

## The Idea of Cultural Corridors.

### THE BASIC IDEA.

The idea of a physical corridor along a street that connects cultural venues is a narrow approach to a “cultural corridor”. A more expansive approach considers the corridor as a string of connected venues that “anchor” the corridor including entertainment, educational, cultural and recreational destination venues. The “anchor” venues prosper with accessible restaurants, cafés, bars and shops conveniently and safely connected with streets, transit lines and bike/pedways. In each case, virtual kiosks about events and schedules, parking and nearby places with food/beverage are fundamental.

### THE EXPANSIVE APPROACH.

**The vision** is a connected collection of interesting and entertaining “anchor” venues with restaurants and shops destinations that attracts people of all ages from every part of society. A basic requirement is that being in the corridor must be interesting and fun.

**The strategy** is fourfold: first, to identify the “anchors” in the corridor. These are the museums, galleries, libraries, parks, history centers, historic buildings, monuments and theaters that are, in and of themselves, attractions and destinations.

The second part of the overall strategy is to infill the corridor with viable businesses that provide services to visitors: cafés, restaurants, book stores, ice cream shops, bike and scooter vendors, outdoor ad hoc music venues, spots and permits for street performers, bars with craft beers and spirits and other creative activities.

The third step of the strategy is to build a management mechanism. Major events must be coordinated to prevent congestion and overcrowding of facilities, especially parking. Concierge services may be offered with event calendars for each venue, transportation options including transit schedules, one-stop ticketing, emergency service access numbers, directions and parking information.

The fourth step of the strategy is to connect everything to everything: the local streets, the bike/pedways, the transit stops and the parking locations. Walkways and directions from the transit station to the theater should be safe and convenient, as an example. Walkways to nearby restaurants should be likewise accessible. Consider the corridor as a single place where people want to visit multiple places without getting back into a car...what about: a walk for a pre-meal drink in one place, a pre-performance meal in another place, a performance or museum visit followed by a post-performance coffee and dessert.

The **action plans** may include:

1. Working with existing and new “anchor” venues to start or improve their operations by providing infrastructure, citywide marketing, schedule management or other resources that support the “anchor” venue.
2. Working with supporting businesses and property owners to provide the full range of food, beverage, entertainment and recreational activities that enrich the experience of being in the cultural corridor.
3. Connecting every destination with safe and convenient motorways and pathways.