

Design
For
Distancing

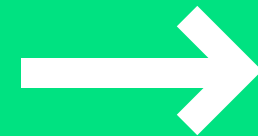
REOPENING BALTIMORE TOGETHER

Ideas



Competition

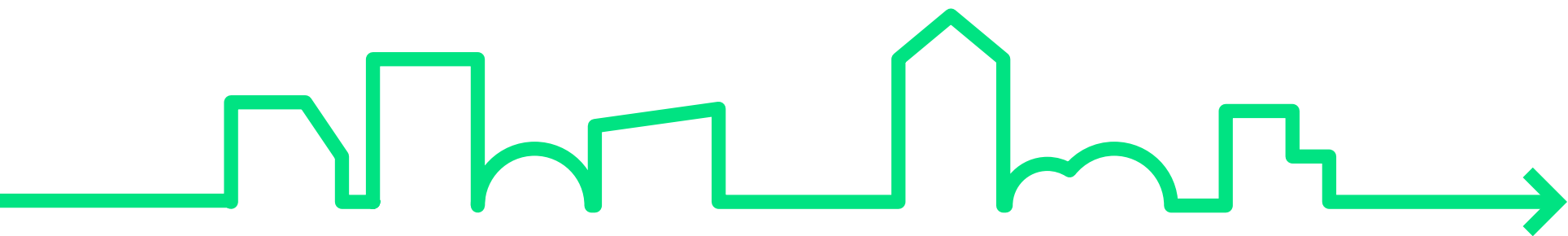
Brief



YOUR CHALLENGE

How might we quickly activate public spaces to support safe, physically distant gathering and the reopening of local businesses?





In response to COVID-19, businesses across the country have been closed and services scaled back. Now, as states and cities slowly begin to reopen, strategies for safe, physically distant gathering and patronage are **urgently needed**.

With support from Baltimore's Office of the Mayor, we're seeking your most innovative and creative ideas for how we can come together — while still staying apart. **Anyone can apply!**

We'll choose up to **10 of the best ideas**, develop them over the course of a week with the winning teams, and publish the resulting **Guidebook** in June. We hope this digital resource, shared broadly, will support Baltimore and cities across the U.S. and the globe in their efforts to safely reopen.



problem



solution



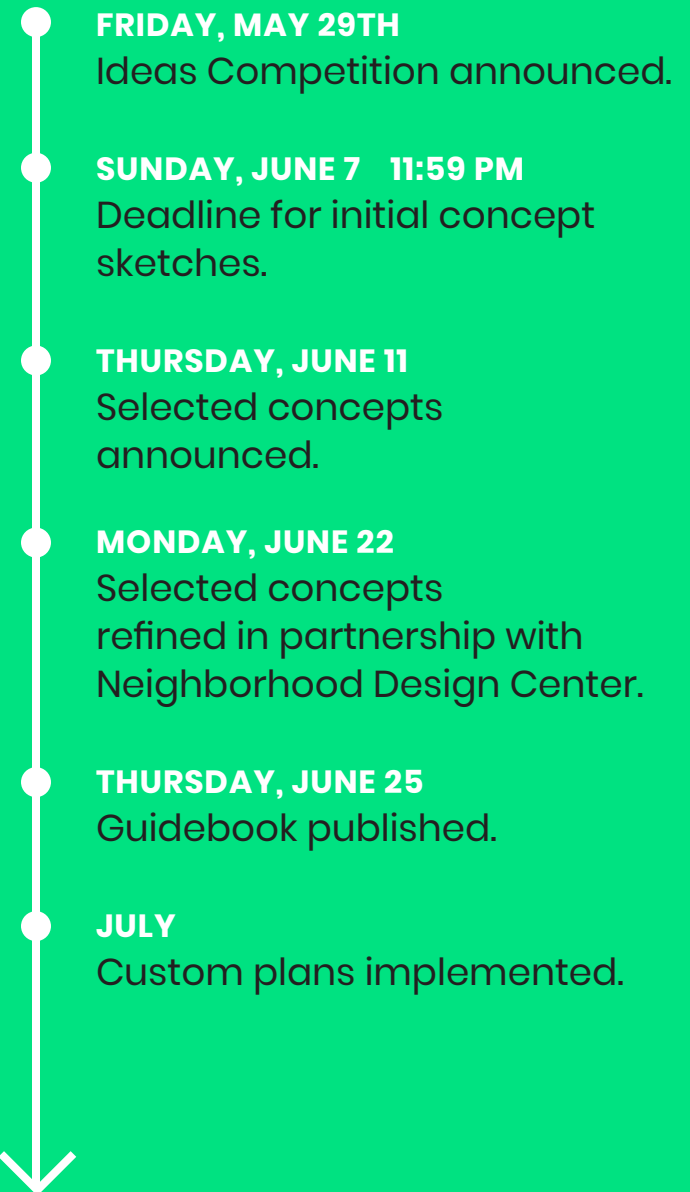
HOW TO PARTICIPATE

Please create 1 primary sketch, with up to 3 supporting sketches and accompanied by concise (150 word) explanatory text, that present a design solution for one or more of the following spatial challenges:

- Outdoor dining
- Outdoor services (hair cuts, salons, healthcare)
- Outdoor retail (clothing, home goods, books, etc.)
- Outdoor entertainment (movie screenings, performances, lectures, dance parties etc.)

While we aren't providing specific sites, sketches should be situated in spaces typical of historic mainstreets corridors and midsize urban central business districts. They can address a range of scales, from individual parklets to full blocks / corridors, but should be situated in the public spaces of commercial areas and designed to serve a **multitude of businesses.**

TIMELINE



DESIGN GUIDELINES

- ✓ Successful designs must embrace the tenets in the “**Framing + Vision**” section,
- ✓ adhere to the requirements of the “**Key Considerations**” section,
- ✓ and incorporate, to the greatest extent possible, the **Public Health Recommendations.**

These sections are listed in the following pages.

Additional considerations (and proposed strategies) from different fields are also included. Feel free to read these to guide your work, but you are not expected to address all of these concerns in your Concept Sketch.

More than anything — **be creative!** Although we’ve asked teams to consider many constraints, we’re still looking for ambitious, unexpected approaches.

If we like your idea and it’s not incompatible with key Public Health considerations, we can work with you to address Key Considerations.



HOW TO SUBMIT

You can submit your Concept Sketch(es) here:

[!\[\]\(d84e7ea36f695d92cb39ec32c307ac93_img.jpg\) **Ideas Competition Application Form**](#)

In order to submit, please have the following materials prepared:

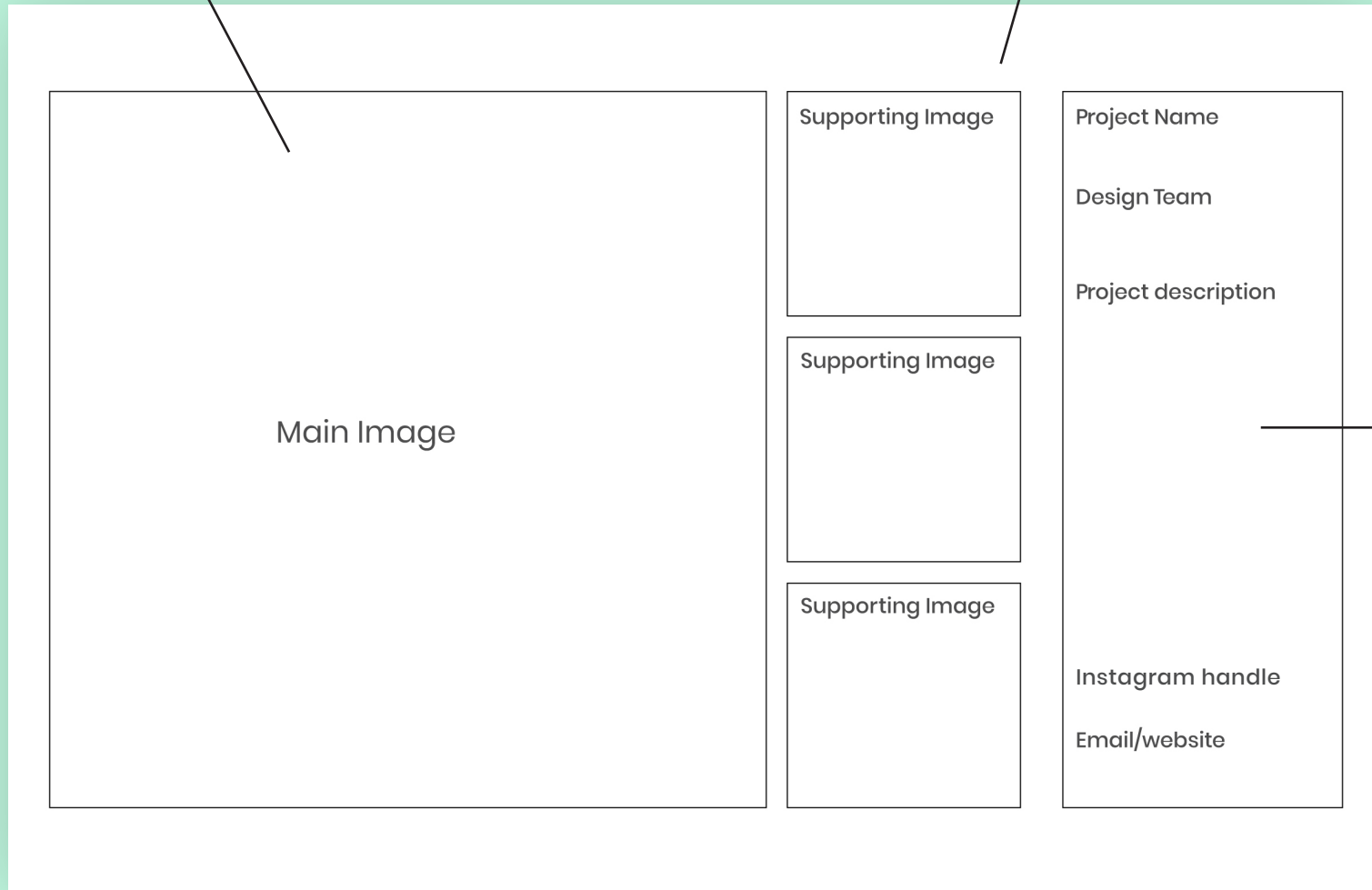
- Name of Designer / Design Team / Practice (with logo, if applicable)
- Names of individual team members
- Title of Submission
- 1 main image with up to 3 supporting images
- 150 word description of your concept and how it addresses the brief. Specifically, what challenge does this design address and what vision does it support.
- Instagram handle
- Website, if applicable

Designers / design teams are welcome to submit up to 3 unique concepts, and should fill out a new submission template for each one.



ONE MAIN IMAGE

UP TO THREE SUPPORTING SKETCHES



HIGH RESOLUTION, SQUARE IMAGES PLACED IN A ONE-PAGE 11X17" PDF OR JPG. FILE MUST NOT EXCEED 5MB.

When ready, submit your Concept Sketch(es) here:

[↑ Ideas Competition Application Form](#)



Design
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REOPENING BALTIMORE TOGETHER

Ideas Competition Application

In response to COVID-19, businesses across the country have been closed and services scaled back. Now, as states and cities slowly begin to reopen, strategies for safe, physically distant gathering and patronage are urgently needed.

With support from Baltimore's Office of the Mayor, we're seeking your most innovative and creative ideas for how we can come together – while still staying apart.

Title of submission: *

Your answer

In 150 words or less, please describe your concept and how it addresses the brief. Specifically, what challenges does this design address and what vision does it support. *

Your answer

Please upload your 11x17 competition entry here. File size must be 5 MB or less. *

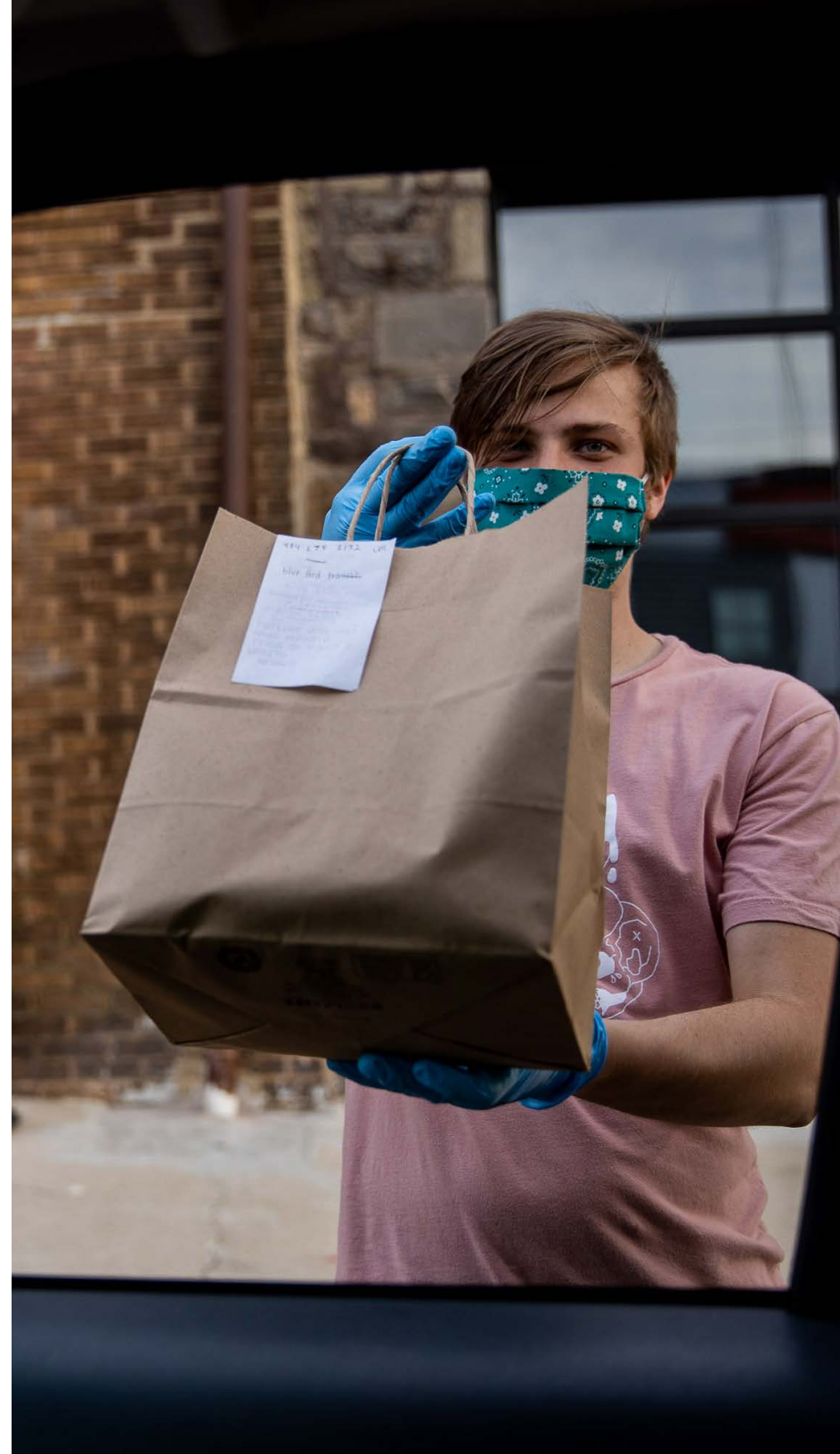
[Add file](#)

Please upload your individual images here. Each image must be 8 inch square, saved as a JPG file, as close to 300dpi as possible, and less than 5 MB in size. *

[Add file](#)

THE FINE PRINT

- ✓ If your design is selected, you'll be expected to dedicate **20–30 hours** over the week of **June 8th** to develop your concept into a proposal that includes details of materials and construction methods in partnership with the Neighborhood Design Center.
- ✓ **Stipends** will be provided upon **completion** of final designs for publication in the Guidebook.
- ✓ The goal is that Baltimore and other cities will pick up suggested concepts from the Guidebook, adapt them to specific sites, and implement them. If selected, we'll ask you to provide **license** to use your design in this manner.
- ✓ We plan to feature all submitted designs on the Design for Distancing **Instagram** page. By submitting, you give permission for us to share your Concept Sketch on this and other social media and digital platforms at our discretion. Only winning Concept Sketches will be published in the Guidebook.



GUIDELINES

Designs must adhere to the Framing + Vision, Key Considerations, and Public Health Recommendations.





Framing + Vision

PRIORITY WILL BE GIVEN TO CONCEPTS THAT

- Are inclusive, healthy and equitable
- Focus on the concept of “physical distancing” vs. “social distancing”—we still want people to gather, but to gather safely
- Support a return to thriving business
- Create spaces that people actually use
- Employ clear, helpful messaging (in appropriate languages for the host community)
- Embrace the best practices, energy and warmth of pedestrian-oriented cities
- Reflect and amplify the existing character of the surrounding neighborhood
- Are executable in a very short time frame
- Are unique, warm, engaging, and safe
- Surprise, delight and reimagine



Key Considerations

DESIGN CONCEPTS MUST

- Be temporary (while considering the possibility of permanent installation)
- Be low-cost (installation budget of \$30K to \$100K)
- Address the needs of food service, retail, and other service industries
- Be situated outdoors in public space (i.e. the sidewalk, closed streets, parking spaces, vacant lots, parking lots)
- Be people-focused (those using the streets, parks, public spaces and especially those patronizing local businesses)
- Both incorporate public health guidelines and communicate how to use spaces in order to maintain those guidelines
- Support the safety of users, and communicate that safety is being considered
- Consider a range of users and groups and support their safe interaction (from young children to seniors; from single person to large family, differently abled patrons, etc.)
- Prioritize durable, reusable, and sustainable materials and construction methods that allow pieces to be disassembled and reconstructed elsewhere
- Prioritize visibility, legibility, and easy compliance to the greatest extent possible



Public Health Recommendations

CREATING SAFE, ACCESSIBLE, AND EQUITABLE PUBLIC SPACES

PRIMARY CONSIDERATIONS

- All efforts should follow CDC guidance for reopening.
- Efforts to shape public spaces should embrace the [Guiding Principles of Inclusive Healthy Places](#). These guiding principles can inform strategies for shaping public space projects that promote accessibility and diverse social interactions, reflect shared social values, advance equity, and are welcoming for all.

SUGGESTED STRATEGIES DESIGNS MIGHT CONSIDER OR INCLUDE

- Outdoor seating that supports physical distancing, is publicly accessible, and is not limited to patrons of any particular business.
- Proper signage for physical distancing that includes information on how to stop the spread of COVID-19, including reminders for people to avoid public spaces settings if symptomatic. All signage should be available in languages appropriate to the host community.
- Touchless hand-washing spaces and automatic dispensers for hand sanitizer.
- Provision of masks for patrons who arrive without them.



Traveling to/from Business Districts

PRIMARY CONSIDERATIONS

- Designs should consider pedestrians, bicycle riders, public transit riders, and micro mobility (e.g., scooter) riders as the primary users.
- Designs should take advantage of street closures, where they exist.

SUGGESTED STRATEGIES DESIGNS MIGHT CONSIDER OR INCLUDE

- Adding temporary bicycle and pedestrian travel lanes; flexible bollards; reducing speed limits (and enforcing limits in a way that does not unintentionally increase racial profiling); turning parking areas into spaces for pedestrians and bicyclists to travel; creating one-way travel lanes to improve traffic flow and improve physical distancing; ensuring that all existing bicycle lanes and sidewalks are well-maintained; and reprogramming pedestrian crosswalks so pressing the “beg” button is not necessary for safe crossing.



Planning for Safe Food Businesses

PRIMARY CONSIDERATIONS

- While acknowledging the importance of drive-through, delivery, and curbside pick-up, designs should focus on the needs of the pedestrian, biker, scooter rider, public transportation user accessing businesses.
- Where possible, food businesses should consider utilizing nearby open space for dining (e.g., closed roads, parking lots)
- All designs should support easy maintenance of safe physical distance among workers, patrons, and pedestrians.

SUGGESTED STRATEGIES DESIGNS MIGHT CONSIDER OR INCLUDE

- Encouraging healthy hygiene practices and physical distancing among workers and patrons by creating designated areas for (1) arrival or waiting, (2) food pick up, (3) dining, (4) receiving (for delivery of goods), and (5) waste management.
- Clearly signaling to workers and patrons with signage, tape, chalk, or other physical barriers how to maintain physical distance of at least six feet.
- Portable handwashing stations with foot-pedal operation, hand-sanitizer dispensers, and signage for proper hand washing; touch-free trash receptacles; and face covering for those who need them.

CONTINUED...



Planning for Safe Food Businesses

- Check-in table on arrival or waiting area, with a physical barrier or partition, to screen for symptoms of illness or potential exposure to COVID-19.
- Food pick-up areas with raised surfaces (e.g., table, cart, shelving) for boxes or bags. There should be ample space behind the raised platform for workers to facilitate “no contact” transfers at pick up.
- Barriers, at least 3 ft tall for easy viability, placed around outdoor dining areas to prevent excess foot traffic.
- No-touch, closed-lid trash receptacles, accompanied by instructional signage for disposal of PPE.
- No self-serving stations (e.g., for beverages, condiments, buffets, etc.); or shared table items (e.g., condiment bottles, salt and pepper shakers, napkin holders, etc.).
- Bathrooms that utilize touch-free technology where possible, including sinks with hot running water for hand washing, soap dispensers, paper towel dispensers, and closed-lid trash receptacles. Bathrooms should also be meticulously cleaned and disinfected frequently. Doors (e.g., leading into the restaurant) that are frequently used should be touch-free or propped open whenever possible to limit touching of door handles, and there should be a clearly marked path that promotes physical distancing from entryway to bathroom facilities.
- The safe movement of pedestrian traffic (i.e. safe pedestrian passage through an outdoor seating area, or queuing area, is necessary). The use of adjacent parking should be considered for this purpose, where existing sidewalks are too narrow.
- Single-use menus, chalkboard / sign menus or electronic menus that can be viewed on personal electronic devices.

**ADDITIONAL
RECOMMENDATIONS**

**Design teams
are welcome to
read through
the following
Considerations
and Suggestions
Strategies, but
are not required
to address them
in their Concept
Sketches.**





Small Business

PRIMARY CONSIDERATIONS

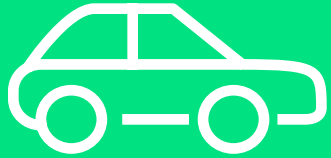
- Support a multitude of businesses—not just individual outlets.
- Consider safely preserving the intentionally social nature of food industry and other service-based industry
- Allow for customization to the individual character of the neighborhood in which they're installed—not one size (or aesthetic) fits all.
- Present solutions for all business types—not just food service—to offer curbside pickup.
- Consider the challenges of continuing outdoor services into the fall and winter.
- Favor fast, efficient implementation that utilizes readily available materials from local vendors whenever possible.
- Consider the needs of arts district businesses (i.e. theater companies, art galleries) that rely on gathering audiences—how can patrons be engaged before larger, Phase 3 gatherings are allowed?
- Favor fast, efficient implementation that utilizes readily available materials from local vendors whenever possible.
- As much as possible, designs should be geared toward fast approval by city agencies.
- Need for solutions for the increased amount of food waste (to go containers, plastic utensils, etc.)



Small Business

SUGGESTED STRATEGIES DESIGNS MIGHT CONSIDER OR INCLUDE

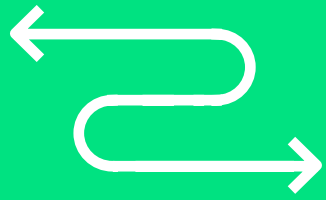
- Mobile units if sidewalk / street space is not available.
- Scaled solutions, from low-cost interventions like adding markings with paint or chalk, up to and including adding street furniture, levels, planters, etc.



Traffic, Transportation, and Parking

PRIMARY CONSIDERATIONS

- Consider proximity to high speed traffic—many retail corridors are located on busy roads, and adjustments will be necessary to make these spaces comfortable for patrons.
- Consider conflicting needs (i.e. increased parking / car space is required for curbside pickup, while more open space is needed for outdoor dining).
- Provide 5' of passable walkway on all streets / pedestrian areas.



Planning

PRIMARY CONSIDERATIONS

- Designs should take into account the impact on neighboring residential areas (in terms of sound, spillover of people, redirection of traffic).
- Consider designs that are safe, attractive and add to the overall look and appeal of the neighborhood.
- Prioritize protection from vehicular traffic.
- Designs should be cohesively branded / offer the opportunity for cohesive branding across multiple locations.

SUGGESTED STRATEGIES

- Grade should be maintained, or changes should be easily navigable without gaps or steps.
- Designs should meet minimum code requirements for structures, railings, ramps, surfaces, etc.
- To facilitate quick adoption, proposed designs should not obstruct storm drains or curb ramps or propose changes to bus stops.



Accessibility

PRIMARY CONSIDERATIONS

- Minimum ADA requirements should be met.
- Designs should account for increased foot / bike / scooter traffic to public spaces, while also considering the continued reliance on public transportation for essential workers.
- Consider the increased need for bike, scooter and stroller parking.
- Consider routes that will bring people to new and existing public destinations (i.e. parks).



Enforcement

PRIMARY CONSIDERATIONS

- Designs should propose solutions for increased consumption of food and beverages, especially alcohol, in the public realm. How might underage access to alcohol be addressed?
- Consider how liability / responsibility might work when service is moved out of individual businesses and into shared public spaces.
- Consider increased burden of people occupying public spaces throughout the day and after hours (i.e. how to enforce “closing time” when not in private space)



Helpful References

[Tactical urbanism guide to materials and more](#)

[NACTO guidance - Streets for Pandemic Responses](#)

[Smart Growth - map showing different responses from across the country](#)

[Spatial Strategies for Restaurants in Response to COVID-19](#)



BINGO LICKS

ONE WAY →

DO NOT ENTER

It's business as unusual.

OPEN

PLEASE FOLLOW SOCIAL DISTANCING
BY STANDING X'S

Top 25 Soft Serve Flavors

HOMEMADE HARD ICE CREAM

Customer Favorites	Chocolate Caramel	Rocky Road
Vanilla	Chocolaty	Cookie Dough
Mint	Strawberry	Peanut Butter
Orange	Cheesecake	Cheeseecake
Apple Cinnamon	Cherry	Blueberry
BlackBerry	Raspberry	Strawberry
White Chocolate	Vanilla	Strawberry
Vanilla	Vanilla	Strawberry
Vanilla	Vanilla	Strawberry
Vanilla	Vanilla	Strawberry
Vanilla	Vanilla	Strawberry

VEGAN
PEANUT BUTTER
COFFEE CREAM
BLACK BERRY
COCONUT CHIP

100+ SOFT SERVE FLAVORS

TEFCOM

**Work fast! The deadline for
these Concept Sketches is
end of day June 7, 2020.**

Design **For**
Distancing

The text 'Design For Distancing' is rendered in a bold, black, sans-serif font. The words are arranged in two lines: 'Design' and 'For' on the top line, and 'Distancing' on the bottom line. The text is framed by thick green lines. A horizontal line starts to the left of 'Design', goes right, then loops down and right to end above 'For'. Another horizontal line starts to the left of 'Distancing', goes right, then loops down and left to end above 'For'. A final horizontal line starts to the left of 'Distancing', goes right, and ends in a green arrowhead pointing to the right.

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