



## GUIDELINES & REQUIREMENTS FOR BUSINESSES & ORGANIZATIONS

Philly Free Streets is a family-friendly, people-powered initiative of the City of Philadelphia that temporarily closes a street route to vehicular traffic, inviting people to bike, walk, and play. Philly Free Streets promotes active transportation (walking and biking), healthy lifestyles, and learning.

In 2017, over 50,000 Philadelphians participated in Philly Free Streets on North Broad Street! An increased number of people walking and biking during Philly Free Streets is the perfect opportunity for your business to reach a new audience. Customers are more likely to patronize a business, if they walk or bike by an establishment, rather than driving by, so why not take advantage of this unique opportunity in your neighborhood?

Philly Free Streets is led by the Managing Director's Office of Transportation and Infrastructure Systems (oTIS).

### **When is the next Philly Free Streets?**

Saturday, August 3

### **Where will it be?**

Philly Free Streets will bring car-free streets to North Broad Street between Arch Street and Butler Street, just north of Erie & Germantown Avenues.

### **What time is the program?** 8AM – 1PM

Visit [www.PhillyFreeStreets.com](http://www.PhillyFreeStreets.com) for more information, including the full 2019 program route.

## FREQUENTLY ASKED QUESTIONS

### How will Philly Free Streets impact my business or organization?

The City of Philadelphia is committed to supporting local businesses, organizations, and attractions. As part of this commitment, Philly Free Streets programs are planned to include a

commercial corridor. On the day of a Philly Free Streets program, along the proposed route, the City of Philadelphia will **not** invite outside vendors to sell merchandise or concessions—the program is an opportunity for neighborhood businesses and organizations to shine.

Philly Free Streets’ programming will include organized activities that engage participants along the route. If your business or organization is interested in hosting a family-friendly activity, you are welcome to reach out by emailing [PhillyFreeStreets@phila.gov](mailto:PhillyFreeStreets@phila.gov) for more information—or you can plan on your own by following these guidelines.

Businesses and organizations are encouraged to open their doors and welcome Philly Free Streets participants! Whether this is by putting out balloons, planting flowers, offering coupons/specials, or through general promotion, neighborhood businesses will be an appealing venue for Philly Free Streets participants.

To make this day a success for your business or organization, some rules will be relaxed to help you welcome more patrons and visitors.

**Unless otherwise specified, the established business guidelines and requirements outlined here are applicable on August 3, 2019 between the hours of 8AM and 1PM.**

### Do the guidelines and requirements apply to my business or organization?

General guidelines and detailed requirements apply to businesses and organizations with building facing any street closed to vehicular traffic because of Philly Free Streets.

### Why are these guidelines and requirements important?

Philly Free Streets is an event that will take place in the City’s Right of Way (ROW)—i.e., streets and sidewalks. To make this program a success, the ROW will facilitate the safe movement of people walking on sidewalks and of people

walking, biking, and skating in the street, while providing space for local businesses and organizations to conduct activities. Philly Free Streets is a family-friendly and inclusive program; the provided business & organization guidelines and requirements will ensure the program’s success.

### My business or organization would like to host an in-street activity. How do I apply?

Philly Free Streets welcomes you to provide in-kind services in the form of family-friendly programming in front of your building. Activities should be:

- Centered on:
  - Physical activity and wellness
  - Environment/Sustainability education
  - Arts/Culture/History
  - Education
- Family-friendly (all activities need not be *for* children, but they cannot be inappropriate for all-ages)
- “Pop-up” in nature (easy to set up and take down)
- Free to the public
- Independently supplied (the City of Philadelphia is unable to provide any materials/supplies)

Think your business or organization is a good fit? Read the guidelines for more information. Email [PhillyFreeStreets@phila.gov](mailto:PhillyFreeStreets@phila.gov) for more information. We would love to promote your program!

### Have another question?

We are happy to help! Please email [PhillyFreeStreets@phila.gov](mailto:PhillyFreeStreets@phila.gov) or call 215-686-5552.

## BUSINESS & ORGANIZATION GUIDELINES

Unless otherwise specified, the following guidelines are applicable during Philly Free Streets program on August 3, 2019 between the hours of 8AM and 1PM.

- **Parking will not be permitted along the route.** No parking signs will be posted by the evening of Thursday, August 1, and enforcement will begin on Saturday, August 3, at 2AM. All vehicles parked along the route will be towed.

- **Streets will be closed to traffic—including to trash haulers and delivery trucks—on Saturday, August 3 between 6AM and 5PM.** Businesses located along a street closed because of Philly Free Streets should have their trash-haulers remove waste/debris and/or deliveries made—*and be completed*—prior to 6AM. Note: Trash removal and deliveries may be subject to alternate routes due to street closure staging.

Trash removal and deliveries may resume after 5PM on August 3.

- Because Philly Free Streets is a program that promotes active transportation and healthy lifestyles, Philly Free Streets encourages the public to join by foot, by bike, or to arrive by transit.
- Businesses/organizations shall only enhance their business operations in the sidewalk space immediately in front of their building face **or in the parking lane** (see Figure 1).
- All business conducted within a “business enhancement zone” (see Figure 1 &

Figure 2 for illustrations) shall meet the detailed business requirements outlined beginning on page 5. ADA accessibility is important to Philly Free Streets.

- Three-foot (3’) sidewalk clearance should be maintained to accommodate persons passing in wheelchairs and strollers.
- Wheelchair ramps must remain clear at all times.
- Businesses located on a corner of an adjacent street that will remain open to traffic are permitted to enhance their business operations in their respective “business enhancement zone” (see Figure 1) in a way that does not impede on the Police Department’s traffic control.
- Businesses and organizations are welcome to provide **free, public programming or public seating** in their respective parking lane, which is serving as the “programming zone” (see Figure 1). **Remember:** Streets are public spaces – let’s embrace that! All activities in the parking lane should be free and open to the public.
- **Liquor laws/open container laws will NOT be relaxed during Philly Free Streets.** Philly Free Streets is a family-friendly program. Businesses that serve alcohol should abide by liquor laws/open

container laws as they would on any other day of business.

- The sale of alcoholic beverages in to-go containers is strictly prohibited.
- Open containers of alcohol will not be permitted along the route.
- Businesses with existing café seating permits and liquor licenses will be permitted to serve alcohol as part of table service, per normal business requirements.
- Businesses with liquor licenses, but without existing café seating permits, will **not** be permitted to serve alcohol as part of table service to sidewalk table seating.
- Businesses without liquor licenses will **not** be permitted to serve

alcohol.

- Businesses that place tables, chairs, benches, merchandise, sandwich boards, feather signs, planters, and/or other objects on the sidewalk shall at all times make sure that no tripping or other hazard to pedestrians is created. Business and property owners assume responsibility for all items placed on the sidewalk, and the City is not responsible for any injuries or property damage the items may cause or contribute to.
- **Interested in serving food samples outside of your business face on Saturday, August 3?**  
Email [PhillyFreeStreets@phila.gov](mailto:PhillyFreeStreets@phila.gov) for more information or call 215-686-5552.

## BUSINESS & ORGANIZATION REQUIREMENT DETAILS

Standard City Business Requirements, if applicable	Philly Free Streets Business & Organization Operation Requirements – August 3 (8AM – 1PM*) *Below applies to 8AM – 1PM, unless otherwise specified.
	<ul style="list-style-type: none"> <li>• Parking will be prohibited along the route and designated side streets on Saturday, August 3 between 3AM and 5PM. No parking signs will be posted in advance of the event to remind neighbors.</li> </ul>
	<p>Businesses may sell their family-friendly merchandise along the sidewalks.</p> <p>Businesses seeking to sell merchandise shall:</p> <ul style="list-style-type: none"> <li>• Do so on the <b>sidewalk</b> abutting their building face.</li> <li>• Maintain three-foot (3') clearance between curb and the merchandise table, allowing persons traveling in wheelchairs and strollers to pass.</li> </ul> <p>Businesses seeking to sell merchandise shall <b>not</b> do so in the street, including any parking lane/bike lane.</p>
	<p>Businesses with and without café seating permits are welcome to place tables and chairs in the sidewalk.</p> <p>Tables and/or chairs shall be placed in a way that:</p> <ul style="list-style-type: none"> <li>• Maintains a three-foot (3') clearance between tables &amp; chairs and curb, allowing persons traveling in wheelchairs and strollers to pass.</li> <li>• Does not obstruct wheelchair ramps.</li> <li>• Is not hazardous.</li> </ul> <p>Tables and/or chairs shall <b>not</b> be placed in the street, including any parking lane and/or bike lane.</p> <p>Chairs should be placed in a way that does not put persons' back to the street.</p>
<p>Sandwich boards and feather signs are illegal citywide.</p>	<p>Sandwich boards and feather signs may be placed in sidewalk, <b>abutting</b> building front.</p> <p>Sandwich boards and feather signs <b>shall</b>:</p> <ul style="list-style-type: none"> <li>• Be abutting its respective business building face.</li> </ul> <p>Sandwich boards and feather signs <b>shall not</b> be placed:</p> <ul style="list-style-type: none"> <li>• In a wheelchair ramp.</li> <li>• In the center of the sidewalk or in a manner that does not provide a three-foot (3') clearance, allowing persons in wheelchairs and strollers to pass.</li> </ul>

	<ul style="list-style-type: none"> <li>• In the parking lane/buffered bike lane.</li> </ul>
Planters, which are too large to move inside overnight, require ordinances.	<p>Planters small enough to move inside are encouraged, but shall <b>not</b> be placed:</p> <ul style="list-style-type: none"> <li>• In a wheelchair ramp.</li> <li>• In the center of the sidewalk or in a manner that does not provide a three-foot (3') of clear sidewalk for people passing in wheelchairs and strollers.</li> <li>• In the street, including any parking lane/bike lane.</li> </ul>
Benches require permits.	<p>As a seating option, businesses are welcome to temporarily (i.e., not drilled or otherwise permanently affixed) place benches in the sidewalk.</p> <p>Benches may be placed:</p> <ul style="list-style-type: none"> <li>• Abutting the building face.</li> <li>• In the parking lane, <b>if they are available to the public.</b></li> </ul> <p>Benches shall <b>not</b> be placed:</p> <ul style="list-style-type: none"> <li>• In the street, except the parking lane.</li> <li>• In a manner that does not provide a three-foot (3') of clear sidewalk for people passing in wheelchairs.</li> <li>• In a way that is hazardous.</li> <li>• In a place that obstructs a wheelchair ramp.</li> </ul>
Open containers of alcohol are illegal.	<ul style="list-style-type: none"> <li>• Philly Free Streets is a family-friendly event. Open container laws will be enforced.</li> <li>• No business along a Philly Free Streets route will be exempt from open container laws.</li> <li>• The sale of alcoholic beverages in to-go containers will be strictly prohibited.</li> </ul>



### **BUSINESS ENHANCEMENT ZONE:**

Businesses and organizations shall only enhance their business operations or offer programming in the sidewalk or parking lane immediately in front of their building face.

Businesses seeking to sell merchandise or food shall:

- Do so on the **sidewalk** abutting their building face (see above).
- Maintain three-foot (3') clearance between curb and the merchandise table, allowing persons traveling in wheelchairs and strollers to pass.
- Businesses seeking to sell merchandise or food shall **not** do so in the street, including any parking lane.

### **PROGRAMMING ZONE:**

Businesses and organizations seeking to offer **free and public** programming, may do so in the **parking lane** (“Programming zone”) immediately in front of their building face. Remember: Streets are public spaces – let’s embrace that! All activities in the parking lane should be free and open to the public.

*Want inspiration for your Programming zone?* Check out these photos from Philadelphia’s Park(ing) Day, in which groups pop-up public spaces in parking spaces across the city. This is a great way to draw attention to your organization/business. *Planning on popping up a public space? Email us and tell us about it! We will help you promote it.* [PhillyFreeStreets@phila.gov](mailto:PhillyFreeStreets@phila.gov).



Figure 1 Photo credit: CBS Philly



Figure 2 Credit: JDavis Architecture