



WINTER PLACES

A DESIGN GUIDE FOR WINTER PLACEMAKING

2020 | 2021

presented by



Powered by Patronicity



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Welcome to Winter Places

As COVID-19 restrictions and public safety concerns limit indoor activities for restaurants, entertainment, public events and social gatherings, communities have adapted by expanding into the outdoors. This lifeline, perfect during the warmer spring and summer months, becomes more challenging during the impending colder, darker winter months... But it's time to change our relationship with winter outdoors!

Winter Places, a design challenge for winter placemaking, sought ideas and designs for innovative, quickly implementable, low cost interventions to drive visitors back to Main Streets to support area restaurants and small businesses. This program and its success wouldn't have been possible without the support of our partners in what has become an international collaboration to bring new life to our main streets and downtowns.

Since July, our team has worked together to compile this resource and develop this guide. **Thank you to every single student, team, architect, landscape architect, designer and artist who submitted a concept to Winter Places.** We received submissions from 65 individuals or teams from 6 countries and couldn't be more thrilled to see this cross border and cross continent collaboration to help extend a lifeline to our main streets and commercial centers during these extraordinary times.

The information contained in the guide is designed to support cities, towns, main streets, BIDS/ BIAS, non-profit organizations, community groups, businesses and others in reimagining what's possible this winter on their main streets and commercial districts. We encourage all communities to employ strategies to change mentalities around how we approach winter. Encourage personal warmth as a policy... wear layers to spend time outdoors and bring a blanket for extra warmth (wool is best)! Look to implement projects in areas that get as much sun as possible during the day time and try to also factor in typical wind directions and wind tunnels in the area when choosing installation locations.

Together, let's make this our first winter of many where we approach the winter with a positive attitude instead of hibernating indoors, welcoming the 4th season as one to enjoy and look forward to. One where we embrace the outdoors, embrace our communities and reconnect with our small businesses and neighbors again.

Best,



Jonathan Berk, Principal
bench Consulting



About Us



Bench Consulting is a placemaking consultancy and advisory firm with a mission to help unlock the potential in the ordinary. Our experienced team of placemakers are dedicated to helping communities and stakeholders take a second look at neglected, underused spaces. Powerful change through the connection of people, place and ideas.

[benchconsulting.co](https://www.benchconsulting.co)



Patronicity is a civic & community-based crowdfunding platform aimed at building more vibrant communities by creating engagement with the public to support projects meaningful to sponsors and area residents. Patronicity's award-winning crowdgranting model – an easy application process & cost-effective administration – brings deeper engagement and broader press & public recognition which is aimed directly at a sponsor's mission for creating better communities.

[patronicity.com](https://www.patronicity.com)

Partners



Boston Society For Architecture is a diverse community committed to improving the quality of life for everyone through architecture and design. The BSA brings leadership about the built environment to New England’s design profession and to communities throughout Greater Boston. The BSA keeps its 4,500 professional members working at the top of their fields while empowering children, communities, and municipalities to use design to create safe and healthy neighborhoods. Architecture can provide equitable solutions for housing, regional planning, and climate change. The BSA uses the expertise of architects, designers, and building professionals to make good design a part of life for everyone who lives, works, and plays in Boston. The BSA serves everyone who benefits from the built environment. By hosting professional and youth design education programs, fostering community engagement and membership networks, and initiating civic transformation, the BSA is making this a region where architects thrive and communities flourish.

architects.org



The Boston Society of Landscape Architects (BSLA) connects, convenes, and celebrates landscape architects and the greater design community, as it advances the profession of landscape architecture and supports the creation of extraordinary environments throughout the region and the world. Founded in 1913, the BSLA is the Massachusetts and Maine chapter of the American Society of Landscape Architects.

bslanow.org



Municipaction supports businesses, non-profit organizations, and individuals in their city building endeavours, because we believe that building a better human habitat is a collective effort. We work with people who are driven by a vision for a healthier, sustainable and more equitable future. This means that our clients and experiences are diverse, but cities are our common thread

municipaction.ca



"To appreciate the beauty of a snowflake it is necessary to stand out in the cold."
- Anonymous

Big, Bright Light Show
Rochester, MI

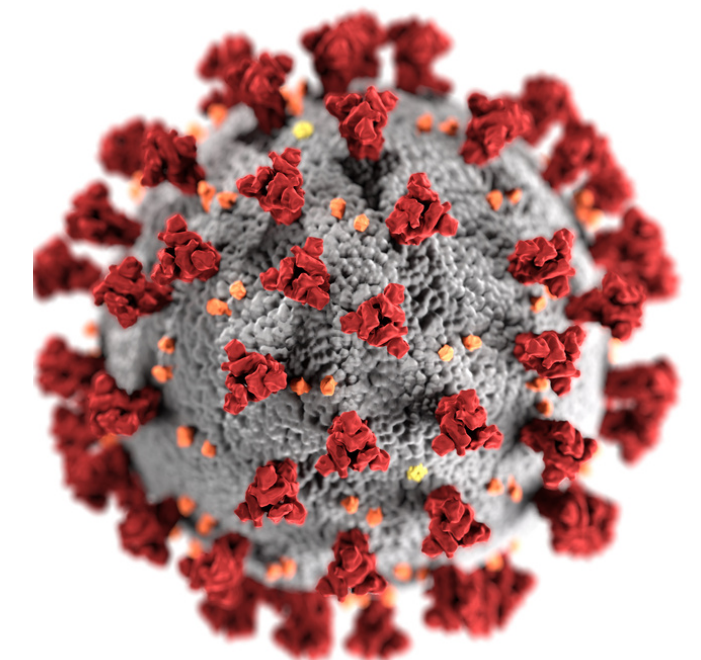
COVID-19 Response and Safety Notes

COVID-19 has put everyone to the test over the past few months. From doctors and nurses, to first responders, grocery clerks, small business owners, elected officials, municipal officials and residents alike, we've all had our lives impacted massively by this pandemic. Over the past few months, as restrictions require us to reopen our local economies with physical distancing measures in place, we all had to get creative with how we use space in restaurants, on sidewalks, in alleys and on streets, in an attempt to move the bulk of our economy outdoors.

As we head into the winter months, fears of small business owners of increasing restrictions due to a rise of COVID-19 cases weigh heavily on all of our decisions. This guide is an attempt to help communities implement low cost, rapidly deployable concepts onto their main streets and downtown areas in an attempt to bring customers back to small businesses districts while also providing a safe, distanced space for limited social gathering and interaction this winter. This can discourage indoor gatherings by providing dynamic outdoor alternatives. We've included a section later in this guide with some tips to consider if implementing any type of winter intervention during the pandemic.

We want to **STRONGLY ENCOURAGE** everyone to consult their local and state Health Departments or local public health directors before implementing these types of public realm improvements to ensure they adhere to the latest public health restrictions in your community.

PLEASE CONSULT LOCAL BOARDS OF HEALTH FOR THE LATEST COVID-19 RELATED PUBLIC HEALTH GUIDANCE BEFORE IMPLEMENTING ANY OF THE DESIGN IDEAS IN THIS GUIDE.



Submission Guidelines

On September 14th, a call for ideas was released and interested applicants were given the following guidelines. In addition, we surveyed local communities, main street directors, city and town officials to gain an insight into the challenges, needs and ideas they have for the upcoming winter season.

THE CHALLENGE

Design low cost solutions for main street district Winter interventions. These can be in the form of designs to extend the outdoor dining season to large scale winter festivals, creative art and lighting installations and more that fit the following two overall goals;

GOAL 1: Give visitors a reason to come back to Main Street this winter &;

GOAL 2: Extend a Winter lifeline to small restaurants and businesses by giving visitors a reason to stay and hopefully spend money, including, but not limited to, plans for extending the outdoor dining season, active recreation, entertainment, commerce, public art, warmth, winter festivals and more.

PRACTICALITY: Can these design ideas be implemented in a wide variety of main streets, quickly, at a low cost?

PRICING: We're gearing these temporary interventions to be applicable to both larger, urban Main Street districts and small downtowns and commercial strips so price should be approachable for many organizations.

FORMAT

Submissions consisted of;

- 1 primary sketch
- Supporting sketches if applicable
- A very short written explanation that presents a design solution for one of the pre-listed challenges
- A rough budget estimate
- Materials list
- Estimated timeline for install

EVALUATION CRITERIA

People: The intervention designs a safe and inclusive space for residents and visitors supporting the stated goals of increased visitors AND increased duration of their visit.

Businesses: The intervention design factors in connectivity with the small business community encouraging visitors to shop at small dry goods businesses, restaurants and local service providers. This does not necessarily have to be exclusively outdoor dining but in some way factors in purchase and consumption of local goods.

Feasibility: We want these designs to be approachable for large cities and small town Main Streets alike. Designs should be relatively low cost, flexible/ quickly acquired and implementable for this upcoming winter season.

Submission Guidelines (cont'd)

WHO WAS THIS OPEN TO?

ANYONE! While we expected many of the groups interested in this competition to be architects, landscape architects, designers, artists, planners and students, we received a variety of submissions from around the globe.

DESIGN PARAMETERS / EXAMPLE LOCATIONS

We conducted a survey of communities across North America on what their needs for Winter Activations are and included some information about neighborhood demographics and spaces of opportunity for intervention. Respondents could choose to design for one of these specific districts OR a more general response.



EGLESTON SQUARE MAIN STREET, Boston, Massachusetts

Biggest Winter Concerns: Cold, Outdoor dining, small biz stability, encouraging longer stays, outdoor events and festivals

Types of Businesses: Restaurants, Grocers, Nail Salons

Frequent Visitors: Families, seniors, high school students, young professionals, homeless/ unhoued, working class/ blue collar.

Winter Desires: Many in the neighborhood would love to see beautiful seasonal lighting throughout our district, safe and clean streets, more reliable snow removal, and opportunities to draw more business during a time that is challenging for businesses even without a pandemic. Many of our businesses are small and lack adequate ventilation.



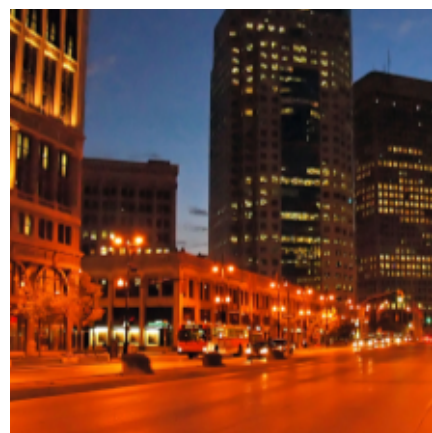
SALINE MAIN STREET, Saline, Michigan

Biggest Winter Concerns: Cold, Outdoor dining, small biz stability, encouraging longer stays, outdoor events and festivals.

Types of Businesses: Restaurants, Cafes, Service Based Businesses, & Hair/ Nail Salons

Frequent Visitors: Families, seniors, high school students, young professionals, teenagers.

Winter Desires: Keeping the street closed, we would create a warm, inviting campfire district for singing, caroling, storytelling, dining and warming by the fire. This is loosely based on Providence, RI's Water Fire. No channels, but the warmth that will radiate from the fire pits will be historic and create some beautiful winter memories for our downtown and our small businesses along the closure.



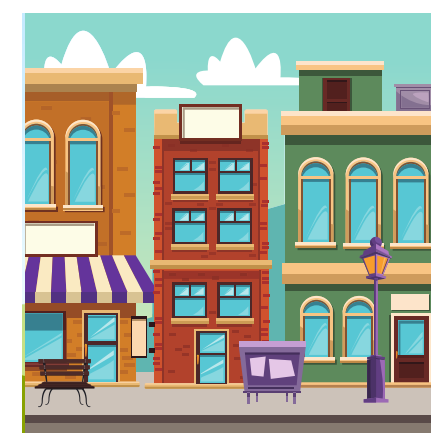
DOWNTOWN WINNIPEG BIZ, Winnipeg, Manitoba

Biggest Winter Concerns: Cold, small business stability, space for events, concerts and festivals.

Types of Businesses: Restaurants, Cafes, Grocers, Service based businesses.

Frequent Visitors: Families, Seniors, college/ graduate students, young professionals, homeless/ unhoued populations.

Spaces For Intervention: Streets, parking lots, parks, community buildings, public plazas



CHOOSE YOUR OWN ADVENTURE, Anytown, Anywhere

Overall Winter Concerns: Over 95% of our "Winter Places" community survey respondents worried about Small Business Stability, 70% expressed interest in extending outdoor dining into the Winter season and encouraging extended stays on their Main Streets.

Types of Businesses: 100% of respondents said restaurants and cafes made up a large portion of their small business base.

Frequent Visitors: Nearly all of our respondents said that families, young professionals and seniors made up a large portion of their visitors. Spaces: While streets were a focus of a number of responses, excessive parking lots, small pocket parks and alleys.

Submission Categories and Classifications

PROJECT TYPE

- Outdoor Dining
- Recurring Event
- Festival
- Warming
- Retail
- Play
- Family Friendly

BUDGET

Low	\$
Medium	\$\$
High	\$\$\$

Cost estimates may vary widely depending upon size and duration of the installation as well as regional cost discrepancies.

IMPLEMENTATION

- Low
- Medium
- High

This is an estimate of the level of difficulty to implement these ideas.

TIMELINE

We estimated the time to INSTALL each of these projects. Note this timeline does not include manufacturing or delivery times which may be lengthy during the pandemic.

MATERIALS

Design teams estimated the more prominent materials that may be needed for each installation to help you determine feasibility for your community and put together budget estimates specific to your location.

LEVEL OF MAINTENANCE

- Low
- Medium
- High

This is an estimate of the extent of continual maintenance each of these projects will require.

COMMUNITY TYPE



Urban



Suburban



Rural



**Following are
creative and unique
solutions for winter
placemaking.**

**Be inspired to
embrace winter!**

Snow Lanterns
Photo: Hashi Watanabe

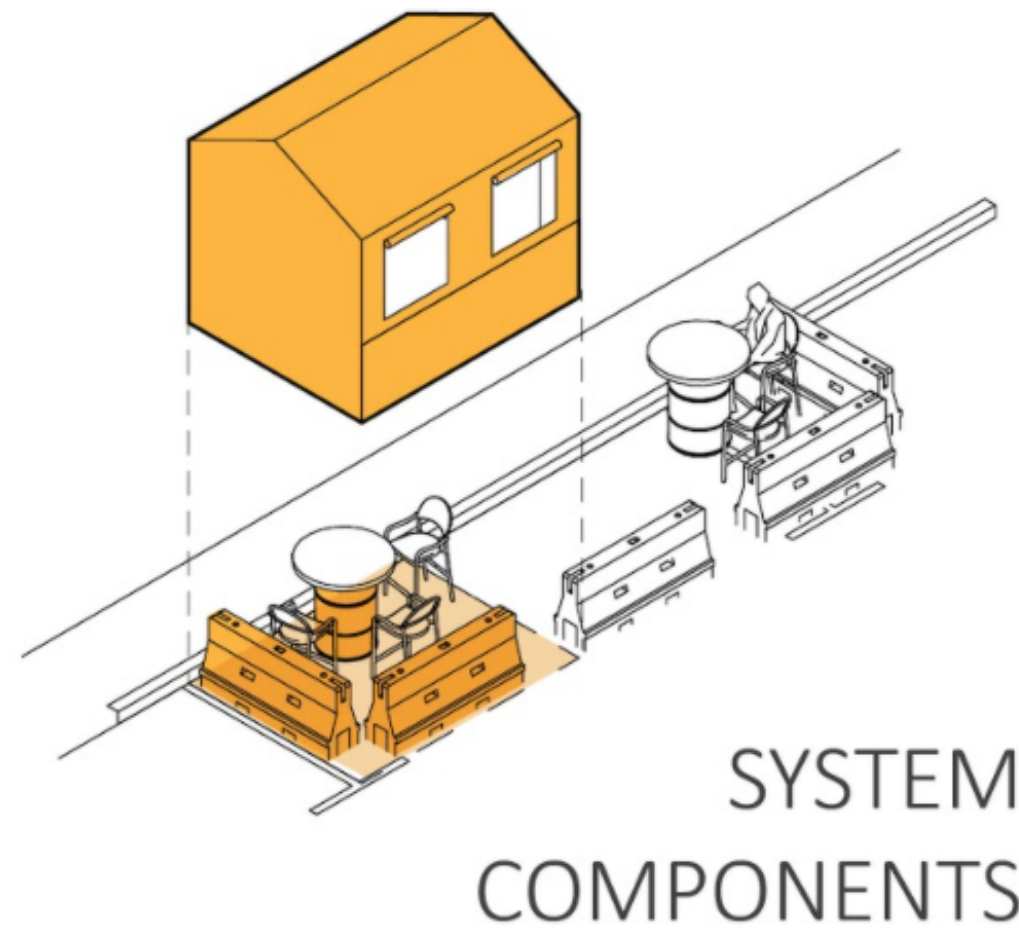
THERMAL MASS



DIY Microclimates for Socially Distanced Dining

Greenhouse builders have long used water tanks as thermal mass to help keep plants warm during cold nights. Water absorbs solar energy during the day, and radiates warmth back into the greenhouse at night.

This proposal harnesses the same concept to generate a warming microclimate in the twilight hours for winter outdoor dining. Elements include an 8' x 10' typical portable greenhouse enclosure, saltwater-filled jersey barriers, a saltwater-filled 55-gallon steel drum, and a round wood tabletop.



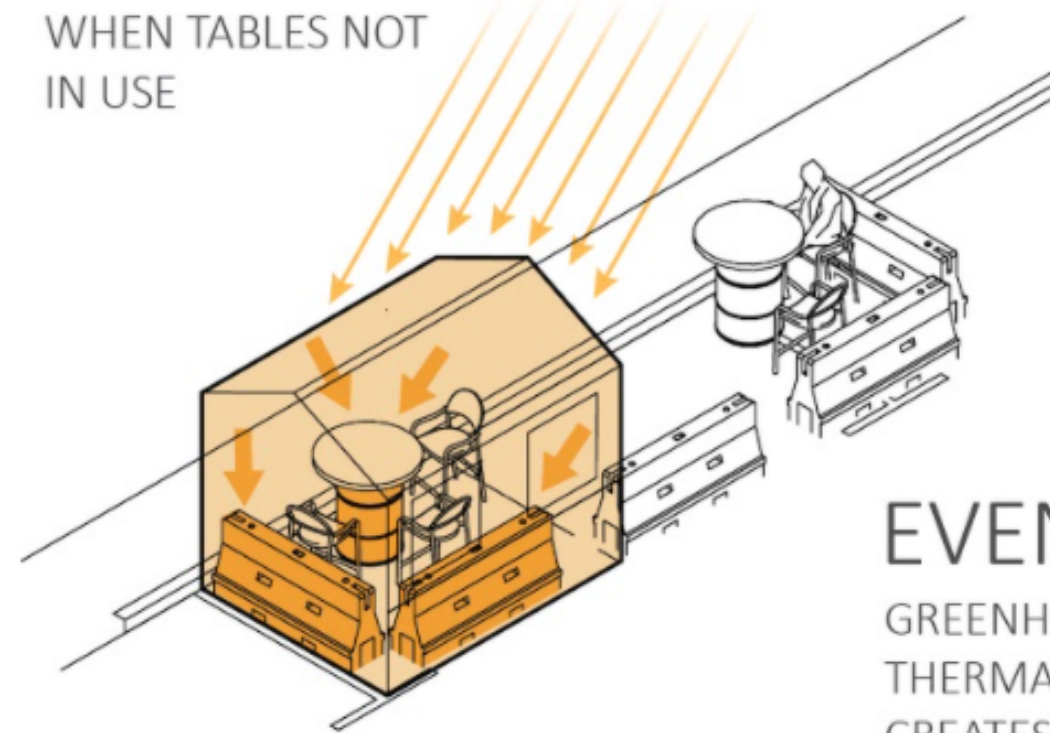
The greenhouse remains closed during the day when not in use, capturing the sun's energy and transferring to the thermal mass. During dinnertime, the windows in the greenhouse are opened for safe ventilation while the air around diners continues to be warmed by the thermal mass.

Greenhouses can be arranged within the space of two typical parking spaces to create up to three socially-distanced dining pods.

PROJECT TYPE: **Outdoor, Event, Festival, Play, Family**
BUDGET: **\$\$**
IMPLEMENTATION: **Medium**
TIMELINE: **1 day**
MATERIALS: **Greenhouse Enclosure, Steel Drum, Wood Table Topper, Bar Chairs, Jersey Barriers, Decorative Lighting, Water**
MAINTENANCE: **Medium**

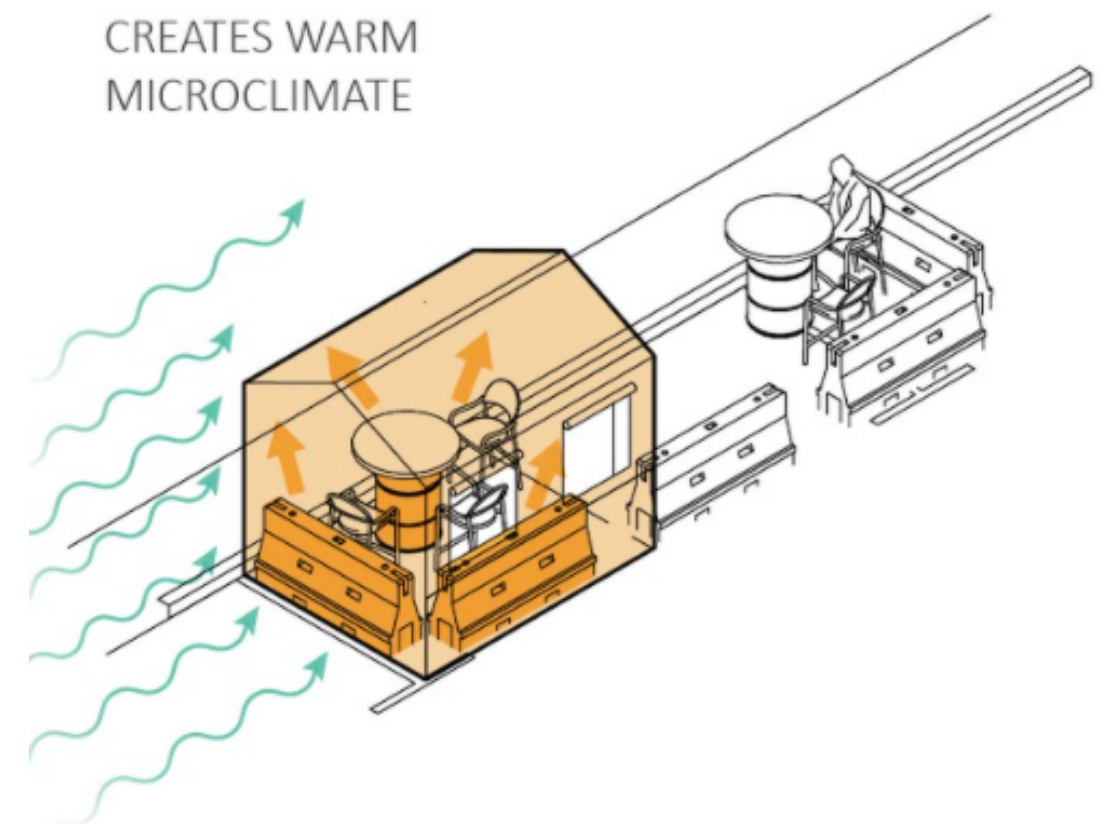
DAY

GREENHOUSE WINDOWS CLOSED
DURING NON-BUSY HOURS
WHEN TABLES NOT
IN USE



EVENING

GREENHOUSE WINDOWS OPEN,
THERMAL MASS
CREATES WARM
MICROCLIMATE



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SNOWED IN

Use snow as a building material

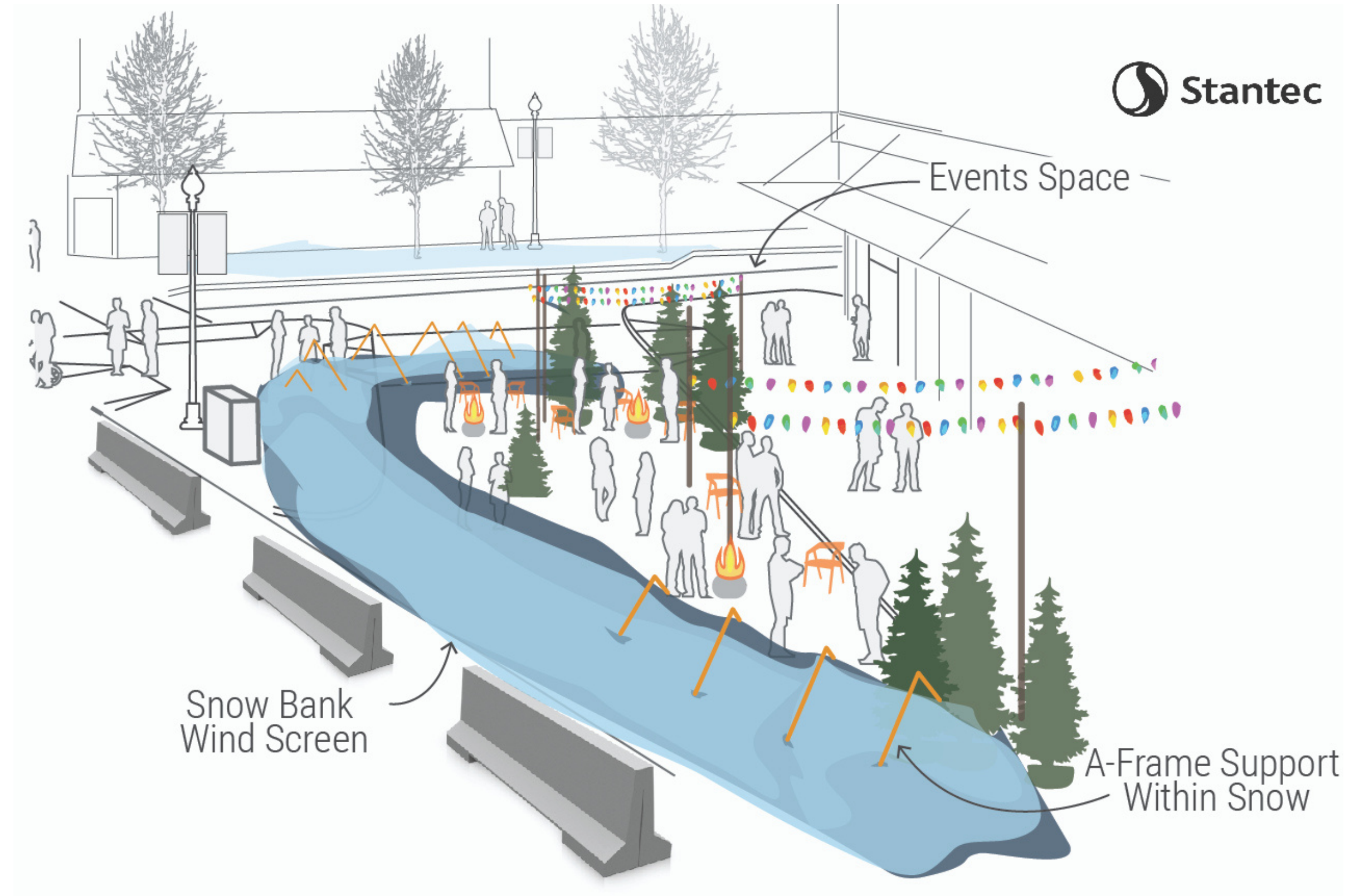
This concept is inspired by a climatic condition that northern communities are all too familiar with: snow!

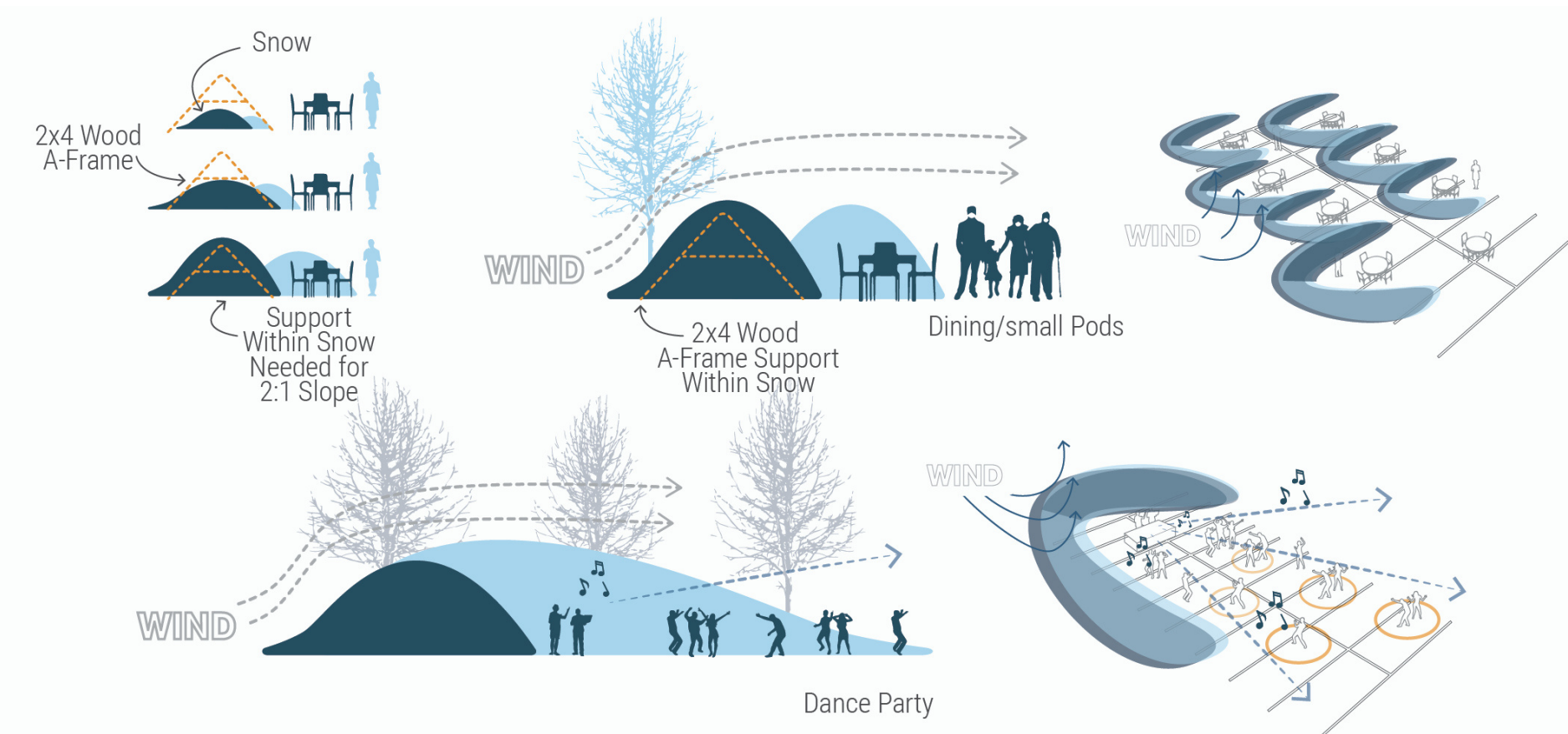
Snow can be collected, shaped, and even maintained to create unique areas of refuge, protection from winter winds, and even act as an insulator.

Snow can be sculptural, it can define spaces, and it can be paired with lighting to produce creative and colorful nighttime experiences.

The best part about this intervention is: snow is lightweight, easy to manipulate and it's free!

If you'll be moving snow this winter...Why not shovel it with some purpose?





Light Displays At Night

PROJECT TYPE:	Festival, Event, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	High
TIMELINE:	Ongoing through Winter
MATERIALS:	A-Frame Supporting Snow, Snowbanks, Elbow Grease
MAINTENANCE:	Medium



Adam Fearing
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HYGGE 124



Create a warm and cozy outdoor winter living room

Hygge, a defining feature of Danish culture, encompasses wellness, coziness, and contentment. Through the COVID-19 pandemic, Canadian main streets have attracted people through rapid placemaking like extended sidewalks and outdoor patios during warm months. In a pandemic world, winter poses a greater challenge to the sustainability of main streets.

Bringing hygge outdoors will not only help us stay safe, but stay comfortable, warm, and content.

HYGGE 124 is a highly scalable main street configuration that includes the winterization of a pocket park or vacant lot along a main street to create an attractive outdoor winter living room.

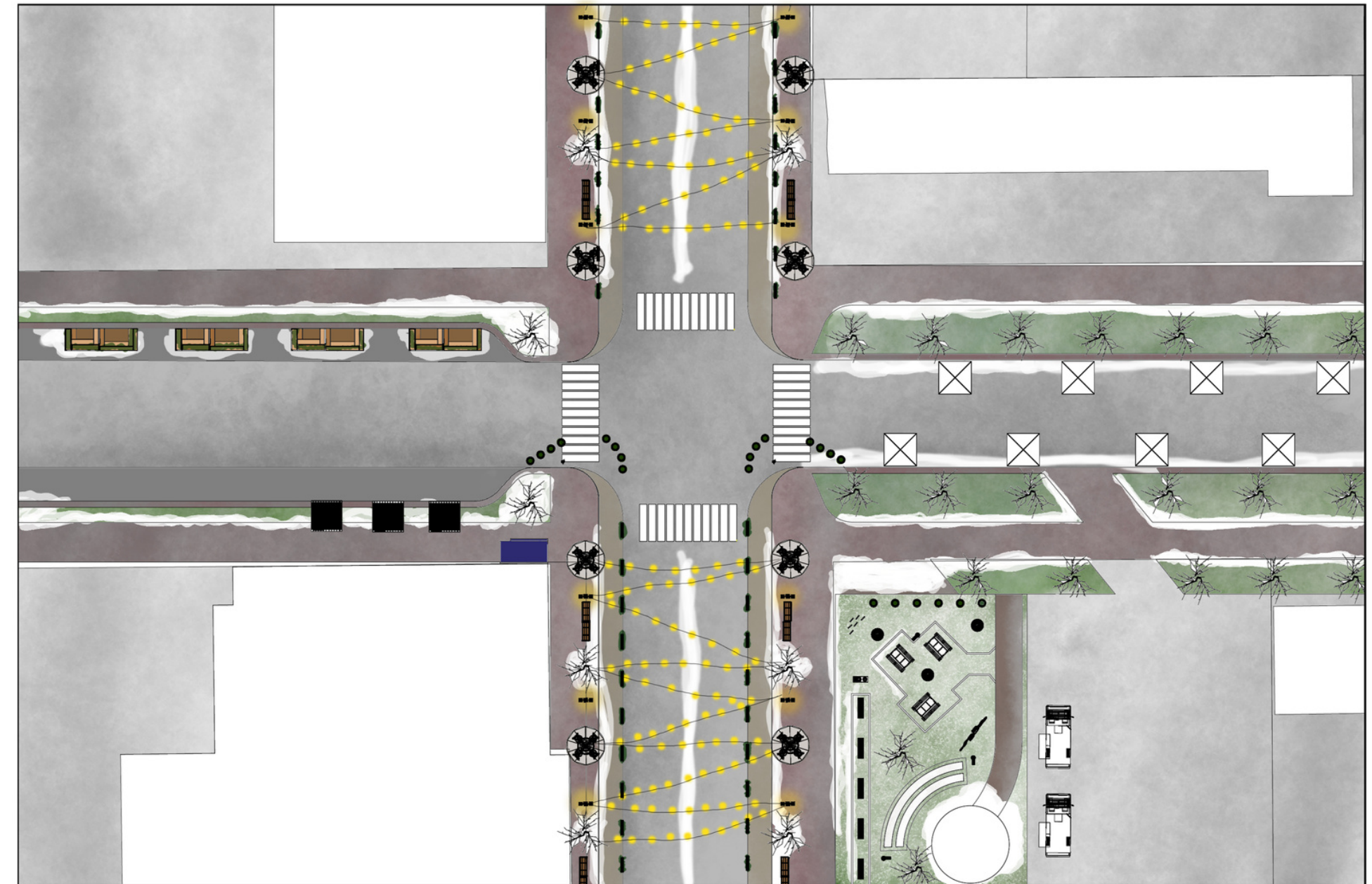
Features include portable fire pits, as well as the use of hay bales for both wind blocking and seating. Portable planters are filled with evergreen flora to provide year-round life and color, block wind, and provide barriers for extended sidewalks and curbs. Snow piles for children's play can be easily formed from cleared sidewalks.

Reflective or mirrored art pieces can not only be used to create a sense of place, but also to illuminate and enliven spaces on darker days.



To offer safe, warm outdoor patio solutions for the patrons of restaurants and cafes, partly-enclosed pergolas can provide sun exposure and wind shelter. For maximum effectiveness, pergolas would need comfortable seating, blankets, and perhaps miniature wood stoves vented outside. Businesses may construct temporary New York-inspired vestibules to improve cold-weather comfort for indoor patrons, and these can double as limited-contact takeout windows. To help bring liveliness, interest, and commerce back to a main street during difficult times, we propose the creation of a side-street European-inspired winter market led by surrounding businesses, and served by food trucks offering warm food and beverages.

PROJECT TYPE: **Dining, Warming, Festival, Family Friendly**
BUDGET: **\$\$\$**
IMPLEMENTATION: **High**
TIMELINE: **1 week to 2 months (site dependent)**
MATERIALS: **Hay bales, String lights, Firepits, Planter, Public art, Prefab vestibules and Pergolas, Seating, Blankets**
MAINTENANCE: **Medium**



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WINTER WARMER



Designing an experience to warm your soul

Due to the COVID-19 pandemic, outdoor dining is the only feasible option for many restaurateurs as well as the only choice that many diners want to make. However, the upcoming challenge of cold-weather dining begs the question: **Why would anyone want to eat outside in the winter?**

As designers, we set out to give restaurant owners a toolkit of affordable and actionable items that would turn their outdoor dining into an experience worth coming to. Drawing upon international concepts of winter coziness – hygge (indoor) and friluftsliv (outdoor) – we can craft a nostalgic dining experience, reminiscent of nights roasting marshmallows around the campfire with friends. Physical elements, such as single-use blankets, warm café lights, and woody canopies set a scene perfect for experiential programming.



Once a restaurant meets physical requirements of outdoor dining, including warmth and cover, they can draw customers by providing a whimsical experience unlike your typical act of dining out. By incorporating events like a fire pit night, mashed potato bar, free hot cider or hot cocoa, and pivoting to menu items like hearty soups, mulled wines, and hot toddies, restaurateurs can create cold-weather destinations right on their own patios. Suggestions to bring thick blankets and woolen socks can make winter feel fun, and nostalgic of childhood times of sledding and snow-covered landscapes. By leaning into the charm and warmth of winter, restaurants can set the stage for unforgettable shared experiences between trusted friends – regardless of the weather.

PROJECT TYPE: **Dining, Warming, Family Friendly**
BUDGET: **\$\$\$**
IMPLEMENTATION: **High**
TIMELINE: **1 week to 2 months (site dependent)**
MATERIALS: **Hay bales, Lights, Firepits, Planter, Public art, Prefab vestibules, Pergolas, Seating, Blankets**
MAINTENANCE: **Medium**



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BLOC JAM



A Music and Light Block Party

One block at a time, one note at a time, Bloc Jam brings electronic music to the streets and turns the city scale upside down. Thanks to their phones, passers-by take over building facades with their fingertips to play music together.

One Block at a Time

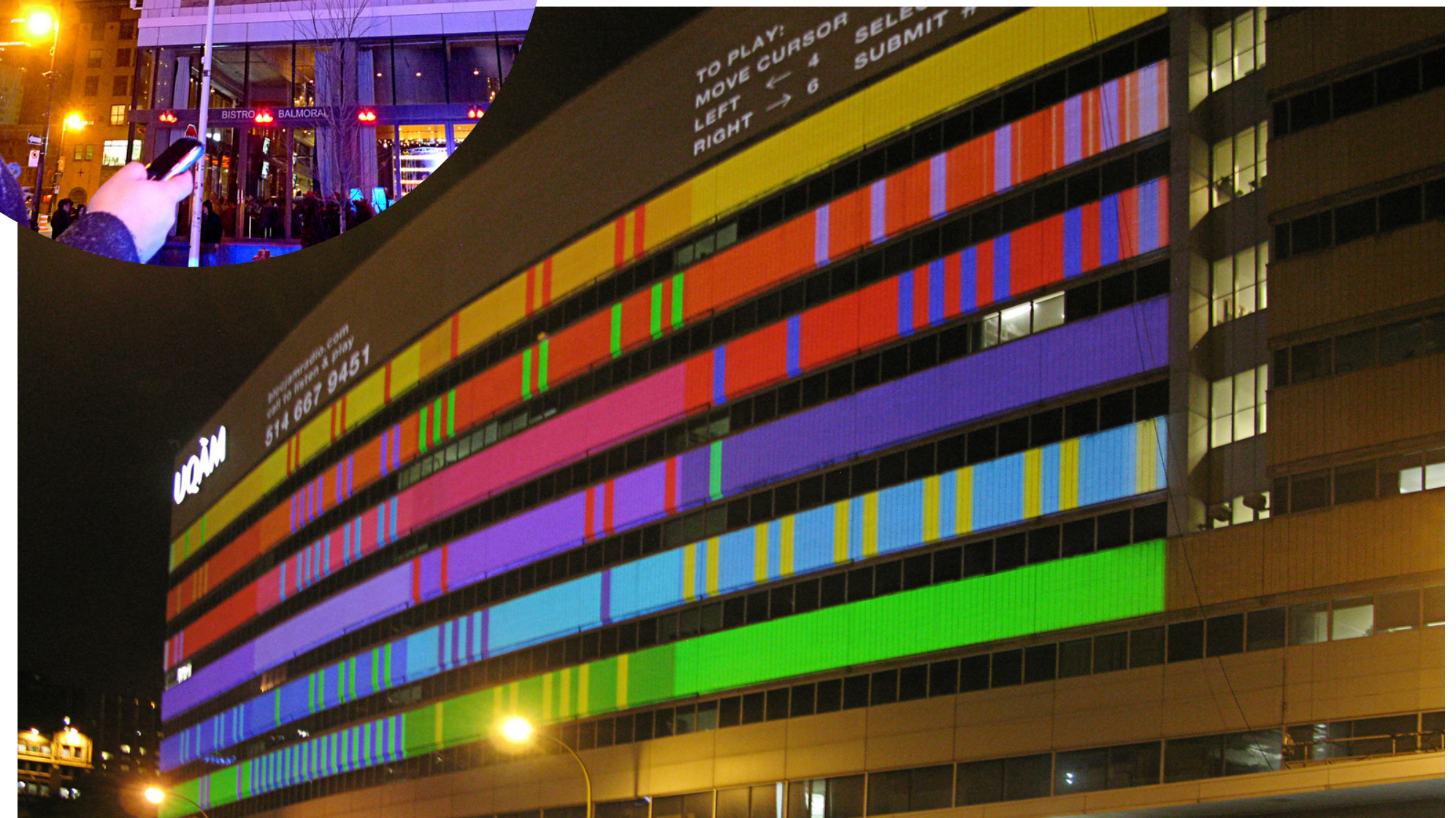
A large scale custom projection turns the facade of a building into a giant music sequencer. A phone line enables the public to play notes with their keypad, without an app or internet. The sound can be broadcasted in the streets with speakers, or, simply from phones for a “silent disco.” The projected color blocks correspond to the notes and the rhythms created by the public.

PROJECT TYPE:	Festival, Family Friendly
BUDGET:	\$\$\$
IMPLEMENTATION:	Medium
TIMELINE:	Ongoing through Winter
MATERIALS:	Computer Equip, Audio System, Internet, Projection Equip, Software, Electrical
MAINTENANCE:	High



The City as Instrument

In the streets, all facades hold potential sequencers. Bloc Jam was designed to transform any floor or window of a building into a partition or set of notes, ready to be activated. The project requires little physical materials and utilizes the technology that can be found just inside our pockets.



DAIly
TOUS LES JOURS

dailytouslesjours.com

Noemie Riviere
DAILY TOUS LES JOURS



SCORE!



Playing with light in an interactive winter game

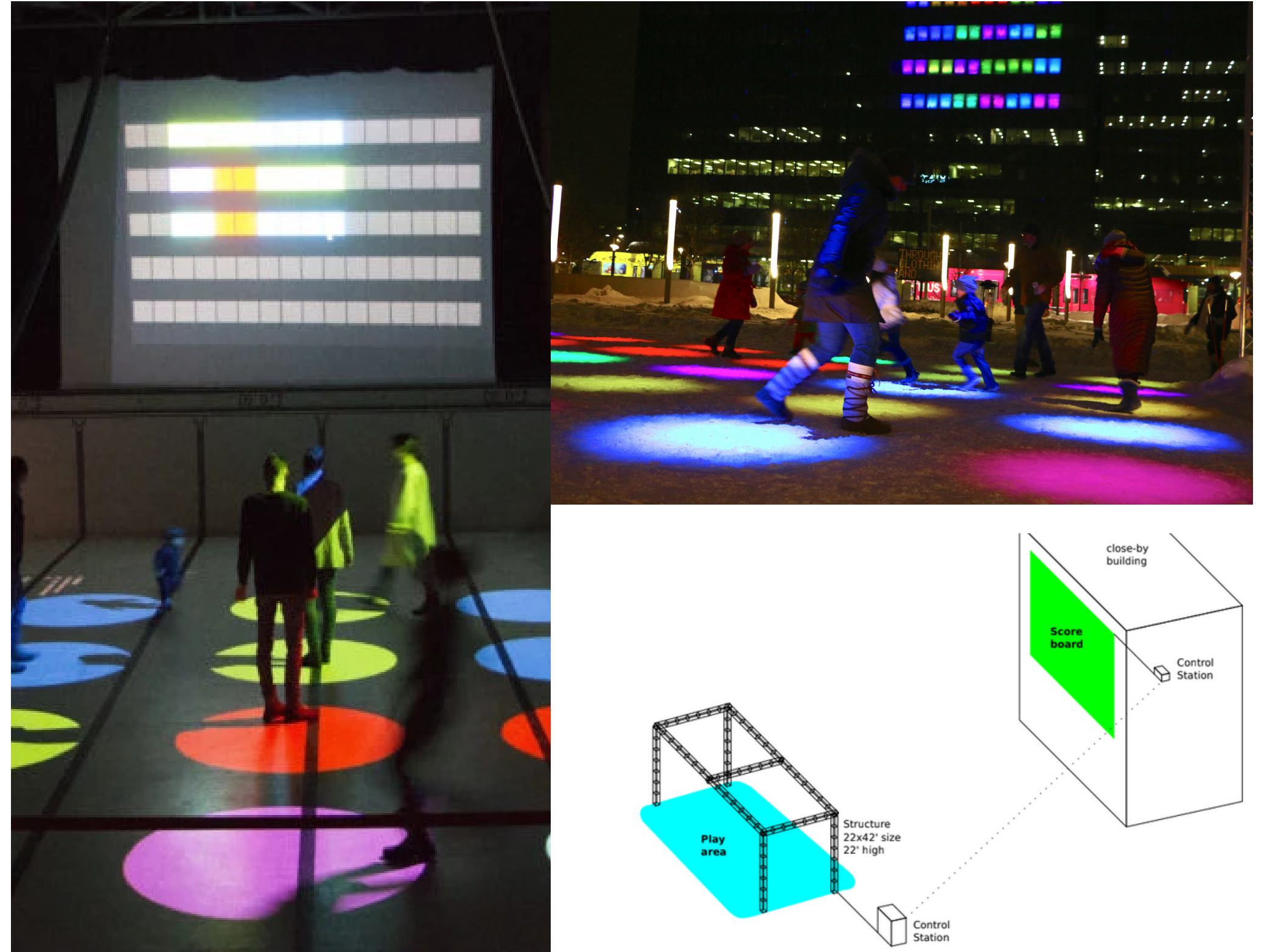
What's in a game? Kicking a ball around, moving pieces on a board, dealing cards: they all start out simple, yet they have the power to lead to unsuspected behaviors.

Score! is a game about all games, asking questions about rules, team spirit, competition, reward, and the strategies that emerge while playing.

The artwork transforms a forgotten parking lot into a playing field. Players stand in a kaleidoscopic board and jump on light dots to change their color and gain points.

However, the rules keep on changing and new levels of complexity are introduced along the way: points, penalties and team swaps poke fun at our thirst for winning.

PROJECT TYPE:	Festival, Family Friendly, Play
BUDGET:	\$\$\$
IMPLEMENTATION:	Medium
TIMELINE:	3 Days
MATERIALS:	Spotlights, Infrared camera, Lights, Speakers, Computer, Amp, Mixer, Dmx networking
MAINTENANCE:	Medium



**DAiLY
TOUS LES JOURS**

dailytouslesjours.com

Noemie Riviere
DAILY TOUS LES JOURS



LIGHT SHELTER WARMTH



Enclosed parklets provide warmth and light

Utilizing the existing footprint of newly claimed outdoor dining space during the summer months, very simple interventions can be put in place to extend the time in which these spaces can be used. Improving these spaces during the wintertime can be thought of in three parts: light, shelter, and warmth.

Light: It is important to provide visibility to the storefront or restaurant in a way that turns the space into a beacon. It signals safety and visual interest to pedestrians passing by, and invites them to come and stay.

Shelter: Wind and inclement weather can be kept out through the use of plastic panels mounted to a structure over an existing parklet. The space can be ventilated either on the sides or at the top.

Warmth: Trapping heat inside the shelter encourages longer stays and allows patrons to be in outdoor spaces for longer into the season.



Many cities have used these interventions since before the pandemic, and they are applied readily during the colder months in order to provide cozy and comfortable spaces that can be used year-round. In the United States, our new embrace of the open streets that are now necessary needs only to adapt summer interventions to winter conditions.

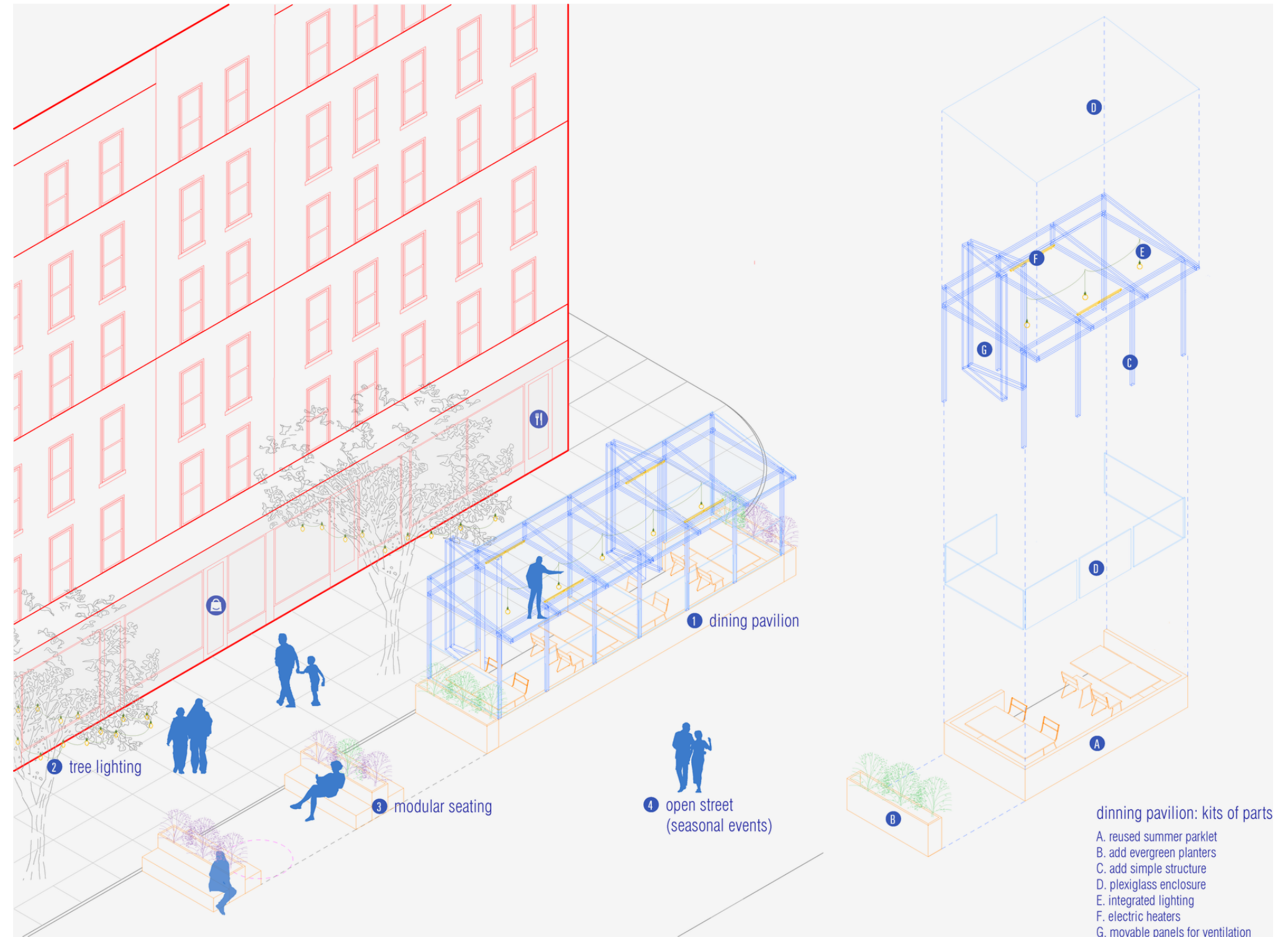
PROJECT TYPE: **Warming, Family Friendly, Festival**
 BUDGET: **\$\$**
 IMPLEMENTATION: **High**
 TIMELINE: **1 Week**
 MATERIALS: **Parklet (lumber, plywood, rubber parking blocks), Evergreen plantings, Plexiglass, Light metal frame, Electric heaters, String lights**
 MAINTENANCE: **Medium**



Michael Stapor



Veronica Rivas Plaza



COMMUNITY WIFI SPOT



Creating an outdoor internet library

This free outdoor internet library provides protection from rain and other elements while remaining open to the air for COVID-19 safety. Under a pavilion or tent, computers are up at small desks 6' apart. The mini-pavilion structure would be constructed with fluctuating temperatures in mind and heat lamps would extend the season for outdoor internet usage.



PROJECT TYPE:	Retail, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	Medium
TIMELINE:	1 Day
MATERIALS:	Lumber, Hardware, Sides, Roofing, Furniture, Plexiglass Barriers, Plants, Heating, Extension Chords, Wi-Fi Equipment
MAINTENANCE:	Low



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COZY FEST: STREET SWEATERS



Bringing colorful textiles into public spaces

A Cozy Festival: Street Sweaters event isn't tied to a single winter holiday. The physical installation of these public pieces can be part of the celebration; in fact, pieces can be knitted, quilted, or woven into public space in real-time



PROJECT TYPE:	Event, Festival, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	High
TIMELINE:	1-3 Days
MATERIALS:	Yarn, Textiles, Signage
MAINTENANCE:	Low

_INTERFACE STUDIO

interface-studio.com  

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NODA CHRISTMAS MAZE



A maze of trees creates safe spaces for exploration and wonder

The NODA Christmas Maze is an exciting urban adventure that celebrates the winter holidays and small business owners. Christmas trees will be set up in the streets and along the sidewalks in a way that creates a maze for people to explore and pockets of space that will extend restaurants, cafes, and shops.

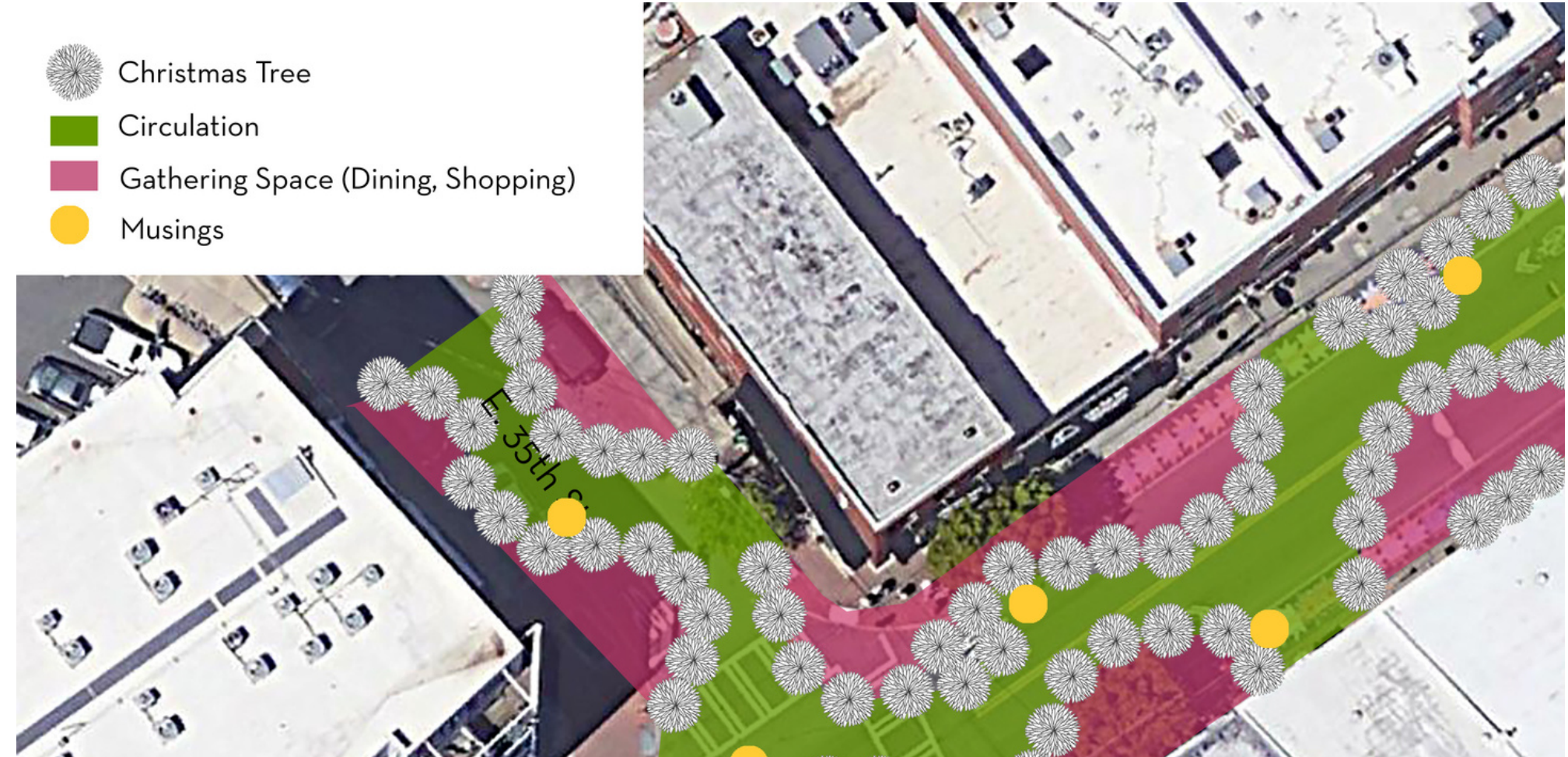
These activated pockets will create intimate, but safe, outdoor space for customers to social distance and patron some of their favorite businesses. These outdoor “rooms” will have walls created by decorated trees that will make dining and shopping outdoors during the winter more attractive and exciting.



Throughout the maze, or circulation area of the design, “musings” or surprises will be around the corners for customers to discover. Whether these are decorations, like a motorized reindeer or Santa, or concessions or market stalls, like a hot chocolate cart, there will be plenty to discover on this winter main street.

These Christmas trees won’t just be any trees. Each groupings of these trees will be sponsored by larger businesses or corporations to not only pay for the event but supplement smaller businesses’ revenue. Each grouping will be decorated in a different theme and will be entered in to a tree decorating contest.

PROJECT TYPE:	Warming, Family Friendly, Festival
BUDGET:	\$\$
IMPLEMENTATION:	High
TIMELINE:	2 Days
MATERIALS:	Trees, Decorations and Musings, Temporary Signage, Activities, Portable Toilet Rentals
MAINTENANCE:	Medium



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charlottenc.gov/placemaking



WARM WINTER PLACEMAKING

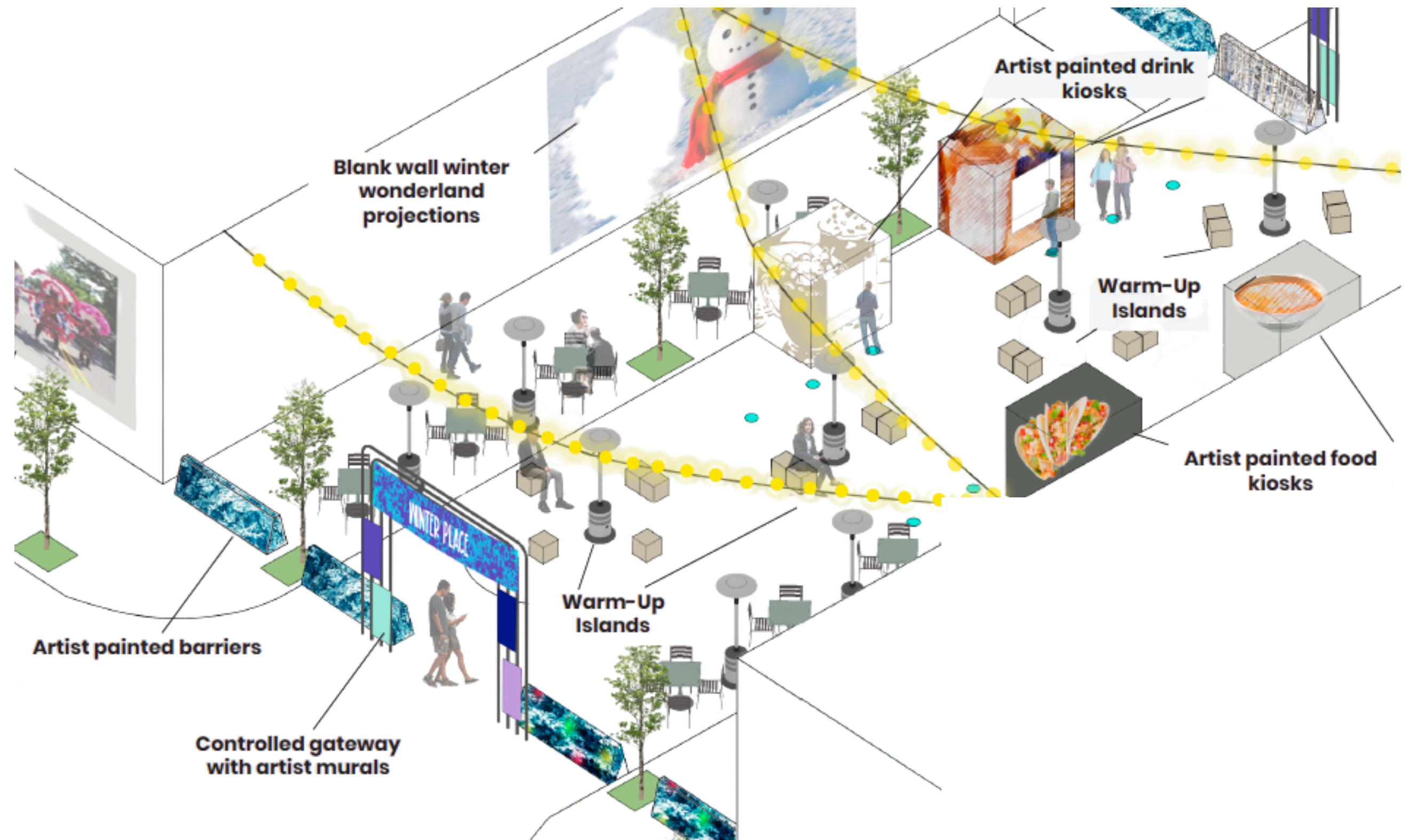


Art, Projections and Warming Stations Enliven Winter Spaces

“Warmth” is a key appeal of an outdoor commercial setting. If allowed by the community, “firepits” and outdoor heaters distributed around the blocked-off street would underscore heating. These could be enhanced by drinking fountains of hot chocolate, tea, coffee or hot cider that could be a gift to visitors to the area.

Additionally, we strategically include another method of warmth— both familial and community, in the form of projections (both still images and videos) of community cultural experiences and activities as well as family events and celebrations onto shop windows or on building facades.

A hashtag for the project creates engagement.



WARM WINTER PLACEMAKING (cont'd)

Jersey barriers that are creatively adorned by local artists, sparkle LED lighting throughout the area will add safety and glow to this winter place. Social distancing markings placed on sidewalks and streets. Local artists will be integrated in the process.

QR codes can be used to access menu, store sales and community news, health and welfare information.

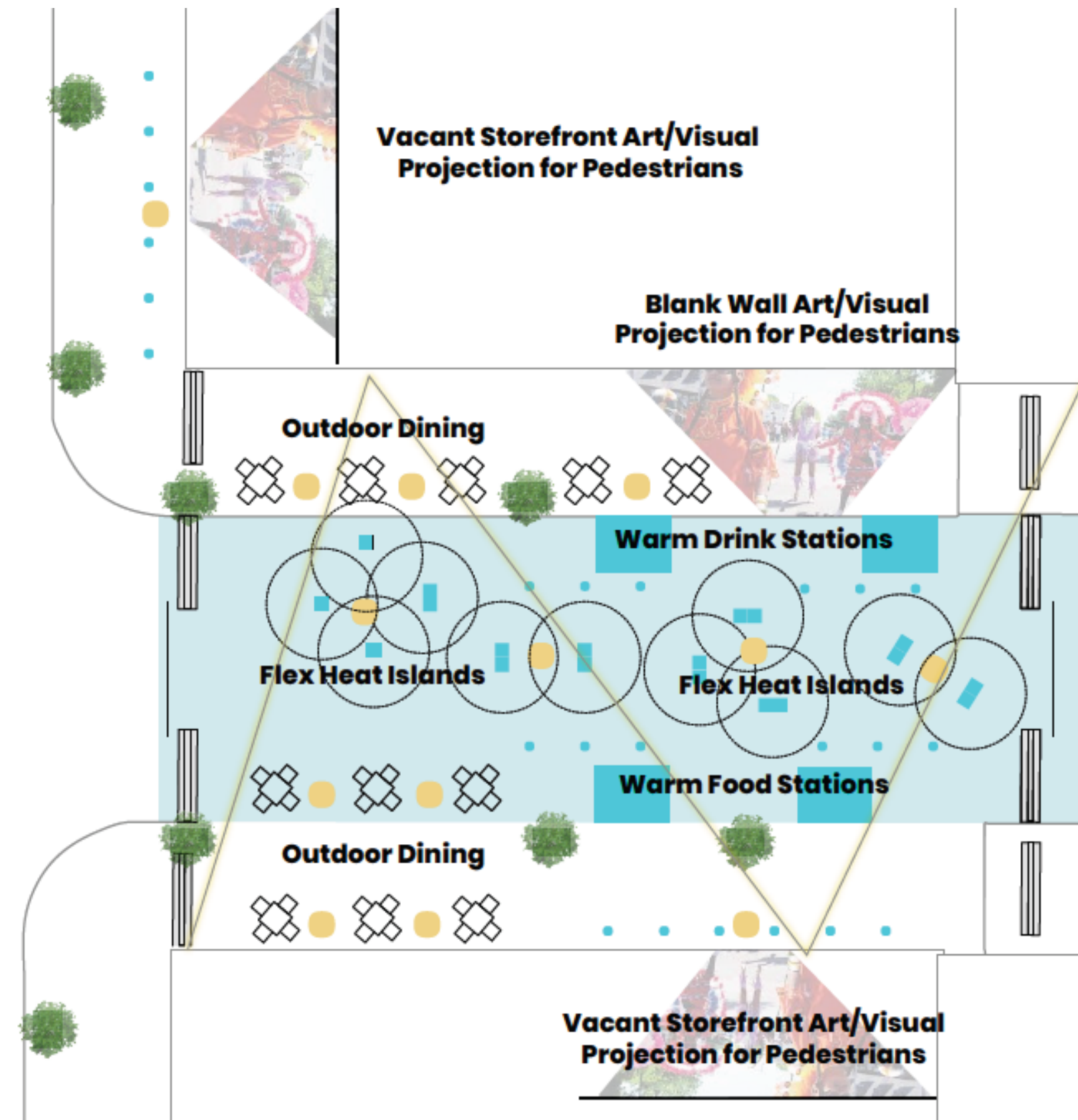
PROJECT TYPE: **Dining, Retail, Warming, Event, Festival, Family**
BUDGET: **\$\$**
IMPLEMENTATION: **High**
TIMELINE: **2-3 Days**
MATERIALS: **Jersey barriers, Projectors, Lighting, Kiosks, Warming stations, Seating, Gateway/entrance, Signage**
MAINTENANCE: **Medium**



FAVERMANN DESIGN

Mark Favermann
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SOLID & VOID | CONTRAST



Parklet art space provides warmth and shelter

Solid & Void consists of black stained wood panels with attached glass paneling. The solid and void effect of the wood slats provide light transmission, while the glass panels protect against the outdoor elements. Our design includes a black wall to be utilized for street artists, allowing for freedom of expression within the community.

Contrast consists of a wooden construction, painted to their corresponding colorways. Creating a color blocking/ folding effect onto the design. Each model comes with an attached outdoor space heater to provide warmth for those within the space.

PROJECT TYPE: **Dining, Warming, Retail**
BUDGET: **\$\$\$**
IMPLEMENTATION: **Medium**
TIMELINE: **3 Months**
MATERIALS: **Wood paneling, Glass panels, Decking, Levels, Heaters, Paint**
MAINTENANCE: **Medium**



Savannah Dodge
B&B Micro Manufacturing
bbtinyhouses.com



SNOW GLOBE SHAKE UP



SHAKE IT UP with life-size snow globes on Main Street

These inflatable globes can capture the spirit of the season, and can be transformed into temporary public art installations that will draw [socially distanced] crowds, selfie seekers, young chaps, old hats, and everyone in between.

The idea is to tap into local artistic talent, performance or visual, to bring a bit of wonder and excitement to the campfire district. Public art is not only something that adds color to a place, but it builds and reinforces shared cultural experiences, and acts as a catalyst for our recovering local economies. It's recommended that the globes be illuminated at dusk, and include blowing feathers or confetti to be sure they live up to their name.



PROJECT TYPE: **Festival, Family Friendly**
BUDGET: **\$\$**
IMPLEMENTATION: **Medium**
TIMELINE: **6 Weeks**
MATERIALS: **Inflatable Globes, Air Compressor, Fake Snow, Artistic Materials**
MAINTENANCE: **Low**

_INTERFACE STUDIO
interface-studio.com

Ashley DiCaro
Interface Studio
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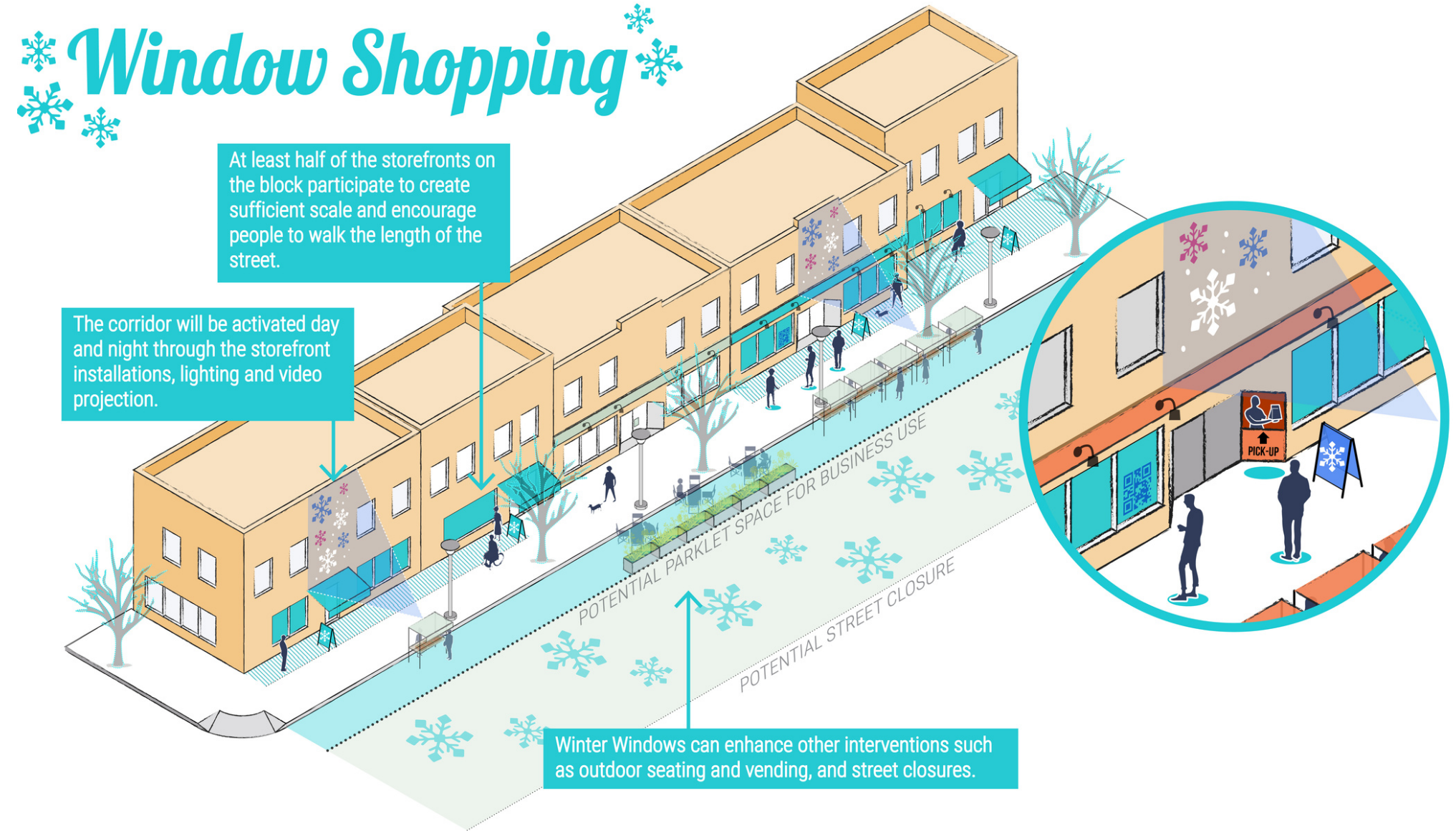
WINDOW SHOPPING: STOREFRONT DISPLAY



Artistic window displays and contactless shopping

Window Shopping is an event that draws people to the area and a boost for individual businesses and the corridor/district. The idea is inspired by the tradition of department store holiday windows but brought to Main Street. Businesses are paired with local designers/artists to create whimsical, artistic window displays, storefront projections, and/or retrofitted storefronts for contactless shopping.

Window displays can use the business as a theme or there can be a coordinated effort that links all the businesses on the corridor to tell a story. This idea highlights all types of businesses, including service-based, salons, hardware stores, and offers a range of implementation levels from relatively simple to elaborate.



PROJECT TYPE:	Festival, Event, Retail Family Friendly
BUDGET:	\$\$
IMPLEMENTATION:	Medium
TIMELINE:	1-2 Months
MATERIALS:	Lighting, Design services, Screens, Projectors, Maps, QR codes, Take-out retrofitting
MAINTENANCE:	Low

_INTERFACE STUDIO

interface-studio.com

Stacey Chen, Maria Gabriela Gonzalez, Ben Bryant
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VACATION ON MAIN



Turn Your Main Street into a Staycation Destination

With travel restrictions persisting throughout the winter and many families and residents not comfortable with travel within their own countries, we came up with the concept of Vacation on Main. Allow area residents to go on an exploration of the small business community within their own community.

Main Street will be converted to a full “open street” to facilitate this event with safe social distancing (either permanently or during the evenings). Each business and restaurant will be provided with a small stand outside their restaurant or store to take orders or display merchandise. They can customize their display as they see fit. Locations will be provided along the street for visitors to warm up and enjoy food and drink from local establishments.

PROJECT TYPE:	Dining, Retail, Warming, Event, Festival, Play, Family
BUDGET:	\$\$
IMPLEMENTATION:	Medium
TIMELINE:	1 week
MATERIALS:	Display Carts, Warming Stations/ Fire Pits, Wood, S'Mores, Fencing, High Top Tables, Flood Lights
MAINTENANCE:	Medium



Jonathan Berk, creative director
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HOTHOUSE IGLOOS



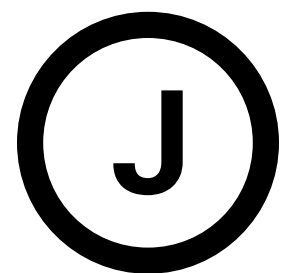
Tropical igloos help connect us to the sensory world of nature

The design of my Hothouse Igloos juxtaposes the concepts of plant blindness and climate change. Plants behave in ways that stimulate communication and change peoples behavioural patterns; we are unable to visualise a world that has no plants. However, there is evidence of a hyperseparation between plants and the natural world.

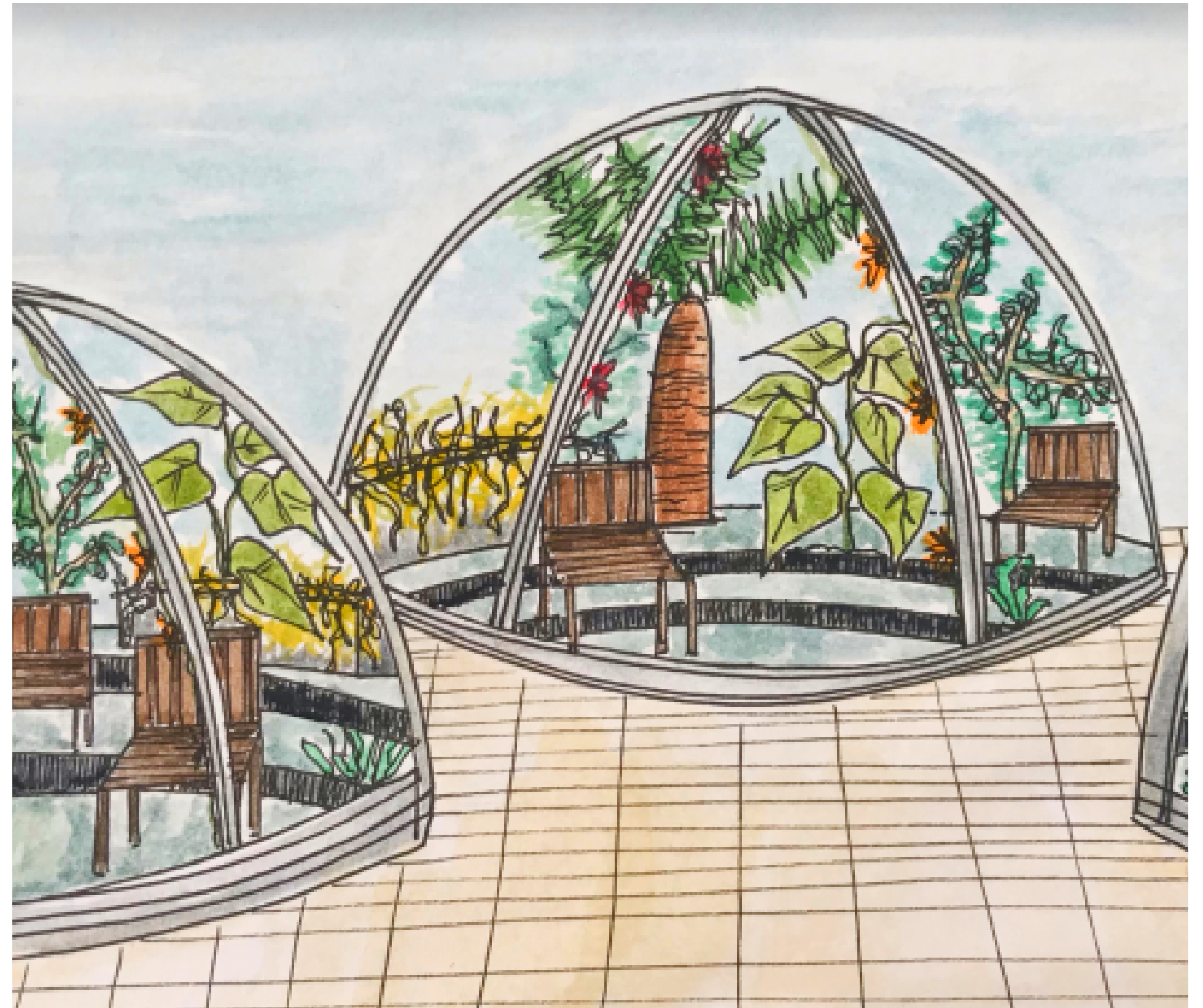
This fundamental problem needs to be addressed and the aim of the Hothouse Igloos is to place the user in a tropical botanic environment in the midst of winter, whilst also giving the user an ability to socialise within a social distanced climate.

The Igloos are designed to house up to 6 people at a time who can use the seating to relax and take in the tropical environment around them. The planting will be tangible and allow the user to sensually experience a diverse range of plants; permitting a connection to nature they may not have ever experienced.

PROJECT TYPE: **Dining, Warming, Family Friendly**
BUDGET: **\$\$**
IMPLEMENTATION: **Medium**
TIMELINE: **1 week**
MATERIALS: **Plastic sheeting, PVC pipe, Igloo, Chairs, Tables, Plantings, Lighting**
MAINTENANCE: **High**



Jasmine Daniel
JBeatriceDesign
jasminebeatricedaniel@outlook.com



FROSTY ART FESTIVAL



Outdoor art competition sparks creativity and outdoor activity

Frosty Art Festival is a winter art festival that places artworks throughout the downtown bringing people into and around businesses to judge the works.

The works of art will be on walls, in businesses, under tents and canopies and in storefronts and can take the form of sculpture, light installations, textile, photography, painting, ceramic art, etc. Each piece of art will be marked with a plaque cohesive to all submitted works. Throughout the three weeks the works are up people can vote on their top through a website or in person at three stations throughout town.

There will be lighting, firepits and warmers to ensure that people feel enticed to stay and linger. For the last weekend and announcement of the winners, local businesses and vendors can set up booths to sell goods and merchandise.

PROJECT TYPE:	Retail, Warming, Festival, Family
BUDGET:	\$\$
IMPLEMENTATION:	Medium
TIMELINE:	3 Weeks
MATERIALS:	Tents, Warming Stations, Map, Art Displays, Lighting
MAINTENANCE:	High



Mahala Clayton, director
Patronicity
mahala@patronicity.com



WE CAN DANCE



Interactive projections invite community to take over the streets with dance

We Can Dance is a large-scale collective choreographic exercise inviting the public to take over the streets through dance. Following each other in a vast imitation game, participants become giant dancers parading along building facades.

A shipping container is transformed into a recording studio. A first participant follows an original choreography, a second follows that first participant's imitation of the choreography, and so on. The dances are projected in a sequence on a nearby building facade. Seats are provided for everybody to enjoy the mesmerizing show.

Dance is a universal language. It gives a sense of liberty while also encouraging self-discovery. Dancing has the power to change our relationship with our own body by helping us have a more positive view towards others and ourselves.

PROJECT TYPE: **Festival, Event, Family Friendly**
BUDGET: **\$\$\$**
IMPLEMENTATION: **High**
TIMELINE: **3 Days**
MATERIALS: **Recording system with LCD Screen, Smart buttons, Camera, Projection System, Audio/Video equipment**
MAINTENANCE: **High**



**DAILY
TOUS LES JOURS**

dailytouslesjours.com

Noemie Riviere
DAILY TOUS LES JOURS



WORKOUTSIDE: OUTDOOR CO-WORKING SPACE



Providing an all-weather space for gathering

Co-working spaces that normally play an important role in bringing people together, fostering new ideas, and driving innovation have had to close their doors or reduce operations. According to a Stanford report, 42 percent of the U.S. labor force are working from home due to the public health concerns from the virus. In order to bring back connection and collaboration, we propose WorkOutside, a pop-up outdoor co-working space.

There are few outdoor all weather gathering spaces in the Boston area, so our co-working space will provide a valuable asset to the community and foster creative expression and play. The design provides protection from rain and other elements while remaining open to the air for COVID-19 safety.



PROJECT TYPE:	Warming, Family Friendly
BUDGET:	\$\$
IMPLEMENTATION:	High
TIMELINE:	7-10 days
MATERIALS:	Lumber, Screws, Nuts & bolts, Sides, Roofing, Desks, Chairs, Plexiglass, Lighting, Heating, WIFI, Electrical
MAINTENANCE:	Medium



Aaron Greiner
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culturehouse.cc



In the winter, heating lamps and partial walls will provide warmth and protection. While our implementation includes building a pavilion, this could easily be replicated with a faster and more cost effective option such as a canopy tent. Benches, chairs, and swings will provide mixed used seating arrangements for meetings, discussions, or solo-work.

PUBLIC PAVILIONS - INTIMATE SPACES IN PUBLIC PLACES



Outdoor art installations become safe theatrical environments

Because of COVID19, our homes have become safe havens, while our souls yearn to gather together as a community. This concept explores the idea of bringing our private spaces to public places. What does a snippet of a living room look like when it is located on Main Street? How does that private space look when it is public? What story needs to be shared about isolation?

Architectural pavilions out of wood mimic a corner of a domestic residence. Designers/architects help design and construct the spaces, while visual and performance artists create a narrative. The artist paints and decorates the space, while the performance artist creates a piece to be performed periodically throughout the festival period.

PROJECT TYPE:	Warming, Festival, Event, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	Medium
TIMELINE:	2-7 days
MATERIALS:	Wood, Hardware, Lighting, Art Supplies, Signage
MAINTENANCE:	Low



Barbara Lash
Barbara Danger Studio
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Featuring musicians, poets, dancers, actors and comedians who have been limited in showcasing their art during COVID19, these small “stages” would create outdoor arenas where the audience can be outdoors and practice safe social distancing. Local restaurants and bars can serve handhelds and cocktails at warming stations. When not in use for performance, the pavilions create wind breaks and artistic backdrops for gathering.

WINTER TREE FARM



Potted evergreens create safe spaces and shelter

This concept proposes the use of nursery-grown container plants as tools for screening and/or space-making.

Potted columnar evergreens could be rented, purchased or donated to restaurants or Main Street districts looking to activate outdoor spaces, keep patrons separated from vehicular traffic, or sheltered from prevailing winds. Shorter or deciduous plants can be used where visibility is needed.

At the end of the season, the plants can be installed in the neighborhood for residents to enjoy for years to come!

PROJECT TYPE:	Dining, Retail, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	Low
TIMELINE:	1-2 days
MATERIALS:	Potted Shrubs and Trees, Lighting
MAINTENANCE:	Low

WINTER TREE FARM

This concept proposes the use of nursery-grown container plants as tools for screening and/or space-making. Potted columnar evergreens could be rented, purchased or donated to restaurants or Main Street districts looking to activate outdoor spaces, keep patrons separated from vehicular traffic, or sheltered from prevailing winds. Shorter or deciduous plants can be used where visibility is needed. At the end of the season, the plants can be installed in the neighborhood for residents to enjoy for years to come!

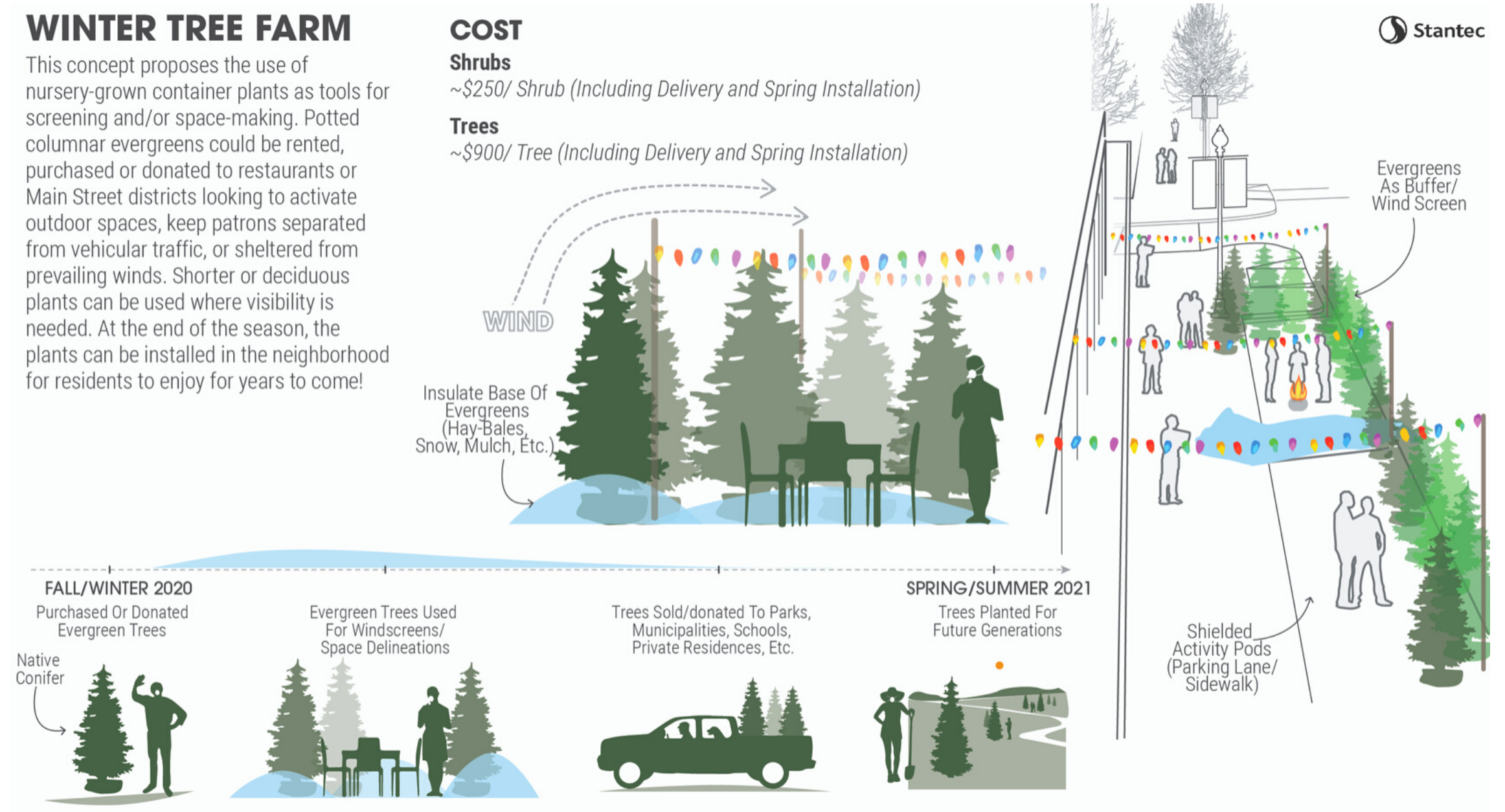
COST

Shrubs

~\$250/ Shrub (Including Delivery and Spring Installation)

Trees

~\$900/ Tree (Including Delivery and Spring Installation)



Adam Fearing
 Stantec's Boston Causeway Street Office
 adam.fearing@stantec.com



LIGHTS AND BITES



Decorating contest and chili cook off create warm winter festival

Lights & Bites is a winter festival on main street that has season long features to last beyond the festivities. It will include a Christmas Tree Decoration contest with local businesses competing and a chili competition.

The festival would activate main street and bring people to patronize local businesses even in the winter months. Outside heat sources like firepits and free standing heaters will warm the passing patrons and lights overhead will illuminate the streets. Guests will be able to vote on the best tree and chili during a designated weekend.

Chili contest can be hosted by a local lions or rotary club and invite police, fire department, churches, and community organizations to compete. Prizes to be determined by hosts.



PROJECT TYPE: **Dining, Warming, Festival, Family**
BUDGET: **\$\$**
IMPLEMENTATION: **Medium**
TIMELINE: **3 Weeks**
MATERIALS: **Decorated Trees, Lighting, Signage, Vendor booths, Chili Cooks, Warming Stations**
MAINTENANCE: **High**




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WASH AND FOLD



Easy to assemble barriers and hand wash stations create safe environments

In response to the ongoing pandemic and in keeping with our mission – activating spaces to strengthen community – Beyond Walls recognized the need for flexible outdoor spaces where people can safely gather, eat, drink, and enjoy all that their communities have to offer.

With pro-bono design services provided by our longtime partner and supporter, Payette, and in partnership with Lynn Vocational Technical High School, we developed two new creative placemaking “tools” designed to address this immediate challenge.

WaSH + FoLD



PROJECT TYPE:	Dining, Retail
BUDGET:	\$\$
IMPLEMENTATION:	High
TIMELINE:	1 Day
MATERIALS:	Corrugated steel panels, Flower pots, Water tanks, Steel rods, Trees, Lighting
MAINTENANCE:	Low

WaSH:
A free-standing, weather-resistant handwashing station.



FoLD:
Laser-cut sheet-metal parts flat-pack for simple, easy to install barrier system that makes outdoor dining safe and accessible while protecting clientele from traffic.



Al Wilson
Beyond Walls
al@beyond-walls.org
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PEDAL POWER



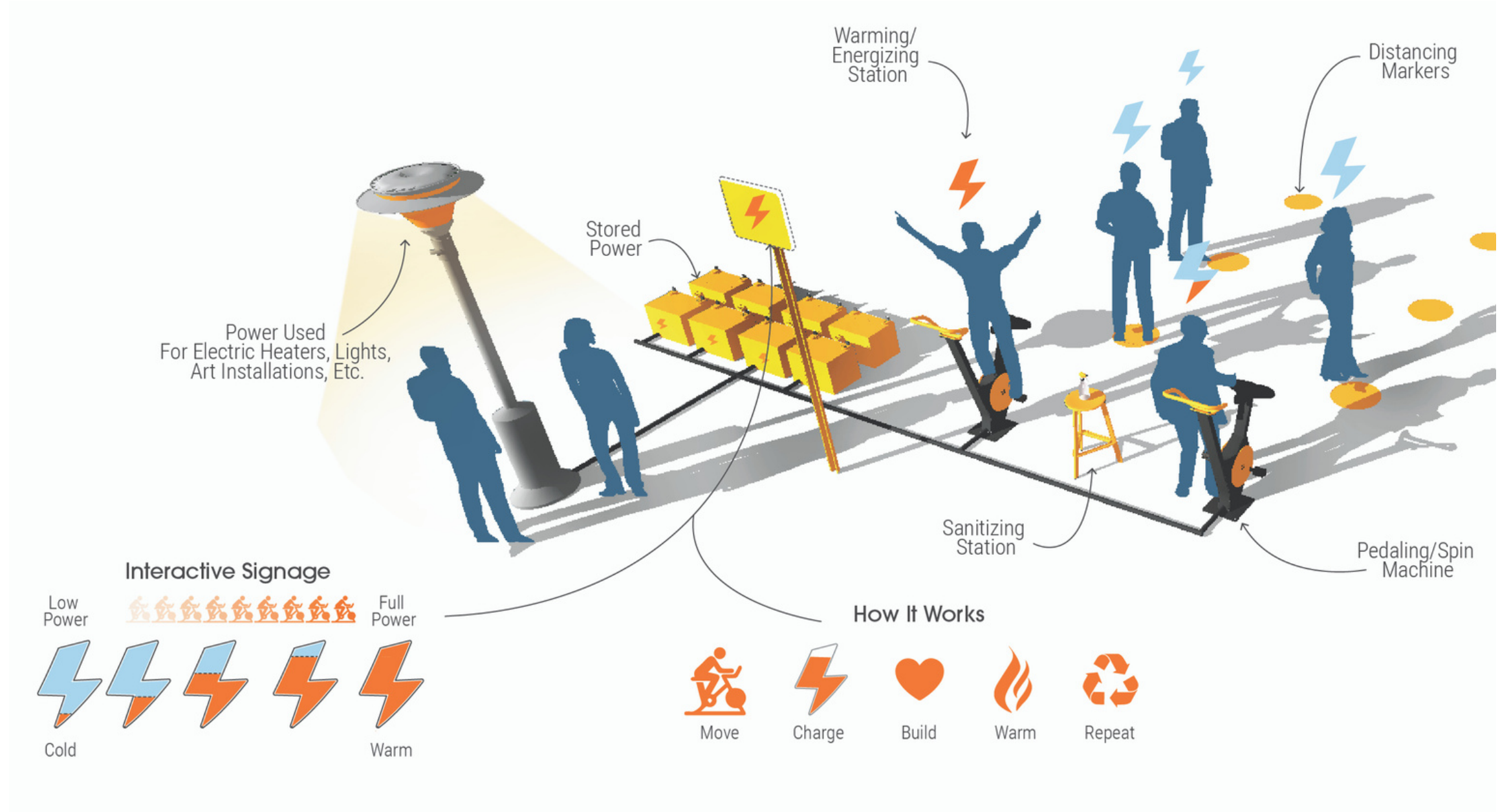
Stationary bikes create power and warmth

Pedal Power is a concept that promotes physical activity while social distancing by deploying pedal stations that power specific widgets/programs.

These widgets/programs could be a nearby heat station to keep warm, a light-art installation, a colorful windmill, or a simplified merry-go-round for people of all ages.

Patrons are invited to try out the pedal power stations and to activate the elements connected with it.

It's fun, it engages patrons, and makes for a memorable and WARM visit!



PROJECT TYPE:	Warming, Festival, Family Friendly
BUDGET:	\$\$\$
IMPLEMENTATION:	Medium
TIMELINE:	5-7 Days
MATERIALS:	Pedal Station, Heat Station, Lighting
MAINTENANCE:	Medium



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TAKEOUTSIDE: FOOD TAKEOUT SPACE



Providing an all-weather space for gathering

TakeOutside is a pop-up pavilion specifically designed for groups to safely enjoy takeout from their favorite restaurants. In talking to residents in the Boston area about what would make them more likely to get takeout from a local restaurant, we have identified two main issues. First is that people want to be able to meet up with friends to eat in a way that is safe and physically-distant. Secondly, they need an outdoor place they can go to in all weather conditions. TakeOutside addresses both of these problems with outdoor physically-distant seating that is enjoyable even in the colder months.



PROJECT TYPE:	Dining, Warming, Family Friendly
BUDGET:	\$\$
IMPLEMENTATION:	High
TIMELINE:	7-10 days
MATERIALS:	Lumber, Hardware, Roofing, Seesaw, Tables, Chairs, Plants, Lighting, Heaters
MAINTENANCE:	Medium

The design includes an array of seating options that feel natural but are at least six feet apart, like picnic tables that are six feet wide. TakeOutside allows for safe interactions that do not feel forced, uncomfortable, or awkward. People can easily get their food delivered right to the pavilion when they order online, allowing for a seamless experience in the space.

While our implementation includes building a pavilion, this could easily be replicated with a faster and more cost effective option such as a canopy tent. TakeOutside is also designed to be easily adaptable as safety guidelines change.

With the COVID reality here to stay for the foreseeable future, TakeOutside reimagines the takeout experience..



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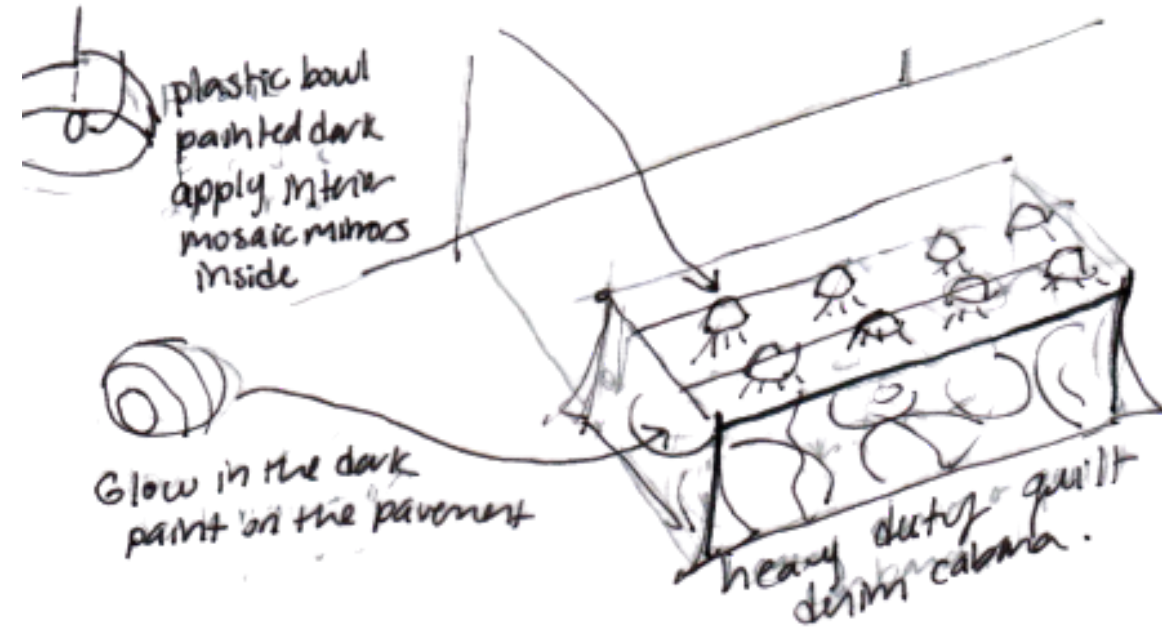
RETRO ZONE



Turn a parking space into a RETRO zone with lights

Funky mirrored mosaic lights and glow in the dark paint on the asphalt parking spaces create an interior world that can only be called “retro.”

- Modify plastic bowls or paper bowls, paint dark or metallic
- Glue mirrored mosaic squares on the interior curve of the light
- Incorporate LED down lights on a grid within the tent frame
- Paint concentric circles of various color mixes of glow in the dark paint
- Wrap tent enclosure with dark fabric if available
- Three pop up tents or one large event tent



PROJECT TYPE: **Warming, Dining**
 BUDGET: **\$**
 IMPLEMENTATION: **Medium**
 TIMELINE: **2-3 Days**
 MATERIALS: **Plastic Bowls, Denim, LED lights, Mosaic Tiles, Glow Paint, Tent**
 MAINTENANCE: **Low**

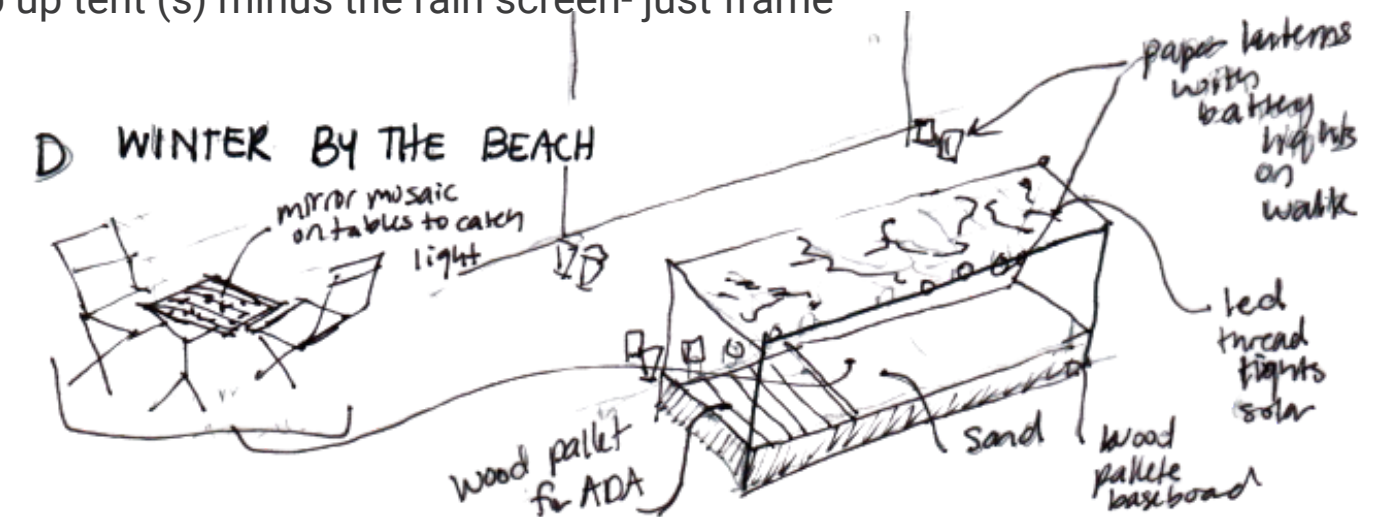
WINTER BY THE BEACH



Create an ADA accessible beach downtown

Fill the parking space with sand and upcycle pallets for a boardwalk edge of the beach for ADA Access. Furniture and or a firepit is placed within the beach. Above solar filament LED lights, and battery operated candles in white paper bags to create a threshold to the beach.

- Suspend filament lights from a pop up tent or open frame
- Glue mirrored mosaic squares on the tops of tables
- Up cycle pallet wood for containing the sand beach and providing ADA access
- Paper lanterns with battery lights
- Fire Pit with movable chairs optional
- Pop up tent (s) minus the rain screen- just frame



PROJECT TYPE: **Festival, Family Friendly, Event**
 BUDGET: **\$**
 IMPLEMENTATION: **Medium**
 TIMELINE: **1 day**
 MATERIALS: **LEDs, Mosaic Tiles, Paper bags, Battery Tea Lights, Fire Pit, Tent, Sand**
 MAINTENANCE: **Medium**

DRIVE IN MURALS & WINTER YARN BOMB



Colorful art and interactive maps draw downtown tourism

Activating trees by employing local quilters and knitters to "yarn bomb" and add color to otherwise dormant trees while providing hats and scarves for those in need. A curated drive through cultural tour around murals (or public art) that can include a bit of city history to encourages visitors back to the downtown.

PROJECT TYPE: **Family Friendly**
BUDGET: **\$**
IMPLEMENTATION: **Medium**
TIMELINE: **30-60 Days**
MATERIALS: **Scarves, Hats, Gloves, Tags and Pixel app**
MAINTENANCE: **Low**



Kady Yellow
The What's Up Downtown Project
whatsup-downtown.com



ELECTRIC FOREST



Visually striking colorful noodle groves create fun microclimates

A forest of pool noodles, arranged in groves, create cozy microclimates for gathering on dark days and cold nights.

As we know music brings the crowd, so this installation features LED seating cubes that are responsive to music, bringing colorful, pulsing energy to an otherwise bleak spot in the city. This become an ideal spot for weekly silent disco parties. Spotlights, solar lights and LED accents add brightness and a feeling of warmth. Electric blankets keep the heat on the people, not the air.

A tent or pavilion with DJ, food and vendors can be activated on the evenings and weekends to draw people to shop, linger and explore the area.

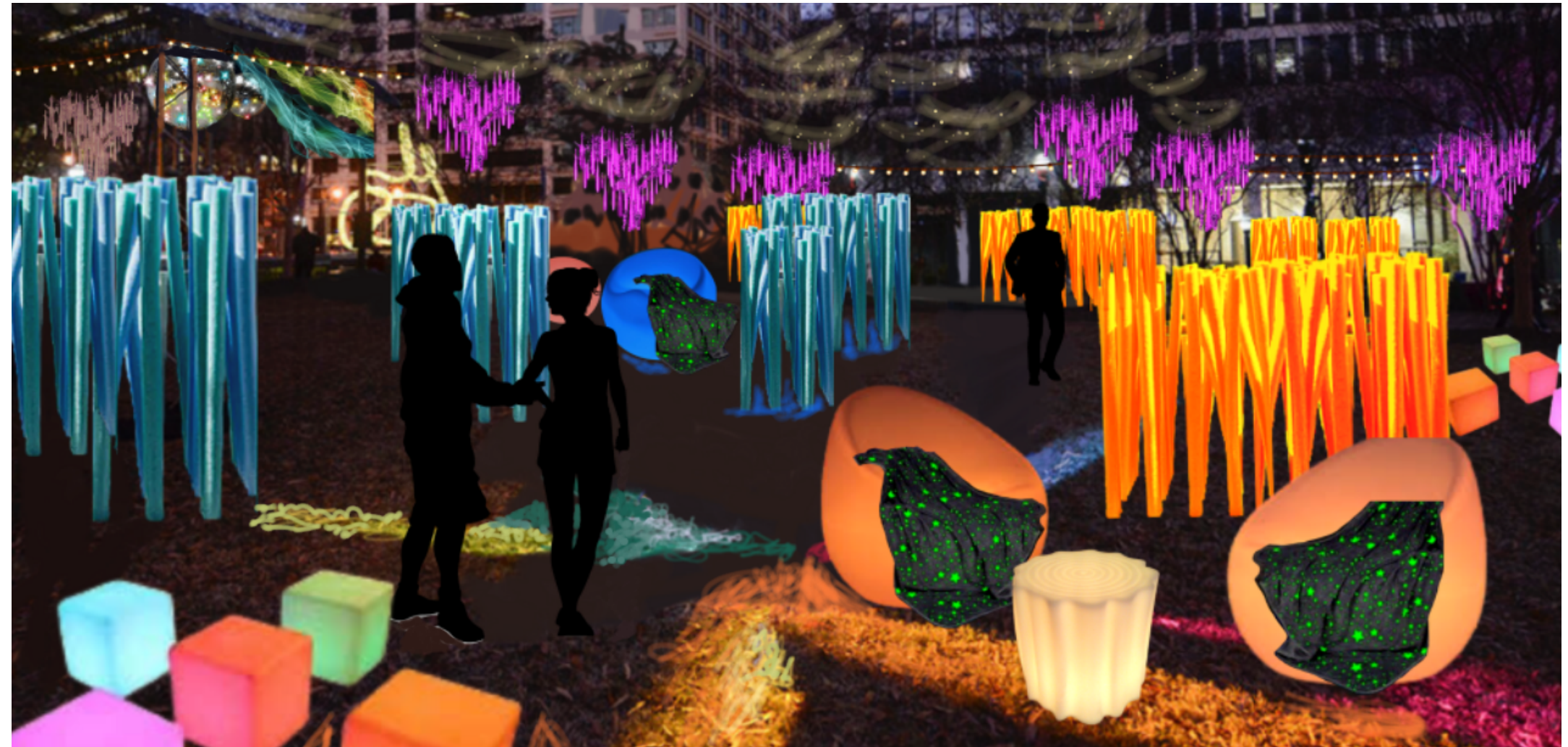
During the day, the noodles add playful color pops to the landscape and allow for kids of all ages to play.

PROJECT TYPE:	Event, Warming, Festival, Family Friendly
BUDGET:	\$\$
IMPLEMENTATION:	Medium
TIMELINE:	1 - 2 days
MATERIALS:	Pool noodles, lighting, LED furniture, Electric blankets, Audio equipment
MAINTENANCE:	Medium



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WINTER STREETScape ACTIVATION



Activating Social Zones for Winter Weather

By providing more space for outdoor dining and extending restaurant seating into the streetscapes, local businesses have been able to lessen the impact of limited indoor capacity regulations as well as provide a safer social environment for consumers. These projects have had incredible success within the recent months, with more visitors recorded in some downtown areas than last year when there were no regulations.

In order to winterize Social Zones, cold weather conditions must be considered in order to maximize the comfort of people within these areas. Wind protection and sun angles will help dictate where on street these Social Zones should be located during the winter months. We have also compiled a list of amenities that could be used individually or combined based on budget, availability, and necessity. Another option to activate downtown spaces during the winter is creating a unique winter programmatic calendar with events catered to all ages.



PROJECT TYPE:	Dining, Retail, Warming, Event, Festival, Play, Family
BUDGET:	\$\$
IMPLEMENTATION:	Medium
TIMELINE:	1 week - 3 months
MATERIALS:	Igloos, Jersey barriers, Lighting, Heaters, Seating, Landscape Materials, Tents, Sports Equipment
MAINTENANCE:	Medium



Rachel Walsh
Troyer Group



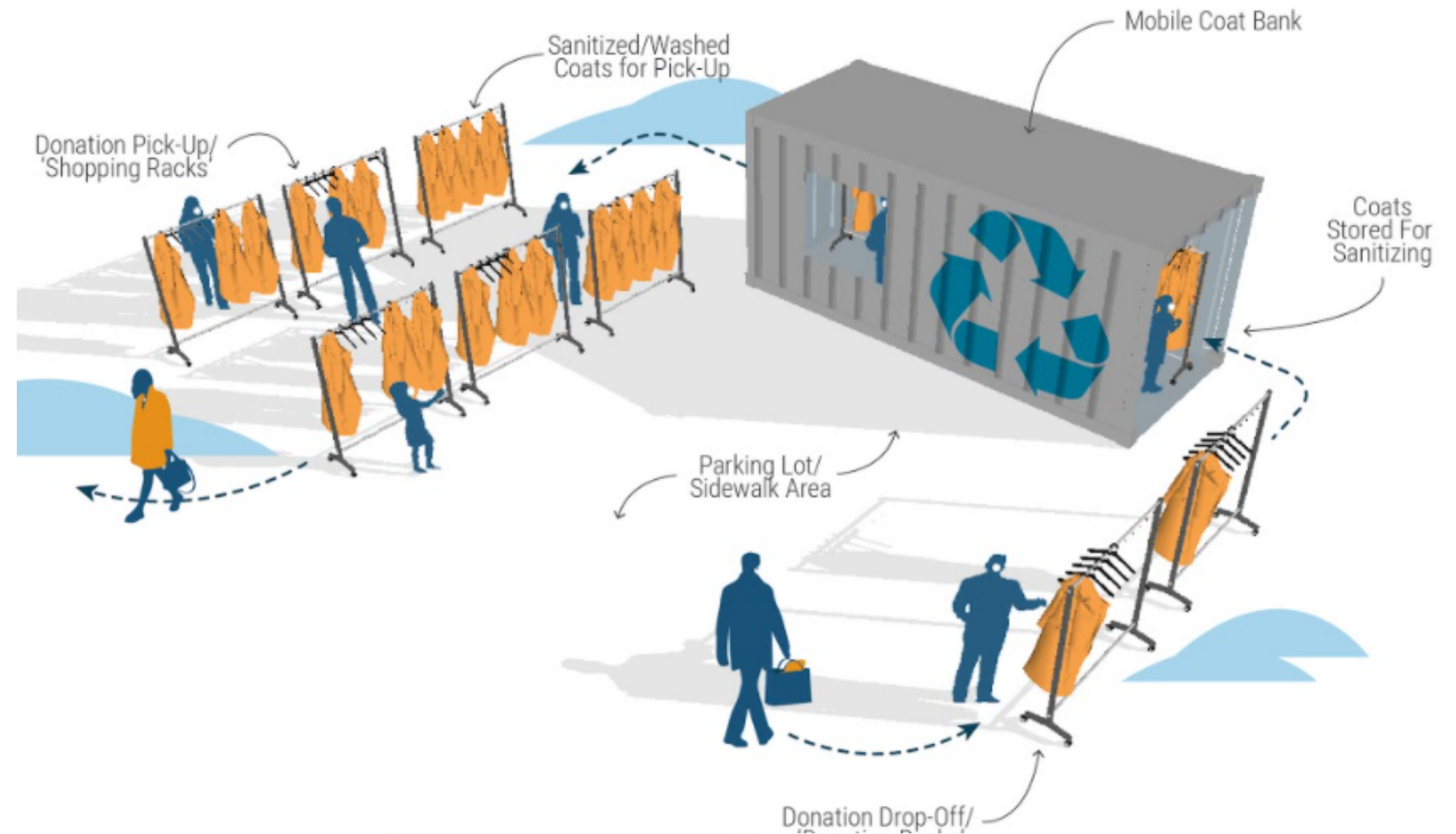
COAT BANK

Providing warm clothing to those in need

Some people are precluded from staying outdoors for longer periods of time because they lack adequate clothing. The COAT BANK intends to provide assistance with warm layers to anyone who needs it.

The BANK gives an opportunity for people to donate their newly purchased, or lightly-worn winter coats, shoes, boots, gloves, etc. The garments would be inspected and cleaned off-site before being displayed at the COAT BANK. Ideally, this concept is coordinated with a local, or national non-profit organization who can assist with the logistics of handling the clothing.

PROJECT TYPE:	Event, Festival, Retail, Market, Family
BUDGET:	\$
IMPLEMENTATION:	Easy
TIMELINE:	1 week
MATERIALS:	Trailer, Container, Clothing racks, Clothing
MAINTENANCE:	Low



Adam Fearing
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CHILLY CHILL OUTS



Reoccurring events encourage outdoor activity

A family-oriented event to promote winter sports practice, as well as food, music and community connections. It will take place every February's Saturday and Sundays afternoons. Food trucks vendors and local businesses will be invited to participate.



PROJECT TYPE: **Event, Family Friendly**
 BUDGET: **\$**
 IMPLEMENTATION: **Medium**
 TIMELINE: **1 Week**
 MATERIALS: **Tables, Chairs, Warming stations, Stage and Sound Equipment, Lighting**
 MAINTENANCE: **Medium**



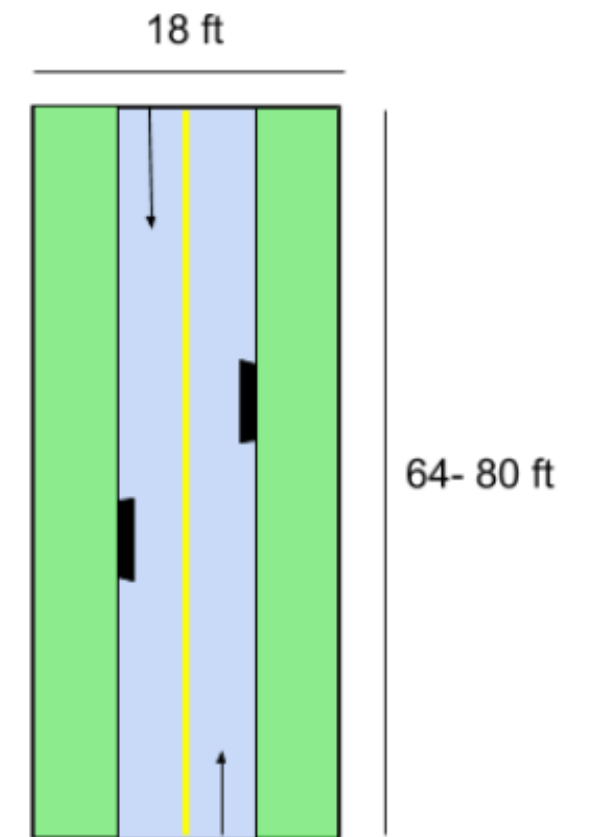
Berta Dominguez
 WSP Canada
 bertadominguez@gmail.com

COZY PLANTS GREENHOUSE



Warmth and learning within an urban greenhouse

An urban farm and greenhouse provides comfort from the cold and teaches visitors about different easy-to-grow crops. Colorful plants, as well as warm, clean, fresh air will evoke positive emotions and a healthy experience.



PROJECT TYPE: **Warming, Family Friendly**
 BUDGET: **\$\$\$**
 IMPLEMENTATION: **High**
 TIMELINE: **2 Weeks**
 MATERIALS: **Polycarbonate panels, Electric heaters, Crops, Soil, Water, Shelving**
 MAINTENANCE: **High**



Trystine Fellmann
 Florida Atlantic University
 tfellmann2020@fau.edu



WAKE UP FACADE



Using containers to create weather shields and extended facades

The general concept is to provide active and encouraging facades on Egleston Square.

First step is a car traffic closure on the main street, to make it more friendly and safe for pedestrians.

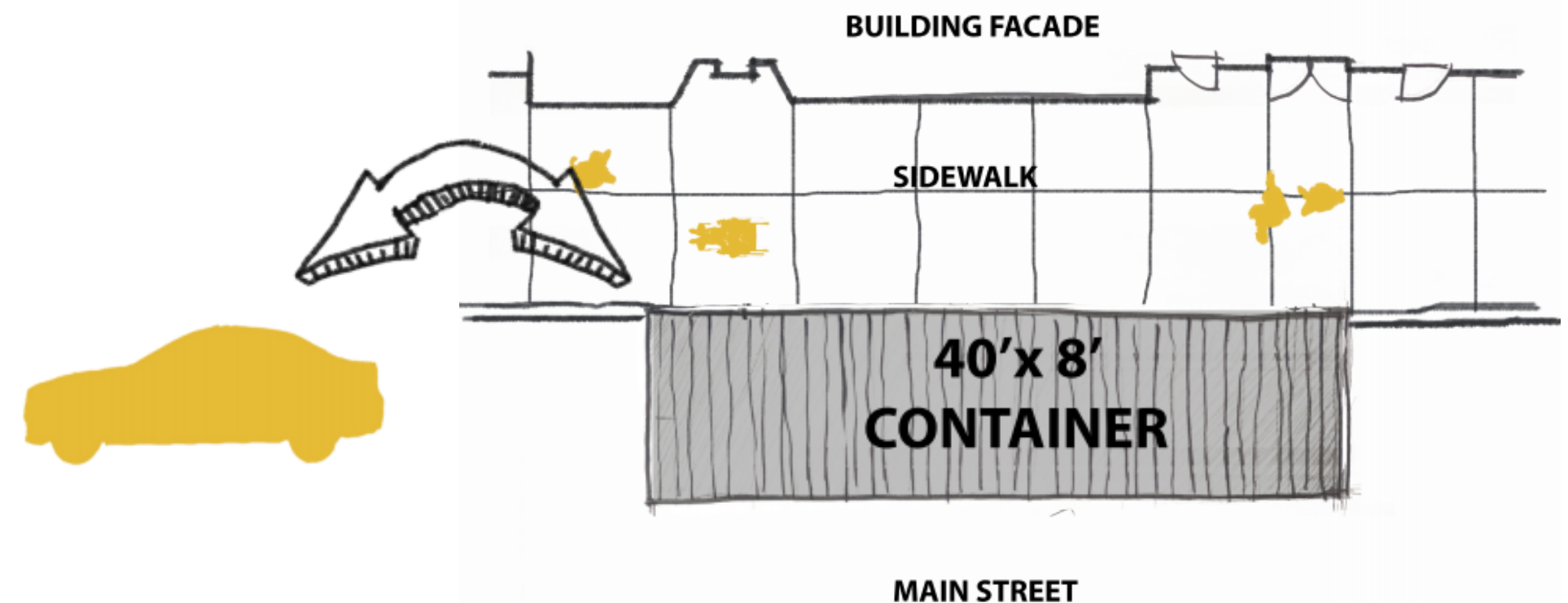
Second step is to identify parking stall facades that face the avenue, and turn them into an active part of the street scape.

Because Boston is a dock city, containers are widely available to rent for a low price. An advantage of containers is that they can help shielding from the weather conditions like snow and wind. If needed, each container can be furnished with the heater and electricity from buildings.

Containers could be a good place for all kinds of business like restaurants, grocers or festivals.



PROJECT TYPE:	Retail
BUDGET:	\$\$
IMPLEMENTATION:	High
TIMELINE:	60 Days
MATERIALS:	Container purchase and fabrication (to be done by professional manufacturer)
MAINTENANCE:	Medium



Joanna Kowalska



GIVING TREES



Pop up tree sculptures activate public places while supporting local nonprofits

In this concept, we expand on the idea of a “tree” by creating multiple pop up sculptures, each dedicated to a local non-profit and decorated by a local artist.

This outdoor exhibit creates unique and fun sculptures that are located throughout the downtown area, bringing awareness to the work of local nonprofits with QR codes for giving, while giving the public an outdoor art experience.

Sprinkled throughout the downtown area, we’d see large 6-8 ft tall 2-part MDF/Plywood trees that have been painted by artists. Other shapes can be made available based on the stakeholder or season.

A map and public vote contest could further drive engagement and social capital for the district, the artists and the nonprofits.



PROJECT TYPE:	Retail, Festival, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	Low
TIMELINE:	2-7 days
MATERIALS:	Wood, Hardware, Lighting, Paint, Website & Signage
MAINTENANCE:	Low



Barbara Lash
Barbara Danger Studio
babs@barbaradanger.com

barbaradanger.com



Giving Trees

- 2-part Slotted Plywood or MDF
- 6-8' Tall
- QR Code with non-profit donation information
- Non-profit is paired with an artist who paints a mini mural on the tree

WORLD OF WINTER **FUNDRAISING**

COMMUNITY PAVILION

Providing an all-weather space for gathering



Working, living, eating, playing, and socializing have been constrained to bedrooms and couches. Community Pavilion brings those activities back into the public realm by providing an all-weather space for friends, neighbors, and coworkers to gather in a safe and physically-distant environment.

Programming could include live music, movie screenings, classes, and workshops. When people are given a safe and fun way to gather again, it supports local businesses and the community.



PROJECT TYPE: **Warming, Family Friendly**
BUDGET: **\$\$**
IMPLEMENTATION: **High**
TIMELINE: **7-10 days**
MATERIALS: **Lumber, Hardware, Roofing, Seesaw, Tables, Chairs, Plants, Lighting, Heaters**
MAINTENANCE: **Medium**

The pavilion is transformed into a physically distant living room for the community. Naturally socially distant seating along with swings and seesaws create a comfortable and fun environment. The addition of heat lamps, lights, and plants make it an inviting space into the winter.

While our implementation includes building a pavilion, this could easily be replicated with a faster and more cost effective option such as a canopy tent.



Aaron Greiner
CultureHouse
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culturehouse.cc



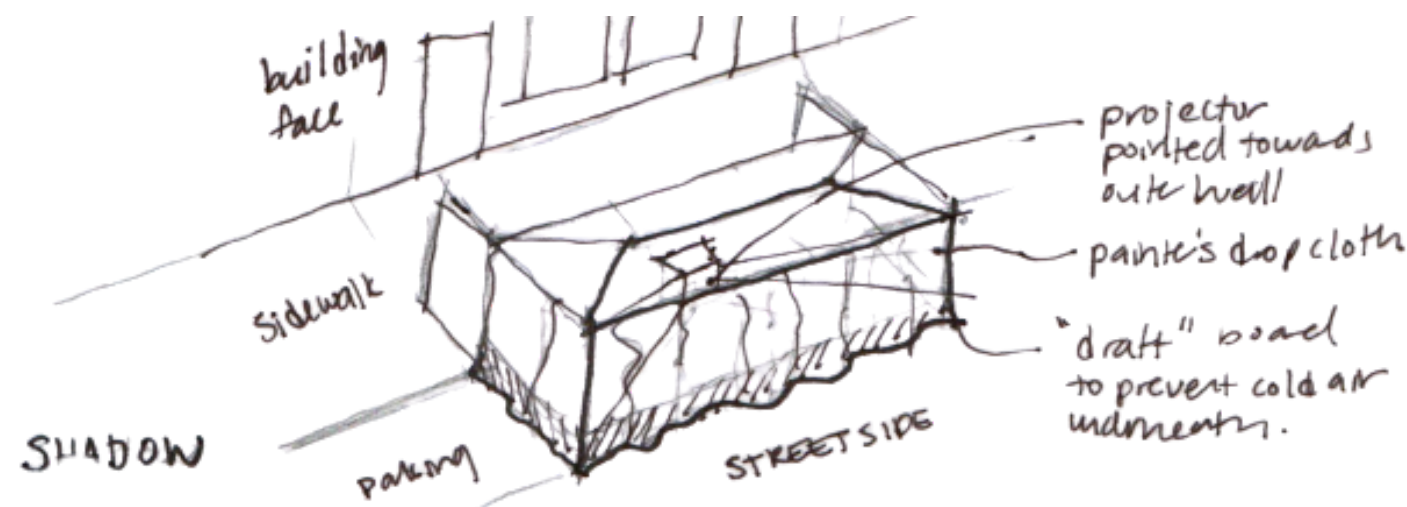
SHADOW PLAY/ SHADOW ART



Colors and shapes move with the wind

The colors, and shapes of art will ripple and move in the wind and patrons' shadows will overlap the images dancing on the walls.

- A white tent made of painter's drop cloth over a tube frame.
- A "draft" board of upcycled wood pallets surround the bottom of the space to help curtail cold drafts at one's feet.
- Sections of cloth connected by velcro
- Sticks wrapped into the bottom of the fabric to hold in place
- Projector with thumbdrive projects images of local artists' paintings onto the back of the tent in a slideshow.
- Three pop up tents or one large event tent



PROJECT TYPE: **Warming**
 BUDGET: **\$**
 IMPLEMENTATION: **Medium**
 TIMELINE: **4-6 Hours**
 MATERIALS: **Projector, Drop Cloths, Velcro, Carport, Sticks, Wood, Art**
 MAINTENANCE: **Low**

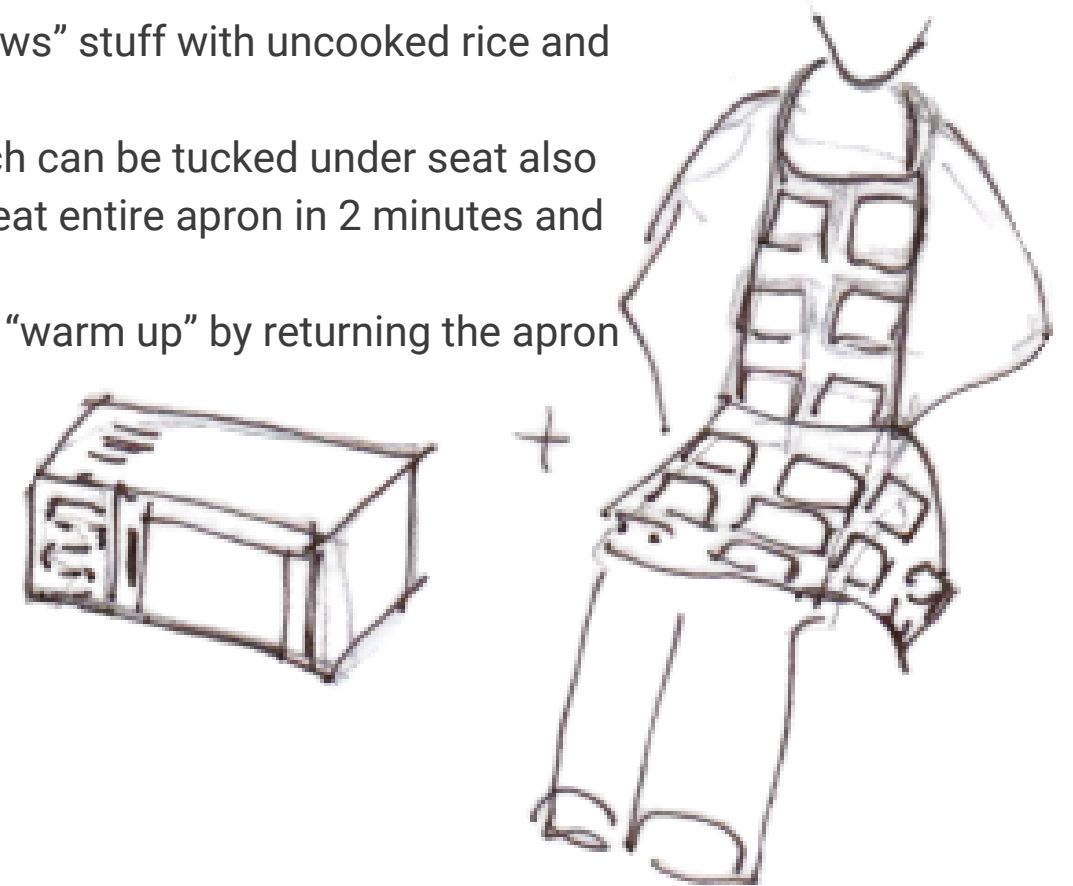
WEIGHTED APRON



Heated Aprons provide cozy, old-fashioned warmth

Extend seating comfort by applying folk wisdom to contemporary times

- Fabric Apron with rows of pockets
- Square or rectangular "pillows" stuff with uncooked rice and sewn shut
- Apron has side panels which can be tucked under seat also
- Nearby microwave can reheat entire apron in 2 minutes and last for 20 minutes
- Longer visits can request a "warm up" by returning the apron to the microwave



PROJECT TYPE: **Warming**
 BUDGET: **\$**
 IMPLEMENTATION: **Low**
 TIMELINE: **1 week**
 MATERIALS: **Fabric and rice, Microwave and extension cord**
 MAINTENANCE: **Low**

PEDAL POWER PAGODA

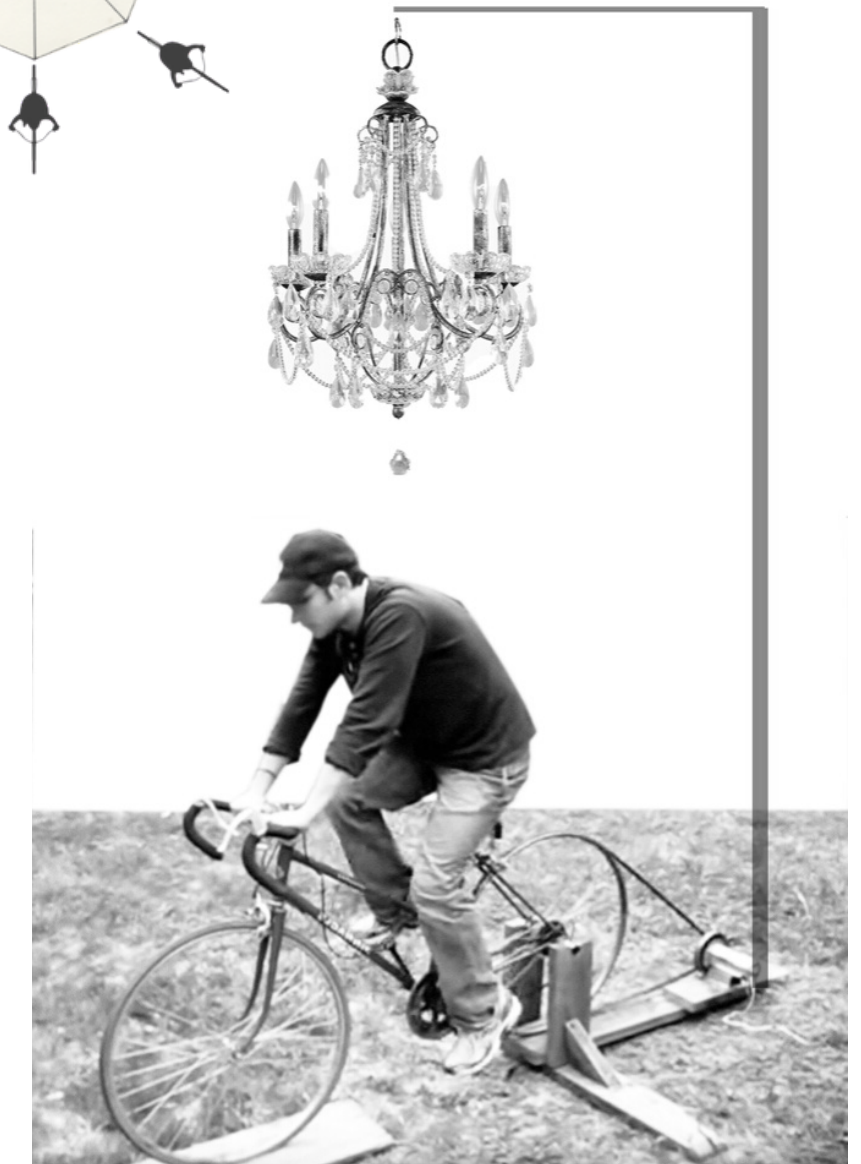
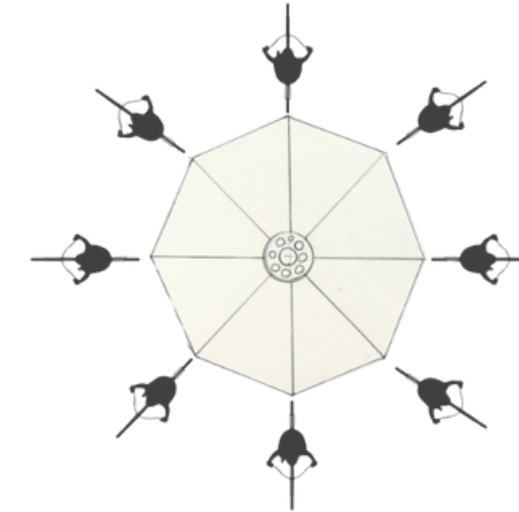


Pedal-powered chandeliers create an illuminated beacon

Recognizing the needs, joys and challenges of staying active in the winter during the shorter days, the colder nights and the ongoing pandemic, this pedal powered chandelier creates a communal, human powered illuminated beacon with exercise bikes set up to power a chandelier.

A cluster of 8 bikes and 8 chandeliers form a pagoda like structure that provides light, shelter and warming exercise.

PROJECT TYPE:	Warming, Festival, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	Medium
TIMELINE:	1-2 Days
MATERIALS:	8 exercise bikes, 8 transformers, Lumber for pagoda
MAINTENANCE:	Medium



Nick Tobier
Brightmoor Maker Space
nick@everydayplaces.com

everydayplaces.com



KALEIDOSCOPE

Colorful fiberglass modules create warmth and shelter



“Kaleidoscope” is a burst of warmth, light, and color in the midst of a cold, dark, gray environment.

The simplicity of construction and required materials offer a range of cost-effective and replicable ideas for the temporary adaptation of Main Street pocket parks to warm up and enjoy food and drink from local establishments.

PROJECT TYPE:	Warming, Festival, Family Friendly
BUDGET:	\$\$\$
IMPLEMENTATION:	High
TIMELINE:	1 month
MATERIALS:	Plexiglass, Wood, Hardware, Lighting, Signage
MAINTENANCE:	Medium



Jess Wilson
Urban Fabric



EDMONTON'S FRENCH QUARTER WHITE-OF-WAY



Promoting physical activities and the use of open spaces during winter

The idea is to link 3 outdoor spaces in Edmonton's French Quarter (La Cité Francophone patio, the University of Alberta Campus Saint-Jean sport fields and the Rutherford school playground) by creating a "white-of-way", connecting them with the existing trails along Mill Creek Ravine.

A length of 400m on the South side of 86 Avenue, from the existing Mill Creek Ravine entrance at 86 Avenue and 95 Street intersection to the south entrance to Rutherford School playground, will be groomed to be used for cross country sky and sleds. Some ski racks will be installed at the 3 open spaces.



PROJECT TYPE:	Festival, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	High
TIMELINE:	1 week install
MATERIALS:	Trail grooming, Maps, Directional signage, Lighting, Ski racks
MAINTENANCE:	Medium



Berta Dominguez
WSP Canada
bertadominguez@gmail.com

FISHING THE SNOW

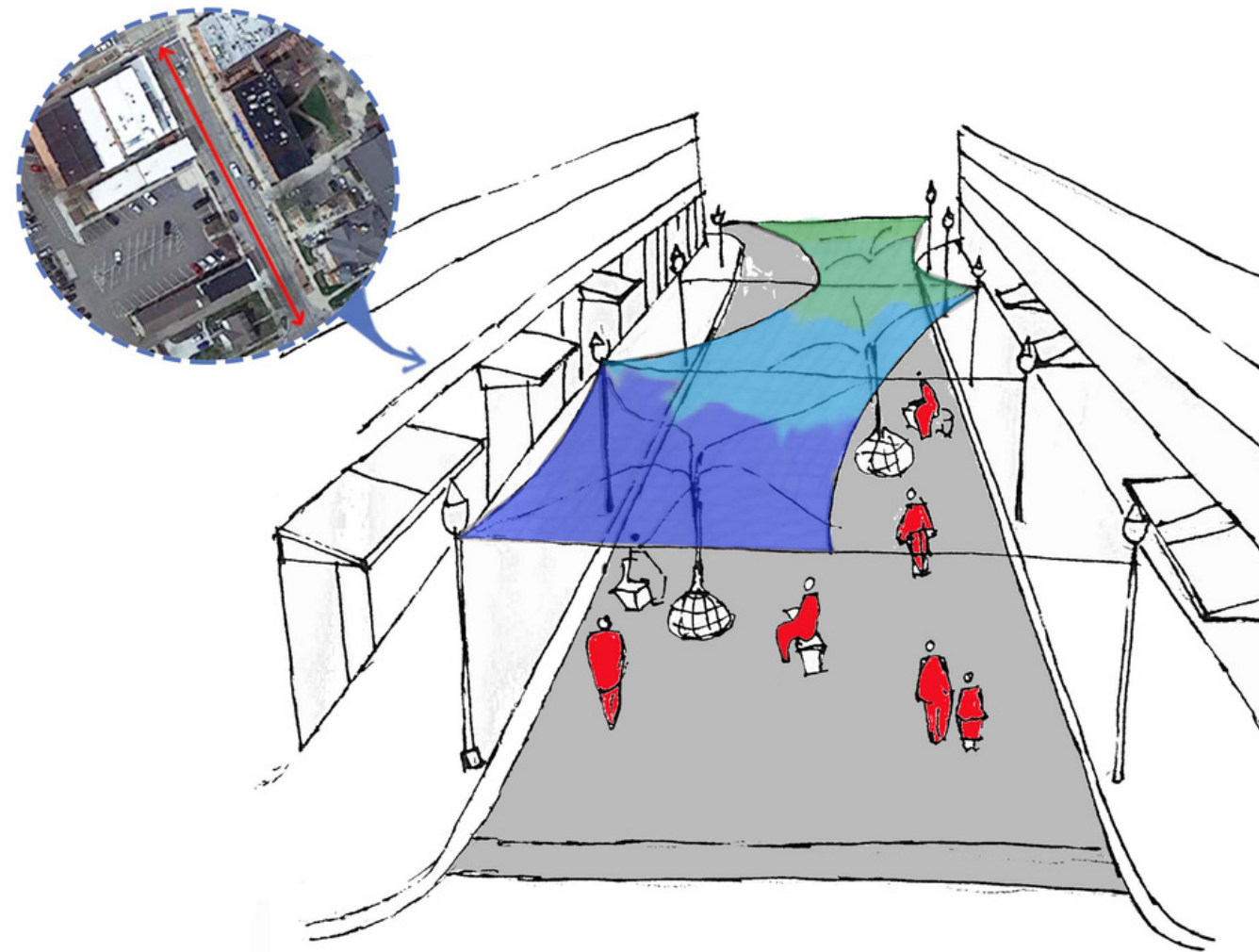


To create a vibrant environment the street is covered with cotton sea net and full of color

Draped across a street or alleyway, a net is cascading down on the ground filled with balls. Creating dynamic experience while walking through the street. Active interventions include outdoor cafes along the installation, a small fireplace with an outdoor library, and seating.

The lighting along the net roof creating an overall ambiance of delight and a calming effect that makes people want to linger outside even when it is chilly. I believe a combination of active and passive intervention together will help in activating a street, attracting foot traffic, and vibrant physical environment.

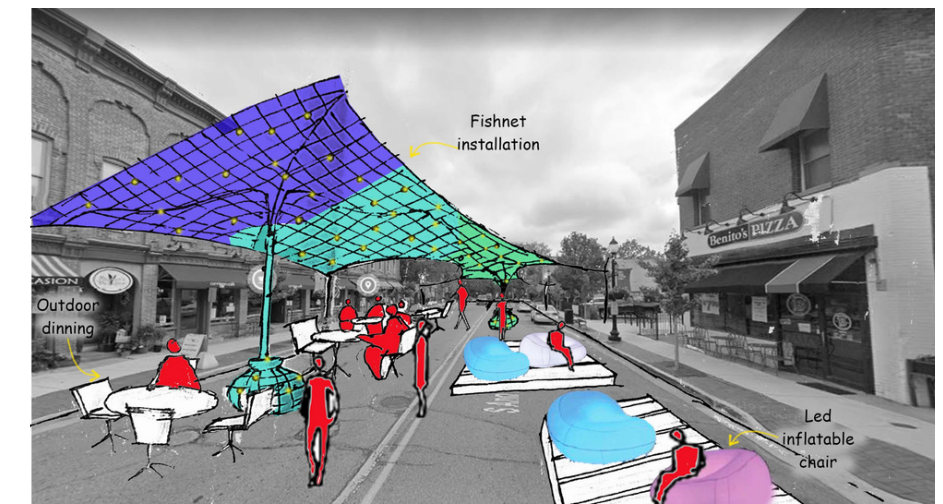
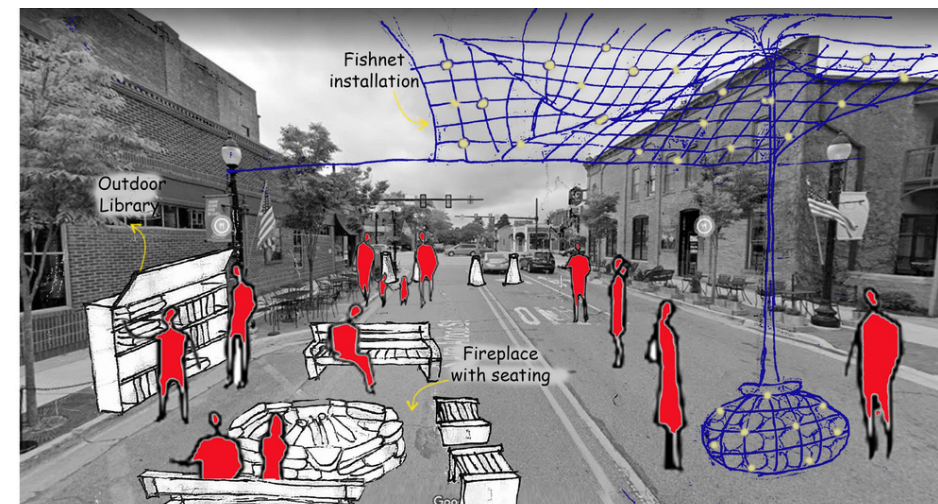
PROJECT TYPE:	Dining, Event, Festival, Play, Family
BUDGET:	\$
IMPLEMENTATION:	Medium
TIMELINE:	30-40 days
MATERIALS:	Fishing Nets, Metal Strings, Colorful Balls, Lighting
MAINTENANCE:	Low



Implementation time : 30-40Days
Materials : Fishing net(different colours), Metal strings, Colourful balls, Lights



Megha Gaikwad, architect
 MEGA Studio
 meghagaikwad3007@gmail.com
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OUTDOOR SEATING PARKLET



Adaptable components create all-weather parklets

Parklets are a quick and easy way to create comfortable, pleasant, and safe outdoor seating that allows restaurants to expand their capacity and make guests feel comfortable eating out. However, traditional parklets can be time-intensive, expensive, and inaccessible to most restaurants.

Our new open-source seating parklet is aesthetically pleasing, easy to build, and affordable to implement. The on-street dining area includes a sidewalk-level platform, protective barriers, and a canopy to protect from rain and snow. Heat lamps, plants, and side panels warm the space and block wind.

PROJECT TYPE:	Dining, Warming
BUDGET:	\$
IMPLEMENTATION:	Medium
TIMELINE:	4-5 days
MATERIALS:	Sun Shade, Platform, Tables, Hanging Plants, Lights, Heat lamp
MAINTENANCE:	Low



These parklets benefit both restaurants and the community as a whole. Restaurants have the ability to safely stay open with accessible and attractive outdoor seating into the winter, and people have more options for going out to eat in a comfortable, safe, and social way. The parklet is also adaptable, meaning it can easily be expanded and shrunk based on demand and what space is available. It can be easily put together and taken apart in the case that it needs to be moved or stored.



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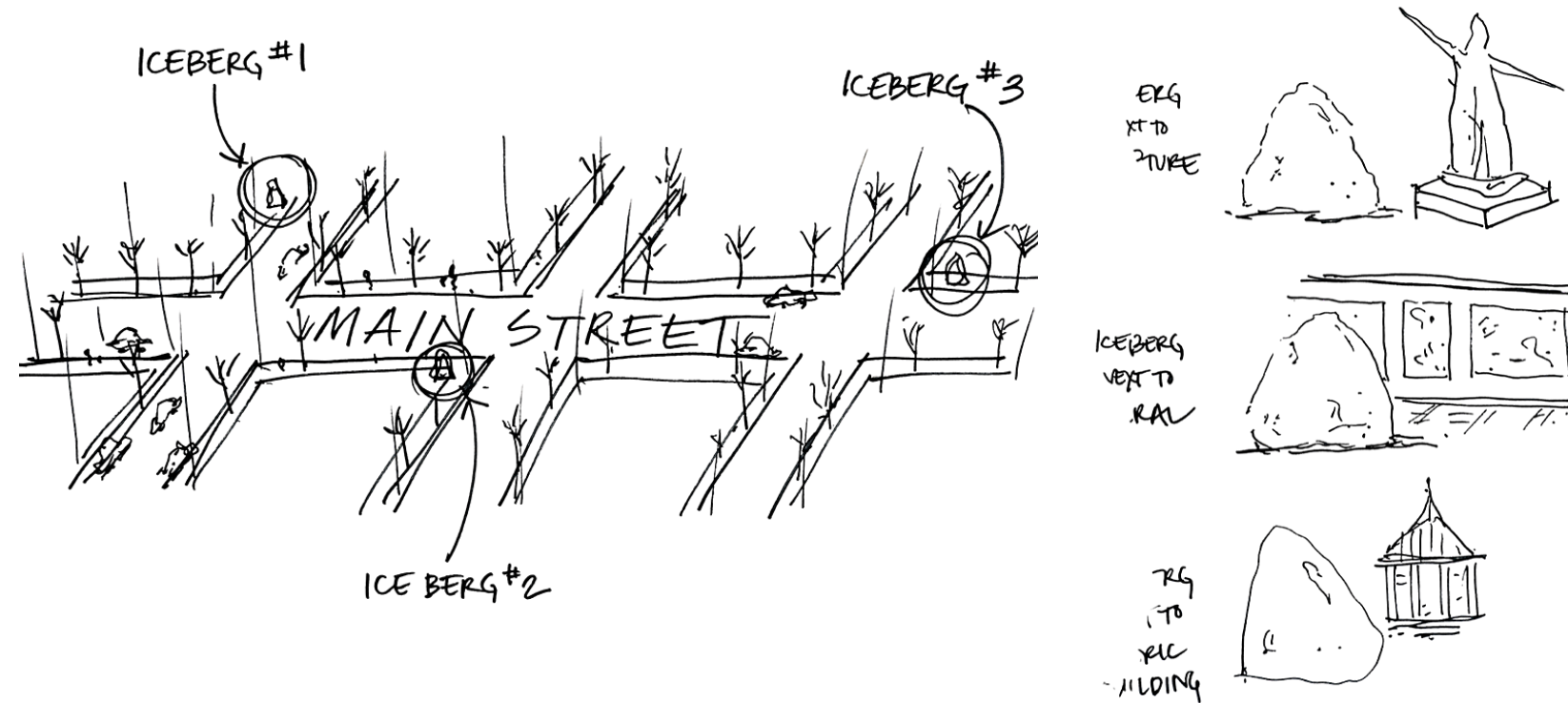


SAVE THE ICEBERGS



Ice sculptures encourage exploration

SAVE THE ICEBERGS is comprised of a series of interactive sculptures installed throughout a city or neighborhood, with the dual goals of promoting city-wide exploration and environmental education. The sculptures would be strategically placed near iconic local sites, specific areas of business, and/or lesser-known sites to promote visitation and provide photo opportunities.



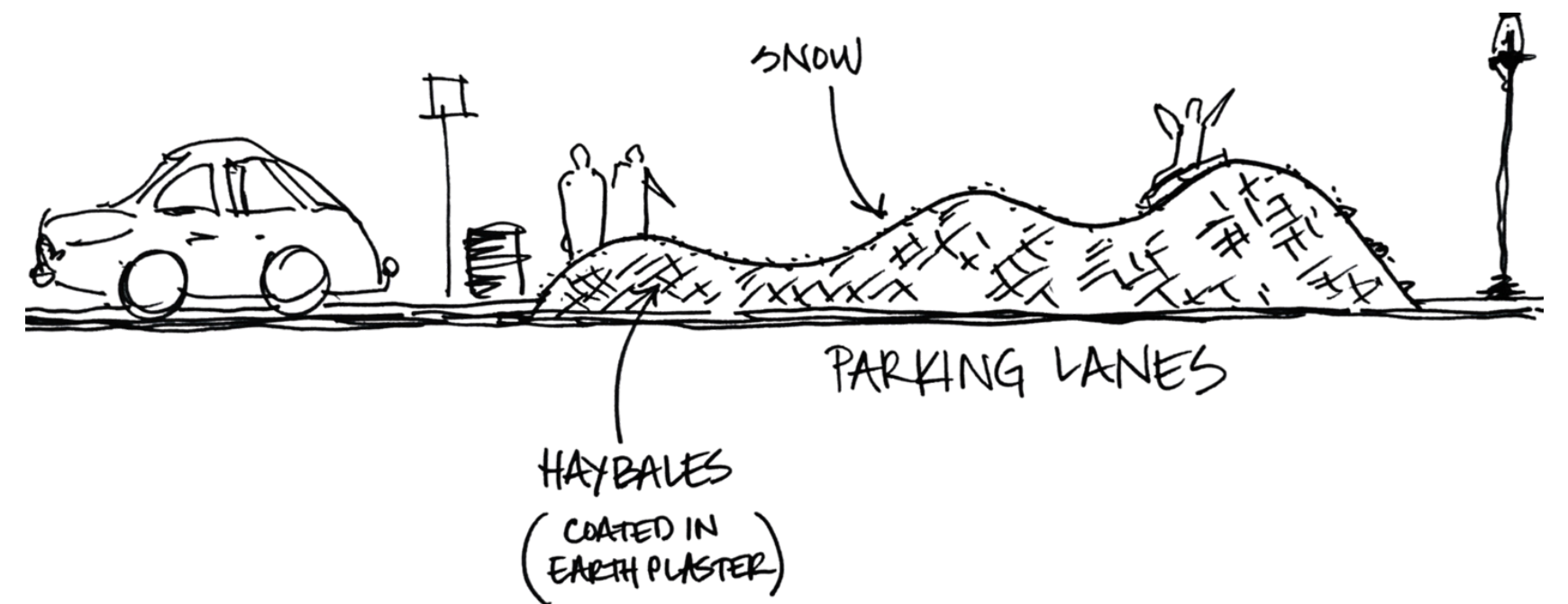
PROJECT TYPE: **Retail, Family Friendly**
 BUDGET: **\$**
 IMPLEMENTATION: **Medium**
 TIMELINE: **1 Day**
 MATERIALS: **Lumber, Canvas, Paint, Printed signs.**
 MAINTENANCE: **Low**

URBAN SNOW COASTER



Turn parking spaces into a snowy rollercoaster

This sculptural installation transforms parking lanes temporarily into an interactive "roller coaster" track for the whole city to enjoy. Using sustainable construction methods, the low, undulating track is made from hay bales covered in earthen stucco and a painted finish. Community members of all ages are invited to bring their own sleds to safely enjoy the track when covered in snow, or their own toy cars on warmer winter days.



PROJECT TYPE: **Event, Festival, Family Friendly**
 BUDGET: **\$**
 IMPLEMENTATION: **High**
 TIMELINE: **1-3 Days**
 MATERIALS: **Hay bales, Clay, Sand, Paint, Sleds, Toy cars**
 MAINTENANCE: **Medium**



Tiffany Black, Leticia Bajuyo, Christine Wilson
 TLC Art Collective
 christineannwilson@gmail.com

BOSTON BLANKET BRIGADE!



Blanket restaurants in love and support with flashmob dining

four friends co-founded the Boston Blanket Brigade as a way to mobilize fellow Bostonians to help save our restaurants, which have been hit especially hard by the pandemic. Our mission is to blanket restaurants in love and support with flash mob dining.

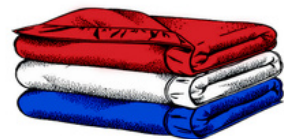
Each week, we announce a restaurant that we are visiting, sitting outside with our friends, with our blankets to stay warm while helping to fill tables at our beloved restaurants!

Not in Boston? Grab your blanket and visit a favorite restaurant in your own city or town!

PROJECT TYPE: **Dining, Event, Festival, Play, Family**
BUDGET: **\$**
IMPLEMENTATION: **Low**
TIMELINE: **30-40 days**
MATERIALS: **Blankets**
MAINTENANCE: **Low**

B

Cindy Joyce
Boston Blanket Brigade
cindy@pillarsearch.com



Why the triple B?

As the temperatures dip, our motto is *Buck Up and Bundle Up Buttercup!*

So grab a blanket and support local restaurants.

CHRISTKINDLMARKT



European charm comes to small town America

Bringing the charm of a European Christmas Market to towns is not exclusive to big cities. Small towns can offer the festive fun of an outdoor Christkindlmarkt as well this holiday season. While our submission will be one that is put in place for our community for the three days following Thanksgiving, this type of event is flexible to just weekends for a couple of months.

Christkindlmarkt will include an artificial ice skating rink as well as a Christmas Tree lot with pre-sold, lit trees on stands that will help to decorate the area as well and pay for some expenses. Seasonal craft vendors, as well as German themed food, beer, and mulled wine will be a part of the event weekend and some special German bands to entertain the community. We also added a curling rink to our bar area.

PROJECT TYPE:	Festival, Retail, Family Oriented
BUDGET:	\$\$\$
IMPLEMENTATION:	High
TIMELINE:	2 Days
MATERIALS:	Tents, Lights, Trees, Ice Rink, Skates, Games, Vendors, Food Services, Stage, Audio Equip
MAINTENANCE:	High



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Bethany Church
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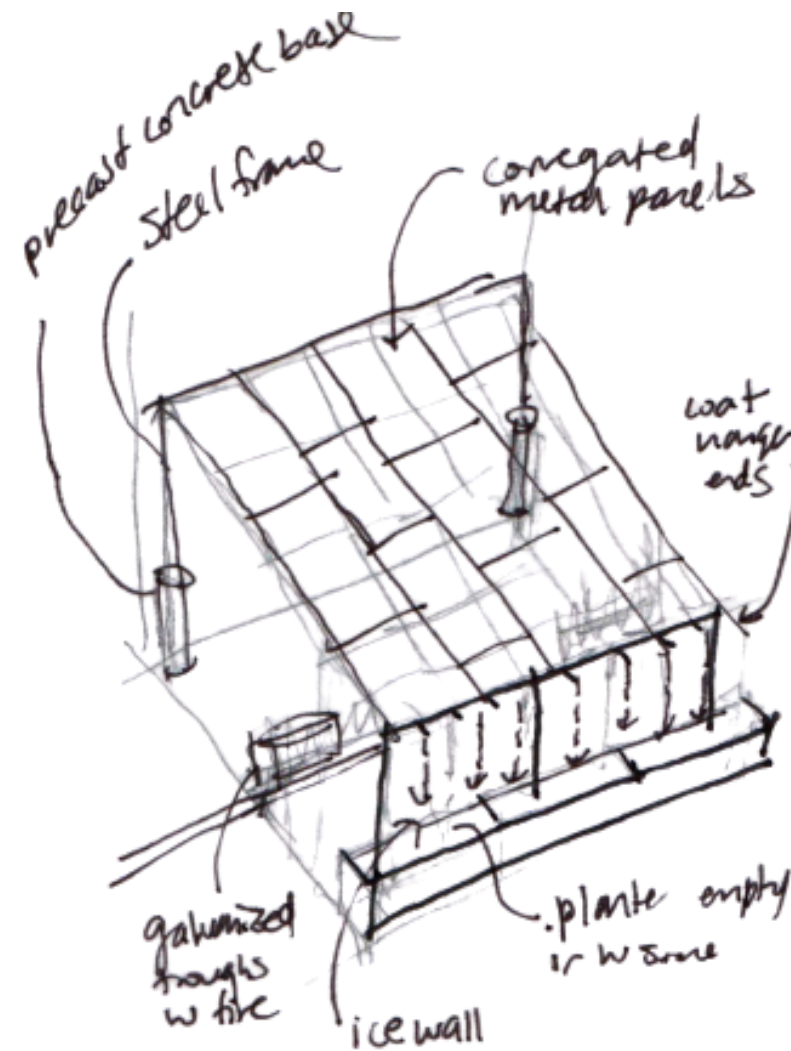
FIRE AND ICE



Icicle walls, fire pits create hot/cold experience

Harness the snow and water during cold temperatures to create ice walls

- Corrugated metal roof or runnels suspended above the seating area sloped towards the street
- Receiving planters empty to gather the water
- Coat hangers or wire or nails to direct the water through surface tension outward.
- Woven wire side to create a icicle wall
- Galvanized troughs filled with sand support fire pits



PROJECT TYPE: **Warming, Family Friendly**
 BUDGET: **\$\$**
 IMPLEMENTATION: **Medium**
 TIMELINE: **1 day**
 MATERIALS: **Metal panels, Deck Block, Frame, Galvanized troughs**
 MAINTENANCE: **Low**

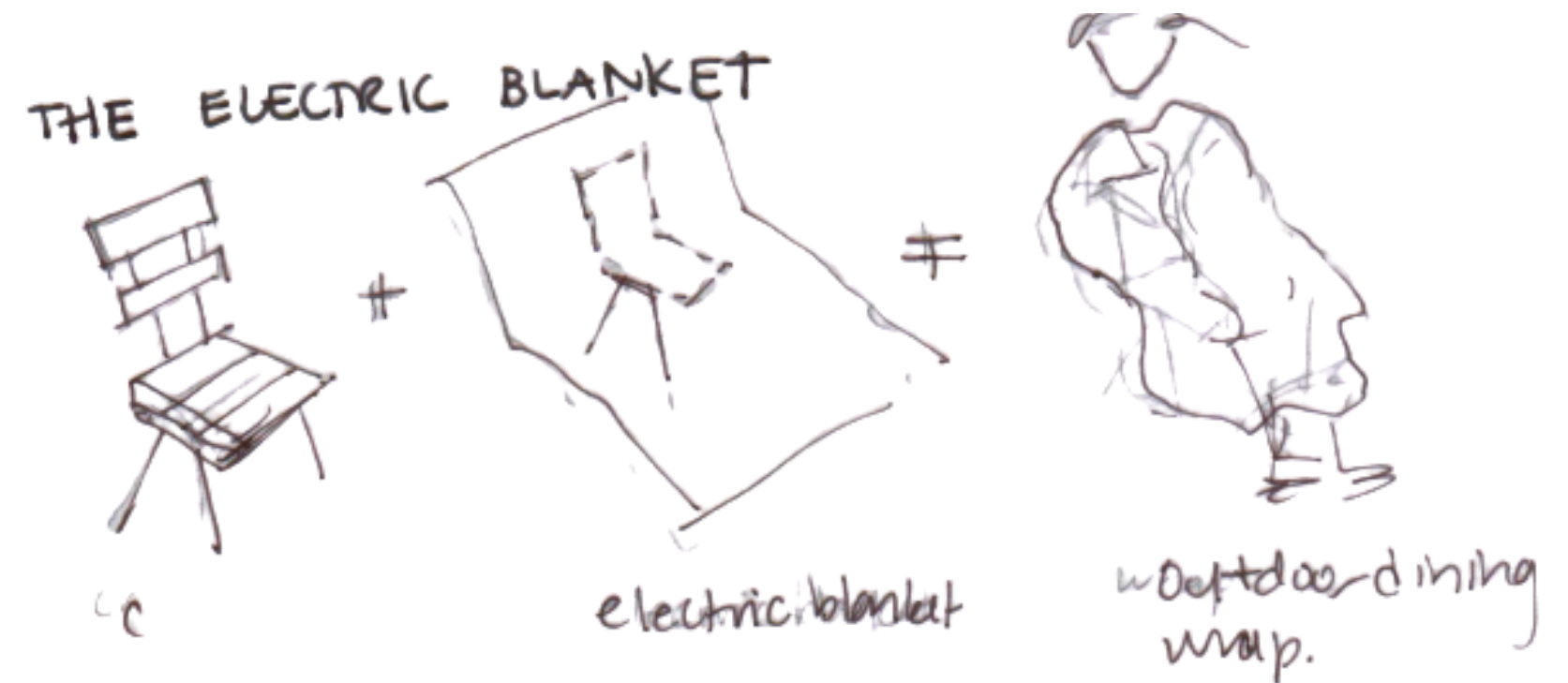
ELECTRIC COMFORT



Affordable heated seating for outdoor comfort

Extend seating comfort by adapting existing technology

- Connect Electric Blanket to battery or electric source
- Wrap oneself in blanket during dining OR
- Custom smocks or shawls could be made from the electric blanket OR
- Blankets could be wrapped around the chair only to create a heated seat.



PROJECT TYPE: **Warming, Dining**
 BUDGET: **\$**
 IMPLEMENTATION: **Low**
 TIMELINE: **1 day**
 MATERIALS: **Electric Blanket and extension cord and power adapter**
 MAINTENANCE: **Low**

SEASON OF WISH BLOSSOMS



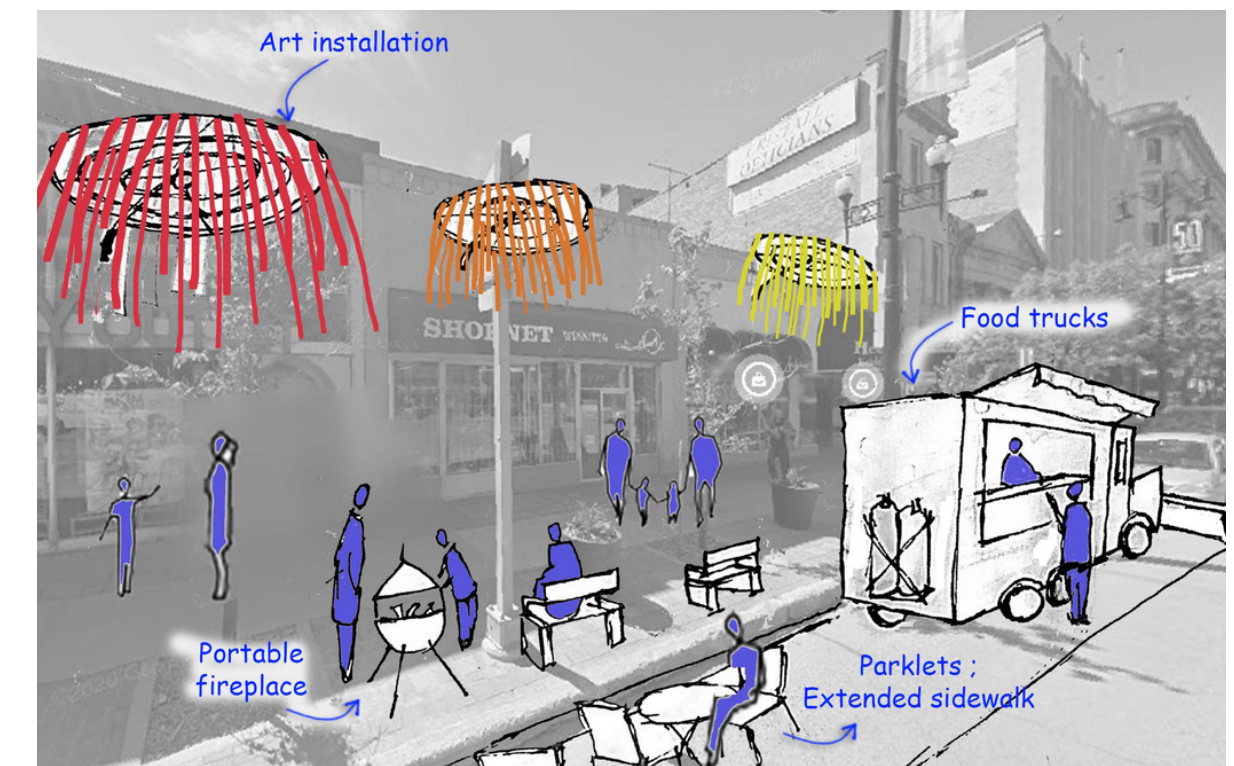
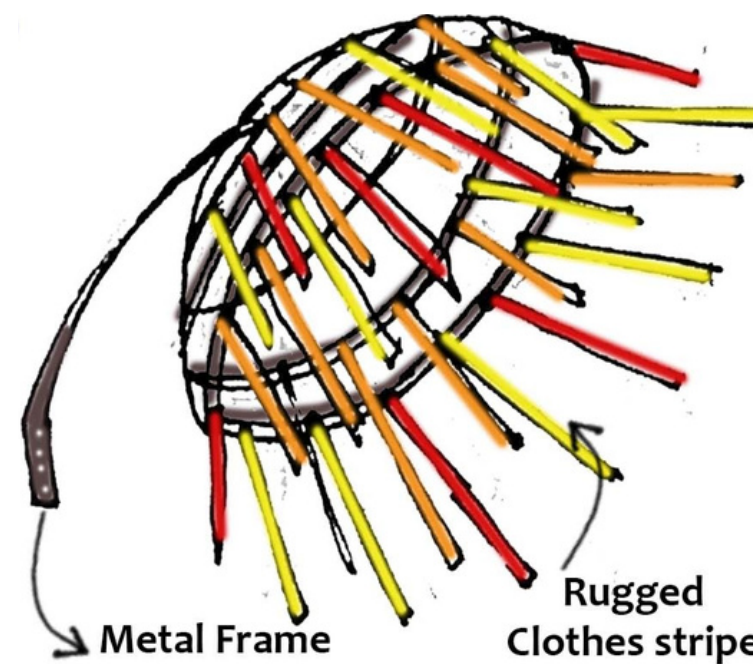
Wishing trees create a colorful place for events and gatherings

The art installation is inspired by the wishing trees from Indian culture. Fragments of cloths are tied to the branches of trees giving it a warm look. Similarly, the rugged cloth stripes are tied to the circular metal frames giving it appearances of a blossoming flower. This installation along the street can give a feeling of spring in the winter season.

The central media of the road with trees are covered with bright colour umbrellas. Active intervention includes public seating along a portable fireplace, public performances, or carols on pathways stage and food kiosks. Planning parklets to use the parking spaces as extended sidewalks for food trucks and outdoor seating.



PROJECT TYPE:	Festival, Family Friendly
BUDGET:	\$
IMPLEMENTATION:	Medium
TIMELINE:	45 Days
MATERIALS:	Metal circular frame, Rugged cloth strips, Umbrella, Spotlights
MAINTENANCE:	Medium



Megha Gaikwad, architect
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OUTDOOR CAFE



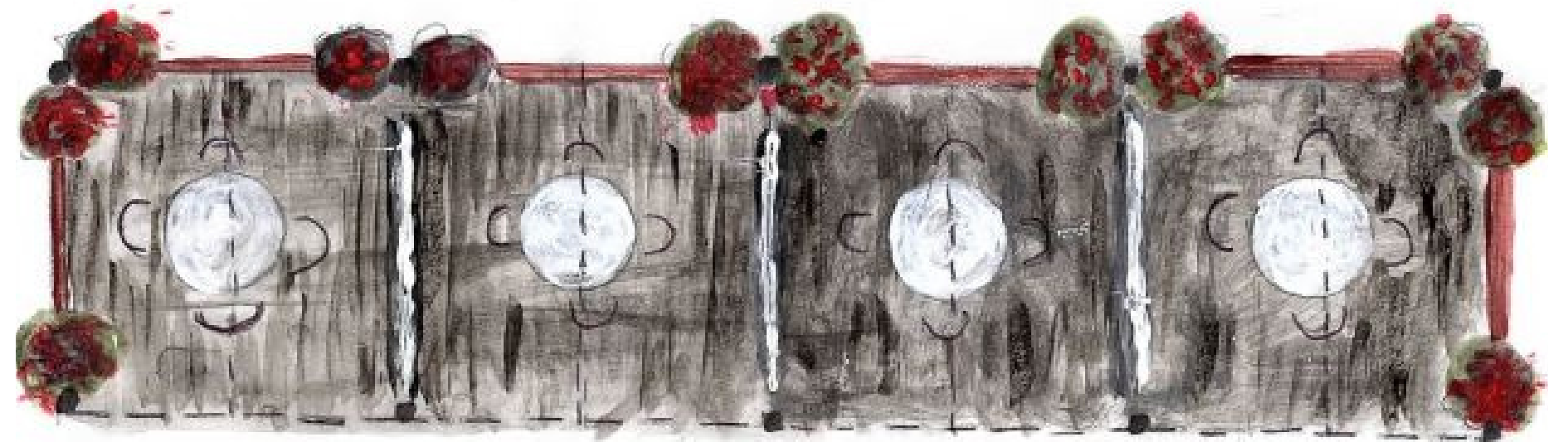
Clear roofing on parklet creates shelter with view to the sky

The idea is to create a warming and inviting atmosphere during the day, where you can enjoy good food or a cup of cocoa.

While enjoying this low-cost space, you can see the sky through the clear roof, get comfortable with partition walls, and feel warmer surrounded by Fire burners, infrared heaters, and Firepower Nandina shrubs.



PROJECT TYPE: **Festival, Retail, Family Oriented**
BUDGET: **\$\$**
IMPLEMENTATION: **Medium**
TIMELINE: **1-2 Weeks**
MATERIALS: **Wood Palette, Box Planters, Firepower Nandina, Stainless Pit Pan with burner, Heaters, Lumber, Roof panels, Partitions, Steel chains, Flooring**
MAINTENANCE: **Low**



Emar A Piñeiro Pagán
Designer

[behance.net/emar_pineiro](https://www.behance.net/emar_pineiro)

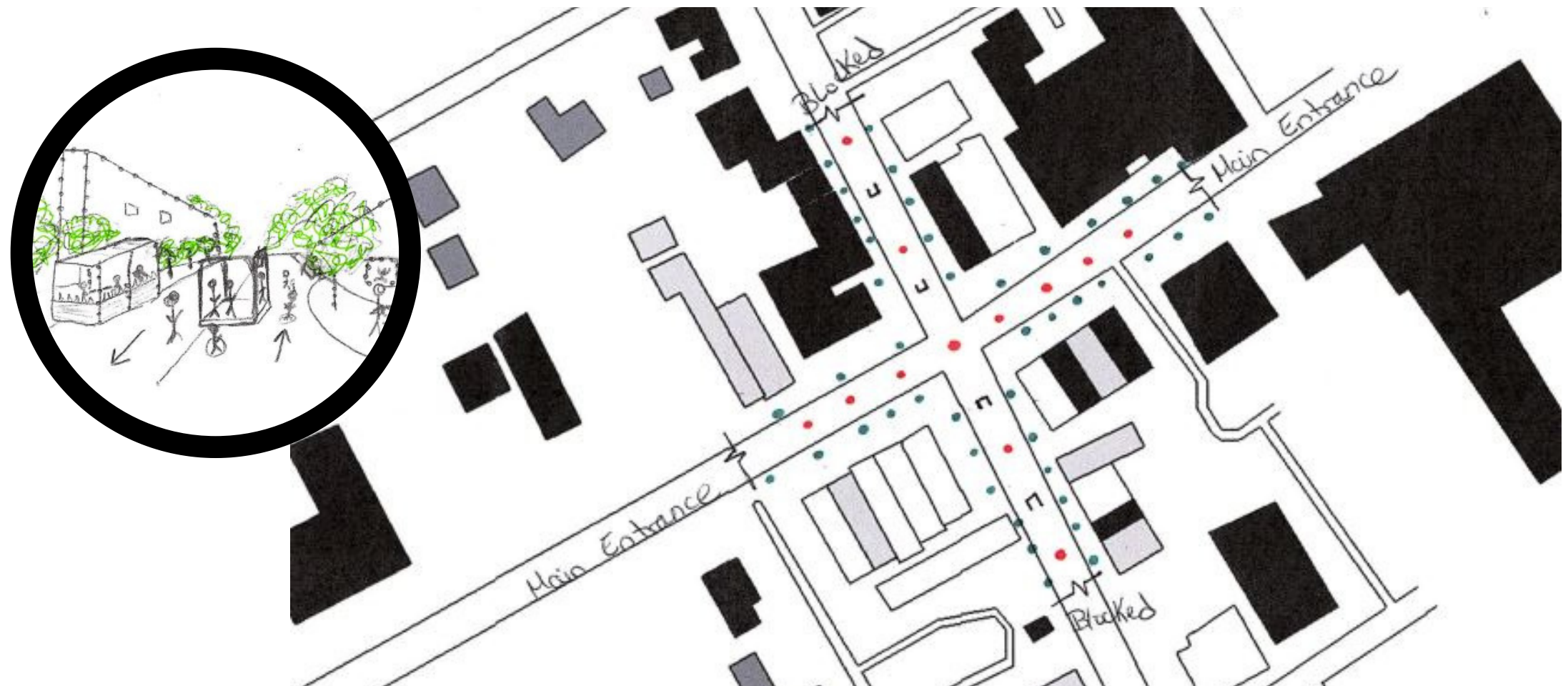
WINTER FESTIVAL



Closing streets to create a pedestrian-friendly downtown experience

The concept is to use the street lanes to develop a pedestrian traffic during the event. Spectators can warm up with heating towers and wood burning fire column in the center lane, where families can relax in their own chair in assigned areas.

Activities such as Christmas carols, singing and storytelling will take place in a semi-closed stage. Business owners can help create a memorable experience by entering a window design competition that complement the Christmas lights in the trees and building's outline creating a magical experience.



PROJECT TYPE:	Festival, Retail, Family Oriented
BUDGET:	\$\$
IMPLEMENTATION:	Medium
TIMELINE:	1-2 Weeks
MATERIALS:	Astella Midas tall steel wood burning fire column, Wood Palettes, Glass, Christmas lights
MAINTENANCE:	Low



Emar A Piñeiro Pagán
Designer

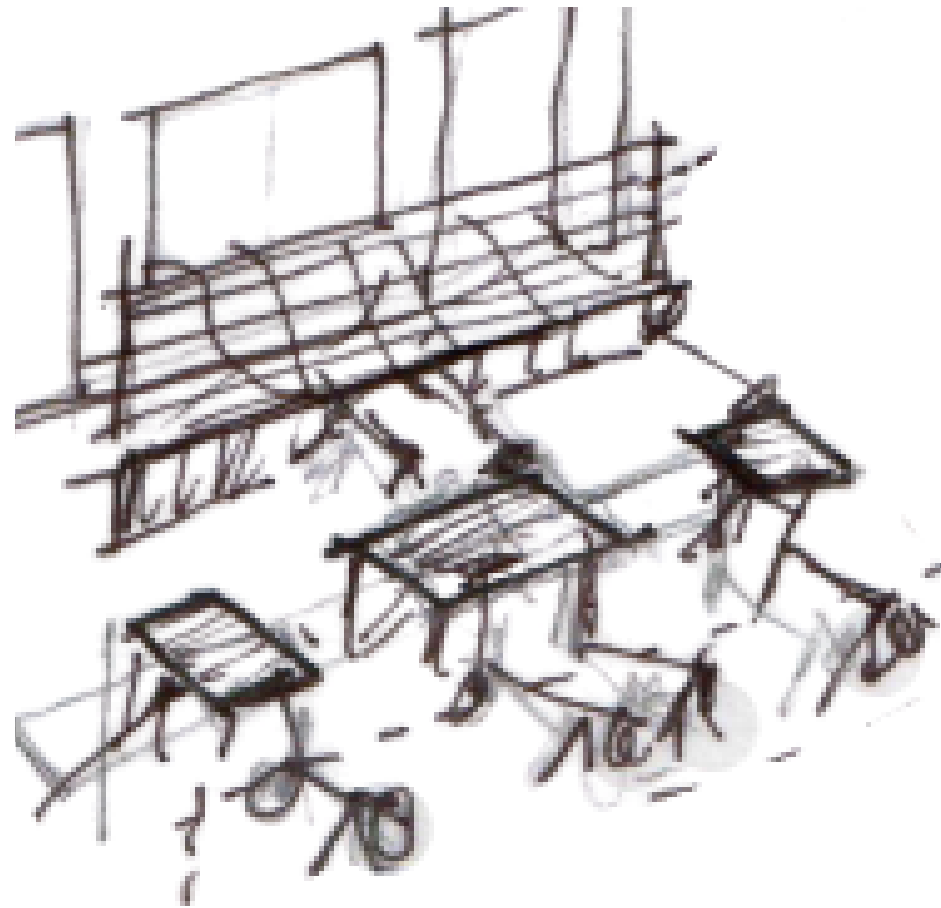
[behance.net/emar_pineiro](https://www.behance.net/emar_pineiro)

BYOB (BRING YOUR OWN BIKE)



Pedal your way to warmth and community

- Separate the bike/ service area from the street and the walk by planters and screens
- Provide bike trainers to raise a bike's rear tire off the ground
- Provide central tables spaced apart to allow for multiple seating options



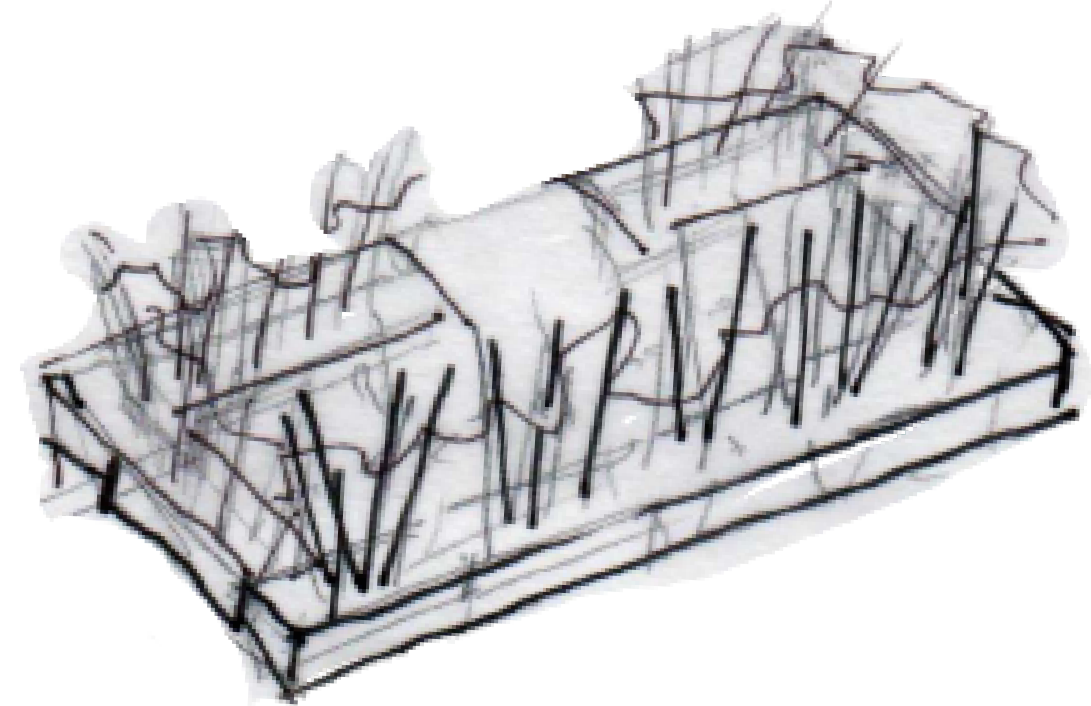
PROJECT TYPE: **Retail**
BUDGET: **\$**
IMPLEMENTATION: **Medium**
TIMELINE: **1 day**
MATERIALS: **Wood pallet fence, Screens, Planters, Trainers for bikes, Seating**
MAINTENANCE: **High**

HOLIDAY FOREST



Bringing the woods into the street

- Gather twigs 4-6' tall from the woods
- Paint red, white, or silver
- String LED filament lights in between them to create an upper screen of light
- 18" wide planters filled with sand to place the twigs and posts
- planters made of recycled pallets or jersey barriers.
- invite people to write hopes and dreams on paper and tie to twigs with red or silver ribbon.



PROJECT TYPE: **Festival, Family Friendly**
BUDGET: **\$**
IMPLEMENTATION: **Medium**
TIMELINE: **2 Days**
MATERIALS: **Solar lights, Paint, Ribbon and Paper Sticks, Wooden pallet planters, Sand, Jersey barriers**
MAINTENANCE: **Low**

CADILLAC COMMONS



Warming fireplace and landscaping create a year-round destination

A collaboration between the City and community has transformed a nondescript parking lot and park district into a year-round destination evoking all the historical charm and sophistication that makes Cadillac unique.

The lakeside block will serve as a vibrant hub connecting downtown businesses and Lake Cadillac with seasonal events and attractive amenities, to draw in both visitors and residents.

A common space for all to enjoy!

PROJECT TYPE: **Festival, Warming, Family Oriented**
BUDGET: **\$\$\$**
IMPLEMENTATION: **High**
TIMELINE: **2 Weeks**
MATERIALS: **Manufactured Fireplace, Masonry, Natural Gas Line, Landscape improvements, Lighting**
MAINTENANCE: **Medium**



City of Cadillac
cadillac-mi.net

ADAPTABLE DINING POD



A floor of light; walls of dreams and vision

It's a pod, housed in a sturdy frame that can withstand changing weather conditions, while also allowing for heating and electrical integration.

Pods could be connected for larger parties, and technology could be incorporated to allow for easy sanitization, temperature control and airflow, and more. A notification light could help customers communicate with staff about their privacy and service preferences.

PROJECT TYPE:	Dining, Warming
BUDGET:	\$\$\$
IMPLEMENTATION:	Medium
TIMELINE:	2-4 Weeks
MATERIALS:	Dining Pods, Electrical, Furnishings
MAINTENANCE:	Medium



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kahlerslater.com

Kelli Zaremba
Kahler Slater
kzaremba@kahlerslater.com

SKADI FESTIVAL



Embrace winter with a craft beer, snowman and ice building festival

Skadi is the Norse goddess of winter, and she calls upon us to celebrate the gifts of winter. Ice, snow and sunny days beckon us to get outside.

For the kids, there's a snowman building contest, conjuring up the magic of "Frozen," while using free and plentiful wintry materials. For adults, there's a snow fort building contest, sponsored by local businesses. Using snow and ice bricks to create massive and unique snow forts, igloos and quinzies. The forts become cocoons from winter winds.

Another draw of this event is the winter beer festival. A one-price ticket gets you a tasting of multiple craft brewery wares. Patrons dress up as Vikings, 70s era ski bums, lumberjacks or other winter characters to make it a fun people watching event. Since this is a beer-focused event, no food booths encourages people to don snack-laden necklaces to enjoy mid brew, creating fun social sharing moments. Add music and enjoy!

PROJECT TYPE:	Event, Festival, Family Friendly
BUDGET:	\$\$
IMPLEMENTATION:	Medium
TIMELINE:	1-2 Weeks
MATERIALS:	Snow, Ice, Ice Brick Makers, Lighting, Warming stations, Vendor booths, Maps, Signage
MAINTENANCE:	Medium



Barbara Lash
Barbara Danger Studio
babs@barbaradanger.com
barbaradanger.com



Project Implementation

COVID-19 RESTRICTIONS

When thinking about any of these installations, please discuss with local health officials to determine the best times and methods of implementation based on your region's current level of COVID-19 infection.

Events & COVID-19

When considering implementing festivals and other events under COVID-19 restrictions, consider avoiding overcrowding by;

- Limiting capacity at events and requesting attendees RSVP beforehand.
- Consider avoiding one-off events and creating recurring events series or (Thursday, Friday, Saturday events that become a part of peoples options of things to do but not an all at once destination)

COVID Related Supplies

- This probably goes without saying at this point but, with any type of installation or event aimed at drawing visitors to your district, be sure to budget for hand sanitizer, extra masks, cleaning supplies and covid related signage reminding people to continue to physically distance from others.

PERMITTING IN WINTER MONTHS

Snow Removal Requirements

- It's going to be important to consult your local Department of Public Works but also, important to stress that typically, many cities do not see a high percentage of large snowfall events based on the entire winter season as a whole. Try and work with them to ensure that all outdoor events or in street installations can be removed as necessary with advance warnings of oncoming inclement weather.

Permitting for Open Streets

- Permitting for outdoor warming stations or open flames
 - Check with your local fire department for restrictions around outdoor propane heaters and open flames.
 - Many cities have successfully permitted open flame warming stations on public spaces in major cities including Cambridge, Massachusetts and Edmonton, Canada

Who to connect with

- Key Stakeholders - Elected officials, artists, educators, small business owners
- Community Influencers - Local foundations, hospitals, volunteer groups
- The chamber of commerce, local/county tourism organizations
- Historical societies, schools, school alumni groups
- Large corporations, small business owners
- Religious organizations, local sports teams, senior centers, banks
- Anyone located next to the project site. They shouldn't be surprised by your project- talk to them early.

Project Implementation

FUNDING OPPORTUNITIES

Massachusetts Specific Funding:

- **Winter Places Project Planning & Implementation Funding:**

- Bench Consulting will be managing a pool of funding provided by Barr Foundation to support winter project implementation across Massachusetts. Funds can be used for project planning, implementation and staffing.
- Grant applicants must be non-profit, a municipal entity, or community based organization, with preference given to environmental justice communities.
- Projects must be located on a traditional main street, downtown corridor, or similar to attract foot traffic to a wide array of area small businesses, (add activation of green space during winter)
- Open to the public and free of charge
- Able to be implemented to completion before February 1, 2021.
- Funding can only be used for design, materials, programming staff time and other overhead costs.
- Contact Jonathan@Patronicity.com for more information.

- **MassDOT Shared Streets and Spaces:**

- Funding is available to Municipal entities only. Other restrictions apply. Please see program website [here](#).

Crowdfunding through Patronicity

- As always, our sister company, [Patronicity's](#) crowdfunding platform is available for anyone who would like to rapidly stand up and launch a crowdfunding campaign in their community. Patronicity's platform is available for any organization, municipality, non-profit or for-profit, to use. Learn more at [Patronicity.com](#).


Local or state CARES Act Funding

Local Funders, pooling funds from property owners and other organizations that do work with your local small business community and rely on their success financially.

FOLLOW ON REPORTING AND COMMUNITY FEEDBACK

Resident Feedback

As with many of the changes to our built environments that have come in response to the COVID-19 Pandemic, it's important to ensure a proper outlet for residents to submit feedback. Since the urgent nature of these changes doesn't allow for typical community engagement prior to implementation, be sure to solicit feedback from residents on how these projects are going while in the ground to help inform future, similar engagements.



**"It's time to change
our relationship with
winter and get
outdoors this year!"**

- Jonathan Berk



contact:

bench consulting
Jonathan Berk, Principal
jonathan@benchconsulting.co

benchconsulting.co



SHARE THIS GUIDE

To share the guide with colleagues and friends, please direct them to <https://benchconsulting.co/winter-places> to sign up.

QUESTIONS

Have any questions about any designs or how to implement any of the ideas, please reach out to us at hello@benchconsulting.co and we'll be happy to support.

Look out for follow up communication in the coming weeks with additional resources and information on future webinars to help you activate your community this winter.

Stay safe, stay warm and embrace winter,

The **bench** Consulting Team



Jonathan



Ebrahim



Bridget



Mahala



Barbara



Tim