

SPARKWORKS

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Penny Lane



In ***Penny Lane***, your goal is to develop the most desirable place to live in town. You will build housing for citizens to live in, places for them to shop and work, and entertainment options to keep them happy.

The player whose lane is worth the most victory points (🌟) at the end of the game wins!

Contents

8 Main Street cards (tarot sized)

35 building cards

40 penny tokens

30 citizen meeples

4 player boards

1 purple mayor meeple

1 rulebook

Setup

1. Place the Main Street cards in the center of the table. Note that some cards are double-sided. Use the side of the card corresponding to the number of players in your game.

2. Give each player 3 pennies and a random player board to build their lane from.

3. Shuffle the building cards. Place the deck facedown near the Main Street cards.

4. Place the citizen meeples in a pile near the Main Street cards. Do the same for the pennies.

5. Give the mayor meeple to the player who most recently ran for office, or you can give it to a random player using whatever method you



prefer. The player with the mayor meeple will take the first turn of the game.

6. Reveal the top five cards of the supply deck and lay them out to form the building supply.

You are now ready to begin the game.

Supply Deck



Penny supply



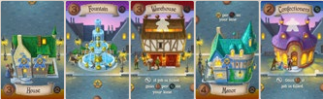
Citizen supply



Main Street Cards



Building supply



Player Setup



Your Lane: Buildings

Cost

Name

4

Pet Shop

Type

Store

Workshop

Attraction

Housing

Link

Point

Penny

Job Vacancies

Card Effect

: Gain 1 per employee. if all jobs are filled.

Completed Link

Stores, workshops, and attractions must be placed on the upper half of your lane.

Housing must be placed on the lower half of your lane.

per on your lane.

Card Effect

Citizen Slot

4

Mansion



Your Lane: Player Board

Name

Memory Lane

Bonus Citizen

During upkeep (if the space is vacant) a new citizen is placed here.



 : Gain 1

Bonus Penny

During upkeep, the player gains a penny.

Store your pennies here.

4

Pet Shop

 : Gain 1 pe
employee.  if
jobs are filled

Building cards
must be placed
beside your player
board or an
existing building.

Links



Main Street: Action Locations

Number
of Players

2-3

Name

The Gazette

Priority
Action
Space

Action Spaces



Move a citizen into an open job.

✱: You may pay 1 more to
move a second citizen.

Card Effect



Main Street: Job Locations

Name

Temple



Job Vacancy



Choose a lane. Gain 1 for each  and  on that lane.

Card Effect





Gameplay

Each round consists of an **action phase** followed by an **upkeep phase**.

Action Phase

The player holding the mayor meeple takes the first turn of the round.

A player has two options on their turn. They may choose either the **Main Street action** or the **pass action**. After completing one of these actions, play continues clockwise with the next player taking a turn.

The action phase repeats until all players take the pass action consecutively. Then proceed to the upkeep phase.

Main Street Action

The player chooses a Main Street action location with an open action space, they must place the required number of pennies on its leftmost open action space. The player then carries out the effect of that card. Job location effects can only be activated by moving a citizen into the vacancy by using The Gazette.

If a player doesn't have enough pennies, if all action spaces are already filled, or the player cannot carry out the effect of the Main Street card (e.g. they have no citizens to move with The Gazette), they cannot use that card. They must either choose a different Main Street location or take a pass action.





Priority Action Spaces – Several of the locations on Main Street have a priority effect that grants an extra bonus to the first player to use that location during the round. Additional action spaces on those locations only grant the basic effect.

When a player takes a building from the supply, immediately replace it with one from the deck.

Pass Action

The player's turn is over. On their next turn they will have the chance to choose a Main Street action or pass again. Remember that if all players pass consecutively, the action phase ends immediately.

Upkeep Phase or Game's End

1. If any player has ten or more victory points (🌟) from buildings on their lane, or if there are less than five building cards in the building supply, the game ends and scoring takes place.
2. Return all pennies and citizen meeples on Main Street locations back to their respective supplies.
3. Each player resolves all upkeep (🔄) effects on their lane, including any additional pennies gained from bonus links, and the bonus citizen on their player board if the space is empty.
4. Begin a new round, starting with the action phase. The player with the mayor meeple takes the first turn.



Scoring

Calculate the total number of victory points (★) each player has on their lane. The player with the most wins the game!

If two or more players are tied for first place, the tied player with the most building cards wins. If there is still a tie, the tied player with the most pennies wins.

Still tied? Then the tied player whose age is closest to 42 wins!

Bonus Links

Player boards and most building cards have one or more bonus link icons on the sides of the cards. Through careful placement of cards on your lane, full penny and victory point icons can be made.

Each completed ● link grants the player an additional penny during each upkeep Phase. Each completed ★ link counts as an additional victory point for their lane.

Keywords

Basic Effect – The standard effect from a Location card.

Building – Cards from the building supply deck, even if their name doesn't sound like a building (e.g. Fountain).



Citizen – Any meeple on a lane. All  (housing) buildings come with one or more citizens (indicated by citizen slots) when added to a lane.

Employee – A citizen meeple that has been moved into a job vacancy.



Job Vacancy – A place where a citizen meeple can be moved. Most of these are on building cards. The Temple and Barracks location cards also have one each, but unlike the ones on buildings, citizens in these slots are returned to the supply during each upkeep phase.

Lane – A player board and all building cards that have been added to it. Each player creates their own lane throughout the course of the game.

Link – Half of an icon on the edge of a building card. By completing both sides of a link, bonus pennies or victory points are awarded to the player.



Priority Effect – The special effect from a Main Street card granted by the first, leftmost action space on the card.



Upkeep Effect – A card effect that resolves during the upkeep phase.



Main Street Cards in Detail

Town Hall

The player takes the mayor meeple and gains 1 penny from the supply. (A player with the mayor meeple can take this action so they can go first again in the next round.)

Bank

The player gains two pennies from the supply. The  effect gains the player an additional penny.

Masons' Guild

The player chooses one of the available building cards from the building supply and adds it to their lane. The number of pennies required to use this location is equal to the cost listed on the building card the player wants to build.

The  effect allows the player to pay one penny less (to a minimum of one penny). Note that Housing buildings all have the street at the top of the card. These must always be placed on the bottom row of your lane. Likewise, all other buildings must be placed in the top rows, as the street is at the bottom of the card. It is NOT required to make a matching  or  link to place a building.

When adding a  building to a lane, place a citizen meeple on each citizen slot to cover up the  icon.

The Gazette

The player moves one citizen meeple from



their lane into an open job vacancy on their lane or on a Main Street location card. The player may not move a citizen back into a citizen slot on a 🏠 building card or into an open job vacancy on another player's lane.

The ✨ effect allows to player to place one additional penny on the priority action space to move a second citizen in the same manner.

Moving a meeple from a citizen slot of a job vacancy will reveal a 🌟 icon, immediately adding one point to the overall score of that player's lane.

Black Market

The player gains the building card from the top of the supply deck and immediately adds it to their lane. If the deck is empty, this location cannot be used. Like the Masons' Guild, buildings must be added to the correct side of the street in the player's lane.

Tower

The player can swap the position of two building cards on their lane. This allows for the potential to create more bonus links. This does not allow Housing cards to be placed in the top row nor other types to be placed in the bottom row.

The player can choose to pay an additional penny during this action for each additional swap they wish to perform. For example, they could place three pennies on the Tower action space to repeat the swap effect a total of three times.



Barracks

This location has a single job slot on it. If a player moves a citizen into this slot with The Gazette effect, they choose any player's lane (including their own) and gain 1 penny from the supply for each 🏠 and 🛠️ building on that lane.

Temple

This location has a single job slot on it. If a player moves a citizen into this slot with The Gazette effect, they choose any player's lane (including their own) and gain 1 penny from the supply for each 📖 and 🏛️ building on that lane.

Building Cards in Detail



Housing Buildings

All housing buildings (except the Haunted House) have one or more citizen slots on them. When these are first added to a player's lane, add one citizen meeple to each of these slots. When these citizens are moved into job vacancies, the victory point 🌟 underneath it is revealed and added to the score value of your lane.

Arcanum

If there is an employee in its job vacancy, this building is worth one victory point and all additional buildings added to this lane start with one employee (if that building card has any job vacancies on it).



Book Store

This building is worth one victory point if there is an employee on this building.

Café

Gain two pennies during the upkeep phase if there is an employee on this building.

Cinema

Gain two pennies during the upkeep phase for each employee on this building.

Cobbler

If both job vacancies have employees, this building is worth one victory point for each  building on this lane.

Confectioners

Gain one penny during the upkeep phase if there is an employee on this building.

Dark Alley

Instead of just gaining the top card of the supply deck, the player draws the top two cards and looks at them secretly, chooses one to add to their lane and places the other on the bottom of the building deck.

Engineer

Each employee on this building card reduces the cost of using the Masons' Guild (to a minimum of one penny).



Farmer's Co-op

For each employee on this building during upkeep, gain one penny and choose another player to also gain a penny.

Haunted House

This building is worth one victory point for each other building adjacent to it (maximum of three; top, left, and right) that does not have any citizen meeples on it. The player board does not count as a building.

Mask Shoppe

Gain one penny during the upkeep phase for each employee on this building.

Mint

If the job vacancy is filled, you gain one additional penny each time you use the Bank location effect.

Museum

This building is worth one victory point for each employee on this building.

Loft

If the citizen from this building has been moved into a job vacancy, gain one additional penny during the upkeep phase.

Luthier

If both job vacancies have employees, all the bonus links on this building card are worth double (e.g. if all links are completed, Luthier would be worth two victory points and gain the player four pennies during upkeep).



Manor

This building is worth one victory point for each  building on this lane (even if the citizen is not employed).

Mansion

This building is worth one victory point for each  building on this lane (even if the citizen is not employed).

Pet Shop

Gain one penny during the upkeep phase for each employee on this building. If both jobs vacancies have employees, this building is worth one victory point.

Penny Arcade

If there is an employee on this building, each set of , , and  buildings on this lane is worth two victory points (e.g. if the lane has 2 housing, 2 store and 2 workshop cards, Penny Arcade is worth four points).

Stationers

If this building has an employee, the player pays one penny less when using The Gazette Main Street location.

Tailors

Gain one penny during the upkeep phase for each employee on this building. If all three job vacancies have employees, this building is worth two victory points.

Warehouse

If there is an employee on this building, gain one penny during the upkeep phase for each  building on this lane.



Credits

Game Design

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Art

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Dann May

Game Development

Dann May (Lead)

Brenna Noonan

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