

Users of public spaces in KC, current and future

- “Older, white orchestra patrons”
- Day time office workers
- Concert goers
- Corporate executives
- Students from University of the Arts and the Curtis Institute
- Community groups
- Schools
- Youth and kids
- Adults with children
- Retirees
- Populations within walking distance of KC
- Small groups

Uses of public spaces

- Relaxing after work
- Luncheons
- Students enjoying the fine arts
- Youth and kids doing arts and crafts activities
- Arts and crafts activities in public spaces
- Eating
- Viewing arts and crafts

Barriers at KC

- Interior lighting in many areas of KC is not conducive for public gathering.
- Rooftop Garden is too dark.
- Lighting in small rooms is too intense.
- Some spaces along the first tier are too dark, isolated and uninviting.
- No effective exterior lighting on KC façade.
- Spruce Street at night seems lonely and uninviting, not safe.
- KC facade is “high schoolish”, indistinguishable and uninspiring.
- No way to know if one should come into KC.
- No colors used on the façade.
- Façade feels uninvited.
- No lighting on KC façade.
- Trash is on the sidewalks of KC.
- Not enough chair and tables
- Only one restaurant in KC
- “The cost (of tickets) too high...\$3.00 extra cost on top of ticket cost.”

- No street signage to direct users to KC
- “People don’t know what’s going-on at KC, hours or activities.”
- Public space is one continuous space.

How to improve public spaces

- Rooftop Garden needs to be brighter, use directional lighting.
- Soften lighting in small public space rooms
- More seating and tables in public spaces.
- Make restaurant affordable
- Make tickets to performances affordable
- Use directional lighting.
- Use diffuse lighting in public spaces to soften and warm the space.
- Use kiosks or other informational center could direct users to various locations and activities.
- Replace the staircases with ramps. This is for safety reasons, in case of a fire.
- In Commonwealth Plaza use interior signage to direct users to activities and locations.
- Define public spaces
- Private and public space should be clearly defined.
- An escalator is needed on the Spruce Street side.
- More staircases are needed.
- More art work is needed.
- More seating is needed.
- Movable chairs and tables
- Have an underground connect between KC and University of the Arts; “like in Atlanta.”
- Bring in orchestras from other cities when the Philadelphia Orchestra is not performing.
- Have the Philadelphia Eagles at KC.
- Purchase a ticket to an event and get another ticket, to a different event, at half price. The half price ticket will encourage and promote new user growth.
- Music should be played on the sidewalks of KC.
- Use exterior lighting to enhance public safety and create a sense of welcome.
- Digital signage, a plasma screen, should be used to inform the public about activities, the restaurant and Gift shop.
- Removal of trash from the sidewalks
- Use of trees and greenery on the sidewalk-Some members of the group felt that trees would obscure the building’s façade. Others saw trees as an enhancement.
- “I-Pod bars”, with internet access, placed on the sidewalks and inside of KC; the bars can be used to generate income for KC.

Challenges

- Freshen-up KC façade, make it distinguishable and memorable.
- Façade should be welcoming.
- Entrances need to be more welcoming; especially on Broad Street.
- Effective lighting of façade
- KC façade used as a platform to inform the public about KC activities.

- Use colors on the façade.
- “There’s no Wanamaker’s Eagle.” KC needs an icon, like the Wanamaker’s Eagle to give the Plaza “ta-dah” (a presence, a statement of defining character and a location where users may meet.)
- The floor needs to be leveled to accommodate chairs and tables. The “sloping floor not good.”.
- “Class issues should be addressed.” (This statement wasn’t further developed by the speaker or others in the group. I asked for clarification but the speaker said that she had to leave and did. I sensed some low level tension in the group and it quickly passed.) This same speaker asked earlier...“is it true that KC is required to provide 17 hours of activity in public spaces?” (I didn’t know the answer and others didn’t respond.) I suspect the speaker was hinting, but not saying, that non-affluent potential users had concerns or were weary of not being welcome at KC.
- Community outreach programs directed to demographically different neighborhoods.
- There should be “give backs to the community, job fairs, art and craft shows.”
- The primary purpose of KC is to be the home for the Philadelphia Orchestra and the musical center of Philadelphia. This was an unanimous view and the most important value held by the group.
- Need diversity of activities to draw new and varied users

What is liked about KC?

- Rooftop Garden was welcoming.
- “KC is under utilized... it’s beautiful...how can we better use the given public space?”
- Principles/criteria that can guide the planners and architects
- Interior lighting to make public spaces welcoming
- Interior signage to direct users to various activities and locations within KC
- Street signage to direct users to KC
- Use of water, fountains, water walls, etc
- Use of trees and greenery in all public spaces
- Public transit used to bring public the doors of KC.
- KC being a point of interest on Philadelphia walking tours
- More affordable restaurants in KC
- Develop a theme or presence for KC.
- Re-market KC to a more diverse demographic.
- Public spaces must be more inviting, give people a reason to use the space, have diverse activities to attract diverse users, a place to meet others.

Summary

- The Kimmel Center should be the home of the Philadelphia Orchestra was the main value expressed by the group. They addressed how KC could be more welcoming and better use its current public spaces. Create new and diverse activities to attract new and varied users. The group is eager to help and positive about KC’s future.

Kimmel Center Public Space Project
Moderator Notes
January 23, 2008
Submitted by Ellen Petersen
Group "Yellow"

Each person in the group gave up to five votes for the most important stakeholders and up to five votes for the most important activities. The number of votes for each idea is noted in blue.

Who Are Users/Stakeholders?

Theater and concert go-ers (subscribers and non subscribers)	(5)
Concessionaires	
Architects and Engineers touring building	(1)
Restaurants in Area	(1)
Art students	
Entertainers	(1)
Promoters/Event Planners	(3)
Conference Planners	
Meeting Attendees	
Workers	

Who Are Potential Users/Stakeholders?

Community non subscribers	(3)
Students of Tourism & Travel (e.g. Temple hospitality program, Kimmel not on tour)	(2)
Indoor Playground Attendees (young families)*	(2)
Mall Walkers*	
Budding musicians*	(5)
Dance Instructors *	
Wall Climbers*	
Club go-ers*	
Café go-ers	(1)
Neighbors *	(3)
People taking classes*	(1)
Young professionals	(5)
School district children	(2)
Visitors to the City who use the visitor's website	(1)

*** See activity list under "What Will They Do"**

What Will They Do?

Neighborhood hangout in a café atmosphere
 Take dance lessons
 Watch young bands
 Watch performance artists
 Take classes as part of University of the Arts
 Participate in young professional night (e.g. similar to Museum of Art)
 Relax
 Spend money
 Meet old and new friends
 Find out what is going on around the city
 See Videos of performances
 Participate in interactive games (play with the orchestra?)
 See roving exhibits
 Concert event (4)
 Hear speakers, conductors
 Attend book signing
 See open mike performers (3)
 Sidewalk painting
 Outdoor café
 Eat-restaurant (3)
 Have cocktails (2)
 See free daily events (5)
 Summer solstice event (2)

What Enables These Activities in the Current Space?

Other theaters
 Size and scope of space
 Wide sidewalks
 Current scheduled events drawing people to and through the space
 It's free
 Landmark building
 Shop and restaurant
 Location
 Information booth
 Beautiful space
 Different space
 Cool roof
 Transportation
 Easy Access
 Current tours of the building
 Access from 2 major streets

What Are the Obstacles To These Activities in the Current Space?

Bar in the corner is not inviting and hidden
 Lack of money for people who might attend
 Lack of Knowledge as to what is there and how to use it
 Walk past the Kimmel and can't tell whether it is open or not
 Uninviting space, not warm
 Coat room not accessible
 Bathroom is not accessible
 No escalators
 Hidden elevators
 Seating is strange-can't face anyone
 People who don't attend concerts and events don't know the space exists
 Hard, flat floor space not conducive to sitting and watching any event in the space
 Lack of places to sit
 What are operating hours? Who knows about them?
 Need a nightly, regular event to maintain interest
 Web server for the Kimmel (Strand/Perlman) not working and/or accessible
 Need to know something is always going on
 Poor advertising
 Are they reaching the right audiences?
 Artwork should be on the first floor
 The information booth should be more centrally located
 Put a webcam in so people can see current activity over the internet
 Be part of the Sunoco Welcome America event and marketing

What Principles Should be Used in the Design?

Space must be visible to outsiders and insiders
 Inviting
 Warm
 Dramatic lighting
 Programs and events to attract current and future stakeholders
 Soft colors
 Non institutional materials and impact'
 Should craft an image
 Mixed Use-restaurants, café, music performances
 Target different demographics
 Be true to public space and regulate retailers and restaurant alliances to fit image/needs
 and price point
 Incorporate elements to demonstrate the pride in Philadelphia and its neighborhoods
 and residents
 Create a dense space where people do and things happen

Kimmel Center Public Space Project
Moderator Notes
January 23, 2008
Submitted by Chris Satullo
Group "Green"

Users

Current: Subscribers, ticket buyers, performers, school groups, tourists, architecture lovers, lunchers, staff, community groups, restaurants, private parties, businesses, Solstice goers

Potential: Art galleries, "communities who think they don't have access, who think it's just the orchestra, who are stopped by the perception that it's elite and expensive," activities for kids, coffee lovers, college classes

Uses to expand or introduce:

More activities for kids; coffee house, bookstore, food court, retail, college classes, public performances, street-level restaurant, formal dances, fund raisers, important civic gatherings, practice spaces for local musicians and groups (these are very lacking in C.C.); a place to sit and find respite; club meetings.

Desired Values:

Special place; exciting; recognizable; culturally inclusive, not just classical but cutting edge as well; affordable for everyone; education; innovation; beauty; quality; warm and inviting; entertaining; integrated with streetscape; more interactive; luring passers-by.

What works

Ticket booth is convenient; art on the walls; the optical illusion of the vault; day lighting, sculptures; sense of awe and huge scale; attractive interior; roof looks great when seen from above and outside; anchor for the Avenue of the Arts; two good performance halls; comfortable seats with good sight lines at the Verizon Hall.

Doesn't work

Traffic flow and circulation ("There's just something wrong."); emergency egress (fire code worries); hard surfaces (slate floor); lighting causes glare; there's nothing soft; exterior gives you no clue whether it's open or closed or what's going on inside; no escalators; no art in plaza, no big installations that take advantage of the scale; surfaces and acoustics of plaza don't work well for corporate events; the limited hours and accessibility of Cadence; steepness of the Perelman; the black granite block at Broad

and Spruce (why not a video screen or ticket booth?); lack of interior signage (the place is disorienting and you get no help); the interrupted canopy on Spruce St. doesn't protect from rain, and has dangerous icicles; when you get Rush Hour tickets (a good program) you have 90 minutes to kill and there's nothing to do inside the hall.

Principles

- 1) Connect the outside to the inside**
- 2) "It looks like fun in there" – multiple activities on multiple tiers**
- 3) It's the music, stupid. Make the public spaces full of sound.**
- 4) Make the plaza a warm, comfortable oasis. (Water, seating, greenery)**
- 5) Eat, drink, shop. Create magnets to draw crowds.**
- 6) Everything with quality**
- 7) Affordable and inclusive.**

Kimmel Center Public Space Project
Moderator Notes
January 23, 2008
Submitted by Harris Sokoloff

USERS:

- seniors
- children
- arts community
- students
 - performing arts
 - any
 - college level
- people on lunch break
- performance companies
- teenagers in the neighborhood
- social groups/clubs
 - sponsored by KC
 - non-sponsored by KC
- people watchers
- people who want to sit and enjoy the space
- curiosity seekers
- clubs and social groups
- patrons of the arts (e.g., TKTS)
- tourists
- staff
- visiting performers
- school field trips
- suburban folks

USES

- meet people
- read books
- cocktails
- games tables
- climbing wall
- people watching
- gallery – show local artists in new /big gallery space
- wireless access – students study, local use
- arts shows
 - different display areas
 - themed
- juggling shows and demonstrations

- see concert/show
- artist marketplace
- place for performing artists/buskers to be
- aerobics indoors (e.g., tai chi)
- physical activity: e.g., walking course, scavenger hunt
- previews of concert groups
- flea market
- art classes
- film screening (where “Lenny” picture is)
- exhibit student work
- story tellers
- public readings – adult and child
- place for parents with young children to come in the winter
 - tie into events for them
- display emerging technology
- meeting for local civic associations
- town hall meetings
- public access to computers (computer stations)
- regional uses/attraction
 - bring in suburban performers
 - professional (Haddonfield Symphony Orchestra)
 - community
 - school groups
 - school events
- camping in the Kimmel
- institutional/corporate exhibits
- auctions
- fashion show
- weddings/bar mitzvahs
- collection/distribute unwanted instruments
- hub for music/clearinghouse
 - performances
 - music
 - instruments
 - etc.

VALUES

- supporting and cultivating arts
- education (wide variety uses)
- promote community involvement and congregation
- diversity of space and uses
 - flexibility of space

- recognition of beautiful public space
- seeking thrill and excitement of entertainment
- generational alliances and interactions
- reduce delinquency by giving things to do
- mixture of classes (SES, ethnicity, etc.)
- therapeutic (music calms)
- hospitality
- all weather uses /all seasons
- generosity – inclusiveness

INHIBITING FORCES

- not clear public space
 - lack signage
 - Spruce Street impervious/Small opening
- Un-inviting
 - No welcome sign (or indicators)
 - Confusing
 - Workers unfriendly look
 - Poor lighting
- Times not clear
 - How much/when open for public use/looking
- Who will be invited/outreach
- Name not easy to see
- Side walk dark – Broad Street, 15th Street, Spruce Street
- Area inactive – Broad Street, 15th Street, Spruce Street
- Neighboring buildings dark
 - Need to light street
- Not inviting:
 - Inside colors dark, gray
 - Not many places to sit
 - Seats not moveable
- Roof top garden – need places to sit
- Deadens in building
- Rules to use space must be simple and clear
- Outsiders think it's elitist
- Nothing says "hang out" or "sit, stay"
- Outward facing ottomans unfriendly
- Outside doesn't tell you what's inside or to come in
- No marquee
- Elitist – feel, look, image

SUPPORTS

- Location

- Volume for lots of uses
- Image a draw – artists want to be here
- Thrill of seeing it

TENSIONS

- Public space <> more formal space
 - E.g.,: Too small as public space and too big as private space

PRINCIPLES

- Scale – related, human
- Engage outside with inside
 - Open to neighbors
 - Work on entrances
- Make it warm/inviting and welcoming
- Downplay geometry to increase the organic –
 - soften hard edges
 - Hardness starts outside
- Ease transitions
 - Out <-> in
 - Within
 - Move ticket counter
 - Move bar/café to a transition area with outside
 - Enliven street with café
- Cooperation of organizations/users
- “It’s about the public” as an operating principle
 - pipe live music outside
- focus on how the public circulates – not one focal point
 - need way-finding signage
- signs say “don’t” and need to say “welcome.”
- Connect to other places like it in the world.