**Third Place Tool
Melissa McCay**

For each “third place” in your neighborhood, rate the locale on a 1-5 scale (where 1 is low and 5 is high) for how well each item describes the place.

Location or Name of Place **Green Engine Coffee** Date & Time of visit: **11/9/2016**
Name of neighborhood and sub-section, if any: **Haverford**
Circle one: This place was  **inside n’hood** on n’hood periphery outside walkable outside drive

|  |  |
| --- | --- |
| Convenient location/walking distance to center of neighborhood | 5 |
| Leveling: class, income, occupation, age, race and background unimportant | 3 (b/c of neighborhood demographics) |
| Used by “regulars” from the neighborhood(s) | 4 |
| Conversation as main activity | 2.5 (5 groups having conversation, drinking coffee; 6 individuals (or groups) reading / working on computers) |
| Conversations “open” to all (not limited to small group) | 4 multiple parties at same table; big booth with small tables where people feel welcome to talk to others |
| OK to linger? Is lingering encouraged? Discouraged? | 5 |
| Casual/“Come as you are” | 5 |
| Inexpensive (Approx. price range: $2-12) | 5 |
| Convenient hours. (Hours: 6am to 6pm | 4 |
| Heterogeneous clientele (If homogeneous, describe: age, ethnicity, gender, class, etc.) | 3 (age and gender vary, ethnicity not so much) |
| People reading paper, doing homework, or engaged in “solo” or isolated activity. | 3 |
| Conversations between workers and customers | 1 |
| Neutral Ground? | 5 |
| Low profile, not fancy or impressive; simple, plain, even rustic. | 5 |
| Playful mood | 5 (coloring area / children’s books available) |
| A home away from home | 3 (not all seating is super comfortable) |
| Bulletin Boards & announcements: collect information on ads for local/neighborhood groups or meetings. Who, what and how many? | 1 |
| Programs such as reading groups, activities, etc? Say what age groups they are geared toward. | 1 |

**Rate each area on the following characteristics.**

**Accessibility.**

 Parking lot? How many spaces? **8 spaces outside to be shared with other businesses**

 Building capacity (interior, posted): **50 seats**

 Outside capacity, if any : **none**

bike racks? **1**

Distance to nearest bus stop? **.5 block**

Sidewalks around establishment? **yes**

Sidewalks leading to establishment from neighborhood? **yes**

Do people appear to arrive in groups or do they come alone? **both**

Hours: **6-6**

Handicap accessible? **yes**

Outside lights? **no**

**Leveler:**

Diverse clientele? Describe kinds of people: There are lots of varying age groups here but they are mainly white. **23 people total**

**Age ranges**: **X children X teens 70% adults 30% seniors**

**Income:** \_\_\_\_\_\_\_\_\_low income \_\_\_\_\_\_\_\_\_\_\_ middle income \_\_\_\_\_\_\_upper income

**Race/gender:** mixed or mostly one clientele? Mostly white
**%Students (guess)**: **48%**

**Conversation as Main Activity:**

**Music/TV** volume: low and unobtrusive

**Patrons:**  Mostly a little talking **a lot of** loud talking fun, free ranging discussion
(circle one) silent **talking** across many tables

**Playful Mood?** Laughter? **Some** Smiling? **Some** Joking? **Some**

Other descriptive: One table is laughing and joking and they don’t seem to be distracting or bothering anyone. Most people engaged in conversation are pretty serious.

**Regulars**?

Unless you know, ask proprietor, bartender or wait staff about how many regulars they have, where they come from, and who they are (townies; neighborhood residents; workers at particular place; students, etc.

**College students are regulars during the afternoon hours; older people are regulars during the morning.**