

<p><i>“Since we don’t have a regional transit system, we need to have more places to park, and they need to be easy to access.”</i></p>	<p>PARKING/MOBILITY EFFICIENCIES</p> <ul style="list-style-type: none"> + A smart parking app is needed. + Designated parking area for buses is needed. <ul style="list-style-type: none"> + Need more bike racks. + Invest in regular, free shuttles to get people to district (esp. Detroiters & seniors). 	<p><i>“Make the whole museum district a walking area. Flip the transportation equation to make the expectation that you walk to and around the area, or use bikes, shuttles, QLine, etc. Parking lots are peripheral to the district.”</i></p>
<p><i>“Large scale productions like Noel Night and Dlectricity are great, but smaller monthly series are also needed.”</i></p>	<p>MORE PROGRAMMING</p> <ul style="list-style-type: none"> + Need a large-scale amphitheater or other outdoor structure to host music /theatre presentations and lectures <ul style="list-style-type: none"> + More coordination amongst institutions in timing their programming & create itineraries for the public. + More inclusive programming with after-hours things happening outside all times of the year. 	<p><i>“The reality is that the DIA is the moon around which all other cultural organizations orbit. The plaza is going to reinforce this, to a large extent. So, we need to make sure that the plaza provides a rotation of programming from all organizations AND we need to facilitate an event network that radiates outwardly, to the other institutions.”</i></p>
<p><i>Regardless how you arrive to this area, the individual should feel they are in a unique area of Detroit; they should feel welcome, they should be intrigued, they should be impressed (but not intimidated) and they should be attracted to the area's amenities—well-designed signage should be able to accomplish all of this.”</i></p>	<p>WAYFINDING</p> <ul style="list-style-type: none"> + More visibility for all of the Institutions is needed. + Color-coded way-finding or pathways could assist the visitor experience. + District ambassadors could assist people in finding their way around. 	<p><i>“Pre-arrival and exit signage for the district are needed and could assist the public with parking.”</i></p>
<p><i>“The QLine construction has taught us that a road diet for Woodward works.”</i></p>	<p>WOODWARD AVENUE</p> <ul style="list-style-type: none"> + Widen the median to make it safer to cross or develop a pedestrian bridge over it. + Soften the edges with landscaping and more art. + Make the crosswalks unique, colorful or artfully designed. 	<p><i>“We need to find a way to connect the DIA to the Public Library – perhaps we should investigate a pedestrian bridge wide enough that can be programmed.”</i></p>

<p><i>“Marketing needs to be differentiated – more community engagement marketing vs. traditional museum marketing is needed.”</i></p>	<p>BRANDING/MARKETING</p> <ul style="list-style-type: none"> + Develop a brand for the district that compliments the Midtown brand. + Benchmark the city against other cool European cities that have an authentic, urban neighborhood-feeling + Need a City Pass or a Cultural Passport system. + Larger events are needed to help define the district and attract more media coverage. 	<p><i>Make sure that the marketing of the area is mindful, authentic and inclusive to all people outside of the Midtown area. Midtown is new and great, but for some people it is unrecognizable.”</i></p>
<p><i>“There should always be at least 20 different things you can do in the district at all times.”</i></p>	<p>MORE FOOD/RETAIL/OTHER ATTRACTIONS NEEDED</p> <ul style="list-style-type: none"> + Too much underutilized land that needs to be developed. + More restaurant & bars are needed to make this a destination. Right now, it is a M-F daytime destination. + Make space for rotating food trucks. + More large-scale and interactive sculpture is needed. 	<p><i>“That “other space” is needed... that would want to make you linger in this district.”</i></p>
<p><i>“We have the ability to create critical mass for seating possibilities. A significant amount of seating is needed to create a sense of place and buzz. We need to get people to linger and a certain level of comfort is needed. Critical mass of people and a comfortable setting for socialization – personally, we need to look at the scale of what European Cities are doing and how they get people to linger.”</i></p>	<p>MORE PUBLIC SEATING AND PARK-LIKE AMENITIES NEEDED</p> <ul style="list-style-type: none"> + More soft, green spaces are needed everywhere with flexible seating. + More interesting, artistic, and functional lighting is needed. + A central green pathway is needed, along with smaller pathways to connect to the institutions. + More trees. + Outdoor, public bathrooms needed. 	<p><i>“Re: design aesthetics, there is already too much hard, negative space—we need more abstract, soft curves to make the district feel more creative, yet chaotic in a cool way.”</i></p>

<p><i>“Perhaps what we need is not just a parking app, but a smart mobility app that ties all modes of mobility together to help visitors get into, around and out of the district all the more easier.”</i></p>	<p style="text-align: center;">MORE TECH</p> <ul style="list-style-type: none"> + Free, district-wide, high-speed Wi-Fi needed + Interactive App that Informs Public About District Amenities & History <ul style="list-style-type: none"> + Need better data collection methods for all institutions to understand who the visitors are. + A comprehensive website is needed for the district. 	<p><i>“In addition to tracking number of visitors, we need to know how many are repeat visitors, live in the area, new to the area, first time visitors, etc.”</i></p>
<p><i>“Inclusivity doesn’t have to mean excluding newness—we don’t have to be so wedded to the past that we can’t grow into the future. Let’s see some new stuff and thinking.”</i></p>	<p style="text-align: center;">DISTRICT CULTURE NEEDS TO CHANGE</p> <ul style="list-style-type: none"> + Need more communication and coordination between all the institutions. + Develop an institutional resource list so that everyone knows how to use each other’s expertise & resources. 	<p><i>“We clearly cannot do it all—the stakeholder institutions should select 1-3 major areas we can all focus our energies on to make a major change, whether it is more coordinated programming, marketing, or unified wayfinding.”</i></p>
	<p style="text-align: center;">ENTITY NEEDED TO OVERSEE THE DISTRICT</p> <ul style="list-style-type: none"> + Investigate developing a nonprofit entity or conservancy that oversees the district. + It would be helpful to have some centralized group that oversees things – representatives from each institution that meet quarterly to plan together. 	