





## Identify Destinations

1. Come to agreement on at least five key public destinations in your project study area. Destinations might include: Main streets, scenic areas, plazas, parks, markets, health care facilities, community centers, civic, cultural, religious and educational institutions, tourist attractions, water features, etc.
2. List other “opportunity destinations” in your project study area, which are important, but are falling short of what they could be.
3. Who do your opportunity destinations serve or attract? Who are potential target audiences?



## Strengthening Your Destination

Focusing on one of your top 5, think about ways to maximize the value of this destination and enhance it as a public space.

Name your destination: \_\_\_\_\_

### USES & ACTIVITIES

What additional uses and activities could be clustered with or added to this destination to improve it?

### SOCIABILITY

What public or group activities could be supported here? e.g. childrens activities, senior programs, cultural events, classes, recreation, hobbies, etc.

### COMFORT & IMAGE

What physical enhancements would make it more comfortable, more inviting, or give it stronger identity?

### ACCESS & LINKAGES

Are there ways to improve physical and programmatic connections to other places nearby?