trespass-Waiver-2021.pdf>

<https://louisvilledowntown.org/assets/Trespass-Sign-Order-Form.pdf>

Waiver should be sent to:

Louisville Metro Police Department - First Division  
Attn: Sergeant Christina Beaven  
224 East Jefferson St.  
Louisville, Ky 40202

Please send our office a completed copy of the waiver form, so we can have them on file.

For questions about Trespassing Notices and Waivers, please contact our office at 502 584-6000.

Criminal Trespassing Sign Order Form

**TRESPASSING NOTICE**

BE INFORMED THAT YOU ARE TRESPASSING ON PROPERTY FOR A LETTER OF AGREEMENT WITH THE LOUISVILLE METRO POLICE DEPARTMENT (LMPD) TO ENFORCE CRIMINAL TRESPASSING STATUTES ON MY PROPERTY. I HEREBY AGREE TO LEAVE AND VACATE THE PROPERTY AT ONCE AND WAIVE THE RIGHT TO REMAIN ON THE PROPERTY. IF YOU DO NOT LEAVE THE PROPERTY AT ONCE, YOU ARE A TEMPORARY GUEST UNDER KRS 511.020. CRIMINAL TRESPASSING IS A VIOLATION, PUNISHABLE UPON CONVICTION BY A FINE OF UP TO \$500.

IF YOU HAVE BEEN CONVICTED OF CRIMINAL TRESPASSING, YOU ARE NOT ELIGIBLE TO OBTAIN A CRIMINAL TRESPASS WAIVER.

➤ Each sign cost is \$30.00, included is an 18x24" aluminum sign.

➤ All Orders must be made through Highway Safety Services Inc.

➤ You must have a **CRIMINAL TRESPASS WAIVER SIGNED and on file with LMPD** (Contact your District Resource Officer)

➤ No money will be collected by LMPD. All financial exchanges will be handled by you and Highway Safety Services Inc.

➤ Contact (502) 366-5602 ask for Steve Williams

➤ District Resource Officer

➤ Division \_\_\_\_\_ Phone \_\_\_\_\_

LOUISVILLE METRO POLICE DEPARTMENT  
TRESPASS ENFORCEMENT REQUEST

Business name: \_\_\_\_\_

Property Address: \_\_\_\_\_, Jefferson Co, KY

Owner/Person with authority to act on behalf of owner: \_\_\_\_\_

As owner/person of authority of the above-listed address, I am requesting the assistance of the Louisville Metro Police Department (LMPD) to enforce criminal trespassing statutes on my property. I hereby authorize members of the LMPD to act as my agents in enforcing trespass laws (KRS Chapter 511). LMPD officers may order, on my behalf, that persons not enter or remain on the above listed property, and to prosecute person(s) found trespassing there.

As a part of this authorization, I hereby agree to post and maintain "No Trespassing" signs that are visible at all major points of ingress to the property so that they are likely to come to the attention of a person entering thereon. I hereby agree to be present and assist the prosecution of those persons removed under this agreement for a period of two (2) years or until this agreement expires. I hereby agree to hold harmless and to relieve LMPD, its officers and agents, of any liability in connection with actions taken under the terms of this authorization, including for incidental damage to my property and land which may occur as part of any enforcement action taken.

I understand this enforcement request constitutes an agreement with LMPD which will remain in effect for two (2) years from the date of its execution, or so long as I own the property, whichever term is shorter. The agreement may be renewed or rescinded in writing with thirty (30) days' notice to LMPD.

I UNDERSTAND IT IS MY RESPONSIBILITY TO NOTIFY LMPD WITHIN 30 DAYS OF THE SALE OR TRANSFER OF THE ABOVE IDENTIFIED PROPERTY.

Signature: \_\_\_\_\_ Effective Date: \_\_\_\_\_

Address of signator: \_\_\_\_\_

Contact number for owner/authorized signator: (\_\_\_\_\_) \_\_\_\_\_

After Hours contact number for owner/authorized signator: (\_\_\_\_\_) \_\_\_\_\_

STATE OF KENTUCKY )  
COUNTY OF JEFFERSON )

SUBSCRIBED AND SWORN to before me by \_\_\_\_\_ this \_\_\_\_ day of \_\_\_\_\_

My Commission Expires: \_\_\_\_\_

NOTARY PUBLIC

LMPD 9/9/21





# REGULATORY REQUIREMENTS FOR PROPERTY AND BUSINESS OWNERS

***Louisville Metro laws and regulations exist to ensure our Downtown is maintained in a clean and safe manner for all of our businesses, employees, customers, and visitors.***

**Graffiti removal from private property** - Graffiti should be removed by the property owner within 48 hours of its discovery. LDP may be able to assist the property owner in removing graffiti in certain situations. Please contact us to discuss how we may be able to help with the removal. (Metro Ordinance 131.10 - 131.17)



**Snow removal in front of private property** - Snow must be removed from the sidewalk by the property owner within 24 hours of the snowfall. (Metro Ordinance - 97.113)

**Trash can sit-out and removal** - Trash containers must be taken in by 8 am and not placed for pick-up before 3 pm. (Metro Ordinance - 97.113)

**Maintenance: Front, Rear, and Sides of a Business** - Property owners and business operators are required to maintain the sidewalk and areas in the front, rear, and sides of their property/business in a safe and clean manner. This includes sweeping, shoveling, etc. to remove anything that does not belong there.

**Sandwich Board signage** - One sandwich board sign is allowed without a permit from the Department of Public Works. If a business wants additional signs of this type, they must make an application and receive a permit from Public Works. No sign can be chained to street furniture or light poles. Signs must fully comply with the Americans With Disabilities Act to ensure the sidewalk area has 4 ft. clearance and is adequate for safe movement at all times. (Metro Ordinance - 51)

<https://louisvilleky.gov/government/planning-design/sign-regulations>

**Business Signs** - No sign shall be placed in a manner visible from any public street, alley, right-of-way, sidewalk, or other public easements without receiving a permit from Metro Planning & Design Services nor shall any sign be placed in or extended over the street, right-of-way, roadway, sidewalk, public or private utility or access or other easements, or alley without the approval of the Department of Public Works for encroachment within the right-of-way of public streets.

<https://louisvilleky.gov/government/planning-design/sign-regulations>

**Equipment, Tables, Chairs, etc.** - All business owner and operators must obtain a permit from the Department of Public Works prior to placing any type of equipment, tables, chairs, etc. on the sidewalk (public right of way).

<https://louisvilleky.gov/government/public-works/right-way>

**Loading Zones** - Businesses wanting permission to create a loading zone for their business operations must apply for and obtain a permit from the Department of Public Works.

<https://louisvilleky.gov/government/public-works/right-way>

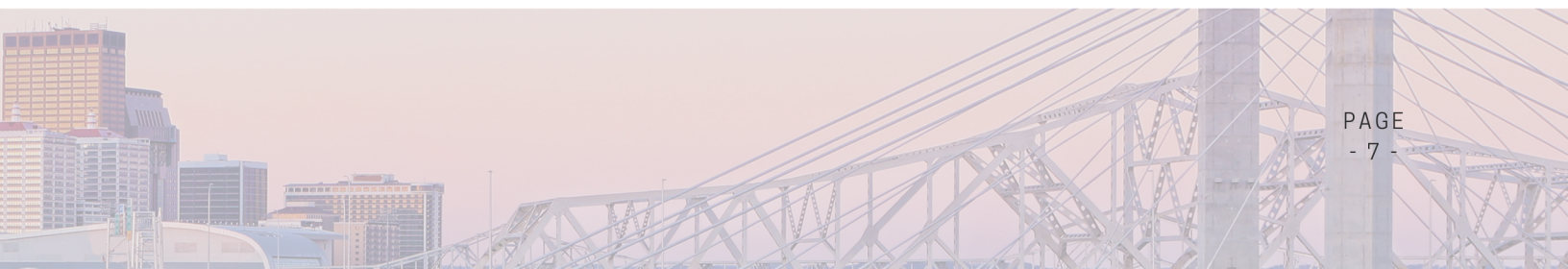






## STOREFRONT IMPROVEMENT TIPS

- Keep windows as clear as possible for maximum exposure from the sidewalk
- Remove all outdated posters and handbills
- Printed handbills and signs are much more legible from a distance and visually attractive than handwritten signage.
- Keep sandwich board signs clean and up to date
- To prevent non-customers from occupying outdoor furniture, it can help to affix a sign stating "Customers Only".







# OVERVIEW OF DOWNTOWN ATTRACTIONS

## **FOURTH STREET LIVE!**

Fourth Street Live! is a 350,000-square-foot entertainment and retail complex located on 4th Street. Restaurant and entertainment venues include Guy Fieri's Smokehouse, Bourbon Raw, Brazeiros Churrascaria Brazilian Steakhouse, Whiskey Dry, Pizza Bar, PBR Louisville, The Sports and Social Club, Gordon Biersch Brewery Restaurant, Tavern on Fourth, and The Fudgery. Live music is featured nightly at Howl at the Moon. And most weekends will host musical acts and events at street level. Fourth Street Live! also includes a food court with restaurants such as Philly Station, Subway, and Taipei Café.

## **MUSEUM ROW**

Louisville is rich in history and is proud of sharing its heritage. Museum Row on West Main street is home to Frazier History Museum, Louisville Slugger Museum, Kentucky Science Center, KMAC Museum, Evan Williams Bourbon Experience, Muhammad Ali Center, Kentucky Center for the Performing Arts, Peerless Distilling Co, 21c Museum Hotel Louisville, Fort Nelson Park and the Knot.

## **KFC YUM! CENTER**

The official home of the University of Louisville men's and women's basketball programs also is a great concert and sporting event venue, and has spaces to rent for private events. With 22,090 seats for basketball, it is the largest arena in the United States by seating capacity designed primarily for basketball, and the second-largest used for college basketball, behind the Carrier Dome at Syracuse University.

## **LOUISVILLE SLUGGER MUSEUM AND FACTORY**

Where Hillerich & Bradsby Co. has been manufacturing Louisville Slugger baseball bats since 1884. Visitors can watch bats being made as well as tour the museum that chronicles the impact this factory has had on the sport of baseball.

## **WATERFRONT PARK**

The 85-acre park includes the Great Lawn and Festival Plaza for special events, two children's play areas, two restaurants, picnic areas, walking paths, and views up and down the Ohio River. The newest addition to the park, the Big Four Bridge, is a former railroad bridge converted into a pedestrian and bicycle path crossing the Ohio River.

## **LOUISVILLE SLUGGER FIELD**

The award-winning ballpark is home to the triple-A Louisville Bats baseball team, an affiliate of the Cincinnati Reds. Once an old train shed, the retro-classic design of the stadium makes it one of the most attractive and admired parks in minor league baseball.

## **BOURBON DISTRICT**

The Bourbon District is a walkable urban experience for anyone looking for a taste of Kentucky. In the Bourbon District, you're never more than 5 minutes away from the next attraction, so planning that group tour or birthday celebration just got a lot easier. You can learn about bourbon's rich heritage and booming renaissance start at The Frazier History Museum, the official Kentucky Bourbon Trail® Welcome Center, and then stroll to Angel's Envy Distillery, Evan Williams Bourbon Experience, Michter's Distillery, Old Forester Distilling Co and Rabbit Hole Distillery all in one day. Downtown is the heart of Bourbonism.







### **LYNN FAMILY STADIUM**

The stadium is the largest soccer-specific stadium in the region with seating for 11,600 fans and a capacity of 15,304. Home to Louisville City FC of the USL and the NWSL's Racing Louisville FC, the stadium boasts 18 luxury suites, premium seating amenities like club and loge seats along with ledge tables and a standing supporter section.

### **MUHAMMAD ALI CENTER**

Named after Louisville's Hometown Greatest of All Time, the center provides an innovative and immersive visitor experience utilizing public programming and global initiatives to carry on Muhammad Ali's boxing and peace-keeping legacy and continue his life's work.

### **ROOTS 101: AFRICAN AMERICAN MUSEUM**

This new museum promotes cultural understanding and inspires appreciation of the achievement, contribution, and experiences of African Americans using exhibits, programs, and activities to illustrate African-American history, culture, and art.

### **BELLE OF LOUISVILLE/MARY M. MILLER AND THE WHARF**

Built in 1914, the Belle is America's last true Mississippi River steamboat still in operation, while the Mary M. Miller, originally named Missouri River Queen, was built in 1985. Both are owned by Louisville Metro Government and offer public cruises along the Ohio River.

### **BRENNAN HOUSE AND MEDICAL OFFICE MUSEUM**

The 1868 Italianate residence located on 5th street is preserved as the Brennan family left it, housing their collection of mid-nineteenth-century art and furnishings. The medical office of J.A.O. Brennan includes surgical instruments of the period, an examining table, and a medical library.

### **WHISKEY ROW**

Whiskey Row is a one block-long entertainment district in the Bourbon District on the 100 block of W. Main St., and Washington St to the north. Once used as offices and warehouses for the bourbon and tobacco industries, the collection of Revivalist and Chicago School-style buildings, many with cast-iron storefronts, were built between 1852 and 1905.

### **DAVID ARMSTRONG EXTREME PARK**

The public skate park provides skateboarding and biking opportunities for people of all ages and skill levels. The facility includes 40,000 square feet of outdoor concrete surface, a 24-foot full-pipe, and a wooden vert ramp.

### **THE CRESSMAN CENTER FOR VISUAL ARTS**

The center, located at 100 East Main Street, is home to the University of Louisville's Department of Fine Arts glass program. The facility features a hot shop and cold working studios, sculpture studios and shops, a seminar room, and galleries.

For more attractions and information, please go to:

<https://louisvilledowntown.org/attractions/>







## MAPS, DATA AND RESEARCH

As a part of the Louisville Downtown Partnership's mission to facilitate and strengthen commerce, stimulate quality development and be an economic catalyst, we manage and share data and research specifically focused on Downtown. Find these downloadable maps and all of our informative, interactive maps, and open-source data files on our Data and Resources page. (<https://louisvilledowntown.org/research-data/>)







## KEY CONTACT INFORMATION:

### **Public Works and Solid Waste Management Services**

8 am - 5 pm, Monday - Friday  
502-574-5810

- Garbage Day: nightly (containers cannot be left out on the street between 8 am to 3 pm)
- Recycle Day: nightly (containers cannot be left out on the street between 8 am to 3 pm)
- Periodic Street Sweeping

NOTE: NO LARGE ITEM PICKUP OR YARD WASTE PICKUP IN THE DOWNTOWN

### **How to Report Maintenance Issues**

**on Public Property** (examples: potholes, the streetlight is not working properly or needs general repairs, uneven sidewalks, etc.):

- Dial 311 (502-574-5000) or install the 311 Application on your smartphone.

### **Emergency Services**

In the instance of an emergency: Call 911  
Non-Emergency Police: Call 502-574-7111  
Louisville Fire District: District 2  
Louisville Metro Police Department,  
1st Division: (502) 574-7167

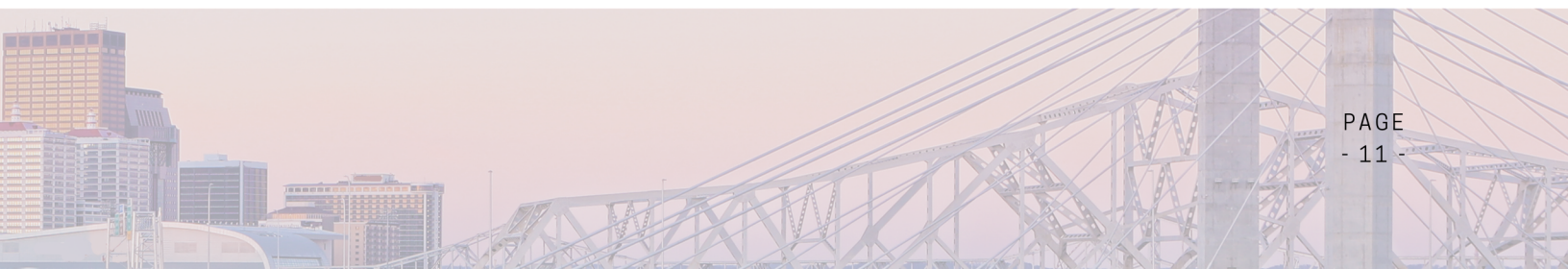
### **Parking Authority of River City (PARC)**

Convenient, affordable, and safe monthly, daily, and special event parking.  
502-587-7275

### **Ambassador Hotline**

502-664-8654  
Monday – Sunday, 7 a.m. to midnight

During the performance of their daily duties, our Ambassadors have a great opportunity to interact with street-level businesses across the District. These interactions allow for our team to share information and respond to business needs or concerns.







## STAFF DIRECTORY

### EXECUTIVE DIRECTOR

Rebecca Fleischaker \_\_\_\_\_ rfleischaker@louisvilledowntown.org (502) 614-4125

### DIRECTOR OF RESEARCH

Jim Baines \_\_\_\_\_ jlbaines@louisvilledowntown.org (502) 719-2633

### DIRECTOR OF FINANCE & OPERATIONS (LOAN FUNDS)

Frank Kalmbach \_\_\_\_\_ fkalmbach@louisvilledowntown.org (502) 614-4120

### SMALL BUSINESS PROGRAM MANAGER

Taylor Bass \_\_\_\_\_ tbass@louisvilledowntown.org (502) 614-4123

### MARKETING AND COMMUNICATIONS SPECIALIST

Bryn Alston \_\_\_\_\_ balston@louisvilledowntown.org (502) 614-4122

### OFFICE MANAGER

Leslie Proasi \_\_\_\_\_ lproasi@louisvilledowntown.org (502) 583-1673

### OPERATIONS MANAGER (AMBASSADORS) (CONTRACT EMPLOYEE)

James Wells \_\_\_\_\_ jwells@blockbyblock.com (502) 664-5585

### PLACEMAKING MANAGER (CONTRACT EMPLOYEE)

Ken Herndon \_\_\_\_\_ kherndon@louisvilledowntown.org (502) 614-4124

## AMBASSADOR HOTLINE \_\_\_\_\_ (502) 664-8654

Be the first to learn of Downtown news, events, and traffic alerts. **Subscribe to our Downtown Louisville news and alerts and receive up-to-date news by email.** LDP is a trusted source for Downtown news. Our guarantee to you is that only the most important alerts will be sent to your inbox and your data will never be sold. (<https://louisvilledowntown.org/subscribe/>)

- **Follow and tag us**, so we can follow you back and repost your content. @Downtown\_Lou on Twitter and @DowntownLou on Instagram and Facebook
- **Use local hashtags** in your posts #DowntownLou #LouisvilleDowntown and #DowntownLouisville
- **Ask us about Event support in Downtown Louisville.** To discuss event participation, marketing collaboration, partnerships/sponsorships, or pop-up opportunities, contact: [info@louisvilledowntown.org](mailto:info@louisvilledowntown.org).

