

**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.