City of Norfolk, NE

wayfinding assessment

March 4, 2020

DRAFT
For Discussion Only

City of Norfolk, Nebraska

merje

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Examples of existing signage

Norfolk

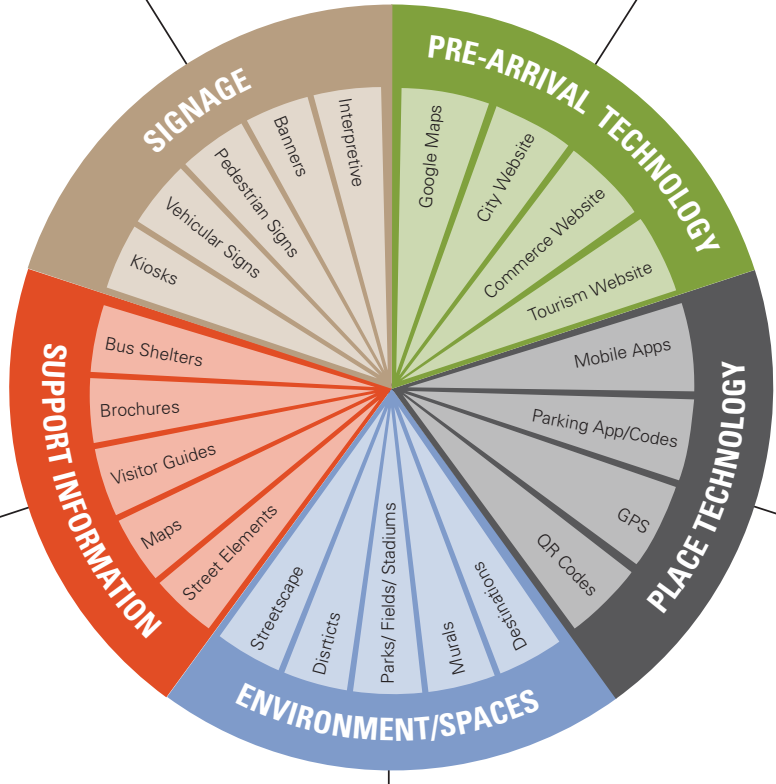
Norfolk

W NORFOLK AVE

Norfolk
right at home

Norfolk Now

visit
NORFOLK
area
EXPLORE & STAY AWHILE!


SIGNAGE
Interpretive
Banners
Pedestrian Signs
Vehicular Signs
Kiosks
PRE-ARRIVAL TECHNOLOGY
Google Maps
City Website
Commerce Website
Tourism Website
PLACE TECHNOLOGY
Mobile Apps
Parking App/Codes
GPS
QR Codes
ENVIRONMENT/SPACES
Destinations
Murals
Parks/ Fields/ Stadiums
Disrticts
Streetscape
SUPPORT INFORMATION
Street Elements
Maps
Visitor Guides
Brochures
Bus Shelters

Norfolk Now

NORFOLK PUBLIC LIBRARY

orientation map

END-USER TECHNOLOGY

This is the utilization of technology where information is communicated to users through the visitor's device (smartphone, iPad or computer). This concept does not require the City to invest in hardware or infrastructure and eliminates issues of vandalism, theft, etc. The only investment is in development and ongoing maintenance of the context. End-user technology can include elements such as text message maps, mobile apps the use of QR codes and iBeacon technology, which can send notifications to your smart phone. Stand-alone kiosks and hubs can also be utilized.

ENVIRONMENT

Landmarks are used everyday to provide direction; it can be as simple as "Continue past the underpass" or as common as "Meet me at the statue".

In addition to providing directions, landmarks are also helpful for establishing a person's orientation, especially in an exterior environment, where architectural features, landscaping and physical elements help to position us in unfamiliar territory. Public works of art, statues and murals, are also valuable landmarks in Norfolk.

SUPPORT INFORMATION

Whether information is communicated through technology, printed advertisements or a friendly face at the Chamber of Commerce, each element effects the experience of a visitor and offers the opportunity to communicate a consistent message, graphic language and helpful customer service.

SIGNAGE

Vehicular and pedestrian signage will orient and guide visitors and residents around the City of Norfolk. Kiosks located at key gathering spots, such as the Chamber of Commerce, Eastern Oregon Trade & Event Center, airport and, Downtown pedestrian discovery elements will provide wayfinding information and promote businesses, special events and, city wide destinations. Banners can define the Districts and create a sense of place.

New Haven, CT - Map Example

Kingston, NY - Map Example

LEGEND
Public Parking
Visitor Info
Shopping & Dining Corridor
Trails
Basketball Court
Ball Fields
Library
Picnic Tables
Playground
Restrooms
Shopping
Dining
Norfolk
NEBRASKA
Elm St
Verges Ave
Prospect Ave
Braasch Ave
Madison Ave
N 6th St
N 8th St
N 7th St
N 5th St
N 4th St
N 3rd St
N 2nd St
N 1st St
S 8th St
S 7th St
S 6th St
S 5th St
S 4th St
S 3rd St
S 2nd St
S 1st St
NORFOLK AVE
NORFOLK AVE
BUSINESS 275
BUSINESS 275
Elkhorn Valley Museum
Library
Senior Center
City Hall
Norfolk Arts Center
Visitor Center
North Fork Elkhorn River
Johnson Park
5 min Walking Radius
YOU ARE HERE
Lot A
Lot B-1
Lot B-2
Lot C-1
Lot C-2
Lot D-1
Lot E
Lot F
Lot G
Lot I
Lot I-1
Lot I-2

gateways & arrivals

City Circulation

GATEWAY LOCATIONS

Gateways for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the city limit.

Gateways provide a landmark and can include more than just signage; lighting, landscaping, architectural elements, and public art can also be incorporated.

Ten gateways have been identified. Each of these present different purposes and could require a more than one design approach.

PRIMARY GATEWAYS

Primary gateways are located at the main points of visitor entry into Norfolk. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the city's brand message.

SECONDARY GATEWAYS

Secondary gateways are located at the other points of visitor entry into the City. These gateways welcome visitors and convey the brand message at a smaller scale. They can be designed to include landscaping, lighting or signage.

TERTIARY GATEWAYS

Tertiary gateways are simple boundary markers located on smaller roads entering Norfolk.

DISTRICT GATEWAYS

District gateways are located at smaller arrival points into different districts within the City. Space can be limited, so these gateways may need to be designed at a smaller scale, vertical orientation, or attached to street lamp posts. Banners may also be considered. District Gateways may also be co located with vehicular wayfinding signs.

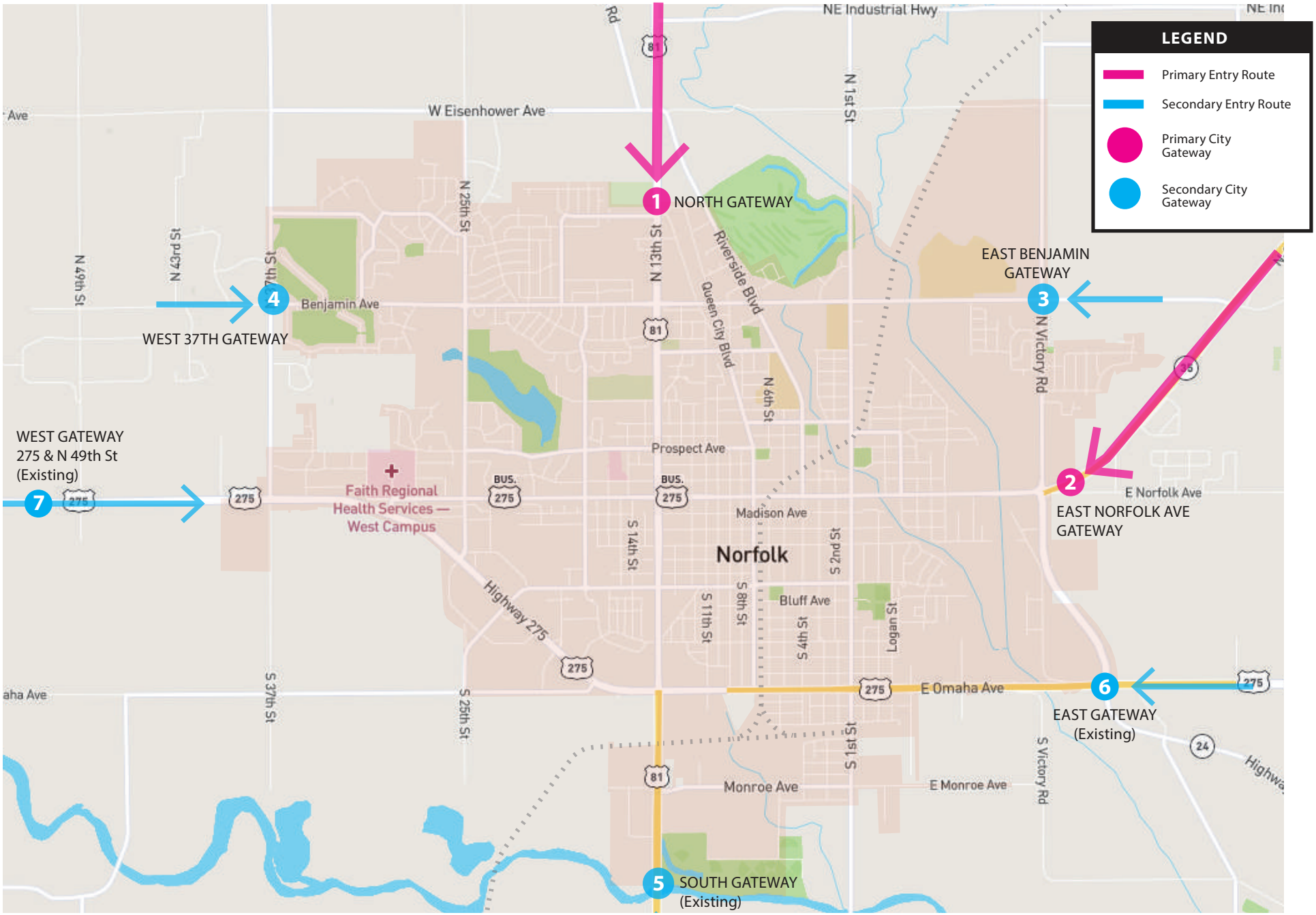
PRIORITY 1

Replace existing Gateways with NEDOT approval.
Install new secondary and tertiary gateways that will connect in design to the new wayfinding system.

Existing Sign

East Existing Gateway Sign

South Existing Gateway Sign


LEGEND
Primary Entry Route
Secondary Entry Route
Primary City Gateway
Secondary City Gateway
1 NORTH GATEWAY
2 EAST NORFOLK AVE GATEWAY
3 EAST BENJAMIN GATEWAY
4 WEST 37TH GATEWAY
5 SOUTH GATEWAY (Existing)
6 EAST GATEWAY (Existing)
7 WEST GATEWAY 275 & N 49th St (Existing)
Norfolk
Faith Regional Health Services — West Campus
NE Industrial Hwy
W Eisenhower Ave
Benjamin Ave
Prospect Ave
Madison Ave
Bluff Ave
E Norfolk Ave
E Omaha Ave
Monroe Ave
E Monroe Ave
Highway 275
N 1st St
N 13th St
N 25th St
N 43rd St
N 49th St
S 37th St
S 25th St
S 14th St
S 11th St
S 8th St
S 4th St
S 2nd St
S 1st St
N 4th St
Riverside Blvd
Queen City Blvd
Logan St
N Victory Rd
S Victory Rd
BUS. 275
81
24

downtown gateways

City Circulation

Urban wayfinding systems establish clear paths to each destination and parking areas. By utilizing primary paths, destinations with similar routes can share space on a sign panel, presenting consistent information along the way.

Existing Downtown Gateway

Wall Mural Opportunity

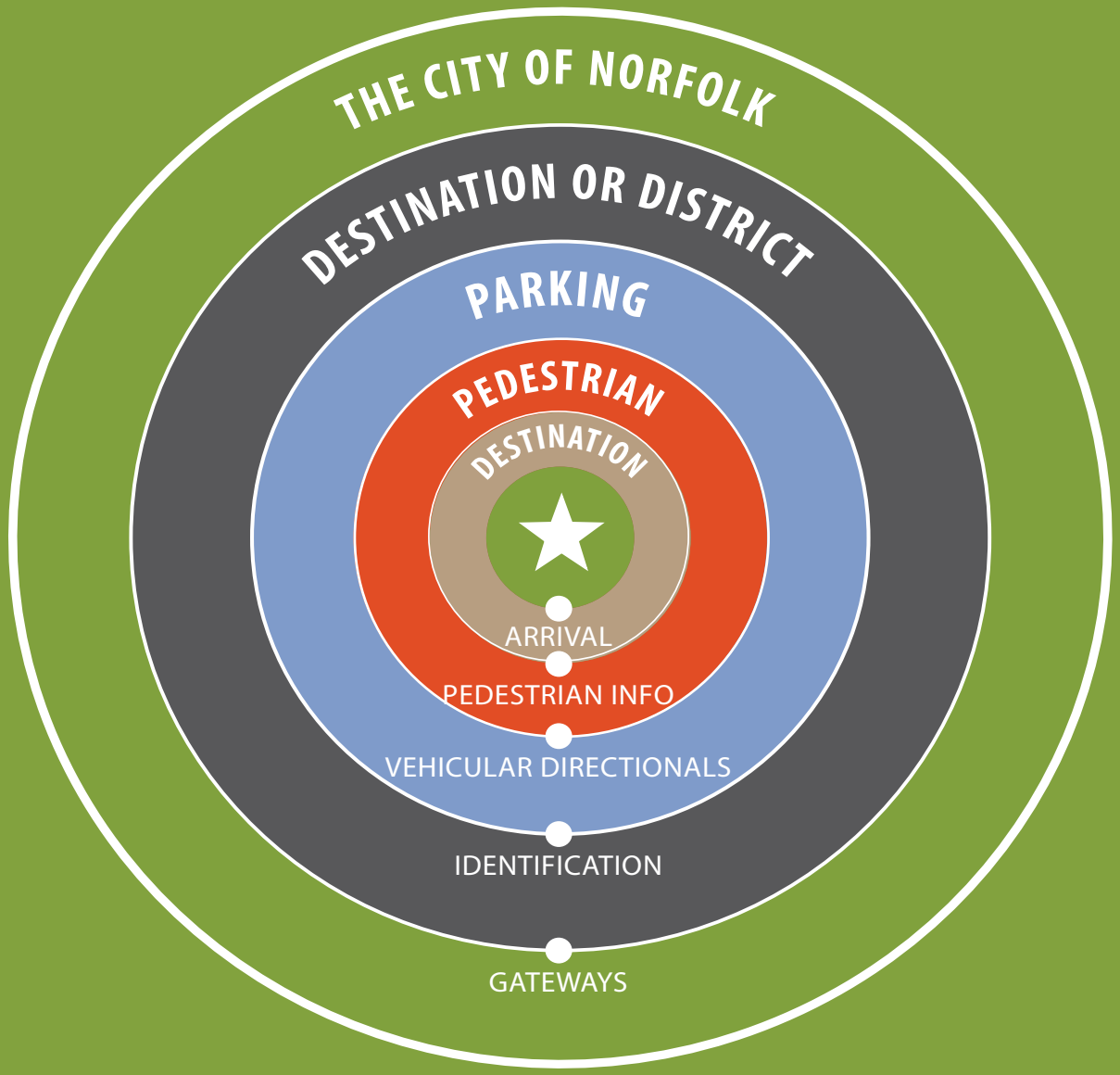
Overhead Gateway Opportunity

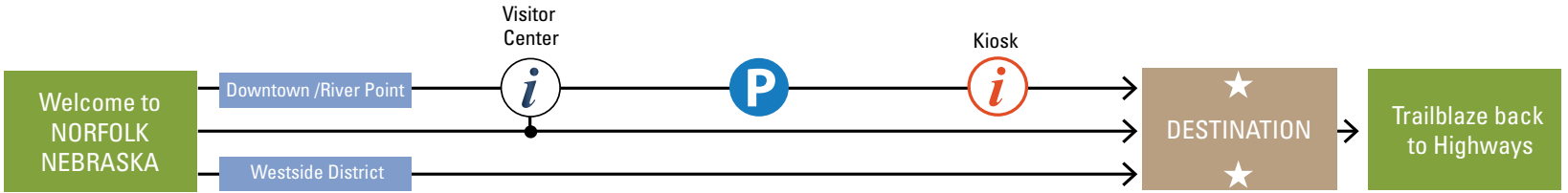
Banner Opportunity

PRIORITY 1

Direct visitors to the Norfolk Arts Center, City Hall, Elkhorn Valley Museum, Library, Senior Center, and Visitor Center to expand the footprint of the downtown district.

Downtown Norfolk Circulation


THE CITY OF NORFOLK
DESTINATION OR DISTRICT
PARKING
PEDESTRIAN
DESTINATION
ARRIVAL
PEDESTRIAN INFO
VEHICULAR DIRECTIONALS
IDENTIFICATION
GATEWAYS



Vehicular	Vehicular	Vehicular	Vehicular	Pedestrian	Vehicular	Vehicular
HIGHWAY SIGNS	DIRECTIONAL SIGNS	DIRECTIONAL SIGNS	GATEWAY	KIOSK	DIRECTIONAL	DIRECTIONAL SIGNS

NORFOLK

3'-4' Vehicular Panel Width

GOVERNMENT

- City Hall
- Library
- Post Office

VISITOR SERVICES

- Visitor Center

DISTRICTS

- Downtown
- Westside Dist
- Arts & Culture

EDUCATION

- High School
- North East Commuinty Coll

PARKS & RECREATION

- AquaVenture Waterpark
- Cowboy Trail
- Embrace Park
- Hero's Park / Veterans Memorial Plaza
- Johnson Park
- Liberty Bell Park
- N Pine Soccer Fields
- River Point Square
- Skyview Park
- Ta-Ha-Zouka Park
- Veterans Memorial Park
- Winter Park

ATTRACTIONS

- Agricultural Ctr
- DeVents Center
- Elkhorn Valley Museum
- Johnny Carson Theater
- Norfolk Arts Ctr
- Sculpture Park
- Senior Center
- YMCA

TRANSPORTATION/PARKING

- Public Parking

NEEDS ABBREVIATION

PRIVATE - REVIEW CRITERIA

FUTURE DESTINATION

MADISON

3'-4' Vehicular Panel Width

GOVERNMENT

- City Auditorium
- City Hall
- Courthouse
- Library

EDUCATION

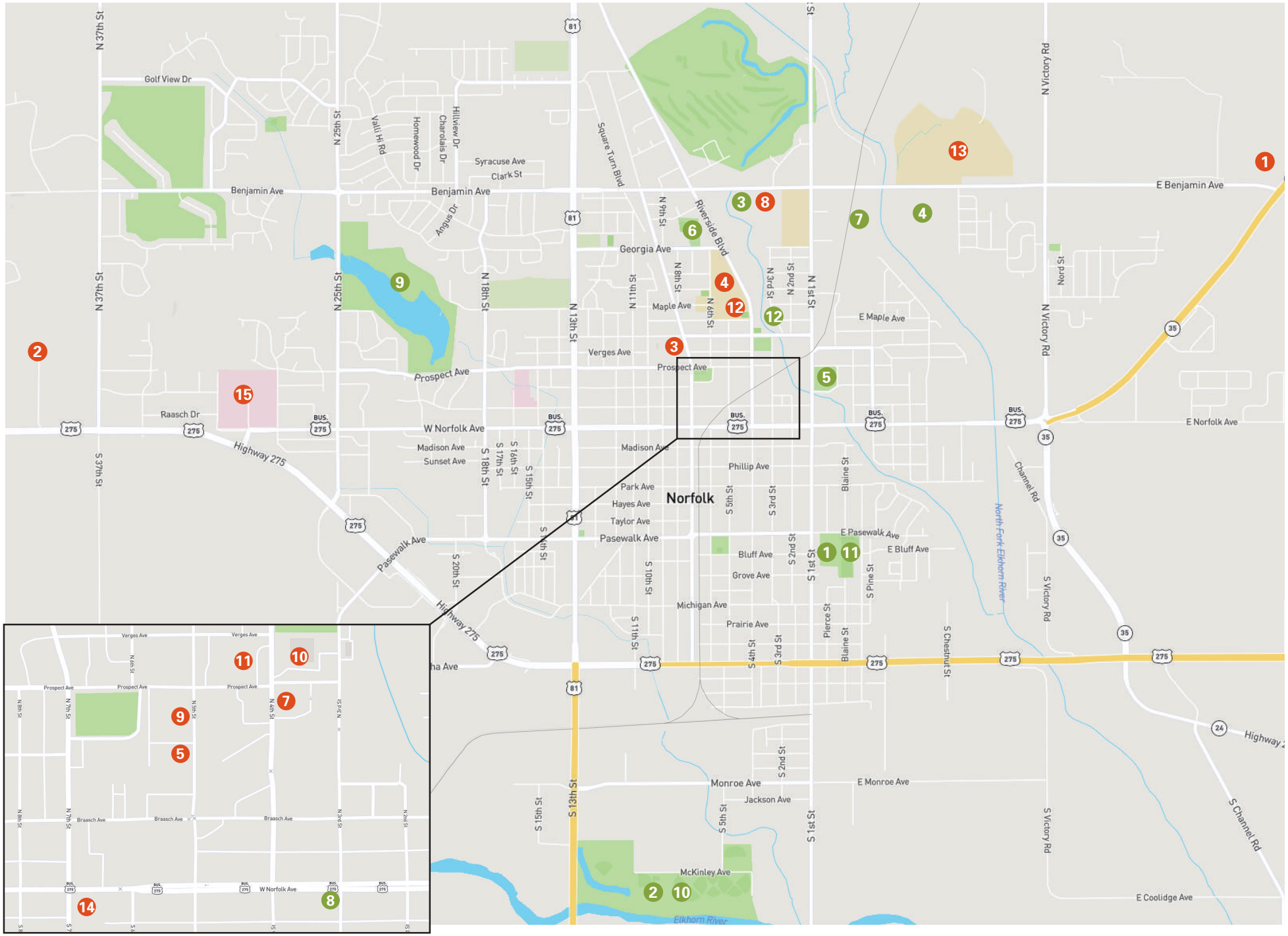
- High School

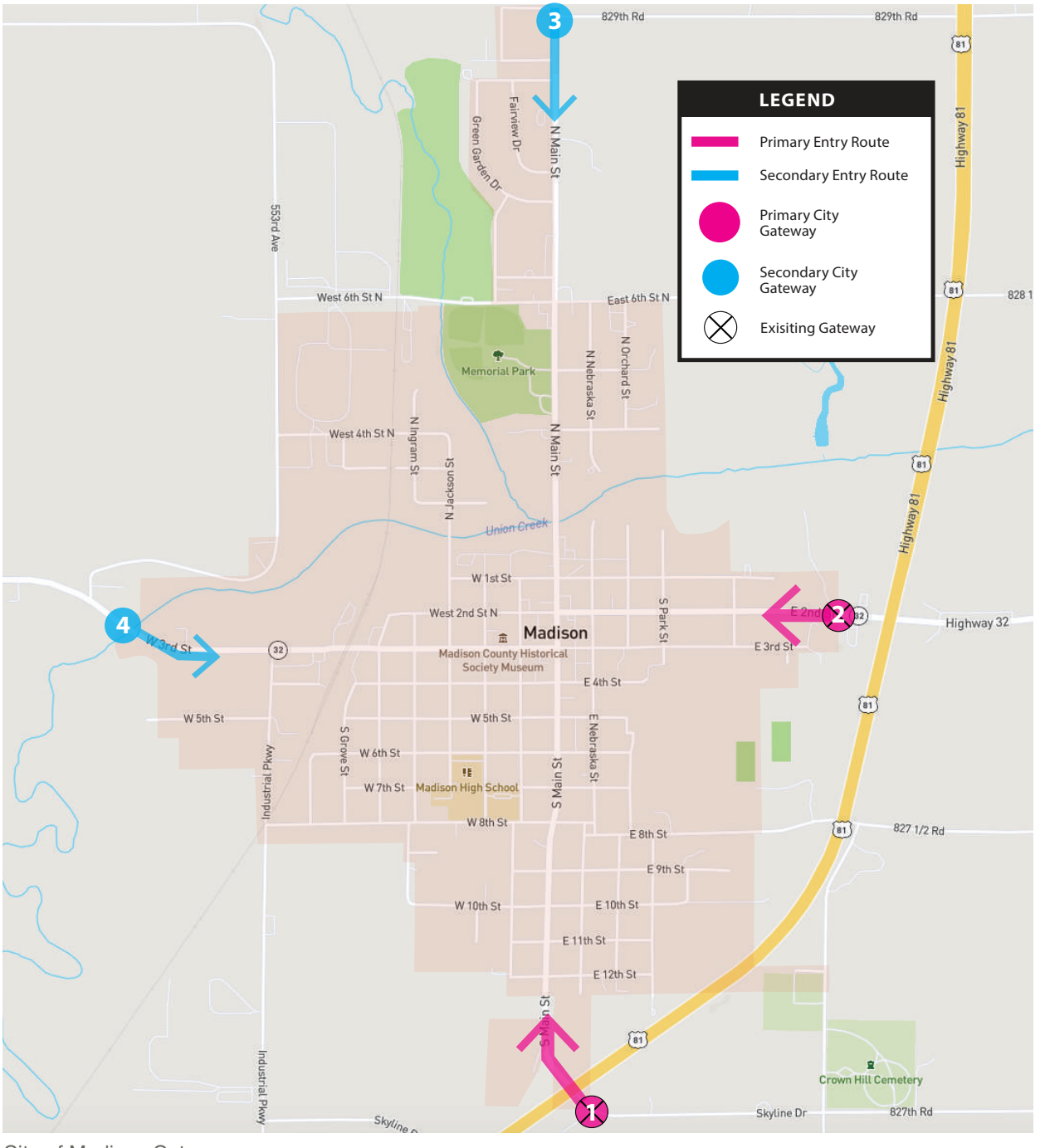
ATTRACTIONS

- Community Arts Center
- Co Fairgrounds
- Charity Hall
- Northside Community Ctr
- Senior Center

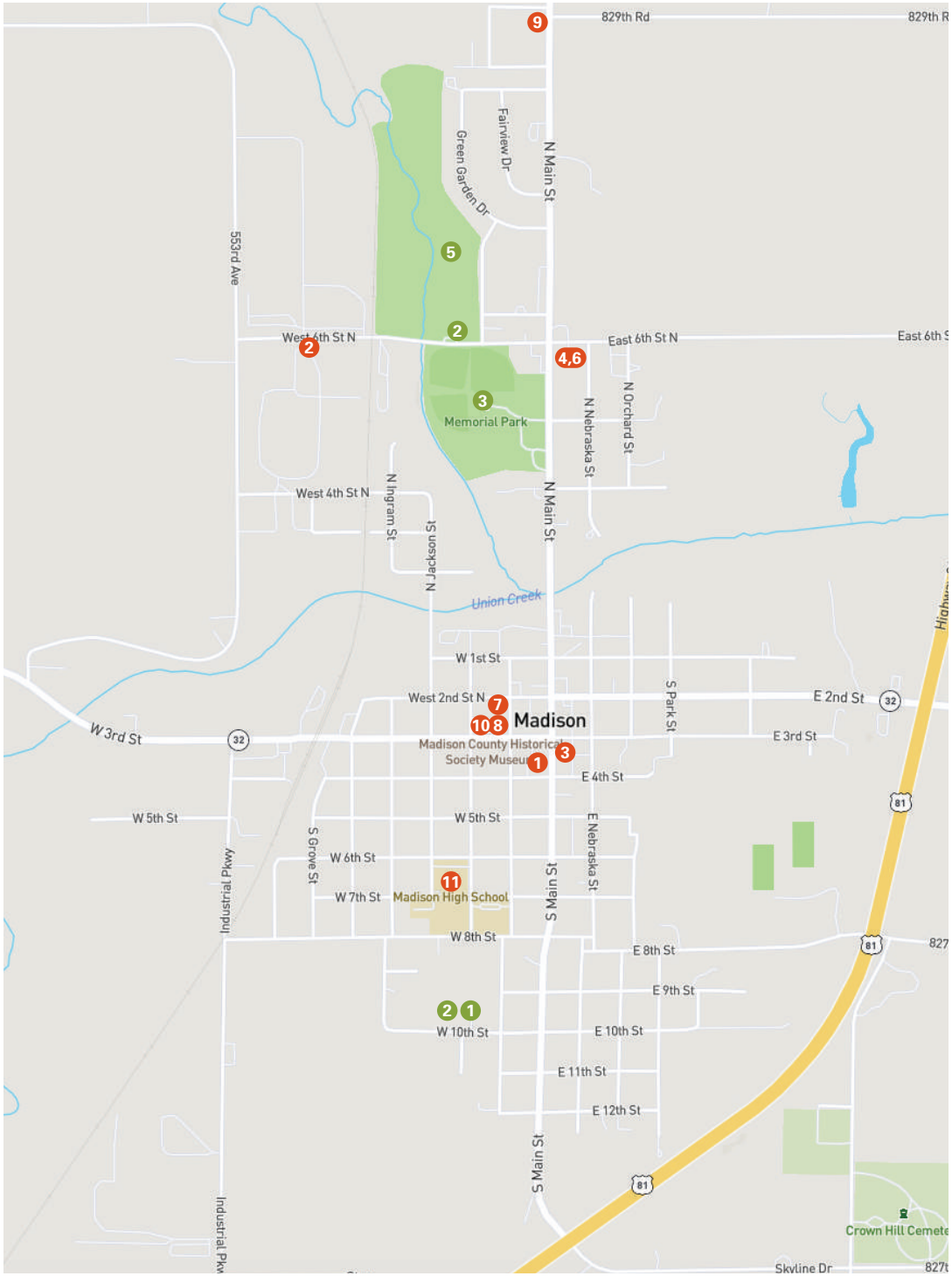
PARKS & RECREATION

- Arboretum
- Barnes Park
- Camping Areas
- Memorial Park
- Stadium Complex
- Taylor Creek Golf Course
- Town Park


Norfolk
Golf View Dr
N 37th St
N 25th St
Valli Hi Rd
Homewood Dr
Charolais Dr
Hillview Dr
Syracuse Ave
Clark St
Benjamin Ave
Angus Dr
Square Turn Blvd
Riverside Blvd
N 9th St
N 8th St
N 6th St
N 3rd St
N 2nd St
N 1st St
N 11th St
N 13th St
N 18th St
Georgia Ave
Maple Ave
E Maple Ave
Verges Ave
Prospect Ave
Raasch Dr
Highway 275
W Norfolk Ave
Madison Ave
Sunset Ave
S 37th St
S 20th St
S 18th St
S 17th St
S 16th St
S 15th St
S 14th St
S 13th St
S 11th St
S 10th St
S 5th St
S 3rd St
S 2nd St
S 1st St
Pasewalk Ave
Park Ave
Hayes Ave
Taylor Ave
Phillip Ave
Blaine St
Bluff Ave
Grove Ave
Michigan Ave
Prairie Ave
Pierce St
S Pine St
S Chestnut St
E Pasewalk Ave
E Bluff Ave
Monroe Ave
E Monroe Ave
Jackson Ave
McKinley Ave
Elkhorn River
North Fork Elkhorn River
Channel Rd
S Channel Rd
N Victory Rd
S Victory Rd
E Benjamin Ave
E Norfolk Ave
E Coolidge Ave
Highway 2
Braasch Ave
W Norfolk Ave



City of Madison Gateways



ATTRACTIONS

1. Community Arts Center
2. County Fairgrounds
3. Madison Charity Hall
4. Northside Community Center
5. Railroad Museum (Madison County Museum)
6. Senior Center

GOVERNMENT FACILITIES

7. City Auditorium
8. City Hall
9. Courthouse
10. Library

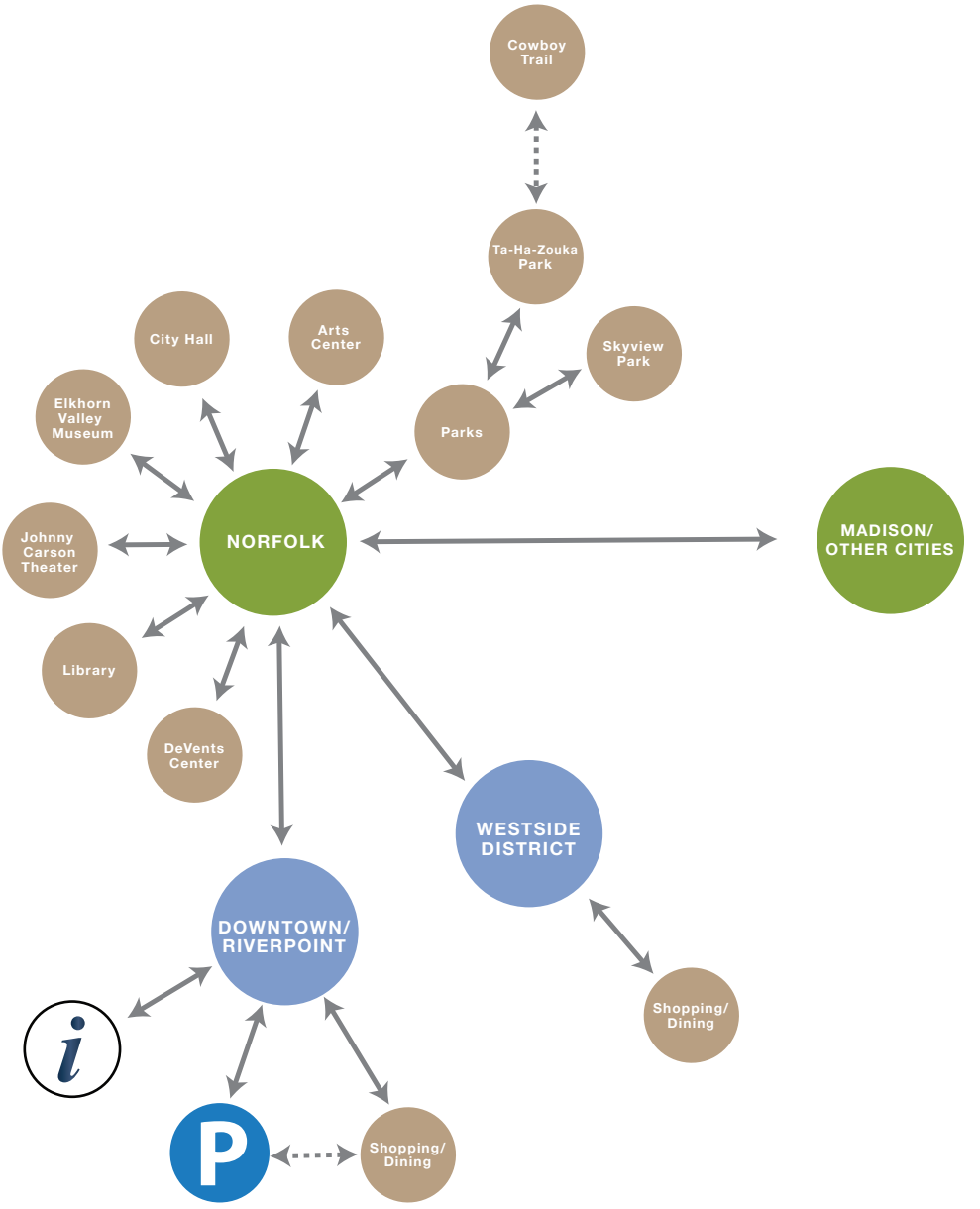
EDUCATION

11. High School

PARKS & RECREATION

1. Barnes Park Arboretum
2. Camping Areas (3)
3. Memorial Park
4. Stadium Complex
5. Taylor Creek Golf Course
6. Town Park ?

City of Madison Destinations


Cowboy Trail
Ta-Ha-Zouka Park
Skyview Park
Parks
City Hall
Arts Center
Elkhorn Valley Museum
Johnny Carson Theater
NORFOLK
MADISON/ OTHER CITIES
Library
DeVents Center
WESTSIDE DISTRICT
DOWNTOWN/ RIVERPOINT
Shopping/ Dining
Shopping/ Dining

NAMING OF DISTRICTS:

District names should...

- Be understood by a first time visitor
- Provide orientation
- Reflect the environment
- Market the area

NAMES CURRENTLY USED / PROPOSED

Downtown / River Point*

West Side District*

CITY OF NORFOLK: CURRENT IDENTITIES

(All appear on same level)

Norfolk NEBRASKA *right at home.*

RIVER POINT DOWNTOWN NORFOLK

visit NORFOLK area NEBRASKA

Norfolk Now

NORFOLK AREA Chamber of Commerce

CITY OF CLEARWATER: EXAMPLE

(City logo with coordinated districts)

CLEARWATER
BRIGHT AND BEAUTIFUL · BAY TO BEACH

DISTRICT 19 CLEARWATER

CLEARWATER BEACH

DOWNTOWN CLEARWATER

CITY OF NORFOLK: CURRENT IDENTITIES

(All appear on same level)

Norfolk
NEBRASKA
right at home.

RIVER POINT
DOWNTOWN NORFOLK

---

visit NORFOLK area
NEBRASKA

Norfolk Now

NORFOLK AREA
Chamber of Commerce

CITY OF CLEARWATER: EXAMPLE

(City logo with coordinated districts)

CLEARWATER

BRIGHT AND BEAUTIFUL · BAY TO BEACH

DISTRICT 19 CLEARWATER

CLEARWATER BEACH

DOWNTOWN CLEARWATER

REINFORCING EXISTING RIVER POINT IDENTITY

(Need additional enhancements to reinforce brand & name)

Norfolk NEBRASKA *right at home.*

RIVER POINT DOWNTOWN NORFOLK

WESTSIDE LOGO

EXISTING EFFORTS

STREET FURNITURE

EXISTING SIGNS

EXISTING WEBSITE

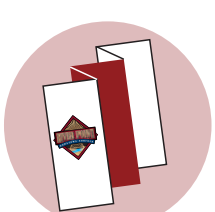
EXISTING BANNERS

ADDITIONAL RECOMMENDATIONS

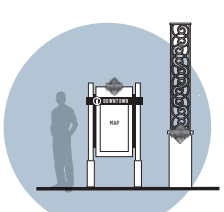
WEBSITE

MOBILE APP

MARKETING MATERIALS



BROCHURES



WAYFINDING SIGNS

STREET SIGNS

BANNERS

REINFORCING EXISTING RIVER POINT IDENTITY

(Need additional enhancements to reinforce brand & name)

Norfolk
NEBRASKA
right at home.

RIVER POINT
DOWNTOWN NORFOLK

WESTSIDE
LOGO

EXISTING EFFORTS

STREET FURNITURE

EXISTING SIGNS

EXISTING WEBSITE

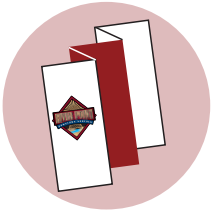
EXISTING BANNERS

ADDITIONAL RECOMMENDATIONS

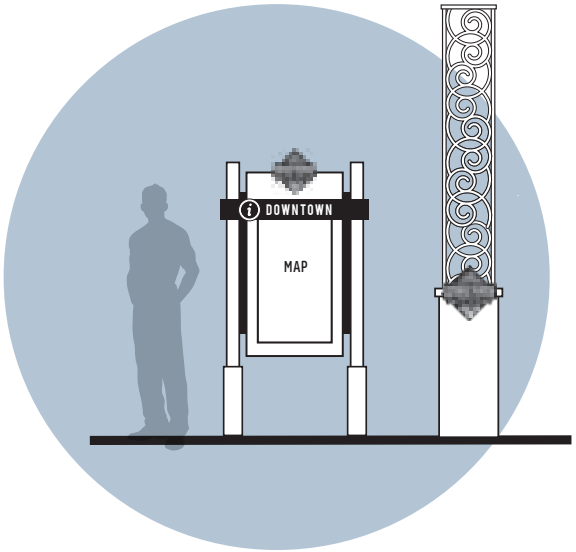
WEBSITE

MOBILE APP

MARKETING MATERIALS



BROCHURES



WAYFINDING SIGNS

STREET SIGNS

BANNERS

CITY OF NORFOLK

With coordinated district identities

City Logo

Norfolk
NEBRASKA
right at home.

District Logos / Icons

DOWNTOWN
Norfolk

WESTSIDE
Norfolk

City Entity Logos

Norfolk
POLICE

Norfolk
FIRE DEPARTMENT

Norfolk
PARKS DEPARTMENT

Separate Organizations

visit NORFOLK area
NEBRASKA

Norfolk Now

NORFOLK AREA
Chamber of Commerce

parking

Parking in an urban environment is always a challenge. The issue of parking within this wayfinding study is not meant to be a study in parking capacities, or utilization, but it does look at the parking situation from its placement in the wayfinding hierarchy and the image the city is presenting to visitors upon their arrival. It is important to note that signage alone will not solve all parking issues, but it can offer a tool for parking to become more visible and accessible.

Norfolk provides on-street parking and a few parking lots within a short walking distance for visitors.

NAMING PUBLIC LOTS & DOWNTOWN ATTRACTIONS

Naming parking lots after streets or sites they are located adjacent to, and including a clear Parking "P" symbol on signage will act as a wayfinding tool and provide a parking identity. It also assures the visitor they are allowed to park without fear of a ticket. Currently, the existing signs are not branded with a recognizable parking symbol and are not consistently directed to. Naming the lots will help visitors remember which lot they parked in and will make it easier for merchants and destinations to tell visitors which lots to park in. Adding a Parking "P" icon will enhance visibility of these signs and create a cohesive system for Public Parking, which can then be utilized on the City website, maps, and kiosks.

Naming Option 1: Keep as is

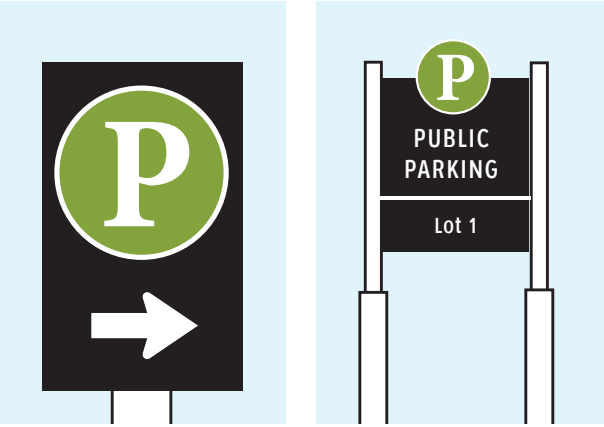
Naming Option 2:
North Lots 1- 7
South Lots 1-5

Naming Option 3:
Themed lot names (Flower Species, Tree Species, etc.)
This could reinforce the River Point brand.

Current Parking Signs

Existing Lot ID Sign

Parking Lot Branding Example

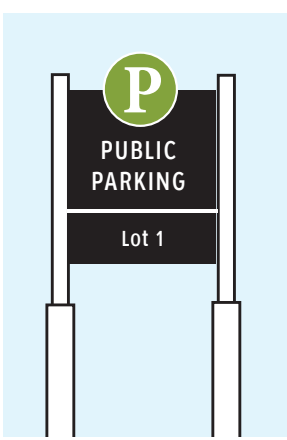


Parking "P" Should be reinforced on directional & Lot Identification signs

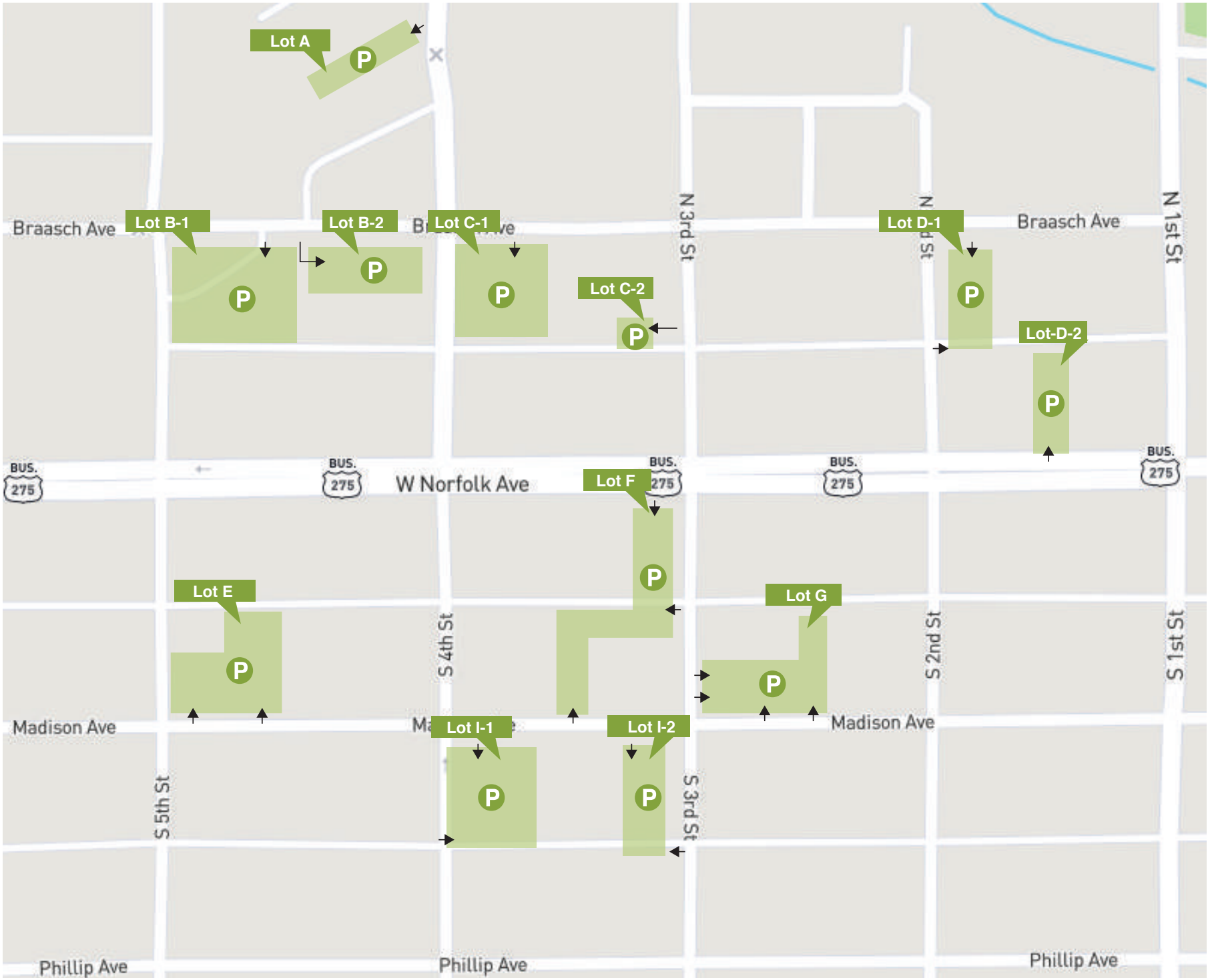
Existing Lot ID Sign

Parking Lot Branding Example

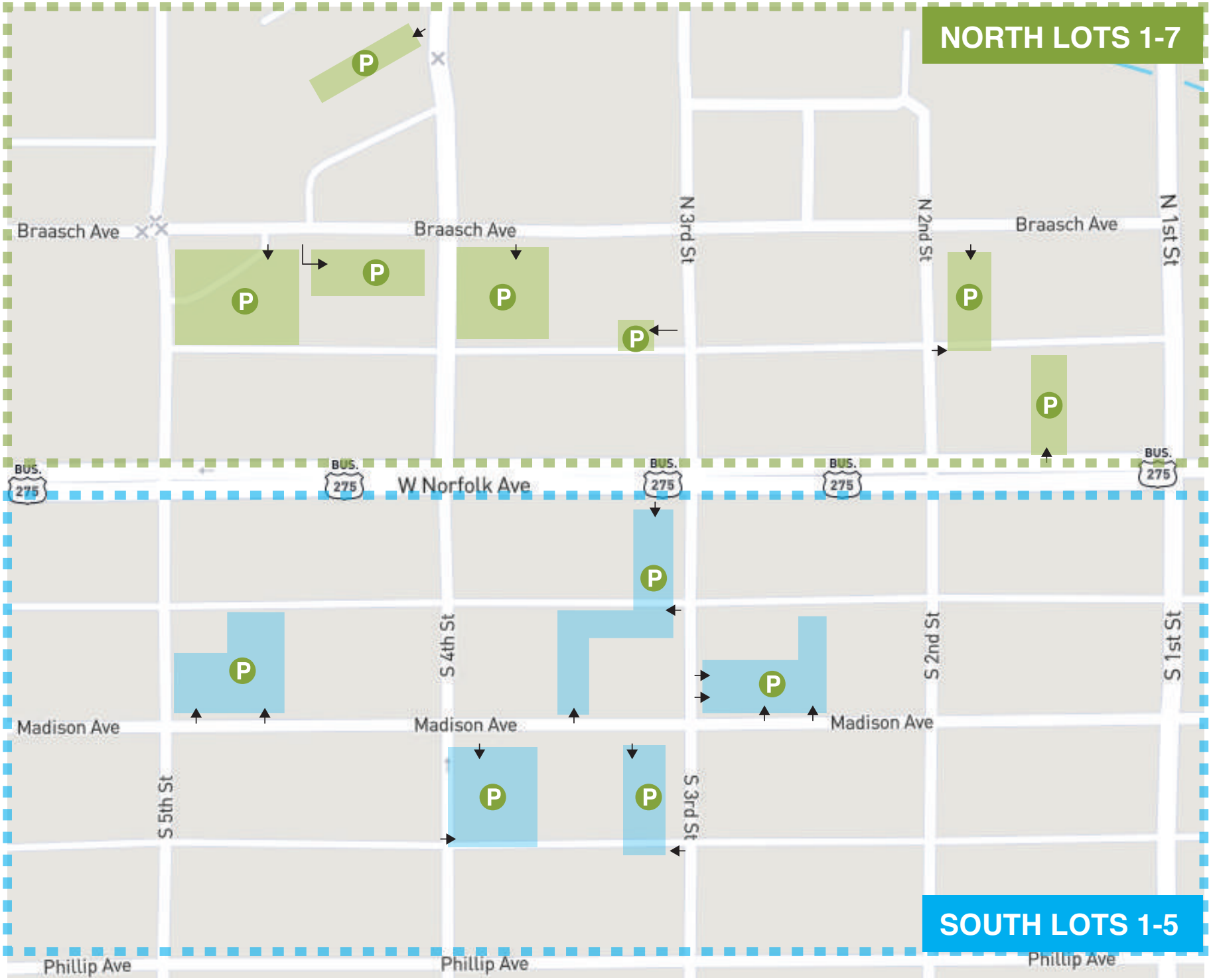
c.)



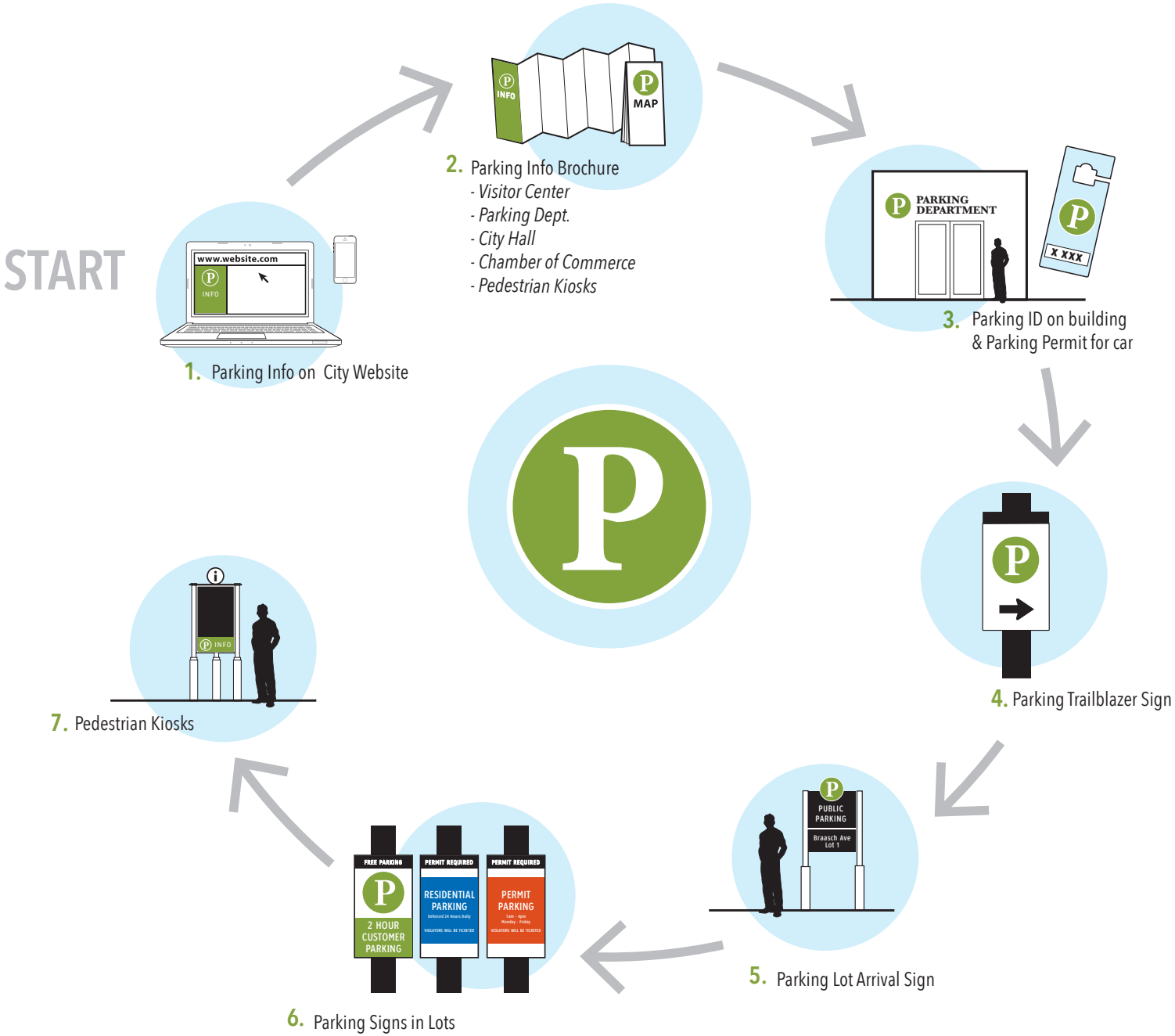
Parking "P" Should be reinforced on directional & Lot Identification signs



Downtown Parking Lots

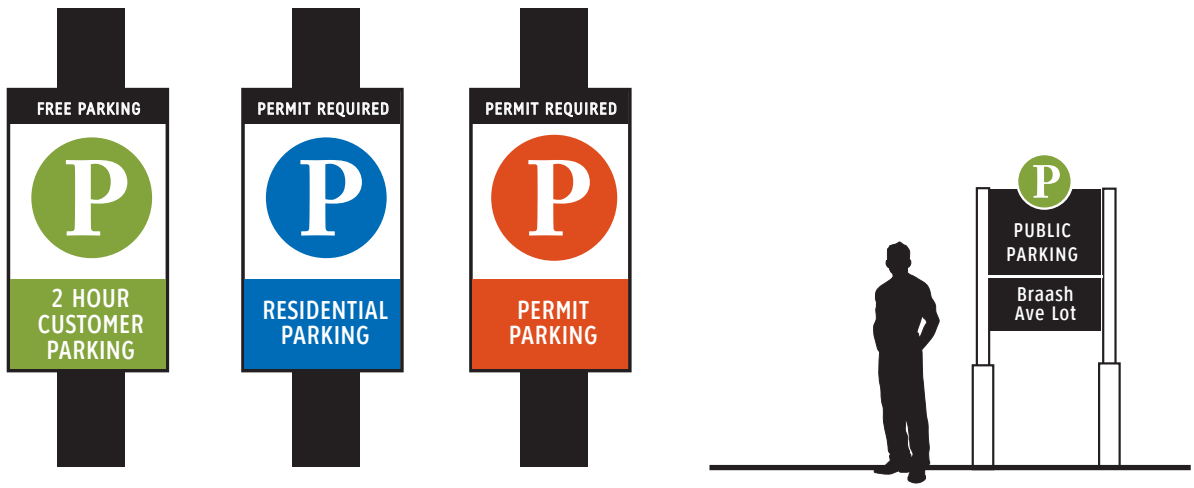

NORTH LOTS 1-7
Braasch Ave
Braasch Ave
Braasch Ave
N 3rd St
N 2nd St
N 1st St
BUS. 275
W Norfolk Ave
S 4th St
S 2nd St
S 1st St
Madison Ave
Madison Ave
Madison Ave
S 5th St
S 3rd St
SOUTH LOTS 1-5
Phillip Ave
Phillip Ave
Phillip Ave

P


START
www.website.com
INFO
1. Parking Info on City Website
INFO
MAP
2. Parking Info Brochure
- Visitor Center
- Parking Dept.
- City Hall
- Chamber of Commerce
- Pedestrian Kiosks
PARKING DEPARTMENT
X XXX
3. Parking ID on building
& Parking Permit for car
4. Parking Trailblazer Sign
PUBLIC PARKING
Braasch Ave Lot 1
5. Parking Lot Arrival Sign
FREE PARKING
2 HOUR CUSTOMER PARKING
PERMIT REQUIRED
RESIDENTIAL PARKING
PERMIT REQUIRED
PERMIT PARKING
6. Parking Signs in Lots
INFO
7. Pedestrian Kiosks

Existing Signs

Option 1



Option 2

pedestrian paths

The City of Norfolk has very pedestrian-friendly districts where several destinations are clustered together. The visitor's experience in these areas can be enhanced by wayfinding elements.

CROSSWALKS

A variety of patterns, designs and colors could be used for crosswalks. In its simplest form, pavers can provide safer crossing opportunities, highlight an intersection or slow down traffic. With a more impactful treatment, decorative pavers or patterns can visually enhance the environment and reflect the attitude of the place. This will give pedestrians or tourists an indication of where they are and an overall feel of the area.

BANNERS

Banner programs are one of the most visible ways to make the Downtown areas more attractive. Through this program, Norfolk should strive to:

- Identify the Districts
- Add color and vitality to the streetscape
- Promote the Norfolk identity and events
- Involve local and corporate businesses as sponsors

Ideal crosswalk for a graphic treatment located in the hub of Downtown.

Inlaid Sidewalk Plaque Example

Banners

Opportunity to enhance the West Entrance of Downtown Norfolk

Examples of Public Art

enhancements

Wayfinding is an important component of urban design and public realm characteristics that affect how people perceive and use the local environment.

Wayfinding programs also provide the opportunity to create a “sense of place”, by reflecting the character and culture of the city through the physical design of the elements and communication of information that reinforce the city identity and experience.

Within the context of wayfinding behaviors, placemaking elements help to create memorable landmarks that provide tools for orientation and direction. Within the public realm, these types of community aesthetic features can take on many forms, including, graphic structures, lighting, public art/ murals, streetscape and landscaping.

enhancements cont.

The architecture in Norfolk provides the opportunity to create a landmark in the downtown area. Using a graphic treatment will enhance downtown Norfolk's presence and can be used as a tool to direct pedestrians to the district.

Possible Downtown Mural Locations

Existing kiosk in Norfolk

Kiosk example from Fredericksburg

Creative Kiosk example in Annapolis

Kiosk example in Austin

kiosks

Pedestrian Kiosks can have a detailed orientation map with Norfolk destinations shown as well as key amenities, like the restroom building. Kiosks can also provide fun facts and promote special events, both in Downtown and other venues, such as nearby villages or regional destinations.

Norfolk Trail Map

Skyview Park Loop

Mountain Biking on Cowboy Trail

Existing Signs

MUTCD Standard
Bike Directional

MUTCD Enhanced
Bike Directional

MUTCD Enhanced
Bike Directional

Custom
Bike Directional

STANDARD ⟷ CUSTOM

TRAIL SYSTEM

Just as the transition from parking facilities to the pedestrian wayfinding system needs to be smooth and easy, the transition to the trail system requires equal attention. The bike paths and trails provide a natural connection and a transition point to downtown routes. Clearly marked identification of the trail heads can help increase connectivity between the trails and downtown routes.

BIKE MAPS:

BikeShare stations may have a built-in “Bike Map” showing the various routes and their level of comfort. QR Codes can be used to download a PDF version of the map to a smart phone or help the user connect directly to Google Maps and utilize the Bike Route option.

BICYCLE ICON:

Similar to the Parking icon, creating an identity that is part of the overall wayfinding design, unique to the bicycle trails, will provide users an easy-to-identify symbol that can be communicated across a variety of tools (signs, maps, apps, brochures, etc).

CONNECTIVITY:

Wayfinding elements at public transit stops may include BikeShare information and bike route information, as well as directions to the nearest trail head access point and are nearby routes.

Many communities around the country use standard MUTCD bicycle wayfinding signs. Some communities have performed customizations to these MUTCD signs to provide an enhanced level of branding. The majority of the objectives of a wayfinding system can be accomplished with standard MUTCD, or MUTCD inspired signs. Using standard wayfinding signs typically requires multiple signs be fabricated for each location where wayfinding information is desired.

A growing number of cities around the nation are employing an ‘enhanced’ style of wayfinding sign on their bikeway networks. These signs use a single, clean rectangle shape rather than multiple sign plaques. Enhanced signs may also include both mileage and travel time estimates to help minimize the tendency to overestimate the amount of time it takes to travel by bicycle. Some cities have used colors such as purple, blue or red on enhanced bicycle wayfinding signs.

Veterans Memorial Park Signage

Ta-Ha-Zouka Park Signage

Johnson Park Signage

Liberty Bell Park Signage

park signage standards

ISSUES

- One size does NOT fit all
- Does not tie into new brand or wayfinding program
- Parks are considered jewels of Norfolk and deserve better signage promoting them as a valuable City asset.
- Current signs are not consistent.

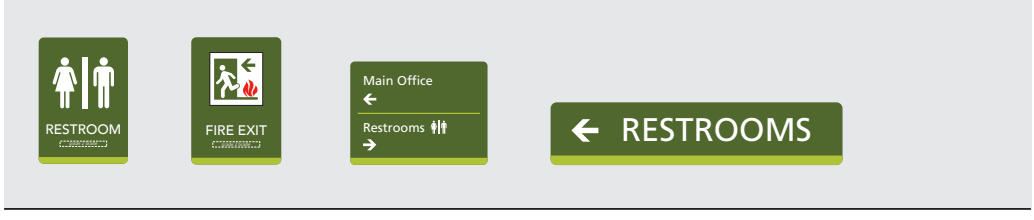
RECOMMENDATIONS

- Create park standards that are branded as part of Norfolk and connect of the new wayfinding program.
- Switch out base material for a more natural material (stone, wood)
- Promote the Downtown Parks as a walking tour
- Identify trails visible from roadways

IDENTIFICATION SIGNS

DIRECTIONAL SIGNS

INFORMATIONAL SIGNS



INTERIOR SIGNS

Example Baton Rouge Parks System

PRIORITY 1

Establish a Park Identity Standards to be used by the city as funding becomes available.
These signs will not be part of the Wayfinding scope at this time.

Norfolk Visitor Center: Wall Mural and/or Signage Opportunities

visitor center

A designated indoor Visitor Center connected to a designated location with parking and staff will provide a starting point for visitors and equip them with the information and maps they need for their time in Norfolk.

Missoula Visitor Center Icon Window Treatment

Visitor Center in Savannah, GA

Current Norfolk Visitor Center Signs

PRIORITY 1

Update signage to clearly identify the Visitor Center.

Street Sign in Deseronto, CA

Street Sign in New York, NY

Historic Street Sign in Covington, LA

street signs examples

One of the greatest infrastructure support systems a city can offer a wayfinding program is an organized and understandable street pattern. The basic layout of Norfolk's downtown grid provides this framework to a user. These elements support an intuitive wayfinding plan and assist users with understanding where they are, what direction they should travel and how far they need to go. Clear, legible and well-positioned street signage will help support and reinforce this process.

Street Signs also offer the greatest quantity of signs and therefore provide an opportunity to establish a unique identity to a specific area within the city. A change in sign color and style provides a user visual recognition that they have now transitioned into a new area.

In combination with gateways signs, the change in architecture styles and street furniture can strongly establish the Downtown / River Point identity.

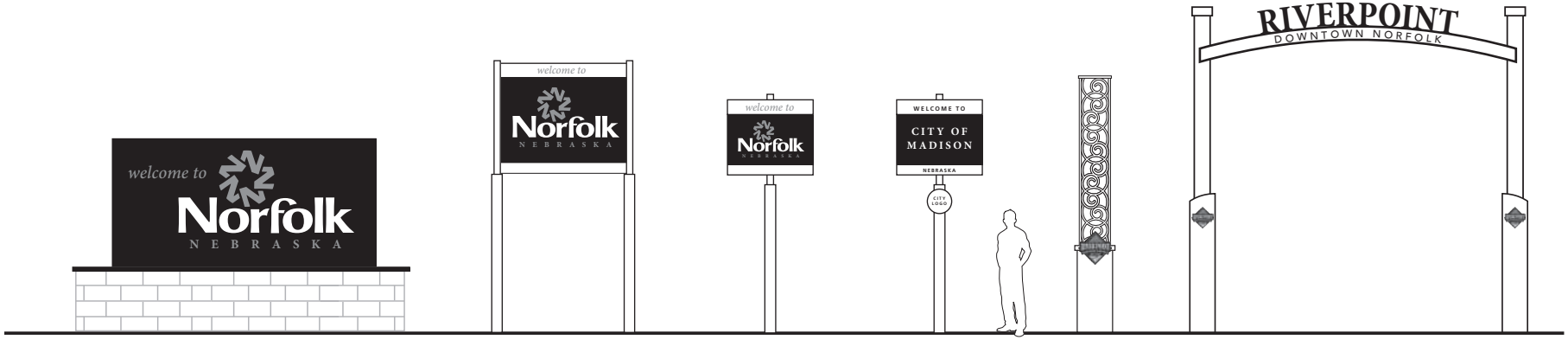
The concepts to the left show different variations of how this may be accomplished and the different types of information that may be considered.

Decorative Street Sign Examples

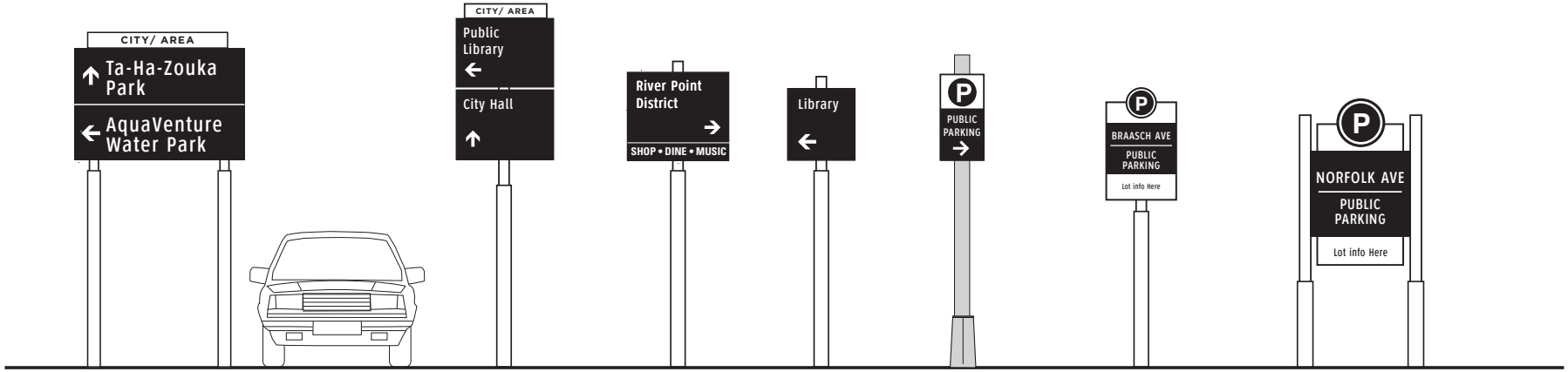
Existing Street Sign

Existing Street Sign

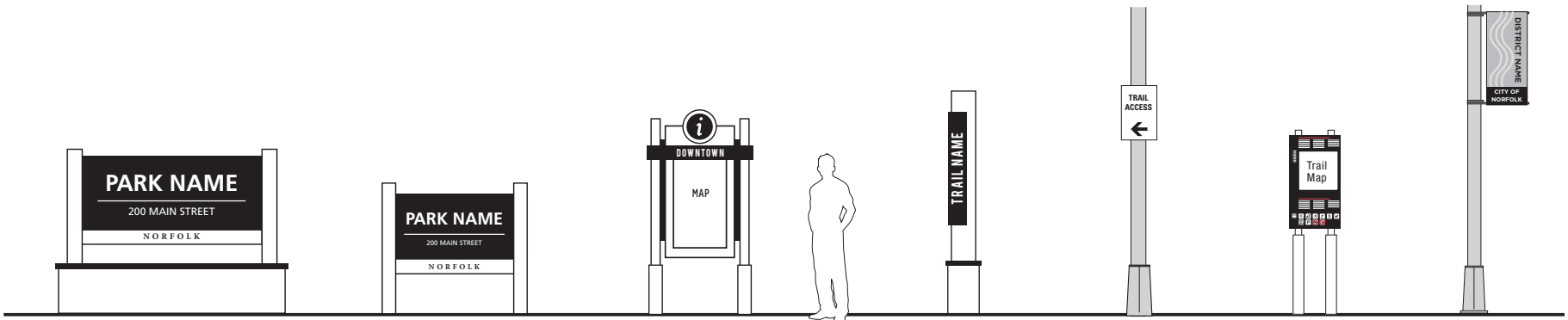
Existing Street Sign



Primary Gateway Existing or New | Secondary Gateway | Tertiary Gateway | City Gateway | Downtown Identification | Downtown Identification



Destination Directional (Over 25 mph) | Destination Directional (25 mph + under) | Downtown Trailblazer | Residential Trailblazer | Parking Trailblazer | Parking Lot ID - small | Parking Lot ID - Large



Park ID Sign - Large | Park ID Sign - Small | Pedestrian Kiosk | Trailhead | Trail Access | Trail Map | Banners

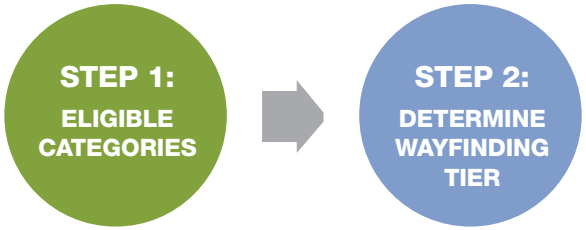
* DRAFT FOR PRELIMINARY REVIEW

criteria for inclusion

The City of Norfolk Wayfinding System looks to include a variety of destinations. The following Criteria Ranking System provides guidelines in determining which type of destinations qualify and what types of wayfinding tools they may be listed on.

Even though a type of destination listed here is not currently found in the City of Norfolk, if the City decides it may be an attraction at some point in the future, the destination should remain on the criteria list.

2-Step Inclusion Process:
Listed below is a two-step process for determining whether or not a particular destination is eligible for inclusion in the City of Norfolk Wayfinding System Program.



STEP 1: ELIGIBLE CATEGORIES
Destinations must fall under one of the following categories and meet the criteria established.

100. COMMERCIAL ATTRACTIONS

101. Breweries: 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 for informing visitors about beer and beer processing.

102. Unique Natural Areas: A naturally occurring area or site of interest to the general public. Such areas may include riverfronts, caverns, waterfalls, caves, or special rock formations.

103. Specialty Shopping Centers: A group of 12 or more specialty shops (antique, craft, outlet, farmers' market, etc.) retail stores, and restaurants with ample parking facilities. Specialty shops must offer goods or services of interest to tourists and that derive the major portion of their 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.

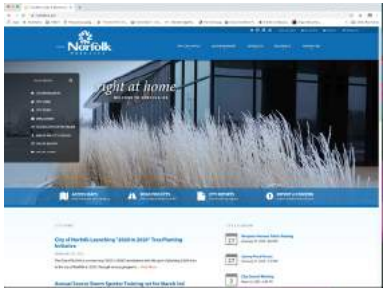
104. Wineries: A licensed site, which produces a maximum of 200,000 gallons of wine per year. Winery shall maintain a minimum of 3000 vines or five acres of vineyard on site. Winery must be open to the general public for tours, tasting and sales a minimum of 1500 hours per year, and provide an educational format for informing visitors about wine and wine processing.

105. Conference Center: A site that hosts public events with a minimum of 30,000 sq. ft. of flexible meeting, convention, exhibit and pre-function space.

200. COMMUNITY DESTINATIONS

201. Business Districts: An area within the Town which is officially designated as a business district by government officials.

CITY OF NORFOLK



Norfolk
NEBRASKA
right at home.

RIVERPOINT

RIVER POINT
DOWNTOWN NORFOLK

VISIT NORFOLK

visit
NORFOLK
area
NEBRASKA

CHAMBER OF COMMERCE

NORFOLK AREA
Chamber of Commerce

existing logos & identities

NORFOLK NOW

Norfolk Now

CITY OF MADISON

Welcome to Madison
Progress • Pride • Possibilities

CITY OF BATTLE CREEK

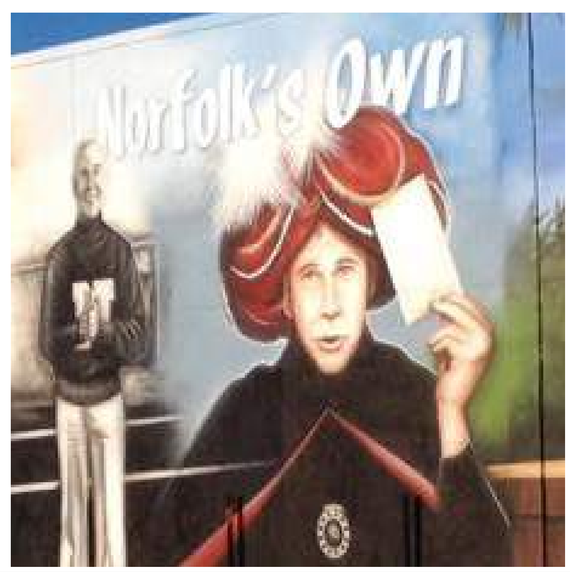
Battle Creek

Norfolk
NEBRASKA

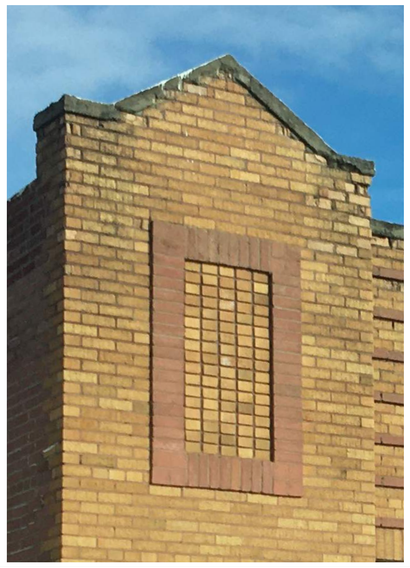
right at home.

BRAND - CASUAL - LIVELY

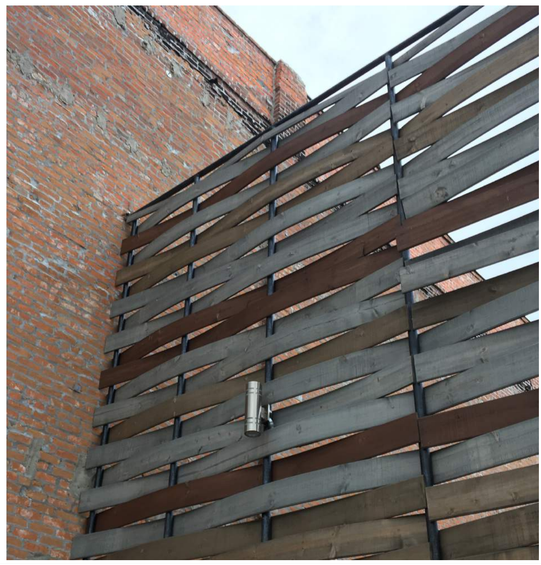
BRAND - CASUAL - LIVELY



ARCHITECURE



INDUSTRIAL - RUSTIC - AGED BRICK



SCHEER

KUSTOM
KITCHENS

WARRICK'S TREADING

NORFOLK
natural market

DOWNTOWN
SHOP
EAT
WORK
BLACK COW
FAT PIG
PUB & STEAK

THE gathering PLACE