

P o w e l   H o u s e  
1 7 6 5



G r u m b l e t h o r p e  
1 7 4 4



P h y s i c k   H o u s e  
1 7 8 6

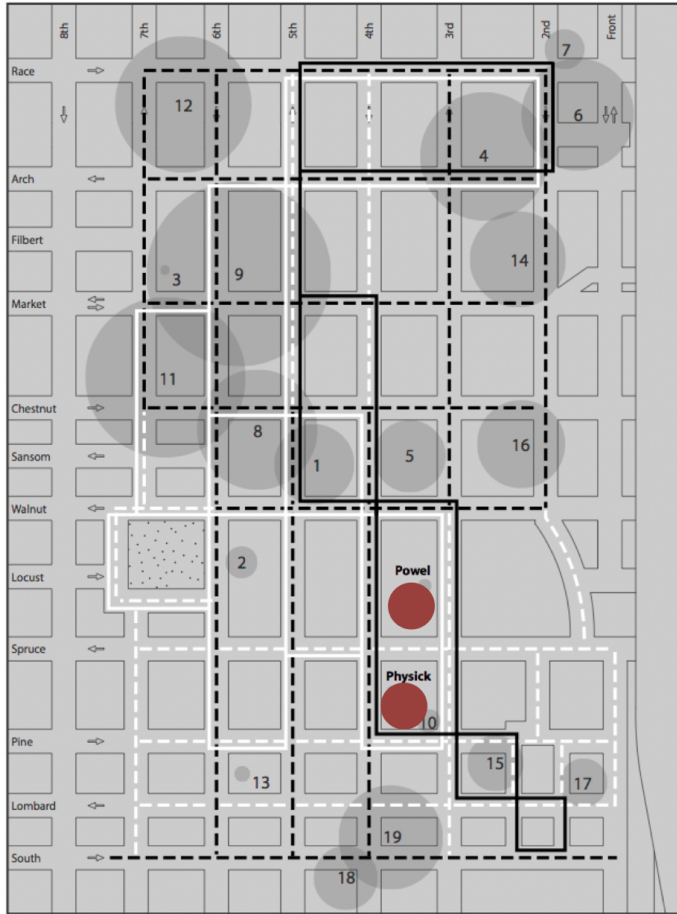


H i s t o r i c   W a y n e s b o r o u g h  
1 7 4 3

# Philadelphia Society for the Preservation of Landmarks

A Market Analysis of The Historic District of Philadelphia  
to be used in descision making relative to  
Physick & Powel Houses

Executive Summary



### Tourist Destinations

- Pedestrian High Traffic Routes
- Pedestrian Low Traffic Routes
- Carriage Route 2 from 5th street

**Physick House** - Carriage riders: 41,702 - 162,278  
Pedestrians walking past Physick House: 260,640  
Total in-house visitors in 2005: **1199**

**Powel House** - Carriage riders: 31,277 - 121,709  
Pedestrians walking past powel: 106,176  
Total in-house visitors in 2005: **2626**

## Horse Drawn Carriage Ride statistics broken down by day and season

Busy Season (9 Months Spring, Summer, Fall)

Weekday Numbers					
Carriage Company	Carriages In Rotation Per Day	Average # of Rides Given Per Carriage Per Day	Total Rides Per Day	Riders Per Day (2 - 4 in a carriage)	Riders Per Month (22 days, 2 - 4 in a carriage)
Philadelphia Carriage Co.	8 to 10	3 to 5	24 to 50	48 to 200	1,056 to 4,400
Olde City Carriage Co.	2 to 3	0 to 2	0 to 6	0 to 24	0 to 528
76 Carriage Co.	8 to 10	3 to 5	24 to 50	48 to 200	1,056 to 4,400
Weekend Numbers					
Carriage Company	Carriages In Rotation Per Day	Average # of Rides Given Per Carriage Per Day	Total Rides Per Day	Riders Per Day (2 - 4 in a carriage)	Riders Per Month (8 days, 2 - 4 in a carriage)
Philadelphia Carriage Co.	12 to 14	8 to 10	96 to 140	192 to 560	1,536 to 4,480
Olde City Carriage Co.	4	1 to 3	4 to 12	8 to 48	64 to 384
76 Carriage Co.	14 to 16	8 to 12	112 to 192	224 to 768	1,792 to 6,144
<b>Total Riders Per Month (During Busy Season)</b>					<b>5,504 to 20,336</b>

Slow Season (3 Months Winter)

Weekday Numbers					
Carriage Company	Carriages In Rotation Per Day	Average # of Rides Given Per Carriage Per Day	Total Rides Per Day	Riders Per Day (2 - 4 in a carriage)	Riders Per Month (22 days, 2 - 4 in a carriage)
Philadelphia Carriage Co.	6 to 7	0 to 2	0 to 14	0 to 56	0 to 1,232
Olde City Carriage Co.	2	0 to 1	0 to 2	0 to 8	0 to 176
76 Carriage Co.	6 to 7	0 to 2	0 to 14	0 to 56	0 to 1,232
Weekend Numbers					
Carriage Company	Carriages In Rotation Per Day	Average # of Rides Given Per Carriage Per Day	Total Rides Per Day	Riders Per Day (2 - 4 in a carriage)	Riders Per Month (8 days, 2 - 4 in a carriage)
Philadelphia Carriage Co.	9 to 10	3 to 6	27 to 60	54 to 240	432 to 1,920
Olde City Carriage Co.	2	0 to 2	0 to 4	0 to 16	0 to 128
76 Carriage Co.	9 to 10	3 to 6	27 to 60	54 to 240	432 to 1,920
<b>Total Riders Per Month (During Slow Season)</b>					<b>864 to 6,608</b>

Physick House	
Total number of carriage riders who pass or view Physick per year	52,128 to 202,848
Total number of pedestrians who pass Physick per year	260,640
<b>Total people per year for Physick</b>	<b>312,768 to 463,488</b>
Powel House	
Total number of carriage riders who pass Powel per year	31,277 to 121,709
Total number of pedestrians who pass Powel per year	106,176
<b>Total people per year for Powel</b>	<b>137,453 to 227,885</b>

**Total Riders Per Year**  
52,128 to 202,848

**80% Of All Rides Pass Physick**  
41,702 to 162,278

### Tourist Pedestrian Traffic Numbers For South 4th Street (Physick House)

Busy Season (9 Months Spring, Summer, Fall)					
# Of Pedestrians Every 30 Min	# Of Pedestrians Every Hour	# Of Pedestrians During Business Hours (9 to 5)	# Of Pedestrians Per Week (56 Hours)	# Of Pedestrians Per Month (30 Days)	# Of Pedestrians 9 months
56	112	896	6,272	26,880	241,920
(*Based on the carriage data which shows the slow season providing roughly 24% as much business as the busy season)					
Slow Season (3 Months Winter)					
# Of Pedestrians Every 30 Min	# Of Pedestrians Every Hour	# Of Pedestrians During Business Hours (9 to 5)	# Of Pedestrians Per Week (56 Hours)	# Of Pedestrians Per Month (30 Days)	# Of Pedestrians 3 months
*13	*26	*208	*1,456	6,240	18,720
<b>Total Pedestrians Passing Physick Per Year</b>					<b>260,640</b>

### Tourist Pedestrian Traffic Numbers For South 3rd Street (Powel House)

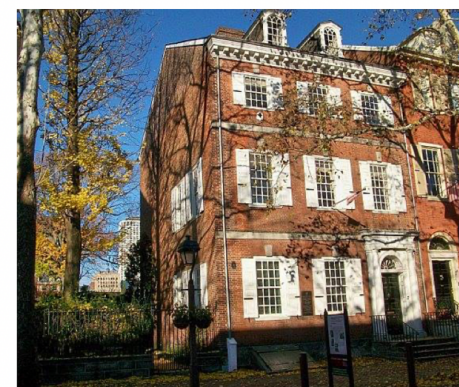
Busy Season (9 Months Spring, Summer, Fall)					
# Of Pedestrians Every 30 Min	# Of Pedestrians Every Hour	# Of Pedestrians During Business Hours (9 to 5)	# Of Pedestrians Per Week (56 Hours)	# Of Pedestrians Per Month (30 Days)	# Of Pedestrians 9 months
24	48	384	2,688	10,752	96,768
(*Based on the carriage data which shows the slow season providing roughly 24% as much business as the busy season)					
Slow Season (3 Months Winter)					
# Of Pedestrians Every 30 Min	# Of Pedestrians Every Hour	# Of Pedestrians During Business Hours (9 to 5)	# Of Pedestrians Per Week (56 Hours)	# Of Pedestrians Per Month (30 Days)	# Of Pedestrians 3 months
7	14	112	784	3,136	9,408
<b>Total Pedestrians Passing Powel Per Year</b>					<b>106,176</b>





260,640 pedestrians  
 162,278 carriage riders  
 1,199 visitors

**.28%**  
 Enter the house



106,176 pedestrians  
 121,709 carriage riders  
 2,626 visitors

**1.15%**  
 Enter the house