

A DISTRICT OVERNIGHT

2018



An emerging riverfront district in Covington, Kentucky’s urban core has long been strangled by high-speed state-ran arterials that have inhibited the district’s growth. When one of the district’s restaurants organized a three-day festival, he realized that few would be actually able to make it to the event by foot, bike, or even from the parking garages and lots. YARD was engaged ten days prior to the event to assess, plan, and execute a comprehensive access, wayfinding, and district identity strategy. The strategies and tactics included wayfinding signage, district identification signage, bike racks, upgraded crosswalks, designated rideshare stands, and benches. The effort served as the starting point to a new conversation around growth and change in the district, leveraging the crowds to get feedback about their experience in the district.

IMPACT

Ten day design, prototype, and build of a district wayfinding and infrastructure package.

Facilitated movement of hundreds of event patrons.

PROJECT LOCATION

Downtown Covington, Kentucky

BUILDING BLOCKS + TOOLS

Engagement + Discovery

Activation + Testing

REFERENCE

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