

Burlington Town Center Placemaking Playbook

April 2021

TOWN OF BURLINGTON

MASSACHUSETTS DOWNTOWN INITIATIVE



Massachusetts Downtown Initiative



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Appendices in Separate PDFs

B. Results of the Community and Business Online Survey

C. Presentations to the Economic Development Committee

Introduction to the Placemaking Playbook

The Town of Burlington received a grant from the Massachusetts Downtown Initiative to create a 'placemaking playbook' for the Burlington Town Center.

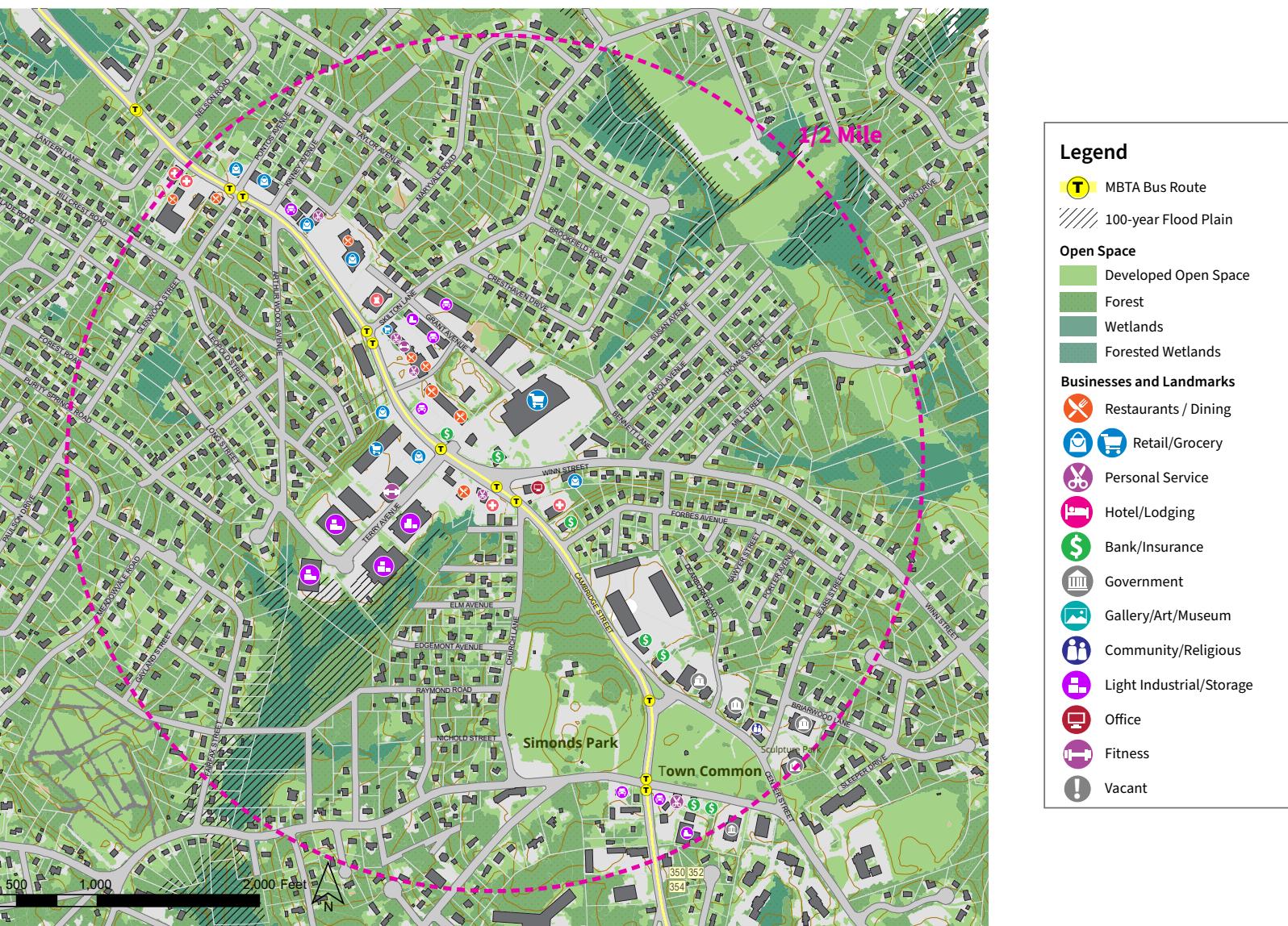
The Town Center is divided into two parts: the Upper Town Center, which includes the Town Common and Town Hall, and the Lower Town Center, which is a commercial district.

Simonds Park connects the two, along Cambridge Street which is also Route 3A and is under the jurisdiction of the Massachusetts Department of Transportation (MassDOT). While the distance between the two is not long, the steep hill that leads from the Upper Town Center down to the Lower Town Center is a difficult journey for those who have trouble walking.

In addition to its many active businesses, serving the local community, the Lower Town Center has another significant asset – large parking lots. Most community activities to date have occurred in the Upper Town Center. The lots in the Lower Town Center could be used to support parking for events at the Upper

Town Center, such as the Diwali Festival and events sponsored by Burlington's Parks and Recreation: a concert series, Spooktacular, or Silly Walks (see page 6). The parking could be linked via a shuttle to assist those with mobility challenges; others could walk up the hill along Cambridge Street. Events could be stretched into Simonds Park, taking advantage of trails from Cambridge Street into the park and connecting to the Town Common.

However, the parking lots in the Lower Town center represent a more interesting opportunity: one that can build community and directly support local businesses.





2020 Summer "Silly Walks" Installation.
Source: WCVB Channel 5.



2018 Diwali Festival - Diwali lamp making.
Source: Geetha Patil, India Post.



2018 Diwali Festival - IAB Rangoli drawing.
Source: Geetha Patil, India Post.



Burlington 2014 Spooktacular Event at Simonds Park.
Source: Burlington Parks and Recreation.



Burlington Sculpture Park.
Source: Burlington Parks and Recreation.



2019 Concert Series at Town Common.
Source: Burlington Parks and Recreation.

This playbook ties creative, short-term installations that will encourage people to interact with each other and with downtown businesses.

Key goals of the placemaking in the Lower Town Center are to:

- Foster community and connections between people by engaging local businesses and residents.
- Build a sense of ownership and place for residents and local businesses.
- Identify physical interventions and potential events to enliven the area and increase business traffic.

The Lower Town Center lacks a cohesive identity that could link the different shopping strips and parking lots. Route 3A is a busy corridor and walking among the various clusters of businesses is difficult and makes visiting multiple places in one trip challenging.

Temporary physical interventions and events can help re-imagine existing assets, such as parking lots and low-traffic streets, and drive economic activity to the area.

These temporary interventions can also improve foot traffic between existing businesses and reduce traffic by encouraging

visitors to stay and run errands or browse multiple businesses in one trip.

The focus of this planning process is on ideas for the "in-between" spaces that will support local businesses and create a visually cohesive identity. This planning process does not evaluate redevelopment of the area. Instead, it focuses primarily on **enhancing what exists now** through the use of placemaking strategies.

PLACEMAKING

Placemaking is about rethinking our cities and towns as places for **people** not vehicles. Successful placemaking strategies celebrate local history and culture(s).

Placemaking efforts should focus on observing, listening to, and asking questions of the people who live, work, and play in a place and understanding their needs.

The goal is to develop a common vision for that place, and to reinforce the identity of that place through strategies that may include short- and long-term design changes

to create great spaces that are easy to access for people of all abilities; welcoming to people of all ages, races, and ethnicities; contain activities that reinforce a sense of community and support local businesses; and connect neighborhoods through non-vehicular links.

HOW TO USE THIS PLAYBOOK

The Playbook is divided into three parts:

- The introduction to the process
- The Playbook itself, which identifies strategies specific to the Lower Town Center and the necessary information to implement those strategies.
- Placemaking resources from implemented projects and organizations that provide more specific details about how to create great places.

Two appendices (separately bound) contain the results of the community survey that informed the recommendations for this playbook and the side deck from two presentations to the Economic Development Committee.

Placemaking Playbook

Recommended Areas of Activity

SUPPORTING RECOMMENDATIONS

The focus of this playbook is the specific placemaking strategies appropriate for Burlington's Lower Town Center. To support the placemaking strategies, the following actions will be critical:

- Set up a dedicated committee to build excitement and stewardship, guide event programming, and identify grants and volunteers. Find community champions!
- Consider one or two test sites for this summer: two options are shown in this Playbook. Sites should transition easily to winter strategies. Test sites should begin with short-term strategies, such as seating and fire pits. Longer-term strategies, such as markets or directional signage, will require more intensive efforts and are less suitable for a test.
- Use the Commonwealth's Local Rapid Recovery Program (LRRP) program to identify specific actions for later funding. These could include short-term tests or longer-term actions, such as wayfinding.
- Identify local and area businesses for

- markets (food, crafts, entertainment)
- Develop partnership between the Town's Department of Public Works and local business/property owners to address maintenance.
- Hold community discussions with MassDOT on traffic concerns. Many respondents to the public survey indicated concerns about the volume and speed of traffic on Route 3A. Such concerns are outside of this study but are important for the Town to address when considering economic development strategies for this area.

A critical component of event-planning is continual communication.

- Develop a simple website for the Lower Town Center to provide an event calendar and a map businesses locations, specialties, and business hours.
- Designate a single point of contact between business owners and event planners to coordinate event locations and times to avoid peak delivery periods for local businesses well in advance of the day of the event.
- Develop a robust email list and appropriate social media platforms to inform people about events, including special events at area businesses.

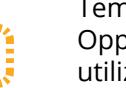
The areas identified in the map to the right are the primary areas for future temporary placemaking actions. The public survey tested options for each area; the primary and secondary preferences and priorities are incorporated into this playbook.

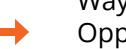
In addition to the five specific areas, corridor-wide options are also included. For two strategies, weekend/seasonal markets and pocket parks, winter options are identified.

The three highest preferences identified by the community survey were:

- Area-wide directory signage
- Weekend/seasonal/winter market
- Outdoor dining and vendor space

The combination of the weekend/seasonal/winter market was the community's highest priority.

 Temporary Placemaking Opportunity Zones: Underutilized, shared parking lots for multiple businesses.

 Wayfinding/ Ground Mural Opportunities between placemaking zones.



HIGHEST PREFERENCE/PRIORITY

Image	Strategy	Page #	Area
	Directory Map	13	① Cambridge Street MBTA Bus Stops Corridor-wide
	Weekend Market	14/26/30	② Cambridge Street & Terry Street Parking Lot ③ Shaw's Wall and Adjacent Parking Area
	Seasonal Market	14/26/30	⑤ Grant Avenue Loading Areas
	Winter Market	14/26/30	Area-wide Winter Strategies
	Outdoor Dining and Vendor Space	15/26/28	④ Cambridge Street and Moran Ave Parking Lots

SECONDARY PREFERENCE/PRIORITY

Image	Strategy	Page #	Area
	Benches, Picnic Tables	16/26/28	① Cambridge Street MBTA Bus Stops
	Temporary Park	17/30	② Cambridge Street & Terry Street Parking Lot
	Planters and Seating Parklet	18/26/28	③ Shaw's Wall and Adjacent Parking Area
	Pocket Parks	19/26/28	④ Cambridge Street and Moran Ave Parking Lots
	Fire Pits or other Heated Spaces		Area-wide Winter Strategies
	Seasonal Event or Festival Space	20/30	⑤ Grant Avenue Loading Areas
	Public Art Installations	21/32	Corridor-wide

Guide to Strategies

The strategies that follow are tied directly to the results of the community survey in terms of location, preferences and priorities. However, many of these strategies could be used at more than one location within the Lower Town Center or at locations not identified for the survey.

As noted above, the clear preference was for active events rather than more passive, less programmed spaces. However, a comprehensive strategy for the area would include both, and a combination of activities that changes seasonally and annually to drive continued interest in the area and engagement with local businesses.

Other ideas are provided in the list below. Additional resources with examples of built events and projects throughout the country are provided in "Temporary Placemaking Resources" starting on page 25.

SUMMARY OF PLACEMAKING IDEAS

1. TEMPORARY EVENT

- Farmer and Crafts Market.
- Cultural Festival.
- Outdoor Movie Screening.

- Outdoor Concert or 'Porchfest.'
- Community Design or Art Event (as part of another planning process).

2. SEMI-PERMANENT INSTALLATION

- Parklets for seating, dining, greenery, or recreation.
- Outdoor fitness space (temporary tents and artificial grass to installed outdoor gym equipment)
- Ground Murals.
- Temporary Art/Sculpture installation.

3. SEASONAL INSTALLATION

- Ice skating rink and related creative uses (e.g., paint the park).
- Fire pits or other heating elements for winter.
- Shade and fans for summer.
- Summer Beach Festival.

Events and strategies should be spread throughout all four seasons and vary by location. Events could be one-time, a limited run (for example, three consecutive days or two consecutive weekends), or annual/seasonal. The key to retaining interest in the Lower Town Center is to develop, over time, a series of regular and one-time only

events to draw people back to the area and its businesses.

HOW TO USE THE GUIDE

The following pages explore each of the strategies above in more depth. Each strategy is paired with a table that identifies required physical components, who would need to be involved, possible funding strategies, and a relative estimate of costs.

Where possible, each strategy also contains a local example with a breakdown of the physical components. In many cases, the components are the same; this allows for purchases such as chairs, tables, and tents, to be used for multiple events or locations over all four seasons.

FUNDING

The Project for Public Space has an excellent [GUIDE TO NATIONAL PROGRAMS AND GRANTS FOR CREATIVE PLACEMAKING](#) that goes beyond the more local options suggested in this playbook. These programs could be useful to support projects beyond the initial test sites suggested at the end of this section.

DIRECTORY MAP

Components	Who is Involved	Funding Strategies	Implementation Cost:	Implementation Time
2- or 3-sided sign	Town	Community bank programs	\$-\$-\$	Mid-term
Area map	Graphic designer	Local business/property owners		Long-term
Directory of businesses	Property owners			
Designated location(s)	Business owners			
Consistent palette and graphics	Historic Commission/Society			
Local history/images				
Shared parking agreements				

LOCAL EXAMPLE AND COMPONENTS



Hancock-Adams Common, Quincy, Massachusetts

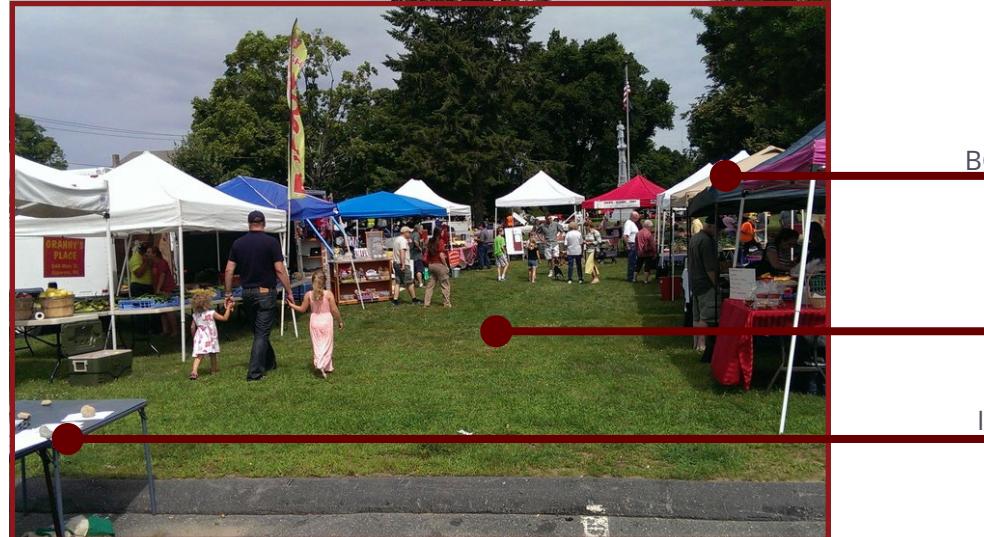
Directory signage is a long-term strategy, and the prioritization of this strategy in the survey results reflects this. Signage will require the services of a graphic designer and a local committee to interact with the designer to develop a strategy that incorporates local history and culture as it showcases local businesses and events. While these images show a traditional approach to the design of the directory, other communities have chosen more colorful options.

A successful directory will include clear directions to businesses, perhaps with walking times to encourage a park-concert strategy for visitors.

WEEKEND/SEASONAL MARKET/WINTER MARKET

Components	Who is Involved	Funding Strategies	Implementation		Implementation
			Cost	Time	
Large area (can be paved)	Property owners	Massachusetts Food Security Infrastructure Program	\$\$	Mid-term	
Regular schedule	Town (for permits)	Public/private fundraising		Long-term	
Set up and break-down times	Local and regional vendors				
Local and regional promotion via social media	Volunteers				
	MASS FARMERS MARKETS				
	MASS DEPARTMENT OF AGRICULTURE				

LOCAL EXAMPLE AND COMPONENTS



Source: Belchertown Farmers and Artisan Market, Belchertown, Massachusetts

BOOTH FOR VENDORS

CIRCULATION

INFORMATION BOOTH

Belchertown Farmers and Artisans Market is held on the Town Common, but the same model could certainly be used for a parking lot. The market is run by a Board of Directors and their [WEBSITE](#) lists additional partners, including the New England Small Farms Institute and the Belchertown Agricultural Commission. Vendors include a variety of small businesses to attract people with different interests. Variety can encourage people to make return visits to see what is new.

Markets require significant amounts of resources to start and continue, but this strategy ranked as the highest preference.

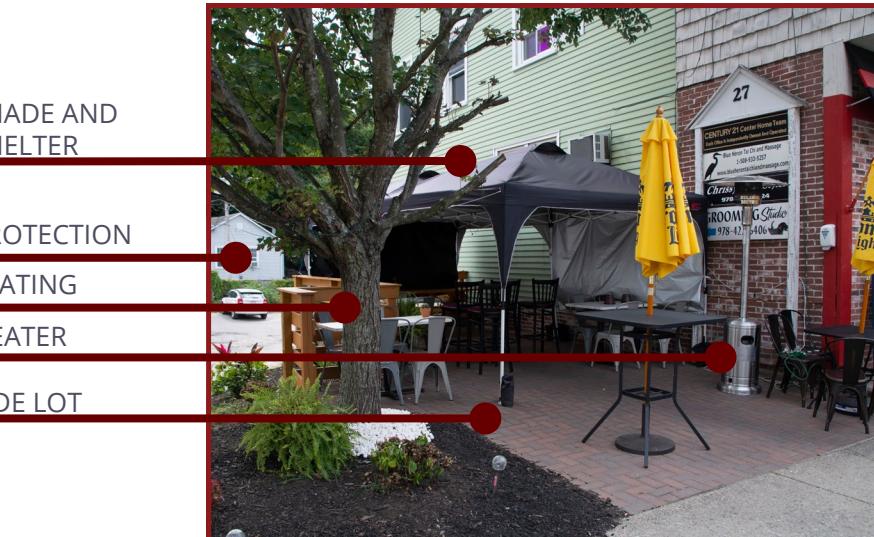
OUTDOOR DINING AND VENDOR SPACE

Components	Who is Involved	Funding Strategies	Implementation
Cost	Time	Cost	Time
Permission to use shared sidewalk or parking area	Business owner	Local business/property owner	\$\$
Property owner	Small business grants from Town and/or community banking programs		Short-term
Permission for signage	Town (for permits)	Commonwealth of MA grants for small businesses	Mid-term
Display shelving			
Tables and chairs			
Defined area			

LOCAL EXAMPLES AND COMPONENTS



True North, Burlington, Massachusetts



Town Center, Sterling, Massachusetts

BENCHES, PICNIC TABLES

Components	Who is Involved	Funding Strategies	Implementation	
			Cost	Time
Shelter	Property owner	Public/private fundraising	\$-\$	Short-term
Picnic tables	Local community group(s)	Community Grants from Local Banks		Mid-term
Chairs	Local businesses			
Gravel, other materials (if desired)	Local hardware or furniture store			
	Volunteers			

LOCAL EXAMPLE AND COMPONENTS



Waterfront, Newburyport, Massachusetts

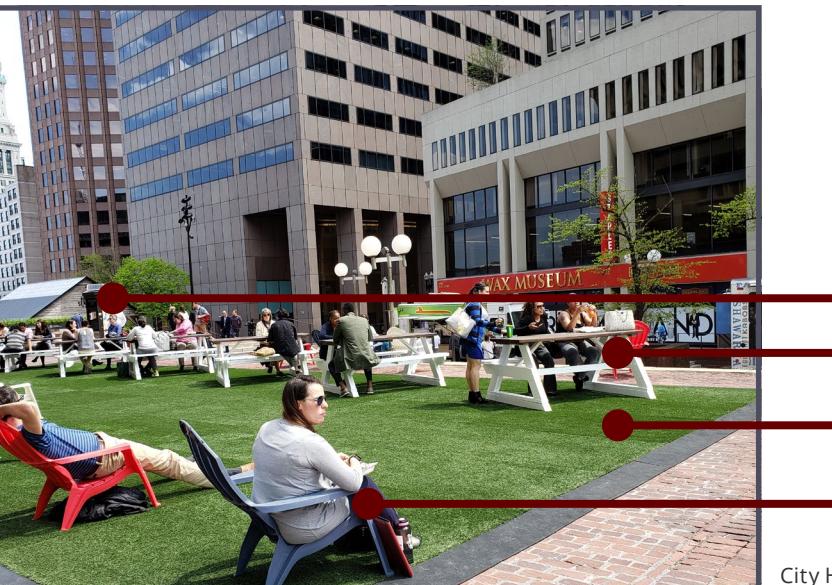
The picnic benches here are part of a larger strategy shown in the Pocket Parks strategy. The key to this example is the use of a shade structure over the picnic tables in what is otherwise an open area. This provides more comfort to people eating here during the hottest part of the day.

Picnic tables can range in cost, materials, and configurations. For a low-cost strategy, traditional wooden picnic tables could be painted in vibrant colors by local volunteers.

TEMPORARY PARK

Components	Who is Involved	Funding Strategies	Implementation	
			Cost	Time
Picnic tables	Property owner	MassDevelopment's COMMONWEALTH PLACES	\$\$	Short-term
Chairs	Local community group(s)			Mid-term
Artificial grass, other materials (if desired)	Local businesses	MassCultural Council		
	Local hardware or furniture store	(LINKED TO LOCAL GRANTS)		
Games	Volunteers			

LOCAL EXAMPLE AND COMPONENTS



City Hall Plaza, Boston, Massachusetts

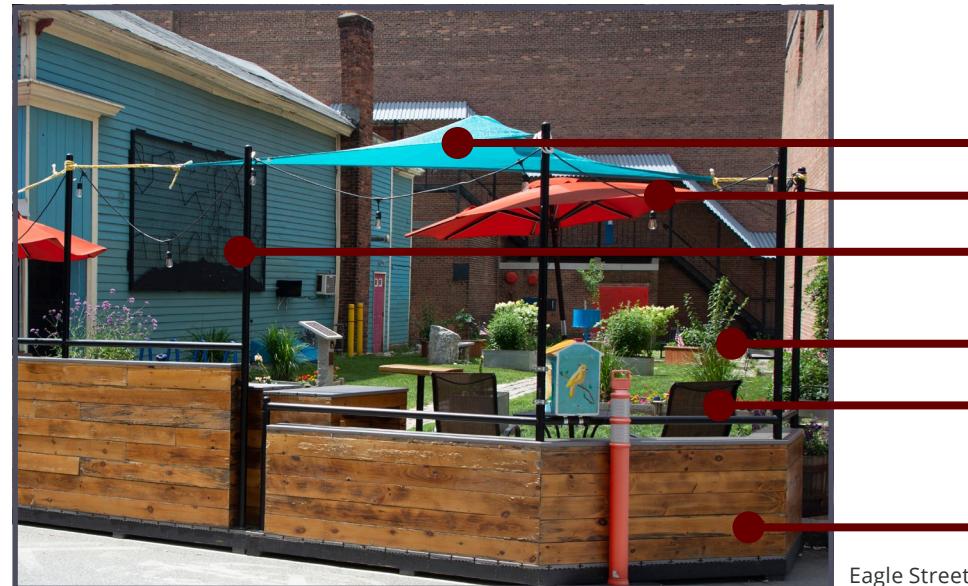
The combination of picnic tables and other seating is shown here at a much larger scale. Artificial grass replaces the shells on the preceding page for a more formal look and no shade was provided for office workers waiting to soak up the sun on their lunch breaks!

As shown, this strategy is at a larger scale than the Pocket Park strategy, but they share many of the same components. City Hall Plaza included other temporary park with different combinations of elements; this could be an option for coordination of multiple spots in the Lower Town Center. The addition of outdoor games in a larger space would increase the activities in the area.

PLANTERS AND SEATING PARKLET

Components	Who is Involved	Funding Strategies	Implementation		Cost	Time
			Cost	Time		
Barrier to street/parking lot	Town (for permissions and permits)	MassDevelopment's Commonwealth Places LRRP Program	\$-\$\$-\$	Short-term		
Planters	Property owner			Mid-term		
Tables and chairs	Volunteers			Long-term		
Umbrellas						
Signage		Public/private fundraising				

LOCAL EXAMPLE AND COMPONENTS



Eagle Street, North Adams, Massachusetts

This parklet has more structure than the pocket parks shown earlier, but the strategy of using planters to define areas (as shown in the rear) does not require this level of protection.

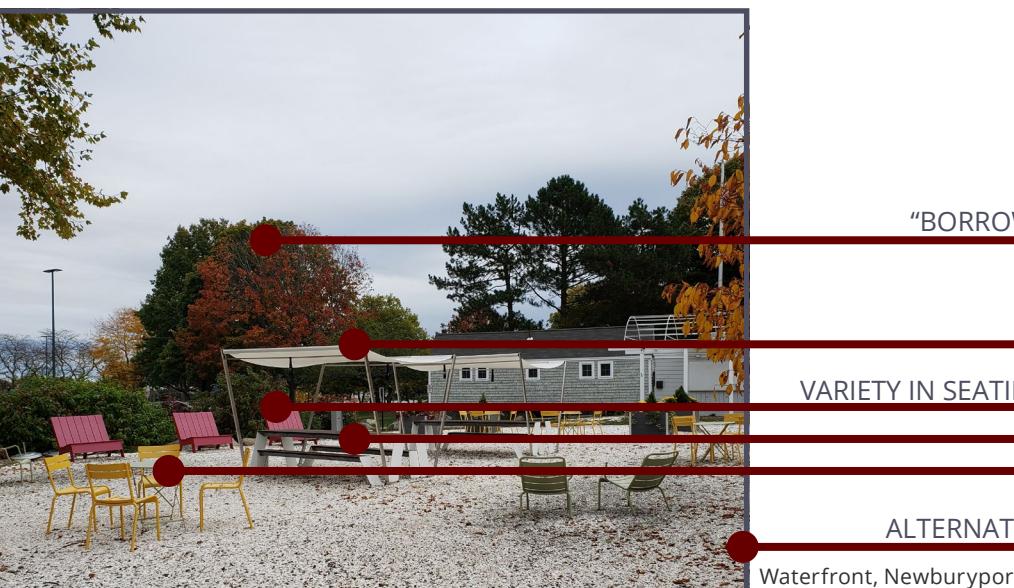
Planters near seating add much-needed greenery to areas built on parking lots as envisioned by this Playbook. Bright umbrellas and strings of light create ambiance and allow use of this site throughout the day and into the early evening.

Seating could include bar height tables and chairs in addition to the standards arrangements shown in the other strategies.

POCKET PARKS/ FIRE PITS OR OTHER HEATED SPACES (WINTER OPTION)

Components	Who is Involved	Funding Strategies	Implementation		Cost	Time
			Cost	Time		
Shelter	Town for permits (fire)	Public/private fundraising	\$-\$	Short-term		
Picnic tables	Property owner	Community Grants from Local Banks				
Chairs	Local community group(s)					
Gravel, other materials (if desired)	Local businesses					
Fire pit(s)	Local hardware or furniture store					
	Volunteers					

LOCAL EXAMPLE AND COMPONENTS



Waterfront, Newburyport, Massachusetts

The picnic tables in this image were shown in the Benches and Picnic Tables strategy. This wider view shows the multiple seating arrangements in this pocket park, with the ability for groups of varying sizes to move the lightweight furniture to suit their needs.

Existing trees provide shade and add visual elements to the scene. Like the Temporary Park strategy, this pocket park is near directional signage for the area.

In the winter, a fire pit could be added and seating rearranged to ensure safe access. The Town should consider a permit for fire pits in conjunction with Fire Department review.

SEASONAL EVENT OR FESTIVAL SPACE

Components	Who is Involved	Funding Strategies	Implementation		Cost	Time
			Cost	Time		
Large area for multiple activities	Property owner Volunteers Local businesses	MassDevelopment's Commonwealth Places MassCultural Council	\$\$	Mid-term Long-term		

LOCAL EXAMPLE AND COMPONENTS



Old Newbury Day, Newbury, Massachusetts

Newbury's Old Newbury Day is a festival in January that celebrates the founding of the town. In 2018, the festival was held on fields next to the Spencer-Pierce-Little House. Food and drink vendors were paired with fire pits in one field while the field next door contained an enormous pile of Christmas trees collected by the Newbury Fire Department. After dusk, the crowd gathered around the pile and the Fire Department lit the bonfire.

For Burlington, a key to seasonal events is to link them to some part of the local history and culture so that the event resonates with the community.

PUBLIC ART INSTALLATIONS

Components	Who is Involved	Funding Strategies	Implementation		Cost	Time
			Cost	Time		
Local elements: history, natural world, cultures	Property owner Local artists Volunteers Local businesses	MassDevelopment's Commonwealth Places MassCultural Council Community Grants from Local Banks Public/private fundraising	\$\$\$\$\$	Short-term Mid-term Long-term		

LOCAL EXAMPLE AND COMPONENTS



Medford City Hall, Medford, Massachusetts
Burlington, VT





Temporary Placemaking Resources

The examples in this section are of temporary placemaking strategies both within Massachusetts and throughout the United States.

The boxes to the right identify two national organizations, Build and Better Block and Main Street America, which provide information and case studies for both temporary and permanent placemaking solutions.

The following pages provide additional information about the precedent studies that inspired the strategies in the community survey. Each strategy also provides hyperlinks (in yellow and in Appendix A) to additional resources for implementation or information.

Two critical resources for Burlington are the post-event report for the temporary park in Burtonsville, Maryland, on page 30, and the winter placemaking strategy from Bench Consulting, on page 28. The post-event report provides useful information about what worked and lessons learned in the process of creating the temporary park. The Winter Places Guide provides the results of a design competition to develop strategies to encourage outdoor gatherings during the winter of 2020-2021 to respect the social distancing requirements instituted during the COVID-19 pandemic. The website includes case studies for some of the Massachusetts communities that implemented these strategies.

Another resource, the Project for Public Space on page 26, provides more case studies and practical advice for quick installations. Many of the other resources provide detailed strategies that the Town and community volunteers can use to get started quickly. The Mural Making 101 Guide, on page 32, is a comprehensive summary for public murals.

A Better Block

This organization is a pioneer in community-based placemaking. Their website has many case studies of successful projects.

A Better Block's recipe guide is a good how-to for different installations. Burlington could use the [PARKET RECIPE](#) and the [GARDEN PLAZA RECIPE](#).

WEBSITE

Main Street America

This organization focuses on economic development based on preservation and community revitalization.

While the preservation focus may seem less applicable to Burlington Town Center, their project spotlight is a great resource and includes sections on [PLACEMAKING](#) and [CROWDFUNDING](#).

WEBSITE

Temporary and Quick Installations

Project	Key Takeaway	Details	Resources
The Corner Spot, Ashland	"Pop up" incubator for businesses to test new ideas/markets.	<ul style="list-style-type: none"> ▪ Family-friendly gathering spot. ▪ 300SF building for pop-up business. ▪ Program of events to draw people multiple times. 	WEBSITE
"Lighter Quicker Cheaper" - Project for Public Space	"Lighter quicker cheaper" (lqc) interventions can help pilot new ideas quickly to spur long-term change.	<ul style="list-style-type: none"> ▪ Year-round programming of seasonal/one-off events. ▪ Integrating art. ▪ Community-driven ideas. ▪ Re-purposed existing public spaces. ▪ Developing a management structure (Friends/BID/ Volunteers). 	<p>The Project for Public Spaces has great resources.</p> <ul style="list-style-type: none"> ▪ TEMPORARY PLACEMAKING OPTIONS AND CASE STUDIES ▪ INFORMATION ON PUBLIC MARKETS ▪ BOOKS AND FREE DOWNLOADS
Asphalt Art Guide by Street Plans Collaborative	Asphalt art murals can dramatically transform parking lots and streets into public space for people rather than cars.	<ul style="list-style-type: none"> ▪ Asphalt Art can be used as temporary event-based placemaking, a pilot project for future transformation, traffic calming, creative wayfinding, and community building. ▪ The guide discusses how funding, design, community process, artist selection, and material selection affect the success of an asphalt art project. 	<p>A detailed guide to creating Asphalt Art, complete with case studies and costs, is available HERE.</p>



Examples of Lighter, Quicker, Cheaper interventions.
Source: PPS.



Temporary mural on Coxe Avenue in Asheville, NC.
Source: Asphalt Art Guide, Street Plans Collaborative



Same Same, but Different. Wayfinding asphalt art mural at airport. Pittsburgh, PA.
Source: Asphalt Art Guide, Street Plans Collaborative

Temporary Uses of Parking Lots

Project	Key Takeaway	Details	Resources
Parklets and Strategies to Activate Parking Lots	Parking lots can be temporarily re-purposed to create public space, hosting weekend events such as farmer's markets or semi-permanent interventions.	<ul style="list-style-type: none">▪ Shade and comfort are crucial to transform unappealing concrete into pleasant spaces.▪ Repainting surfaces or building a temporary deck help to distinguish public space from the parking lot.	For municipal permits for some of these options, try these resources: SAMPLE OUTDOOR GYM PERMIT APPLICATION FROM PALO ALTO, CA. SAMPLE PARKLET APPLICATION, BATTLEGROUND WA.
Seasonal Placemaking	Cold weather and darkness make enjoying outdoor spaces more challenging during the winter. Summer can make parking lot areas too hot.	<ul style="list-style-type: none">▪ To deal with temperature, find creative ways to embrace it or mitigate it.▪ Winter sports or a beach party are examples of embracing the cold or heat.▪ Fire pits (winter) and shade and fans (summer) help create comfortable resting zones.	For a design guide and examples of communities in Massachusetts that implemented some of these strategies, go to Bench Consulting's WINTER PLACES WEBSITE .



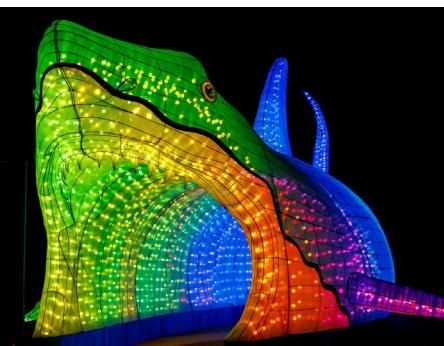
"Traffic Garden" Playspace teaches kids cycling traffic rules in Washington DC.
Source: George Mason University.



Parklet Pilot Program in Alexandria, VA
Source: Unknown



World of Winter Festival, Paint the Park event in Grand Rapids, MI.
Source: grnow.com



Franklin Park Zoo in Boston, MA.
Source: Zornewegland.org



The Annex-Open Air Gym, a temporary gym set up in Brookfield, WI due to the pandemic.
Source: Bobby Tanzilo, OnMilwaukee.



289 Derby Community Design Party to reimagine a vacant lot in Salem, MA, Salem Public Space Project.
Source: shelleyshackett.com



Eagle Street Beach Party in North Adams, MA.
Source: Unknown



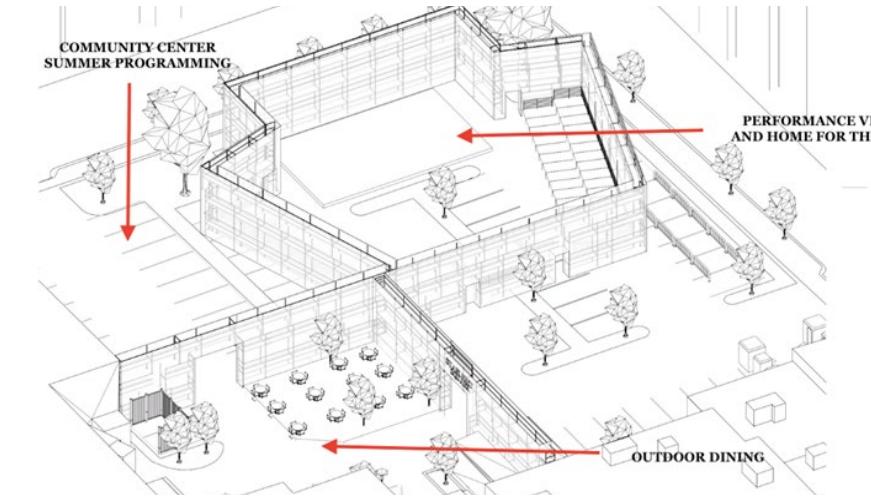
Fire pit at Burtonsville Placemaking Festival in Montgomery County, MD.
Source: montgomeryplanning.org

Temporary/Shared Public Spaces

Project	Key Takeaway	Details	Resources
Placemaking Festival Burtonsville, Maryland	Combining different placemaking strategies creates a complete public space experience.	<ul style="list-style-type: none"> Weekend festival was held in a shopping center parking lot. Co-sponsored by Better Block Foundation and Montgomery County Planning Department. Distinct zones define different types of activities. A ground mural helps to tie the different spaces together. 	WEBSITE for this temporary project. This POST-EVENT REPORT provides detailed information about how the project was created and how it works, including steps for future actions.
Starlight Square Cambridge, Massachusetts	Temporary transformation of a parking lot to create distinct "living rooms" provide existing businesses affected by the pandemic with outdoor spaces.	<ul style="list-style-type: none"> Municipal lot in Central Square Proposal to turn parking lot into a center with dedicated quadrants with different programs. Initiative led by Central Square BID – currently crowdsourcing for \$250,000. 	WEBSITE for Starlight Square
Bow Market Somerville, Massachusetts	Business coordination is key to successful shared public spaces. Local businesses housed in former storage facility work together to activate a shared public space.	<ul style="list-style-type: none"> Located in Union Square. Home to 32 small businesses, all nestled around an intimate, public courtyard. Diverse businesses include restaurants, comedy club, craftsman, and other creatives. Courtyard is a shared gathering space for eating, art, and music. Hosts farmer market and other community events. 	Bow Market's WEBSITE . A useful guide for outdoor markets is this SAFE SUPPLY FIELD GUIDE . Although it is focused on the response to the COVID-19 pandemic, many recommendations are still useful.



Placemaking Festival, Burtonsville, Maryland.
Source: betterburtonsville.growingeastcounty.com



Starlight Square, Cambridge, Massachusetts.
Source: www.starlightsquare.org



Bow Market Courtyard.
Source: Bow Market.

Temporary Public Art/Events

Project	Key Takeaway	Details	Resources
Arlington Cultural District	Public spaces were re-imagined by public art created by the local arts community.	<ul style="list-style-type: none"> Increased visibility of local arts and culture community. Coordination between all aspects of arts – visual, performance, music, literature, and historical. Managed by Arlington Commission for Arts and Culture. Focus on re-imagining underutilized spaces, such as yarn-bombing trees and an outdoor concert at a service station. 	WEBSITE for the Arlington Cultural District
Natick Center Cultural District	Community-driven arts helps to elevate local artist community and Town Center image among local community.	<ul style="list-style-type: none"> Mix of funding – MAPC and Barr Foundation, National Endowment of the Arts (NEA), Creative Placemaking Knowledge-Building grant (APA). Successes include: <ul style="list-style-type: none"> Engaged Community and Partnerships Emerging Artist Platform. Innovation. Inspired other projects. 	WEBSITE for the Natick Center Cultural District
Greater Pittsburgh Arts Council	Mural Making 101	<ul style="list-style-type: none"> In-depth guide to how to bring a mural from concept to finish. 	WEBSITE for the Mural Making 101 guide. The guide also contains additional resources.



Knitted sleeves by 57 local knitters on Minuteman Bikeway – “Ripple.”

Source: Rose Lincoln, Boston Globe.



Examples of emerging artist artwork.

Source: Natick Center Cultural District.



Garage Band at the Arlington Service Station.

Source: Johnny Lapham, ACAC.



Natick Nights, Jo-Animal's Fitness.

Source: Athena Pandolf.

Appendix A: List of Hyperlinks

Page	Reference	Link
12	Project for Public Space: Guide to National Programs and Grants for Creative Placemaking	https://www.pps.org/article/get-funded-tips-for-a-new-era-of-placemaking-philanthropy
14	Mass Farmers Markets	https://www.massfarmersmarkets.org/
14	Mass Department of Agriculture	https://www.mass.gov/farmers-market-program
14	Belchertown Farmer and Artisan's Market: Website	https://belchertownfarmersmarket.weebly.com/
	MassDevelopment: Commonwealth Places	https://www.massdevelopment.com/what-we-offer/real-estate-services/commonwealth-places
	MassCultural Council:	https://massculturalcouncil.org/communities/local-cultural-council-program/
25	A Better Block	https://www.betterblock.org/
25	A Better Block: Parklet Recipe	https://9a270e0f-c7cd-4b82-b5e3-0e94a2987dcd.filesusr.com/ugd/256d25_9cb28027970645528412b12d1cc9e7d9.pdf
25	A Better Block: Garden Plaza Recipe	https://9a270e0f-c7cd-4b82-b5e3-0e94a2987dcd.filesusr.com/ugd/256d25_035de3c09c7346138ad6db7fb898dc06.pdf
25	Main Street America	https://www.mainstreet.org/home
25	Main Street America: Placemaking	https://www.mainstreet.org/ourwork/projectspotlight/placemaking
25	Main Street America: Crowdfunding	https://www.mainstreet.org/ourwork/projectspotlight/crowdfunding
26	The Corner Spot, Ashland	https://thecornerspotashland.com/
26	Project for Public Space: Temporary Placemaking Options and Case Studies	https://www.pps.org/article/lighter-quicker-cheaper
26	Project for Public Space: Information on Public Markets	https://www.pps.org/public-markets
26	Project for Public Space: Books and Free Downloads	https://www.pps.org/publications

Page	Reference	Link
26	Street Collaborative: Asphalt Art Guide	https://issuu.com/streetplanscollaborative/docs/asphalt-art-guide
28	Palo Alto, CA: Sample Outdoor Gym Permit Application	https://www.cityofpaloalto.org/files/assets/public/city-manager/communications-office/summer-streets/temporary-outdoor-gyms-and-personal-services-guidelines.pdf?t=82131.9
28	Battleground, WA: Sample Permit Application	https://www.cityofbg.org/830/Parklet-Program
28	Bench Consulting: Winter Places Website	https://benchconsulting.co/winter-places/
30	Burtonsville: Website	https://montgomeryplanning.org/planning/placemaking/burtonsville-placemaking/
30	Burtonsville: Post-Event Report	https://montgomeryplanning.org/wp-content/uploads/2020/03/Burtonsville-Final-Report-February-2020.pdf
30	Starlight Square: Website	https://www.centralsquaretheater.org/starlight-2020/#.X0AR08hKhPY
30	Bow Market: Website	https://www.bowmarketsomerville.com/
30	Bow Market: Safe Supply Field Guide	https://www.safesupplyfieldguide.org/
32	Arlington Cultural District: Website	http://artsarlington.org/cultural-district/
32	Natick Center Cultural District: Website	http://natickcenter.net/organization/natick-center-cultural-district
32	Greater Pittsburgh Arts Council: Mural Making 101	https://www.pittsburgharts council.org/component/content/article/20-general/4295-mural-making-101

