

*Kimmel Center Public Space Project*  
*Moderator Notes*  
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### **USERS / USES - CURRENT**

- Fans of the performing arts.
- The grey-haired crowd that dashes out the minute the baton goes down.
- Shoppers at Intermission.

### **USERS / USES - POTENTIAL**

- The orchestra needs to find a more diverse crowd.
- Students – as performers and with artwork on display. This would bring them in, along with their families.
- More shoppers at Intermission, if there were a door to the street.
- New residents from the new condo towers nearby.
- Restaurant goers – to a new café on the first floor, and a better-publicized one at Cadence.
- The Starbucks crowd, if the upstairs unused bar was turned into a Starbucks – busy, with good furniture. (Starbucks came up over and over again as a model of an inviting space, because you can see the people from the street, and the furniture invites chat or comfortable aloneness.)
- Question should be, “Who isn’t a user?” There are people from the city, suburbs and tourists from out of town; there just should be more of them.

### **VALUES / IDEAS**

- A social hub.
- Intrinsic value of art – showcase what is going on inside on TV screens outside the building.
- The “People’s Plaza” is what the state expected when it gave money – a regional center that expresses the value the state places on the performing arts, as opposed to sports and other forms of recreation.
- Hospitality - remind people that they are welcome, with a special free or low cost event every quarter, like the solstice celebration. It’s OK if there’s a guy with a shopping bag snoozing in the corner, as there was today.
- Public participation in the arts. Bring in local high school groups and program different kinds of music. (There was general support for the breadth of the programming, along with the feeling that many people were not aware of that breadth.)
- Bring the arts into the daily fabric of life.
- Non-elitist – have a café on the ground floor.
- Inclusionary. The feeling you have at some places that “You can’t go in there.” Don’t make anyone feel excluded.

- Communication – maybe make the “evil black box” into a message board about the days events.

## **BARRIERS**

- Doors don’t pull you in. What’s behind the doors? You can’t tell. You can’t see people sitting inside.
- Per Harris’s presentation, the edges are uninteresting.
- It’s confusing and hard to find the elevators. “The interior is a disaster.”
- The building seems cold – outside and in.
- The nearby institutions seem like competitors.
- Lack of the right kind of publicity for events, especially free events, which build a base for resident groups.
- Lack of density. It is a huge space and rarely feels full enough. Fewer people means it is less safe (especially in the upper regions).
- Furniture is very important and it does not work at all – the only chairs in sight make you face away from your friends. The good chairs are hidden in the back of the building; this feels like a deliberate barrier.
- Short hours. There should be a bar open after the performance.
- There is not much happening on Broad Street south of the Kimmel, so the geographic draw is limited.
- Lack of information.
- Bars feel empty, temporary.

## **PRINCIPLES FOR THE REDESIGN OF THE PUBLIC SPACE**

### **COMMUNICATION AND INFORMATION**

- Signs on the building
  - A crawler - Today! Free!
  - Neon
  - What is happening inside today and in the next few days
- Signs in the building
  - Wayfinding, especially to lead you to the upstairs spaces.
  - Event information
  - Promotional signs for the rooftop garden and the restaurants

### **THE KIMMEL CENTER AS THE LOBBY FOR THE AVENUE OF THE ARTS**

- Street light banners
- Free performances

### **A PLACE TO SIT**

- Intimate or in a group and/or see and be seen
- A “pick-up place”

- Wireless access
- A single person with a magazine feels comfortable
- People hanging out

#### COMFORT

- Intimacy
- Furniture
- Comfortable seats at the long bar
- Fix the heating and cooling
- Toilet rooms for the rooftop and more obvious ones for the first floor

#### ACTIVATE THE EXTERIOR AS PERFORMANCE AND SOCIAL SPACE

- Outdoor café, outdoor performances

#### MAKE A PLACE FOR AFTER-SHOW ACTIVITIES AND NON-SHOW ACTIVITIES

- Celebrate the height and the views
- Take the high note

#### KEEP IT OPEN ALL THE TIME

- Whatever the stated hours are, make sure that the building is accessible at all those times.
- Have a separate entrance for corporate events, so that the KC can keep their revenue and not have to close the building. There are plenty of rentable spaces upstairs.