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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
- 35 building cards
- 45 penny tokens
- 30 citizen meeples
- 5 player boards
- 5 scoring stars
- 1 Mayor meeple
- 1 rulebook

Game Setup

1. Place the Main Street cards in a row 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 (🔴) , a player board, and a scoring star, with each player placing the scoring star to the side of their player board's score track.

3. Shuffle the building cards and place the deck face-down near the Main Street cards.

4. Place the pennies and citizen meeples in piles near the Main Street card row.

5. Reveal the top five cards of the supply deck and lay them out below the Main Street cards in a row to form the building supply.

6. The player who most recently ran for (any) office takes the Mayor meeple and takes the first turn.

Starting Game Setup

Supply Deck

3

Penny Supply

4

Citizen Supply

4

Main Street Cards

1

Building Supply

5

Player Start

2

Your Lane: Buildings

Cost

Name

4

Luthier

Type

STORE

WORKSHOP

ATTRACTION

HOUSING

Job Vacancies

Link

POINT

PENNY

Card Effect

This building's links are worth double if both jobs are filled.

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

Completed Link

Worth ⭐ per 🏷 on your Lane.

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

Card Effect

Citizen Slot

4

Mansion

3

Your Lane: Player Board

Name

Memory Lane

1 2 3 4 | 7 8 9 10

Pet Shoppe 4

Bonus Citizen
During upkeep, if this space is vacant, place a new citizen here.

↻ : Gain 1 .

↻ : Gain 1 per employ
Worth ★ if all jobs are filled.

Links

Bonus Penny
During upkeep, gain a penny.

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

Store your pennies here.

Main Street: Action Locations

Number of Players

Name

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 any lane.
Gain 1 for each 🏠
on that lane.

Card Effect

Gameplay

Each round consists of two phases: 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 takes one action during the action phase. They may choose to take either the **Main Street** action or the **Pass** action. After completing their chosen action, play continues clockwise.

The action phase repeats until all players take the **Pass** action consecutively. Once this happens, proceed to the upkeep phase.

Main Street Action

The player chooses a Main Street location with an open action space. They must place the required number of ⬤ on its leftmost open action space. The player then carries out that location's effect. 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 for a card, if all action spaces are already filled, or if the player cannot carry out the effect of a chosen Main Street card, (e.g. they have no citizens to move with the Gazette), they must take the **Pass** action.

Priority Action Spaces

Several of the locations on Main Street have an additional priority effect that grants an extra bonus to the first player to use that location during the round. Non-priority action spaces on those locations only grant the basic effect.

Pass Action

The player's turn ends immediately. On their next turn, they will have the chance to choose a Main Street action or pass again. Once all players pass consecutively, proceed to the upkeep phase.

Upkeep Phase

At the start of the upkeep phase, if any player has 10 or more ⭐ from buildings on their lane *or* there are less than 5 building cards in the building supply, the game immediately ends and proceeds to final scoring. Otherwise, perform the following steps:

1. Return all pennies and citizen meeples on Main Street locations back to their respective supplies.

2. Each player resolves all upkeep (🌀) effects on their lane, including gaining additional pennies from bonus links and adding a bonus citizen to their player board if the space is empty.

3. Begin a new round, starting with the action phase. The player with the Mayor meeple takes the first turn.

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 ⬤ and ⭐ icons can be made.

Each completed ⬤ link grants the player an additional penny during each upkeep phase.

Each completed ⭐ link counts as 1 additional ⭐.

Final Scoring

Each player totals the number of ⭐ on their lane. The player with the most ⭐ wins the game!

If there is a tie for first, the tied player with the most building cards wins. If there is *still* a tie for first, the tied player with the most pennies wins.

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

Keywords

Basic Effect – The standard effect from a location card.

Building – Cards from the building supply deck, even if their name doesn't necessarily *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 that occupies 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 – One player's 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, a player can gain either bonus ⬤ or ⭐.

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

Bank

The player gains 2 ⬤ from the supply. The ✳ effect gains the player 1 additional ⬤.

Barracks

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

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 gives the player the option to place one additional ⬤ on the priority action space in order to move a second citizen in the same manner.

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

Masons' Guild

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

The ✳ effect allows the player to pay one ⬤ less (to a minimum of 1 ⬤).

It is **not** required to complete a 🔵 or ⭐ link in order to place a building.

🏠 buildings must always be placed on the **bottom row** of your lane. These buildings all have the street at the top of the card. After adding a 🏠 building to a lane, place a citizen on each citizen slot, covering up that slot's ⭐ icon.

🏷️ , ⚒️ , and 🧶 buildings must be placed in the **top row** of the lane. These buildings all have the street at the bottom of the card.

Temple

This location has a single job slot on it. If a player moves a citizen into this slot with the Gazette, they choose any player's lane (including their own) and gain 1 🔵 from the supply for each set of 🏷️ , ⚒️ , and 🧶 building on that lane.

Tower

The player may swap the position of two building cards on their lane, potentially creating more bonus links. However, this does not allow 🏠 buildings to be placed in the top row or 🏷️ , ⚒️ , and 🧶 buildings to be placed in the bottom row.

The player may choose to pay 1 additional 🔵 for each additional swap they wish to perform. For example, they could place 3 🔵 on the Tower action space to perform the swap effect three times.

Town Hall

The player takes the Mayor meeple and gains 1 🔵 from the supply. (A player with the mayor meeple may take this action to go first again in the next round.)

Building Cards in Detail

Book Shoppe

This building is worth 1 ⭐ if it has an employee.

Cobbler

This building is worth 1 ⭐ for every 2 🏠 buildings on its lane, rounded down.

Dark Alley

When using the **Black Market**, the player secretly draws the top two cards, chooses one to add to their lane, and places the other on the bottom of the building deck. This effect replaces Black Market's printed effect.

Engineer

Each employee on this building card reduces the cost of using the **Masons' Guild** (to a minimum of 1 🔴).

Farmer's Co-Op

During upkeep, gain 1 🔴 for *each* employee here **and** choose another player to also gain 1 🔴. If you have two employees here, you may choose a different opponent to gain the 1 🔴 from the second employee.

Garage

When you add a new building to your lane, you may move a citizen from another building on your lane to the new building.

Haunted House

This building is worth 1 ⭐ for each other building adjacent to it (maximum of 3 ⭐ with adjacent buildings on the top, left, and right) with no citizens on it. The player board does *not* count as a building.

Loft

During upkeep, gain 1 ⚫ if the citizen from this building has been moved into a job vacancy.

Luthier

If both job vacancies are filled, all the bonus links on this building are doubled (e.g. if both job vacancies were filled and all links were completed, Luthier would be worth 2 ⭐ and gain the player 4 ⚫ during upkeep).

Manor

This building is worth 1 ⭐ for each 🔨 building on the lane (even if the building's citizen is not employed).

Mansion

This building is worth 1 ⭐ for each 🏷️ building on the lane (even if the building's citizen is not employed).

Pet Shop

During upkeep, gain 1 ⚫ for *each* employee here.
If both job vacancies have employees, this building is also worth 1 ⭐.

Penny Arcade

This building is worth 1 ⭐ for each *set* of 🏠 🏷️ 🔨 buildings on the lane (For example, if the lane has 2 🏠, 2 🏷️, and 2 🔨, Penny Arcade is worth 2 ⭐).

Smelter

If this building's job vacancy is filled, you gain 1 additional ⚫ each time you use the **Bank**.

Stationers

If this building's job vacancy is filled, you pay 1 ⚫ less (to a minimum of 1 ⚫) each time you use the **Gazette**.

Tailor

During upkeep, gain 1 ⬤ for *each* employee here. If all of this building's job vacancies are filled, this building is also worth 2 ⭐.

Warehouse

During upkeep, if there is an employee on this building, gain 1 ⬤ for each 🏷 building on the lane.

Credits

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