

Kimmel Center Public Space Project
Moderator Notes
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Group "Green"

Users:

Current: Subscribers, event-goers, students (as individuals and groups), parents, corporations, staff, volunteers, artists and musicians, those who rent, teachers, tourists

Potential: WiFi users, lunch-time visitors, neighborhood groups, people looking for shelter in the rain, nearby residents, nearby office workers, uskers, tourists (get more), pedestrians; vendors; nearby attractions; coffee drinkers; more people from outside of Center City.

Uses (having listed nouns under users, I asked them to list verbs for uses):

Current: Attend, work, meet, park, listen, buy tickets, find relief (bathrooms), look at views, mingle, drink, be seen, learn

Potential: Eat, view fashions (at a show), network for business, go to movies, linger and loiter, exhibit art or view art exhibits, attend performances by local arts groups, walk-in, watch my child perform with school choir, attend professional association meetings, partner your group with the Kimmel ("Now, the Kimmel stands alone."), social dancing, teas, church meetings, holiday events, tai-chi, yoga, flower shows.

Values

Current: Elite (inaccessible); a sense of special event; grandeur; high quality; empty; intimidating; not human scale; makes you feel like a visitor; no paths

Potential: Accessible; a place for crowds; a place with flow where you know where to go; consistency of programming; three-dimensional usage, from top to bottom; economic diversity.

What works:

Gorgeous interior; quality of performances; sunlight; Center City location (with flip side below); diversity of offerings; volunteers; causes civic pride; Perelman stage is a marvel; the venues feel democratic, even though ironically the public spaces don't e.g. there are no bad seats in Verizon Hall; the pipe organ; the downstairs bar looks classy; it has lots of empty space, so there's potential.

What doesn't work:

Uninviting exterior ("It starts being beautiful just above what you can see from the street."); lack of trees, no human scale in plaza; location (flip side is that it's at far end of A of A, not close enough to Market St. office towers for lunch trade); no sense of welcome; nowhere to sit and wait comfortably; lack of visual information (posters, screens, kiosks); "It a monument, not a party of the city's daily fabric." "It's dull on the outside, and only grand on the inside." The doors are daunting. It looks institutional. The Spruce St. awning doesn't protect from the rain. The pedestrian approaches are poorly lit.

Potential fixes:

Get a celebrity chef for Cadence and promote it as a destination in itself

Move the rental rooms to the second tier, do retail on the first tier

Move the plaza stage to a more visible spot

Put up kiosks all around plaza with info not just on Kimmel, but all Philly culture

Open the gift shop to Spruce Street, and make it more open and inviting to lovvv

Create a more inviting box office

Coffee shop where gift shop is

"It's a greenhouse! Treat it like one. More green. Do something off of the flower show every year.

Create conversation pits and other more intimate spaces.

Principles:

- 1) Create intimacy within grandeur**
- 2) Make it Philly's sixth public square**
- 3) Let people know! Use the building to communicate more effectively with your constituents (leads to more patrons, more funding)**
- 4) Bring more of Philadelphia in, throughout the day**
- 5) Customize spaces to allow diverse uses**
- 6) More green!!!**
- 7) Don't forget the music!! Don't let the plaza be silent.**