

Winter Places



bench consulting



Where We've Been...

Where we're heading...?



Where we're heading!



Embracing Winter in Massachusetts

Changing attitudes

Personal warmth

Lighting and Wind Blocks

Provide things to do, even small things.



RETHINK PATIOS: Outdoor dining success won't continue



Winter in a Pandemic



Holiday Lights Parade
Denver, CO



WINTER PLACES

A DESIGN GUIDE
FOR WINTER PLACEMAKING

2020 | 2021

benchconsulting.co/winter-places/





WINTER PLACES

GOALS

- 1** Provide a reason for people to come back to main street and downtown this winter and support restaurants & retailers.
- 2** Provide a safe space for socially distanced outdoor gathering.

RESULTS

60+ submissions from US, Canada & Europe
All designs between \$1,000 and \$30,000
Avg of \$10,000- \$15,000

Considerations

Permitting
Sunlight
Wind
Colorful Lighting
Snow removal

WINTER WARMER (cont'd)

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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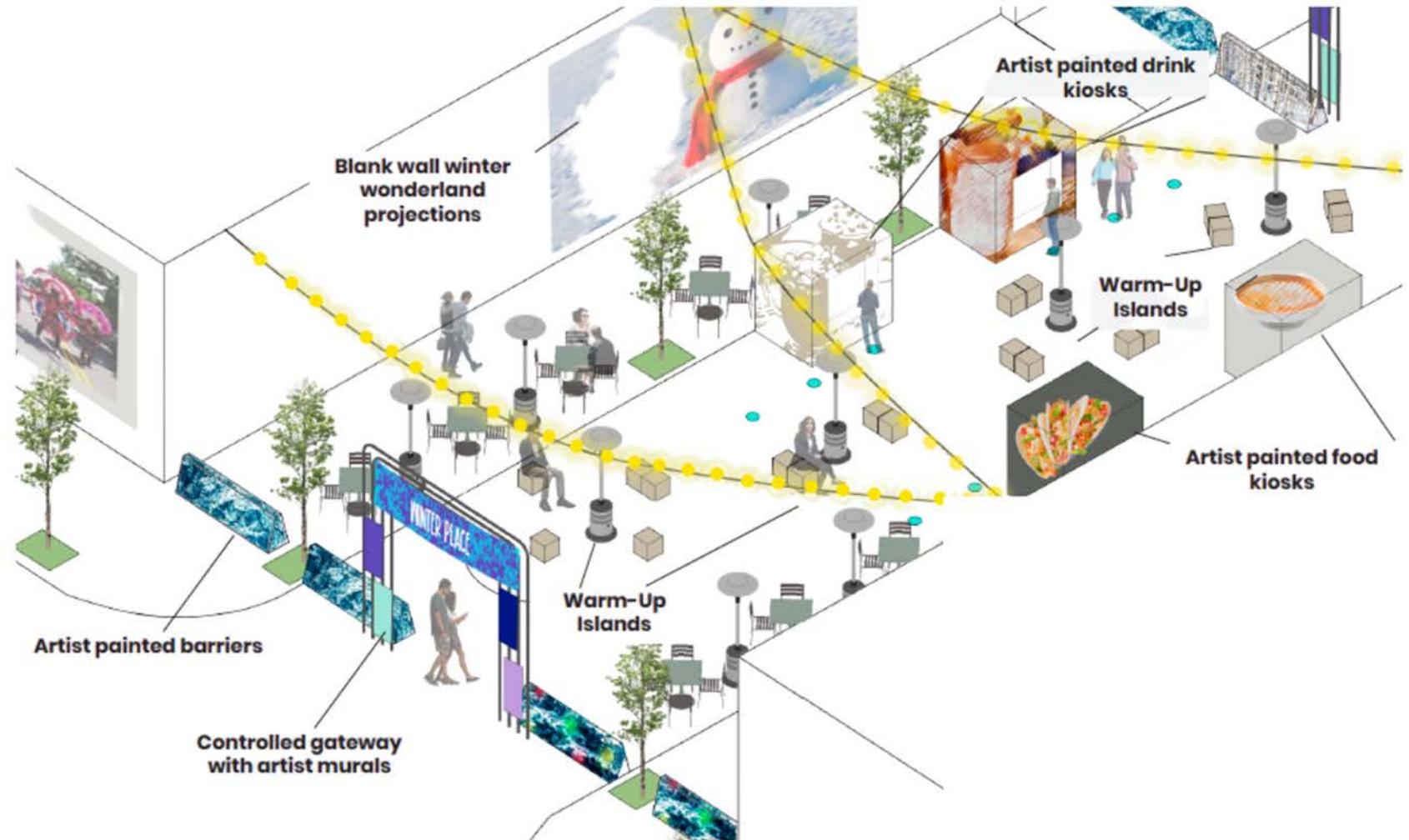
WARM WINTER PLACEMAKING

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.



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

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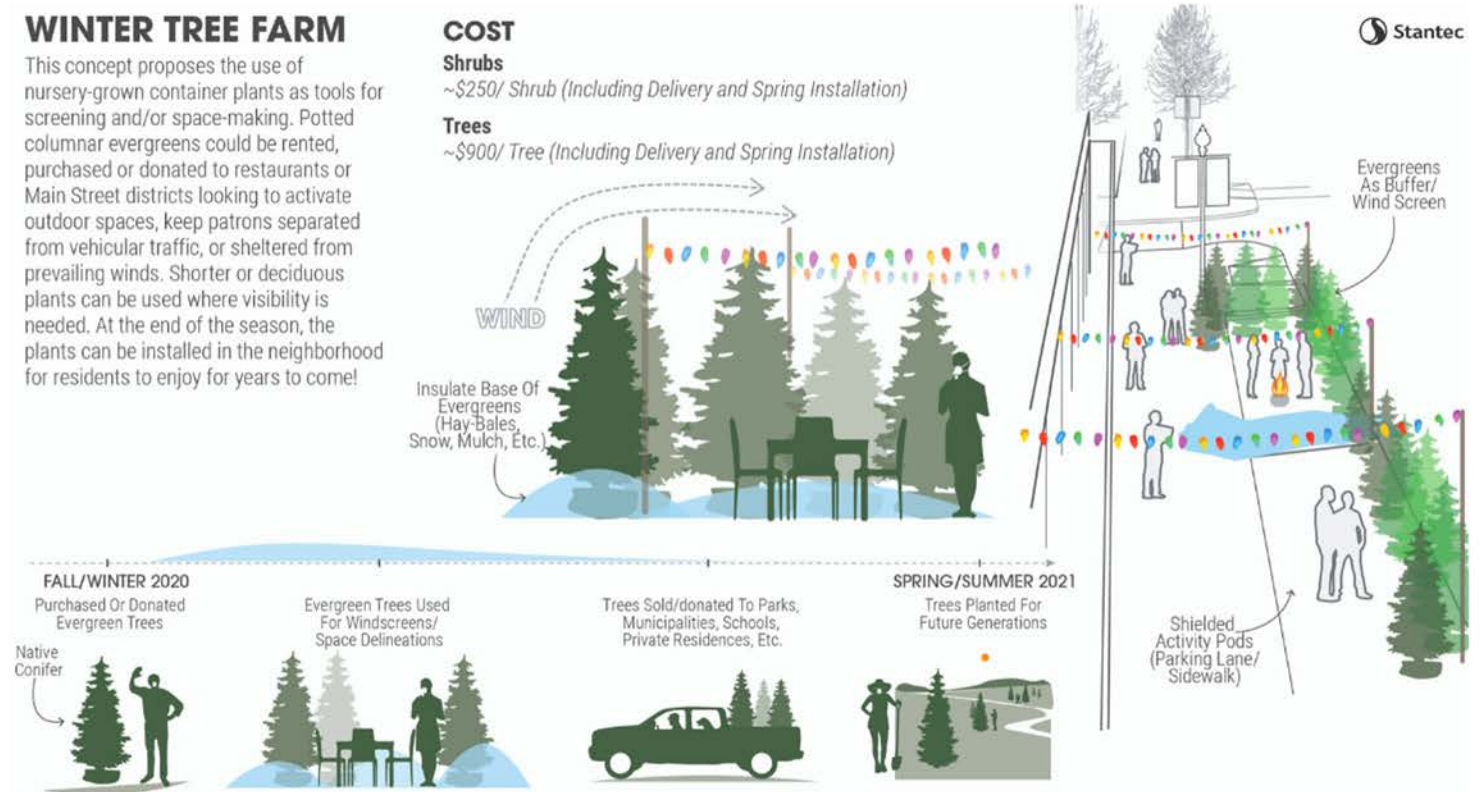
COST

Shrubs

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

Trees

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



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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



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New Bedford, MA



New Bedford Winterfest Activation



WINGS COURT WINTERFEST ACTIVATION



New Bedford Winter Places Inspirations



SKADI FESTIVAL

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WARM WINTER PLACEMAKING

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GIVING TREES

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- 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



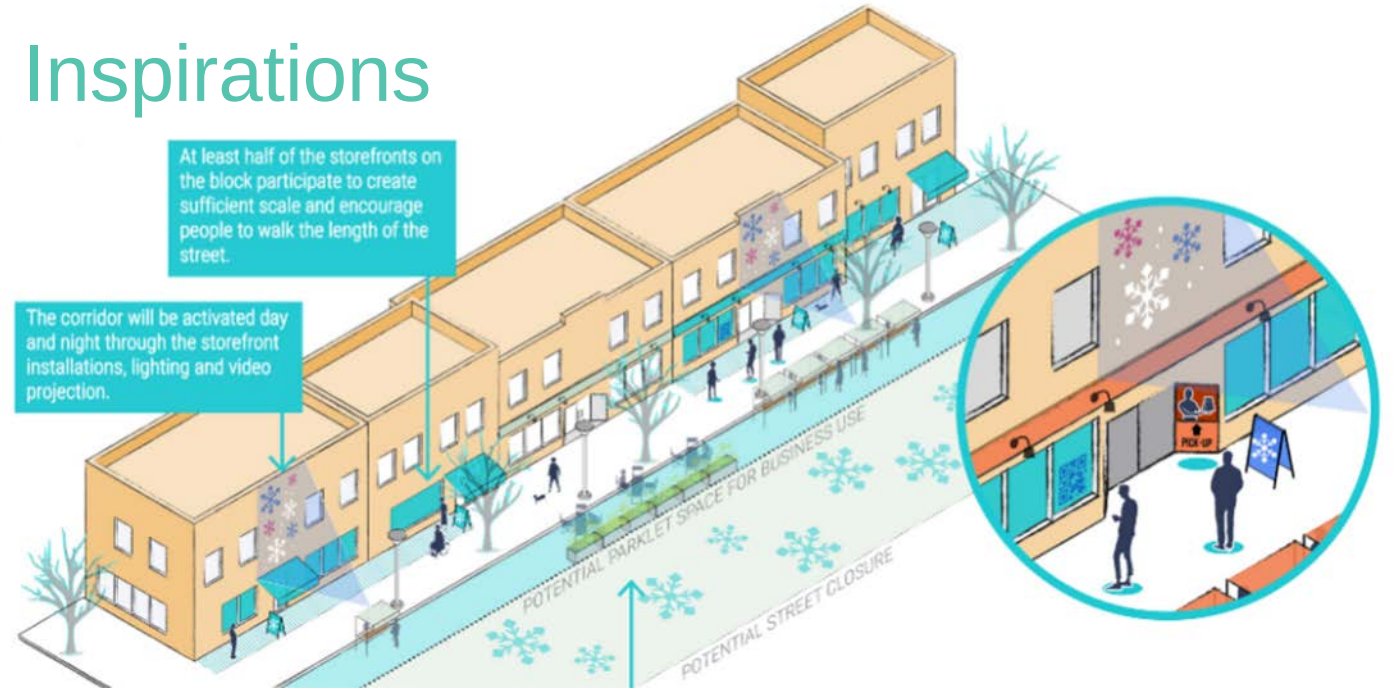
North Adams, MA



North Adams Winter Places Inspirations

WINDOW SHOPPING: STOREFRONT DISPLAY

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Vacation on Main

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LIGHTS AND BITES

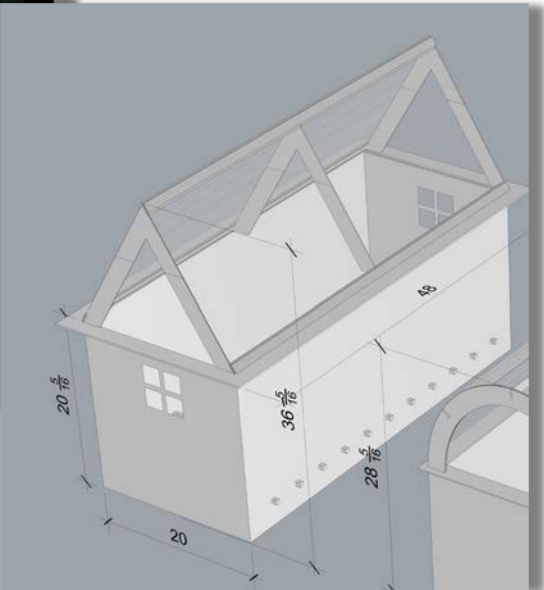
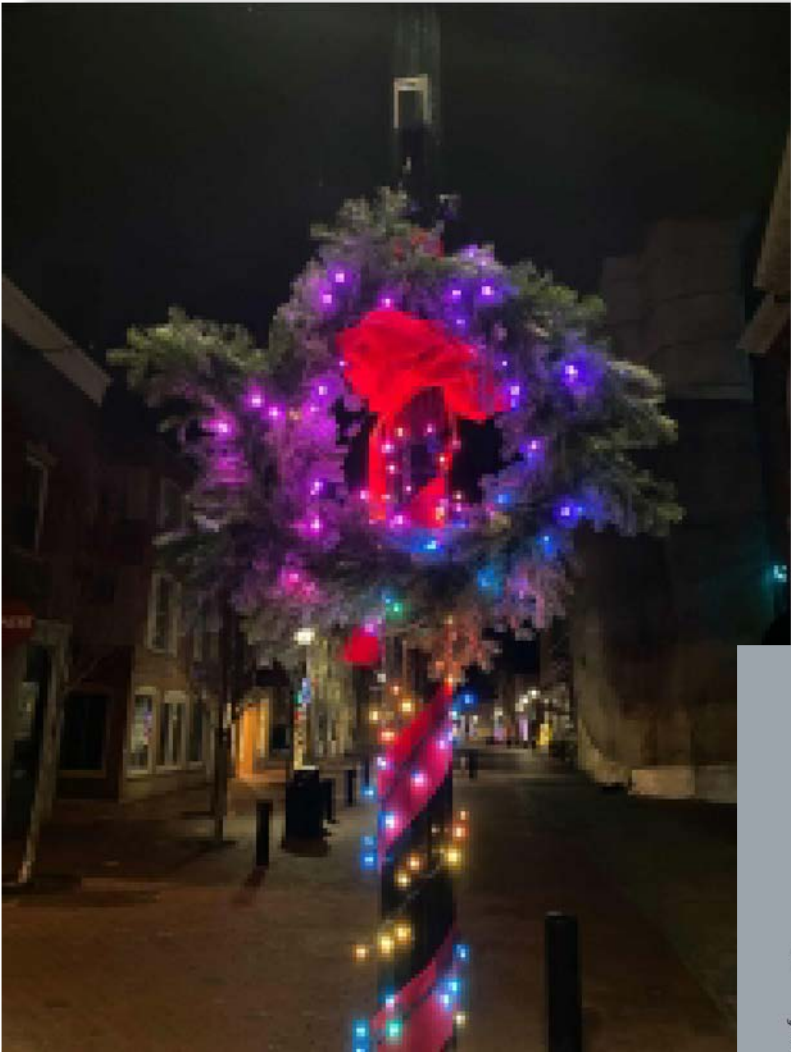
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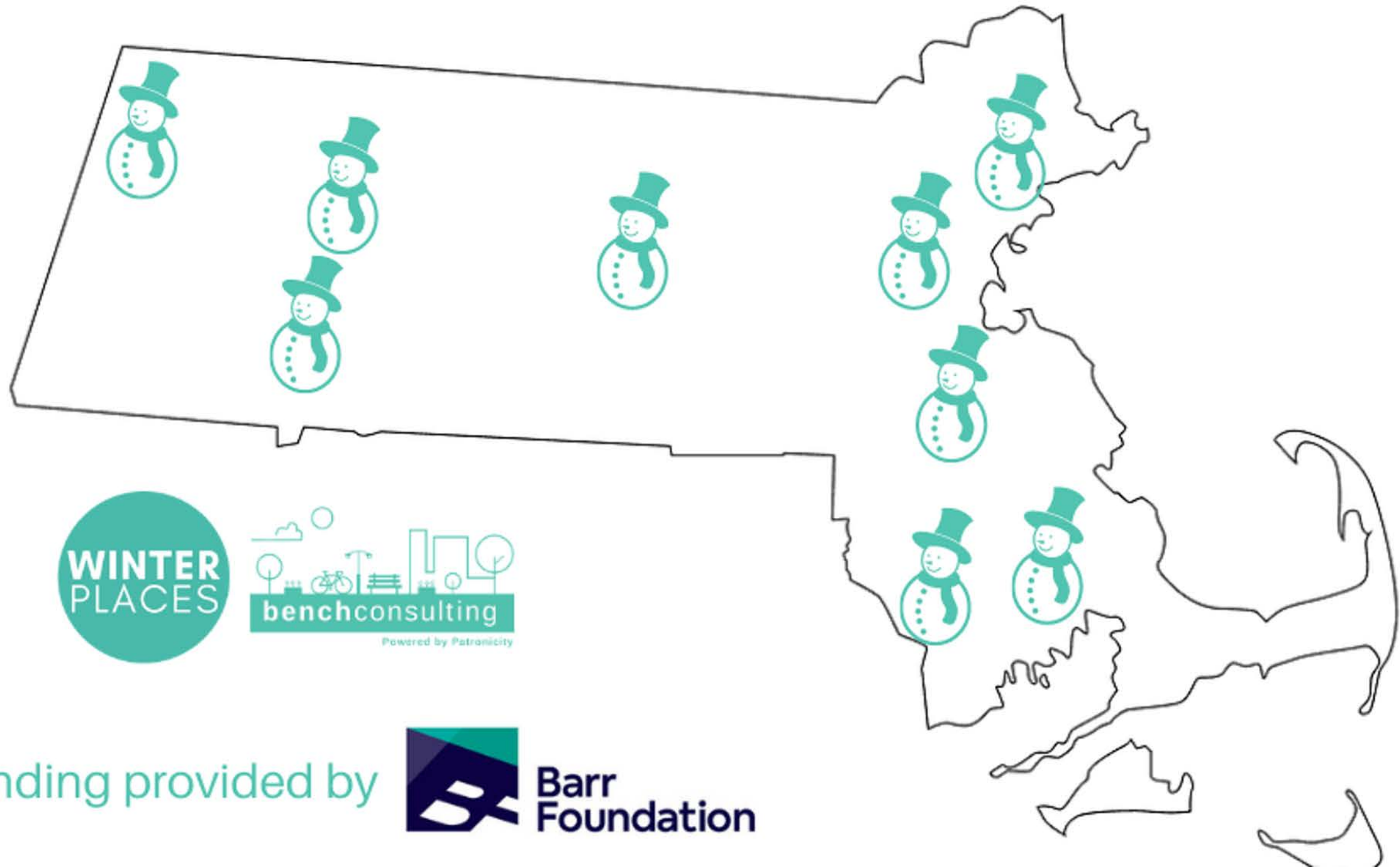


North Adams, MA



WINTERLUDE SALEM
SALEM, MA





Funding provided by



**Barr
Foundation**

We Moved Fast...

What we learned...

- Change CAN happen quickly
- Pinprick interventions can have major impacts.
- Tactical is your friend, if done right...

Where do we go from here...

- Community Feedback
- Parking & Vehicle Access
- Big ideas



Thank you!

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