

# Asheville Area Wayfinding Program

## Criteria for Inclusion

### STEP 1

Destination must fall under one of the following categories and meet the criteria established for this system.

#### Commercial Attractions

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**Amusement Parks:** A permanent facility that may include structures and building, where there are multiple devices for entertainment, including rides, booths for the conduct of games, or sale of items, buildings for shows and entertainment, and restaurants and souvenir sales. The facility must be open a minimum of 5 months out of the year and be over 100 acres in size.

**Brewery:** A licensed site which shall be open to the General Public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format with permanent exhibits for informing visitors about beer and beer processing. The primary business of the facility must be the production of beer. The primary purpose of the visit must be to tour the production facility and tour must be a ticketed event. Brewery must receive 30 visitors per day on the busiest day.

**Caverns and Other Unique Natural Areas:** A naturally occurring area or site of interest to the General Public. May include caverns, waterfalls, caves, or special rock formations.

**Racetracks and Speedways:** A permanent facility used for the primary purpose of presenting organized horse or automobile racing events.

**Farmer's Market:** A stationary retail sales establishment operated by one or more farmers for the purpose of selling farm and food products directly to consumers. Operations by which the consumer harvests their own farm or food products shall be considered roadside farm markets. Roadside farm markets shall be open at least one day per week throughout the harvest season or year. There must be at least 50 vendors registered with the market.

**Specialty Shopping Center:** A group of 20 or more specialty shops (antique, craft, outlet, farmers' market, etc.) with ample parking

facilities. Specialty shops must offer goods or services of unique interest to tourists, and which derives the major portion of its income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.

**Winery:** A licensed site, which produces a minimum of 200,000 gallons or wine per year. Sites shall maintain a minimum of 3,000 vines or 5 acres of vineyard; be open to the General Public for tours tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about wine and wine processing.

**Zoos, Zoological Gardens, Animal Parks and Aquariums:** A place where animals, reptiles or fish are kept, often-in combination of indoors and outdoors spaces. Must have facilities, which are open to the General Public.

## Cultural/Institutional

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**Arenas:** Includes stadiums, auditoriums and civic or convention centers.

**College or University:** An educational institution that is nationally accredited by the United States Department of Education, has a college campus over 20 acres, and grants degrees at the associate level or higher.

**Courthouses/Government Buildings:** A public building, structure, or complex used by a Federal, County, State or municipal government for the purpose of convening official legal activities.

**Institution:** A health care center operated by a County, State, or Federal government.

**Library:** A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference. The library must be the central branch for the county public library system.

**Military Base:** A facility operated by the State or Federal government for training or support of military troops, or for inventorying and warehousing military equipment.

**Museums:** A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General Public. The facility

must average 40 visitors per day on the busiest day of the week.

**Theatres:** A non-profit facility that offers live performances. Theatres must offer ticketed performances with a capacity of at least 80 seats.

**Observatory:** A facility designed and equipped to observe astronomical, meteorological or other natural phenomena.

## Historical/Architectural

**Historic Site:** A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State Historical and Museum Commission (HMC), or a County Historical Commission or Agency. The site must be accessible to the General Public and provide a place where visitors can obtain information about the historic site.

Historic Sites may include the following types, provided they meet the above criteria:

- Encampments and Battlefields
- Forts
- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Places of worship, cemeteries and monuments
- Mills and factories
- Furnaces
- Bridges
- Tollhouses
- Railroad Stations
- Cemeteries

**Historic District:** A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State Historical and Museum Commission, or County Historical Commission or

Agency. Historic districts shall provide the General Public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Railroad line
- Canal

## Recreational

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**Boat Launch:** A public facility for the docking or launching of boats.

**Canoeing and Rafting:** Public areas with established canoeing and rafting facilities. Individual private Attractions are not eligible to be mentioned.

**Golf Courses:** A publically maintained facility open to the public and offering at least nine (9) holes of play and whose primary business is providing golf recreation. Miniature golf courses, driving ranges, ship and putt courses, and indoor golf shall not be eligible.

**Hiking and Biking Trails/Routes:** Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.

**National, State and Regional Parks and Forests:** An area so designated and under the jurisdiction of the State Department of Conservation and Natural Resources, State Historical and Museum Commission, National Park Service, and U.S. Department of the Interior, County Government, or non-profit organization with facilities open to the General Public.

**Ski Areas:** A downhill with equipment rentals or cross-country ski area with equipment rentals and minimum of five (5) miles of marked and groomed trails.

Snowmobile Trails and Winter Sports Areas (excluding Ski Areas): Areas with marked snowmobile trails, ice skating rinks, snowboarding, sleigh rides, and toboggan runs that are open to the General Public. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities. Private Attractions are not eligible.

**Recreation District:** A group of three or more recreational facilities where the primary business is offering tours, recreation or outdoor opportunities and attractions. Retail only components only do not apply.

**Sports Facilities:** Regional (multi-jurisdictional) facilities such as minor league fields and municipal sports parks.

## Tourist Services

**Hospitals:** An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times.

**Resort:** A facility with at least 75 rooms where the primary attraction is generally recreational features and activities that are the main focal point of a vacation. Resort must be on National Historic Registry. Resort must also service over 200,000 visitors a year through attraction amenities such as golf, spa, and restaurants (visitor numbers cannot include overnight guests).

**Visitor Information Centers:** A facility where the primary purpose of its operation is to provide information and tourist supportive services operated by an official agency.

## Transportation

**Airports:** A public use facility licensed by the State Department of Transportation for landing and takeoff of aircraft and for receiving and discharging passengers and cargo.

**Heritage Roads, Historic Routes and Trails:** A road, trail or route designated by the State Department of Natural Resources, United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system.

**Scenic Overlook:** An area, sometime on the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, historic relevance, or across expanses of land such as farmlands, woodlands, or across or through mountaintops or ridges that is not already part of a signed entity.

**Gateways:** Gateway signs will be placed in accordance with recommendations from the Designer and under the review of the Partnership on Wayfinding.

### **\*EXCEPTIONS**

**The above criteria is for the City of Asheville and all towns in the system with the following exceptions:**

#### **WOODFIN:**

**Private Housing Development:** A residential neighborhood that has at least 25 houses is eligible for directional or arrival identification signs within the town limits only.

**Private Scenic Overlook:** An area, sometime on the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, historic relevance, or across expanses of land such as farmlands, woodlands, or across mountaintops or ridges that is not already part of a signed entity.

**Cultural institutions/Museums** need not meet the required number of visitors per day.

#### **MONTREAT:**

**Religious Site:** A shrine, grotto, or similar type site, which is of a unique religious nature. The facility must average 20 visitors per day on the busiest day of the week.

**Cultural institutions/Museums** need not meet the required number of visitors per day.

**BLACK MOUNTAIN:**

**Cultural institutions/Museums** need not meet the required number of visitors per day.

**Commercial Shopping/Entertainment Center:** A commercial shopping center which consists of over ten visitor attractions including shops, restaurants, and spa and health services. The center must also include public park spaces and a public entertainment venue such as an amphitheatre for public cultural performances.

**WEAVERVILLE:**

**Cultural institutions/Museums** need not meet the required number of visitors per day.

**STEP 2**

**Destination must meet the required points.**

**1. Size of Attraction**

*An attraction should report the total number of full time employees or full time equivalent for part-time employees, during the Attraction's peak season. For example, an employee that works 50 percent of a normal full time employee than that employee should be counted as .5. Non-profit Attractions can count volunteer staff, using the same method of equivalent calculation.*

Number of Full Time Employee Equivalents

101+ (25 points)

51-100 (20 points)

11-50 (15 points)

<10 (10 points)

**Score**

## **2. Adequate Road System**

Paved Access Road/Entrance with clearly visible entrance signing *(10 points)*

Unpaved Access/Road Entrance with clearly visible entrance signing *(5 points)*

Unclear Entrance with sign not clearly visible with 200 feet of entrance *(0 points)*

**Score**

## **3. Adequate Parking Facilities**

Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of Attraction attendance capacity and parking spaces on a paved area. *(15 points)*

Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of Attraction attendance capacity and parking spaces on an unpaved area. *(10 points)*

Legal on street parking or parking in municipal lots or garages within ¼ mile of Attraction. *(10 points)*

Insufficient parking on Attraction property based on the Institute of Transportation Engineers Standards for Parking Generation, 2004, for the acceptable ratio of Attraction attendance capacity and parking spaces. *(5 points)*

No parking *(0 points)*

**Score**

## **4. Seasonal Operation**

Open 12 months per year *(15 points)*



Open at least 6 months per year (10 points)

Open less than 6 months per year (5 points)

**Score**

**5. Hours of Operation**

Open 56 or more hours per week (20 points)

Open between 35 and 56 hours per week (10 points)

Open between 20-35 hours per week (5 points)

Open less than 20 hours per week (2 points)

**Score**

**6. Attraction of Regional  
Significance as Identified  
by Stakeholders**

National Recognition (10 points)

Regional Recognition (5 points)

Local Recognition (*2 points*)

**Score**

**The minimum score to qualify is 60.**

**GRAND TOTAL**