

News from: **City of Oakland**

FOR IMMEDIATE RELEASE

September 21, 2012

City Marks PARK(ing) Day at first Parklet Completed in Pilot Program

Oakland, CA – In honor of PARK(ing) Day, the City of Oakland held a press conference at the first Parklet completed through its Parklet pilot program. Mayor Jean Quan was joined by Chris Hillyard, Co-Owner of Farley’s East and sponsor of the Parklet, at the event. Other speakers included Steve Snider, District Manager of the Lake Merritt/Uptown District Association and Jonathan Bair, Board President of Walk Oakland Bike Oakland. The Parklet, located at 33 Grand Avenue, is now open to the public.

“Parklets spur pedestrian traffic, create new open space for the community to gather and visually enhance the neighborhood,” said Mayor Quan. “This Parklet represents a partnership between the City and the private sector that benefits the entire community. Thanks to the support of partners like Farley’s East, the Parklet pilot program brings new green space to Oakland residents without more cost to the City’s already underfunded park maintenance budget.”

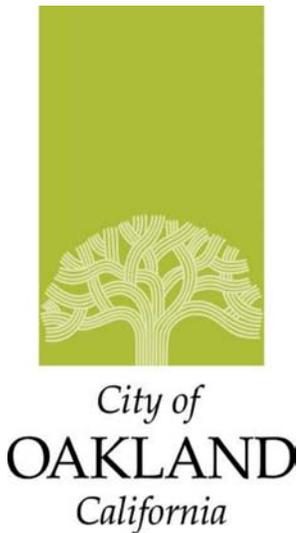
Parklets are publicly accessible spaces for the enjoyment of and use by all Oakland citizens, and are privately constructed and maintained. A Parklet is a temporary structure. It needs to be movable and have access beneath for cleaning and for drainage. The initial permit for the Parklets is for one year, with up to two annual renewals contingent upon the sponsor meeting the specified maintenance conditions.

“The community support for this Parklet spurred us on to create a dynamic, welcoming space for all Oakland residents,” said Hillyard. “Donations from our customers, neighboring businesses and the Lake Merritt/Uptown District Association show their desire for this new open space in downtown Oakland.” Hillyard co-owns Farley’s East with his wife Amy.

Launched in the September 2012, the Parklet pilot program received seven completed applications by the November 7th deadline. Three Parklet projects, including Farley’s East, have received their Minor Encroachment Permits. The other two permitted locations are sponsored by Actual Café and Manifesto Bicycles. Three additional Parklet applications are advancing through the review and approval process outlined in the pilot program. The seventh application was withdrawn when the resident proposing the Parklet moved out of town.

Specific design and placement guidelines preserve the area’s aesthetics and ensure safety while not impacting the street’s vehicular traffic flow or the area’s parking revenue for the City of Oakland. Pre- and post-installation surveys will be conducted for select locations to assess the increase in pedestrian, bicycle and vehicular traffic from the Parklets.

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As part of the application process, applicants must demonstrate community support for their Parklet in the form of letters of support or a signed petition. To further inform the public, the Planning Department provides copies of a Public Notice that the applicant posts on site for 17 calendar days, informing the public that a permit is being considered to allow the installation of a Parklet. Planning staff also provide mailing labels and notices to the applicant for mailing to property owners within a 300-foot radius of the proposed location.

Among other requirements, Parklet permit holders are required to carry liability insurance and provide daily maintenance. Access panels must be included in the Parklet design in order to maintain the gutter and area underneath and the design must allow for drainage along the gutter.

Planning & Zoning staff shepherding the Parklets will begin evaluating the pilot program in the fourth quarter of 2012. Staff members anticipate presenting City Council with a long-term Parklet program in the spring of 2013. For more information on the Parklet pilot program, visit oaklandnet.com/parklets.

About PARK(ing) Day

PARK(ing) Day is an annual open-source global event where citizens, artists and activists collaborate to temporarily transform metered parking spaces into “PARK(ing)” spaces: temporary public places. Since beginning in 2005, PARK(ing) Day has evolved into a global movement, with organizations and individuals creating new forms of temporary public space in urban contexts around the world.

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