Appendix

Resources
a. PSPL template sheets
b. Pilot Projects
c. Alleyway Research
Public Space
Public Life
Template Sheets
### Procedure:
1. Count all pedestrians moving across the indicated counting line, noting their age and gender as they cross.
2. Distinguish between regular pedestrians, people on bicycles, and people on any other type of smaller wheels, like scooters and skateboards.
3. Do not ask people. Use your observational skills to make the assessment.
4. Tally the totals in the gray boxes at the end of your shift.

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### Table:

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
<th>Unsure</th>
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<td>65+</td>
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**Pedestrians**

- People walking, running, being carried in strollers, and moving in wheelchairs.
- Age categories: 0-4, 5-14, 15-24, 25-64, 65+.
- Male, Female, Unsure columns.

**Cyclists**

- Any kind.

**On Wheels**

- Skateboards, Rollerblades, etc.

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### Location:

DATE: 
NAME: 
TIME START: 
TIME STOP: 
PEOPLE MOVING PEDESTRIANS, CYCLISTS, PEOPLE ON WHEELS — COUNT FOR 10 MINUTES

TOTAL PEDESTRIANS | TOTAL CYCLISTS
# _________ | # _________
### People Staying

**Posture, Groups, Gender, Age, and Activities — The Count is a Snap-shot**

**Procedure:**

1. Walk through the area indicated on your map to capture a snapshot of the people who are staying within the space.
2. Fill out one row per person, by ticking the boxes that apply. A person may be engaged in several activities at once.
3. Map the person’s location on the map using the number indicated by their row.

**Table:**

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<th>Groups</th>
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**Totals:**

**Location:**

**Date:**

**Name:**

**Time Start:**

**Time Stop:**

**Notes:**
Pilot Projects
FORT WAYNE PILOT HUNCHES

1. The Food Court
   Transform the plaza into an outdoor food court for downtown employees and visitors. Create an essential destination with eye-catching lighting and comfortable seating while showcasing local business and celebrating Fort Wayne’s best flavors.

2. Fort Laneways
   Make exploring downtown on foot a true pleasure by leveraging Fort Wayne’s most human-scale asset: its laneway network. Enhance the laneways with people-first design, visual interest, and event programming, and create a uniquely Fort Wayne pedestrian district.

3. Courthouse Porch
   Fort Wayne’s historic courthouse is already the architectural crown jewel of downtown. Leverage this asset and make the lawn an appealing place for families to relax and play in front of the city’s most iconic structure.

4. Calhoun Market
   Activate the courthouse block to fill the public life gap on Calhoun and create one continuous people-first street. Test new ways to engage the sidewalks between Berry and Main, with a vibrant street market as the centerpiece.

5. The Canvas at Freimann Sq.
   Reinvent Freimann Square. Let the museum spill out into the public realm and create an interactive outdoor art park, inspiring a sense of curiosity and play for kids and families.

6. The Landing 1.0
   Create a seasonal pedestrian-only way on Columbia Street, letting the street’s people-first qualities shine and infusing it with public activity and family fun. Test programming that could inform The Landing redevelopment.

Sidewalk Intervention
Street Intervention
Crossing Intervention
Space Intervention
THE FOOD COURT

Transform the plaza into an outdoor food court for downtown employees and visitors. Create an essential destination with eye-catching lighting and comfortable seating and shade while showcasing local business and celebrating Fort Wayne’s best flavors.

KEY CHALLENGES

- Activate plaza edges with graphic, visually appealing food kiosks
- Pump up the plaza lunch hour with a dedicated food truck zone. Help food trucks partner with one another to create a critical mass of lunch options.
- Use paint or other surface treatment zones to define the food court within the larger plaza and create a human-scale space to eat, drink, and hang out.
- Create inviting and comfortable places to sit, with flexible modular seating that can accommodate all group sizes.
- Include shade elements to create cool micro-climates in the heat of the day.
- Add human-scale lighting to create a visual draw to the space and extend the activity through the evening hours.
- Manage and consolidate back of house operations like garbage collection to a centralized location to free up street frontages.

EXISTING EXPERIENCE

People already come to the plaza for lunch — 1pm weekday stationary activity counts are the highest in the city! Activity drops before and after weekday lunches, and the plaza is almost completely empty all weekend long.
02 FORT LANEWAYS

Make exploring downtown on foot a true pleasure by leveraging Fort Wayne’s most human-scale asset: its laneway network. Build on existing art activation by enhancing the laneways with people-first design, visual interest, and event programming to create a uniquely Fort Wayne pedestrian district.

EXISTING EXPERIENCE

Many of downtown’s streets are wide with fast car traffic—a challenging environment for pedestrians. The laneways stand in contrast with a uniquely human scale. Some Fort Wayners use the alleys as shortcuts, but they aren’t set up as places in and of themselves. The lanes have the potential to embody Fort Wayne’s cherished qualities of warm/cozy and with a sense of discovery.

LOCATION MAP

EXHIBITION MAPEXISTING EXPERIENCE

KEY CHALLENGE

POTENTIAL MOVES

- Name the laneways to give them identity and claim them as part of the downtown street network.
- Create a custom secondary street signage system for the laneways to provide wayfinding and reinforce their unique identity within the overall downtown landscape.
- Announce laneway entrances and invite exploration with colorful and exciting paint or other ground treatments.
- Transform nooks into micro hangout spots, each with a unique character, including comfortable seating areas, active recreation (e.g. climbing walls, swings), pocket concert venues, or other delightful and surprising destinations (ask the community for their ideas!).
- Introduce active, playful, and interactive features and art, continuing to brand these spaces as canvases of the unexpected.
- Invite small food and beverage or retail to pop up near laneway entrances.
- Install creative canopies at key locations along the laneways.
- Program unique and artistic laneway events, like dinner parties, ‘Lanewayfest’ (local music programming), mural competitions, etc.
03 COURTHOUSE PORCH

Fort Wayne’s historic courthouse is already the architectural crown jewel of downtown. Leverage this asset and make the lawn an appealing place for families to relax and play in front of the city’s most iconic structure.

People love the courthouse for special occasions—wedding parties, prom portraits, and other photo opportunities are common. But because of a lack of things to do and places to hang out, after the shutter snaps no one stays to enjoy the grand historic architecture and iconic Fort Wayne views.

EXISTING EXPERIENCE

LOCATION MAP

KEY CHALLENGES ?!

Create a relaxing place for people to lounge and enjoy some of the best view corridors in Fort Wayne.

Include a variety of comfortable seating for lounging (e.g. lounge chairs, hammocks, benches), socializing in groups (e.g. café seating, modular seating), and eating (e.g. picnic tables).

Create creative and flexible play spaces for kids and families.

Install lighting features to create nighttime ambiance and enhance a sense of safety.

Install sun shades to create cool micro-climates during the summer.

Program events like movie nights to encourage evening activity.
Most stretches of Calhoun host a vibrant public life, with engaging active facades and the highest pedestrian numbers in the city. With blank walls, few entrances, vacant parcels, and no amenities, the courthouse block of Calhoun is a dead zone that stands in stark contrast to the other sections of Fort Wayne’s most vibrant street.

**Activation**

Activate the courthouse block of Calhoun to create a continuous people-first street. Bridge the gap to Columbia St by testing new ways to engage the sidewalks between Berry and Main, with a vibrant street market as the centerpiece.

**Potential Moves**

- Activate the wide sidewalk by the courthouse with colorful semi-permanent kiosks and market stands.
- Create an inviting and comfort-enhancing visual thread along the sidewalk, potentially including a creative canopy, lighting, shade, and signage.
- Test removing one row of parking to create an edge and anchor to the market at the southwest corner of Main and Harrison, with food kiosks, seating, and pop-up shops, particularly during the holiday shopping season.
- Install a temporary ice rink during the winter season.
- Provide clear signage for dedicated drop-off/pick-up zones during the holidays.
- Improve connections across the street with vibrant painted pedestrian crossings to create a continuous comfortable walking experience on Calhoun.
Create a seasonal pedestrian-only way on Columbia Street, letting the street’s people-first qualities shine and infusing it with public activity and family fun. Test programming that could inform *The Landing* redevelopment.

**KEY CHALLENGES**

- Provide the infrastructure to let retail and food offerings spill out of the storefronts, including comfortable seating, shade, and temporary vending structures.
- Provide opportunities for entrepreneurs to pop-up on the street and create even more options for food, beverage, retail, and ice cream.
- Use *paint or other surface treatments* to create a fun and inviting pedestrian thoroughfare. Engage the community in the design and installation process.
- Use *string lights* to create a sense of place and infuse the street with ambiance at night.
- Encourage *programming* like street fairs and outdoor performances to create fun and stimulate surrounding businesses.
- Provide good *wayfinding signage* to redirect traffic and navigate pedestrians to/from Columbia Street.

With its historic fabric and human scale retail, Columbia Street has the potential to be one of the best people-first streets downtown, but vacancies and construction closures have made it harder to enjoy. With redevelopment coming soon and low vehicular traffic, there is a great opportunity to test pedestrianization and other bold programming to inform future capital projects.
Reinvent Freimann Square. Let the museum spill out into the public realm and create an interactive outdoor art park, inspiring a sense of curiosity and play for families — kids and adults alike.

During events, Freimann Square fills with diverse and vibrant public life. Outside of programming hours, the park is uninviting, hosts illegal activities and drug use, and is seen as unsafe by many potential users.
Alleyway Case Studies
Public Art Gallery
Detroit, MI
The Belt

Who?
Library Street Collective (local gallery)
Bedrock Services (real estate firm)

What?
The Belt alley activation functions mostly as an outdoor art exhibition. Run by Library Street Collective and partnered with Bedrock, the mural hall includes string lighting, edge seating, and two bars accessed through the alley.

How?
When Bedrock developed its parking garage adjacent to Library Street Collective, the gallery saw an opportunity to enhance the property with assets that would attract visitors to an unexpected space. When the first round of murals filled the alley, a grand opening announced the Belt with food trucks, live music, and hundreds of participants. The Belt has become a space for creative expression, pop-up events, and two f&b venues.

When?
November of 2014, the Belt opened to the public with their first event. In June 2015, Bedrock and thirteen01 Restaurant Group announce two new downtown Detroit hotspots – a contemporary cocktail bar called Standby and a casual, outdoor alley bar; both accessed through the alley. December 2015 "Standby" opens which is entered through an old elevator shaft on the alley. June 2016 "The Skip" opens seasonally as an open-air bar in The Belt.
Interactive Invitations
Chattanooga, TN
Passageways (and Passageways 2.0)

Who?
River City Company (economic development), AIA Tennessee, local foundations, local partners, property owners

What?
Passageways was a collaboration between River City Company and AIA Tennessee to show the potential in downtown alleyways. They hosted a design competition and granted 5 finalists $10,000 each to install immersive architectural elements that invite pedestrian participation. These installations allowed downtown Chattanooga to see the alleys with a new perspective and gave the partners incentive to fund a larger permanent alleyway installation, City Thread, set to be finished in the fall of 2018.

How?
River City Company managed the partnerships, raising funds, cooperation with property owners, and installation. In-kind donations such as electrical and maintenance from property owners or internet service from a local cable company for a digital installation were key to the success of the installations. For Passageways 2.0, Property owners agreed to contribute to the maintenance of City Thread by pooling a total amount of $7,500 annually. RCC will be responsible for management. Insurance was covered under RCC’s blanket insurance for round 1. Passageways 2.0 will be covered under the Public Art Committee’s insurance.

When?
Passageways 1.0 from RFP’s to opening day was 6 months (to be open for the AIA Tennessee conference). Passageways 2.0 from RFP to opening will be about 9 months.
Who?
The City of Seattle, International Sustainability Institute, Alliance for Pioneer Square, local designers, residents, business and property owners.

What?
Nord Alley is one of several on the Pioneer Square alley network. Social invitations (live music events, World Cup screenings, acrobat performances, and dog costume contests) mixed with physical improvements (waste management, landscaping, surface treatments) aimed to make the alleyway feel safer and more walkable which enhanced the activity in the entire Pioneer Square.

How?
The city first improved waste management by removing dumpsters and creating colored yard waste bags as part of the "Clear Alleys Program". The city, ISI, and surrounding partners sponsored events by designating the alleys "Festival streets" to allow traffic closures. Nord Alley and Pioneer Passage are currently under construction to add stormwater infrastructure and surfaces with funds from government, private foundations, and local businesses. Funding sources included Federal Transportation Alternatives Program Grant, Seattle City Light and Century Link (utility contributions), and Seattle DOT.

When?
The improvements of Nord Alley began in 2008 with the first removal of dumpsters while permanent investment continues today.
Green Alleys
Montreal, QC
Ruelles Verte

Who?
The city of Montreal, their EcoDistricts program, adjacent neighbors and property owners

What?
In Montreal, many of the city’s districts have been working to solve its deficiency of green space by creating Ruelles Vertes (green alleyways). These alleyways are landscaped to feel more walkable, inhabitable, and open to the public. They become assets with the simple strategy of added landscaping.

How?
In order to be officially recognized as a “Ruelle Verte” and receive government funding from the city, a committee of surrounding neighbors must be established. This committee must prove its ability to initiate, plant, and be fully responsible for cleanliness and maintenance.

When?
The idea originated among architecture students in 1968 before the city officially adopted the program decades later in 1997.
Vancouver, BC

Pioneer Square Alley Network

Alley Oop

285 ft

Granville St

Hastings St
Play on the Way
Vancouver, BC
Alley Oop

Who?
Downtown Vancouver Business Improvement Association, HCMA Architects + Design, adjacent property owners

What?
With property values rising in Downtown Vancouver, the DVBIA hired HCMA to conceive a design of the West Hastings St. alley as a pedestrian space. The designers went for a ‘Play’ theme to contrast the neighborhood’s business atmosphere. They pressure-washed the laneway, removed potholes, painted the street with street-grade paint, as well as walls and dumpsters, in pink, purple and yellow. The ground paint and installed hoops made for alleyway basketball courts.

How?
The cost of the installation of the Alley Oop was $80,000 (USD) from various funding sources. HCMA used a 24-hour time lapse video to watch how the alley was used to make good design decisions. Meetings were held with each of the tenants to engage them on this new asset for their clientele. It was agreed that each of those tenants would animate a small part of the lane daily with seating and keep it clean; in exchange, the DVBIA would purchase the furniture and help them obtain the necessary permissions. A second alley is underway by the same group with funding from Kickstarter.

When?
The pilot group of Alley Oop suggests an 2 month timeline for design construction and implementation (not including design concept and stakeholder engagement).