

USERS/STAKEHOLDERS:

- all who enjoy music
- All residents in city
- Neighbors ->city ->region ->PA ->tri-state
- Tourists
- Those who can afford music, food, etc.
 - o Should be affordable to all
- Kids for free events (e.g., movies)
- Region – music tourists
- Families
- Children
- Clubs
- Members of performing groups
- Staff – work here
- Patrons of all/any events
- Mothers/parents of children
- University of the Arts students
- Segments (demographic):
 - o Children ... teens ... young adults ... middle age .. senior citizens....
- Transients for warmth, comfort, rest rooms
- People who attend sporting events
- Neighborhood arts/drama groups
- Coffee drinkers
- Question: Do we need to focus on performing arts?

USES

- coffee shop
- affordable food
- sit and read
- celebrity event
- fashion store for concert wear
- music museum/library/listening room
- music education
- wireless – good access, strong signal
- meeting space
 - o book clubs
 - o civic associations

- annual event
 - o children's parades
 - o spring plants
 - o like National Constitution Center "Red Ball"
- Free concerts
 - o Curtis students
 - o Open mc
 - o Settlement Music House
 - o Poetry readings
- Instrument room for children
 - o Music playground
- Changing art exhibits –more space for them
- Movies/multi-media events
- Happy hours – "bar looks nice" but how long is it open?
- After performance eating
- Special deals (dinner and concert; concert and after performance snack; for KC performances and other venues)
- Gift packages/cards (not event specific)
- Vendors come to sell; for X days
 - o Craft vendors/fairs
- Music clubs; music appreciation programs/Temple U music appreciation class site
- Chess/backgammon on the rooftop garden – tables with boards built in...
 - o Also special nights
- Neighborhood drama/arts group performances
- Mural arts indoors
 - o Process with neighborhoods
 - o Product on large interior walls
- Retail:
 - o Carts, stores
 - o Issues:
 - Need predictable hours of operation
 - Current museum store is crowded

NEEDS

- Art work – local students (elementary school through college) to personalize the space
- Plants
- Better lighting
- Tables and chairs that are inviting, and move
- Event board
 - o Inside – what's going on where

- o Outside – what’s happening inside
- o Marquee –current and future events
 - Concerns and free events
- o Broadcast events live outside (low volume)
- Partnerships with other institutions and share events/packages
- Avenue of the Arts coop/association to develop synergies
- Inform when private functions will close part of the public spaces
 - o Also some thought public spaces ought to be kept for public use... no private use of public spaces....

VALUES

- Sense of community of center city
- Diversity
 - o Of ages (birth to death)
 - o Of ethnicity
 - o Of SES/class
- Social presence and stimulation
- Glass vault as powerful architectural image
- Appreciation, education and promotion of arts and culture
- Public access
 - o Public money should give public access, and keep politics out
 - o De-privatize the space
- Move from Kimmel Center, Inc. to Kimmel Community Center (at least in public spaces)
- Participate/engagement for civic life
- Apr4ciate this building
- Learning/new experiences in the arts

SUPPORTS

- Space
 - o Variety of sizes and shapes
 - Different members of the family can come together and use different spaces that are safe, supervised....
 - o So much space to work with
 - o WOW! Factor of the building
 - o Like a park all year round
 - o Flexible
 - o Tiers
 - Sight lines all around up and down
 - Feel different
 - o Portable partitions can make secluded spaces
- Central location
 - o And walkable and accessible to public transportation

- Though late at night may not want to walk all the way back to Suburban Station
- o Parking is near, but is expensive.
 - Need package deals

INHIBIT

- Sidewalks:
 - o Forbidding
 - o Lack of signs, information
 - o No invite to come in
 - o WOW! Factor can be off-putting: do I belong?
- Front uninviting:
 - o Nothing distinctive at street level (the outside WOW is the glass shed from distance)
 - o No street advertising
- Outside:
 - o Very cold
 - o Lack of outside seating, no place to stop and rest or wait outside
 - o No landscaping
 - o Black “wall” at corner is interesting but cold, uninviting and purposeless
 - o Too straight and barrier/wall-like on all sides
 - o Nothing “pulls” you in...need a “yellow brick road”
- High cost of food
- Limited and unclear hours of operation
- Image/sense of space:
 - o Be quiet and subdued ... not lively conversation
 - o Materials are solemn
 - o Tourists want to see space inside concert space, but not permitted to enter even if there is no event
 - Some said you can go on a tour, others didn’t know about this
- Lack of info of what’s going on –signage
- Security people are off-putting and unwelcoming
- Management/PR concerns – have a “no” attitude rather than a “yes” welcome.

IMPROVE/IDEAS

- Bike racks
- Welcome alcove
- Meet the performers opportunities
- “1st Saturday” at the KC, or “on the Ave of the Arts”
- Management issues
 - o Extend hours
 - o Tone down security attitude

- Increase friendliness
 - Take lessons from Disney World
- o Use more volunteers to welcome folks
 - When there are no shows
 - Greeters inside outside doors when people arrive
 - Give tours
 - Have them out on the sidewalk
- Hold open houses to welcome and intro people to KC/KCC, with free concert
- We want to thank the Kimmel for asking our ideas and opinions

PRINCIPLES

- More of a sense of community
 - o E.g., a café or restaurant on first floor open to public
 - o Create a fountain (inside or outside) as a focal point
- Open and inviting
 - o Hours of operation: 11 a.m. until 11:00 p.m.
 - o Windows to street at street level
 - o Marquee
 - o Benches inside and out
- Make the inside apparent and easy to access to the outside
- Soften edges and more color
- Accessible to all – diversity
- PR: tell people whets happening and that they belong, even if there isn't an event, or even without a ticket..
 - o ... after all, they own it.