

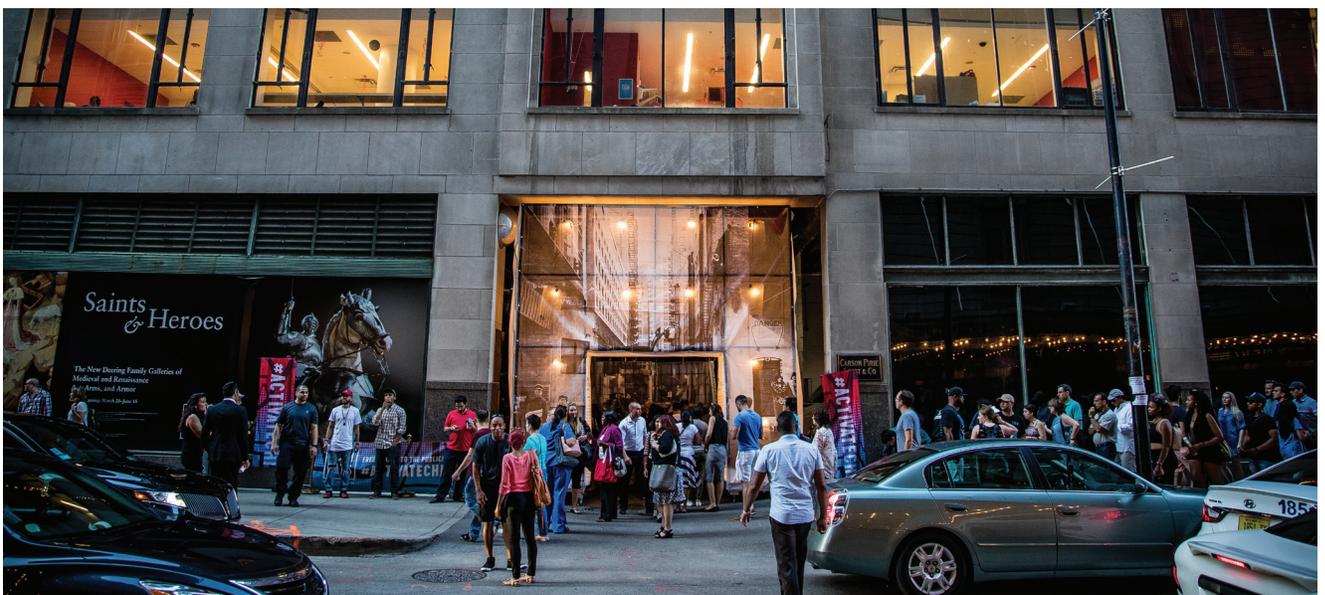
# Executive Summary

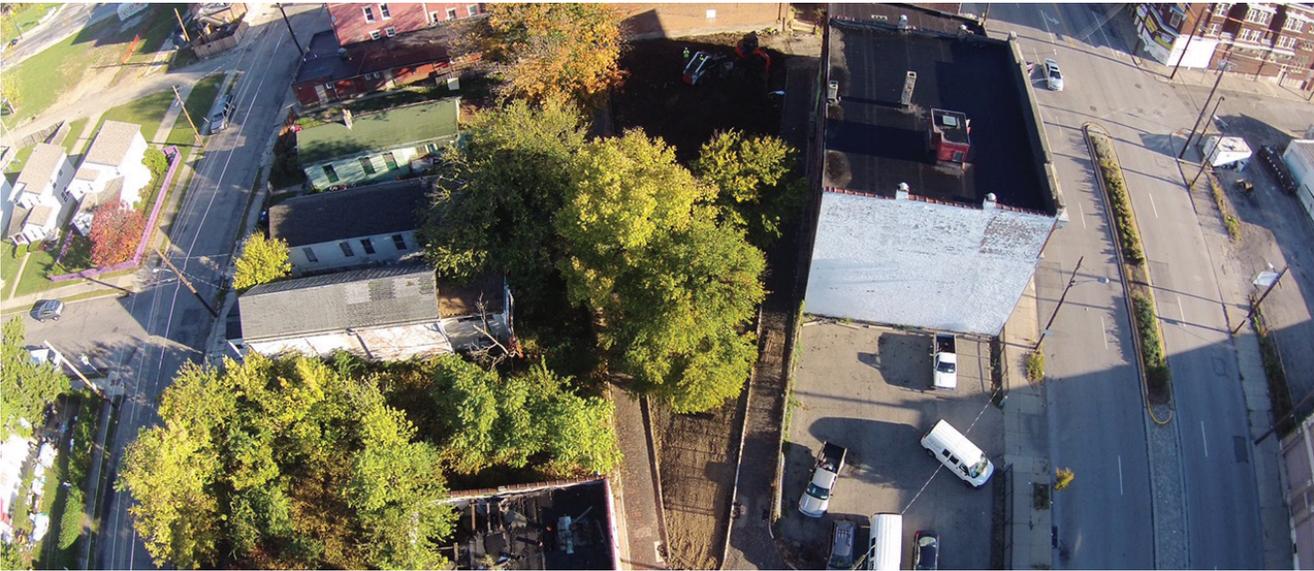
Instead of focusing on the theoretical angle of aging infrastructure, the 2017 IDA Infrastructure Council decided to address a problem that urban place management organizations (UPMOs) can creatively and efficiently address – the activation of alleyways and so-called micro-spaces. The spaces under observation in this report are existing alleys and micro-spaces in the central urban core or downtown districts. This report examines seven infrastructure projects spearheaded by urban place management organizations in North America and Australia:

- Old Town Parklet, Fort Collins, Colorado
- Five Points Alley, Cincinnati, Ohio
- Strawberry Way, Pittsburgh, Pennsylvania
- Alley Gallery, Louisville, Kentucky
- Activate, Chicago, Illinois
- More Awesome Now, Vancouver, British Columbia
- Hosiers Lane, Melbourne, Victoria

Alleyways and micro-spaces are inherently urban “infrastructure.” The cities referenced in this report shared at least one common view: **use infrastructure to improve infrastructure.** The alley and micro-space improvements mentioned in this report all aim to improve the public experience by adding some form of infrastructure to the existing urban environment. As is often the case in other infrastructure projects (streetscape improvements, sidewalk repairs, improved street lighting etc.), alley activations have the potential to address core UPMO issues, pedestrian experience or “placemaking,” prioritizing economic development, and improving safety for users and repairing ecological performance of existing infrastructure.

This publication looks at the placemaking of “interstitial” spaces – the connective tissue that lies between private developments and developed public spaces within the urban built environment. Interstitial spaces are often there but underutilized for lack of purpose or function. The perception of how we can make use of space is changing as cities strive to reclaim these in-between areas. Drawing on ideas from neighbors, businesses and community groups, UPMOs can





implement physical interventions that revitalize and activate what would otherwise be a forgotten space. Reclaiming these valuable spaces creates a pedestrian friendly environment in urban cores and tackles numerous important urban planning objectives.

Alleys and micro-spaces possess exciting potential to produce vibrant public spaces. Enhancing public alleys and micro-spaces by installing additional elements of infrastructure and actively or passively programming these recovered interstitial spaces will reinforce connections between private and public-sector developments through exciting new urban experiences.

Urban place management organizations have the tools to implement a variety of tactical initiatives such as public art installations, temporary parklets, murals, street and sidewalk decoration and plantings that help strengthen a visitor's sense of place. Programming initiatives like fitness classes, concerts and street markets – routine activities in public spaces – can take the activation one step further. Creative

placemaking should be a key ingredient in the recipe for successful revitalization.

There is no one-size-fits-all approach for interstitial activation. Every alleyway is different in form and function and should be treated as such. It is important to listen to the needs of the community and work hand-in-glove with your local agencies. Alleys are public infrastructure and were built to accommodate a few specific functions. Reactivation of these spaces requires careful attention to functionality and adaptability.

Our public spaces are where cities show their true colors. Public space activation may come with its challenges, but the investment will result in transforming an underutilized space into a destination, piquing the interests of pedestrians and encouraging visitors to engage with a (new) place. Alleys and other in-between infrastructure have long been overlooked but when activated, can change the way we engage with our city. Alley activations go beyond the cities in this report and should continue to expand to every city that values public space.