

Sixty Key Elements Reviewed in a Destination Assessment

- Vehicular wayfinding
- Pedestrian wayfinding
- Business mix in downtown districts
- Community gateways
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- Crosswalks
- Pedestrian accessibility
- Business operating hours
- Customer service (retail)
- Retail signage
- Exterior retail displays
- Sandwich boards
- Temporary/portable signs
- Streetscapes
- Water features
- Public art
- Gathering places (public/private)
- Outdoor dining
- Internet accessibility
- Billboards/outdoor marketing
- Retail beautification
- Critical mass/clustering
- Attractions mix
- Seasonality
- Recreational activities
- Supporting vendors
- Evening activities
- Visitor information availability
- Cross-selling ability
- Diversionary activities
- Primary draw/opportunities
- Historical attractions/museums
- Cultural activities/facilities
- Parking (time limits, availability)
- Pedestrian accessibility
- Parks and public spaces (outdoor)
- Public assembly spaces (indoor)
- Facades and architecture
- Linkages: Activities and amenities
- Supporting services/amenities
- Overall quality (retail, business mix)
- Brands and perceptions
- Curb appeal
- Community maintenance
- Beautification (public access areas)
- Pole banners
- Anchor businesses
- Hidden gems
- Continuity
- Visual cues, first impressions
- Residential neighborhoods
- Entry point impressions
- Access and egress from highways
- Transportation (rail, ferry, public)
- Industrial areas
- Community arts programs
- Safety factors – day, night
- Invitations vs. rejections (retail)
- Use of technology
- Lodging facilities