

Business First of Louisville - May 5, 2008

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BUSINESS FIRST

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Sign up: Galt House opts for horse-themed signage

Business First of Louisville

Patrons of the [Galt House Hotel & Suites](#), located on downtown Louisville's waterfront, will have an easier time finding their way out of the "starting gate" at the hotel's east parking garage once new signage is installed this week.

Sign-A-Rama Downtown, in partnership with Couch Creative Group, created more than 100 signs and nine murals using horse and Kentucky-themed images, according to a news release.

"This is a huge and exciting project, and we've pulled it together in just a few weeks," Maggie Harlow, owner of Sign-A-Rama Downtown, said in the release. "We've worked with a lot of local vendors to streamline the project and have everything installed before Saturday's Derby."

The project's goal was to create a "livelier" environment while making the garage easier to navigate.

Harlow declined to disclose the cost of the project. But she said a 90-foot mural similar to the bluegrass mural shown at right would cost about \$10,000.

Mary Moseley, president of hotel owner [Al J. Schneider Companies](#), said she is pleased with the outcome.

"It's lighthearted, and I think it will help people remember where their cars are parked -- in the section with the horse's ears, nose or tail," Moseley said in the release.

"And since it will be up before Derby, I'm eager to see people's reactions," she said.



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