



City of Everett
Office of the Mayor
Carlo DeMaria, Jr.
484 Broadway
EVERETT, MASSACHUSETTS 02149

PRESS RELEASE

Monday, June 26, 2017

MAYOR DEMARIA INTRODUCES NEW OUTDOOR SEATING PILOT PROGRAM

On Monday, June 26th Mayor Carlo DeMaria announced that the City of Everett will be introducing a new outdoor seating pilot program for restaurants and cafes, beginning July 1st. The pilot program will be from July until Labor Day. Restaurants and cafes may provide outdoor seating for their customers on city sidewalks if they meet all applicable ordinances, local codes, and safety requirements. Seating areas will be limited to the sidewalk area(s) directly adjacent or in front of the property.

Mayor DeMaria stated, “Outdoor seating will create more opportunities for our existing businesses and help to grow new ones. Outdoor seating has proven to increase business and enliven the streetscape. Many restaurants in Everett have expressed an interest in outdoor seating and my hope is this will help to transform Everett into a world-class city. Moving forward my administration will continue to solicit input and begin to look at and make small improvements immediately.”

One of the best features of summer for restaurants and cafes is the opportunity for guests to dine “alfresco”. The outdoor seating program will increase the footprint of a restaurant and outdoor dining visibility and exposure. It is a proven way to add more revenue and gross profit. With an outdoor dining space, restaurants and cafes can create a beautiful and comfortable atmosphere that will attract new customers.

Everett has seen an increase of outdoor seating in the last couple of years. Night Shift Brewery, Bone Up Brewery, and Short Path Distillery have all increased their curb appeal by adding outdoor seating on their properties. By looking at their options these businesses have transformed underutilized space into attractive outdoor spaces for their guests, which has helped boost sales and increased their businesses’ outdoor visibility.

Tony Sousa, Director of Planning and Development stated, “Some of the goals of our outdoor seating policy is to enhance our community’s streetscape by creating a vibrant curb appeal, while implementing quality design standards and maintaining pedestrian access along business sidewalks.”

The Department of Planning & Development (DPD) has created an application and guideline packet that detail the requirements for an establishment to have outdoor dining areas on city sidewalks. Copies of the application and guidelines are available on the

City's website. Hard copies will also be available at DPD.

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