

Center City Reports: Outdoor Cafes

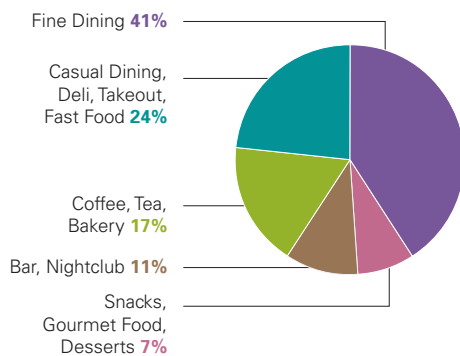
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Central Philadelphia
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and the Center City District
660 Chestnut Street
Philadelphia, PA 19106
215.440.5500

Sidewalk cafes in Center City have proved recession-proof, with the number of seats expanding by 8% in the last two years and the total number of cafes growing 209% since the summer of 2001. As employment downtown has remained relatively stable and the number of residents and visitors has continued to increase, sidewalk cafes are a sign of the continuing vitality of Center City both day and night.

There were 69 outdoor cafes when the Center City District first began surveying in 2001. This year's survey, the CCD's tenth, recorded 213 outdoor cafes between Pine and Vine streets, from the Delaware River to 22nd Street. For a second year, the CCD extended its survey boundaries to include the blocks from Pine to South streets between the Delaware River and 24th Street, where 35 additional sidewalk cafes were counted, for a total of 248 outdoor cafes.

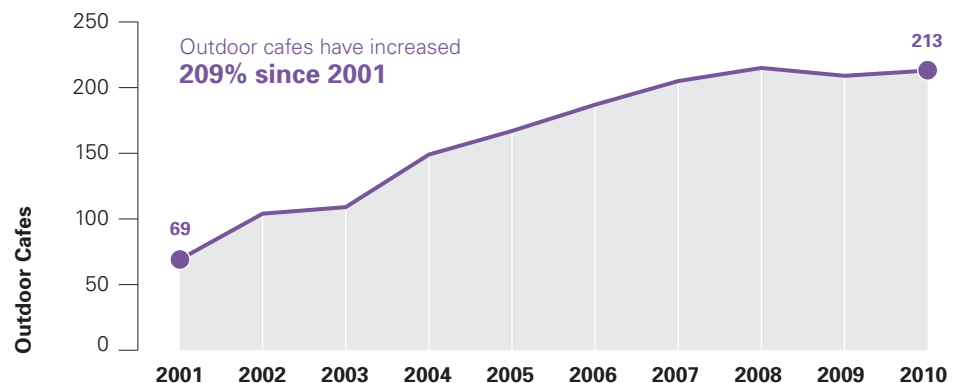


Establishments with Outdoor Seating by Category



Source: CCD, Sidewalk Cafe Survey, 2010

Growth of Outdoor Cafes & Cafe Seating: 213 Cafes in Downtown Retail Core



Source: CCD, Sidewalk Cafe Survey, 2010

Outdoor Cafes

The area East of Broad had the most outdoor cafes, at 72, and showed the largest increase of any neighborhood, with seven new cafes.

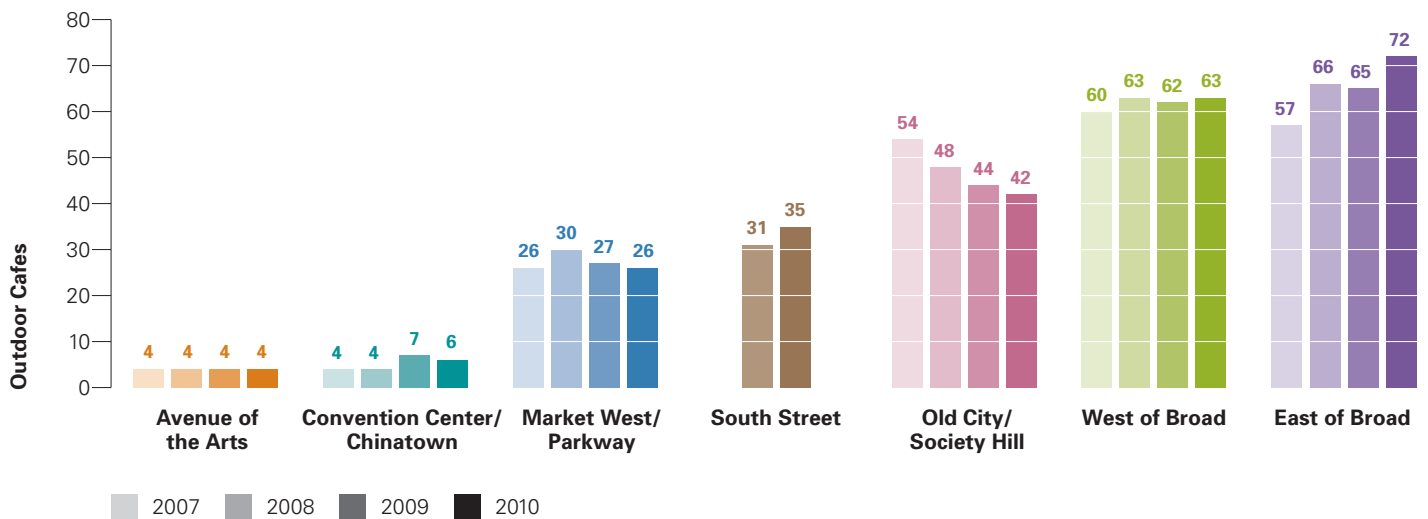
Sidewalk cafes were legalized by an executive order issued by Mayor Rendell in 1995. Cafes expand the seating area of restaurants and coffee shops, attract impulse customers and augment the volume of business. They provide a place for socializing, people-watching or for the transaction of business. They increase the natural surveillance and safety of streets and multiply the number of chance encounters, enhancing both the friendliness of Center City and its competitiveness for the many forms of business that thrive on face-to-face contact.

Between Vine and South streets, Center City's 248 cafes provide seating for 3,556 individuals. The number of seats per establishment is greatest in the West Market office district where cafes accommodate throngs of lunchtime office workers. The majority of newcomers to the cafe scene are local establishments with 12 or fewer chairs, though if space allows, these may grow in time.



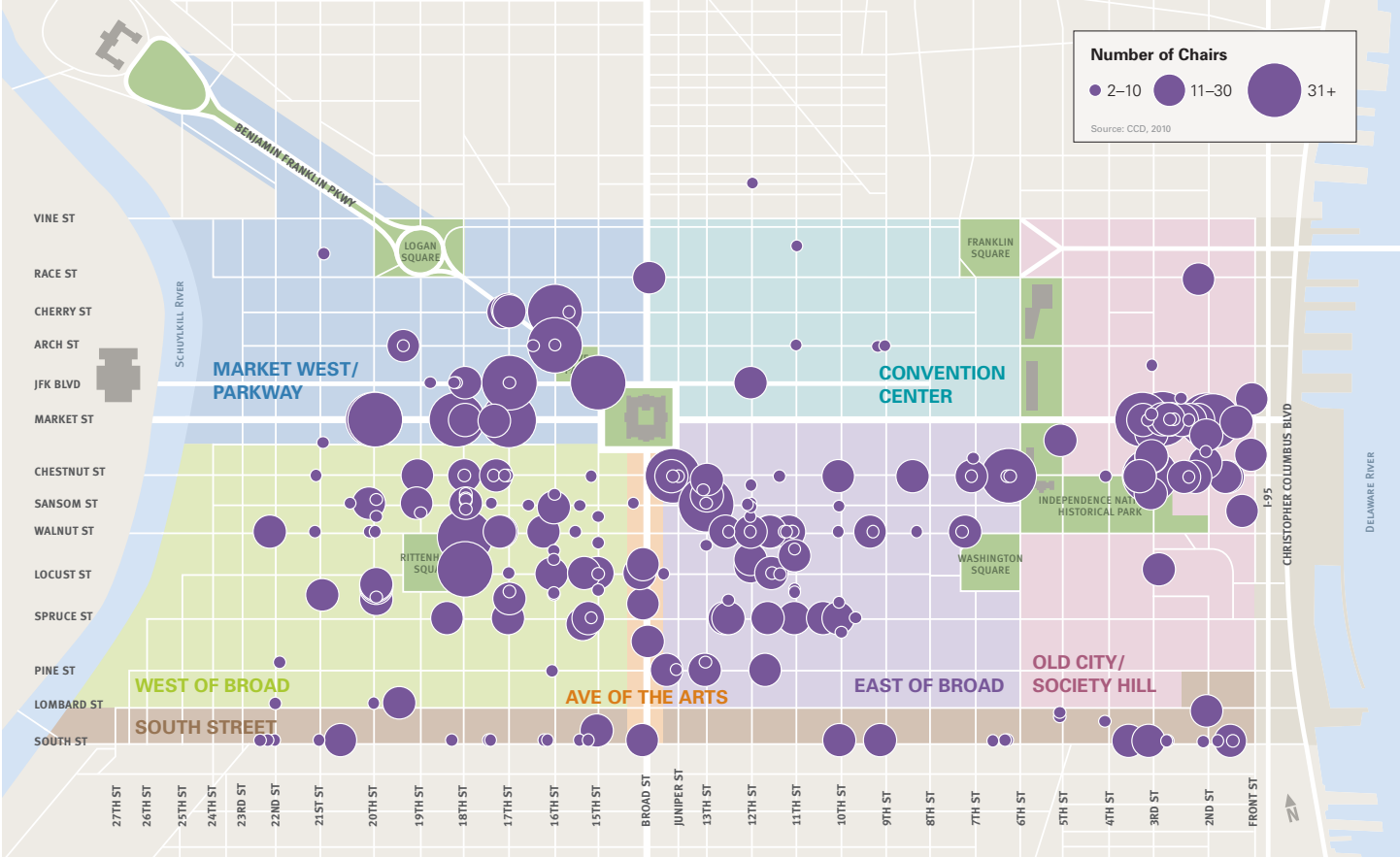
J.B. Abbott

Change in Cafes by District: 248 Cafes in Expanded Area of Center City

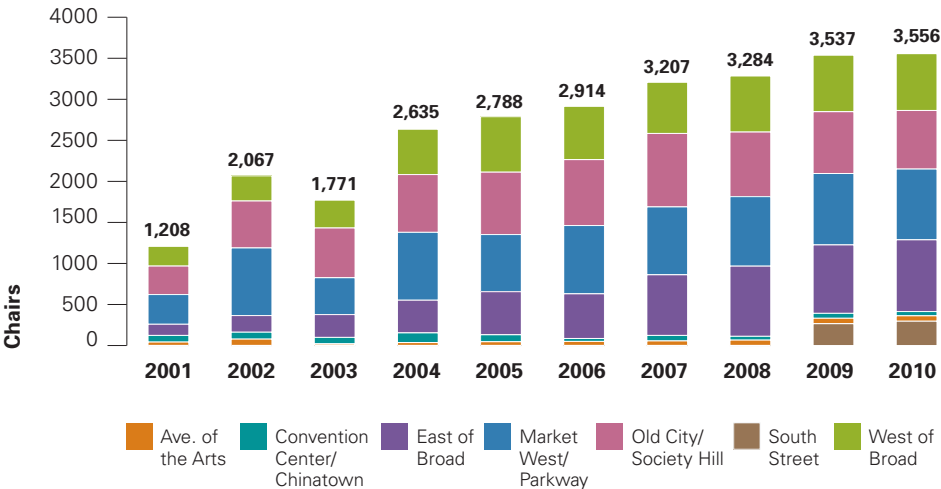


Source: CCD, Sidewalk Cafe Survey, 2010

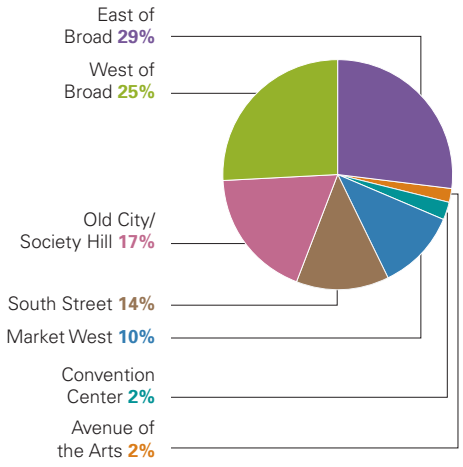
Sidewalk Cafes by Location and Number of Chairs



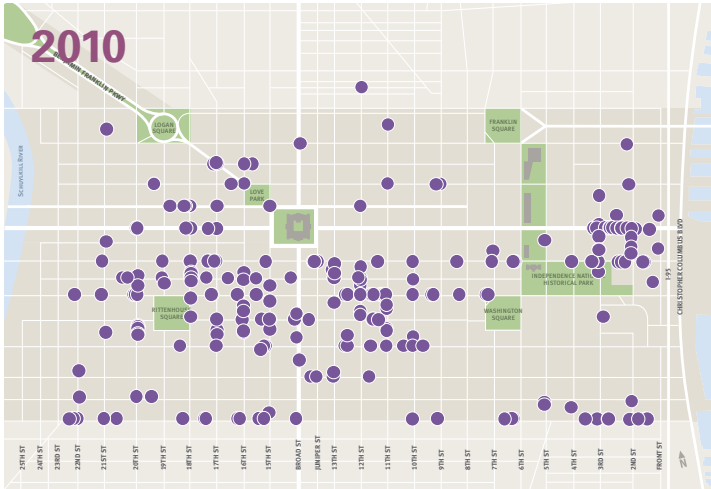
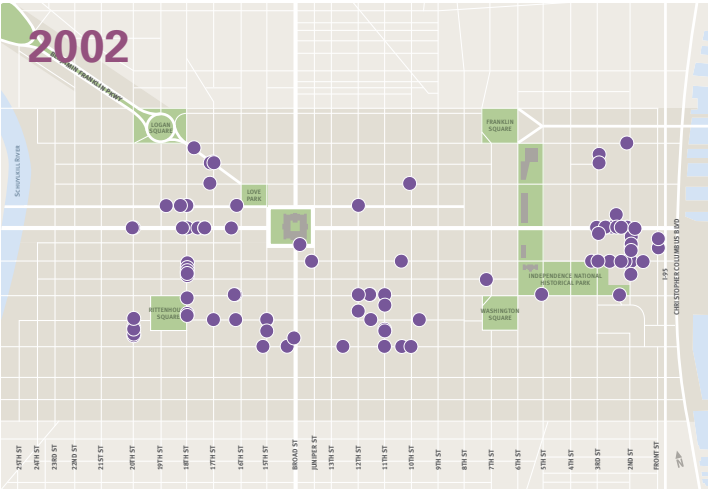
Growth of Outdoor Cafe Seating by District



Establishments with Outdoor Seating by District



Sidewalk Cafes, 2002–2010



Methodology

Surveys were conducted on randomly selected afternoons and evenings between July 12 and July 23, 2010 on the sidewalks of Center City between Vine and South Streets, and between Front and 24th Streets. When a restaurant, bar, cafe or food store had outdoor seating, the surveyor recorded the number of chairs. To be counted, the outdoor seating had to be in an area visible from the sidewalk (for example, a courtyard behind a wall in a private garden would not be counted), on ground level and accompanied by a table.