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LOUISVILLE DOWNTOWN PARTNERSHIP

FOR IMMEDIATE RELEASE - From Louisville Downtown Partnership

MEDIA CONTACT:
Bryn Alston
(502) 614-4122
balston@louisvilledowntown.org

NEW WAYFINDING SIGNAGE UNVEILED IN DOWNTOWN LOUISVILLE

Redesigned wayfinding signage highlighting Downtown's distinct districts to guide visitors and residents

LOUISVILLE, Ky. (September 21, 2026) – Louisville Downtown Partnership (LDP) and Louisville Tourism today unveiled new wayfinding signage aimed at helping visitors and residents more easily navigate Downtown Louisville while highlighting the distinct character of its districts.

The first phase of the project includes refacing approximately 20 signs in the greater Downtown area, and adding three new signs. The redesigned signs replace the original signage system installed in 2007 to direct drivers along Downtown streets, which was redesigned in 2022. While the new signage still supports vehicle wayfinding, it shifts the focus toward pedestrians by featuring nearby attractions with walking distances, bike routes, Transit Authority of River City (TARC) bus stops, and a QR code connecting users to an interactive map featuring Downtown hotels, retail, dining, and bars.

"Downtown Louisville is best experienced on foot, and this signage makes that experience easier and more inviting," said Rebecca Fleischaker, executive director of LDP. "People are more likely to explore, visit another business, discover a new attraction, or simply spend more time Downtown when they can easily understand where they are and what's within a few minutes' walk."

The signage highlights seven districts in the greater Downtown area including Historic West Main & Whiskey Row, Waterfront Park, NuLu, Butchertown, Fourth Street, Civic Center, and LOUMED. Funded by Louisville Tourism and LDP, each sign highlights the unique destinations in the neighborhood, providing visitors an overall perspective of Downtown and a distinct sense of place as they move between Downtown's districts.

The signage system was designed by VIA Studio and retrofitted and installed by Rueff Sign Company. The project's second phase will expand the program's footprint farther across the greater Downtown area, dependent on funding.

The project advances the goals of the 2024 Louisville Downtown Development Strategy, a bold 10-year vision for ensuring Louisville continues to thrive as the economic, cultural and creative center of the region. By prioritizing walkability, improving connections to nearby destinations, and highlighting the identity of Downtown's districts, the new signage supports a more welcoming, connected, and vibrant city center.

Photos of the new wayfinding signage system can be found **here**.

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About LDP
LDP's mission is to improve the economy of Downtown Louisville by promoting the redevelopment, vitality and economic growth of the Central Business District and surrounding areas and to improve Downtown's quality of life by creating a safe, clean and enjoyable environment.

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