



DISTRIBUTION DATE: 10/7/11  
City Administrator's Office

**MEMORANDUM**

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Eric Angstadt

**SUBJECT:** PILOT PROGRAM FOR PARKLETS

**DATE:** October 6, 2011

City Administrator  
Approval

Date

10/7/11

**INFORMATION**

In late September, the City of Oakland initiated an application process for participation in a one-year temporary pilot program for Parklets. Parklets are a privately funded, publically accessible temporary use of a parking space for public seating. They typically are a located platform level with the sidewalk, and include seating areas and planters that are intended to be seen as pieces of street furniture. Parklets serve to provide an aesthetic enhancement to the overall streetscape of an area, and are seen as a new trend in urban areas within the Bay Area and around the world. Attachment A provide background on the Parklets pilot program.

Upon the completion of the pilot program, staff will determine whether to recommend to the City Council an amendment the Oakland Municipal Code to allow for Parklets to become a permanent fixture in the City.

As such, please share the attached Application Notice and Handout to potentially interested community groups and businesses in your district (Attachment B). The response deadline is October 24.

/s/  
ERIC ANGSTADT  
Deputy Director, CEDA

For questions please contact Eric Angstadt, Deputy Director of CEDA, 510-238-6190

Attachments

- A) Oakland Parklet Handout
- B) Oakland Parklet Notice and Application

# PILOT PROGRAM

## CITY OF OAKLAND NOTICE OF PARKLET OPPORTUNITY



### WHAT ARE PARKLETS?

A Parklet is the temporary use of space in the dedicated public right-of-way (parking spaces, unused bus stops, and other types of vehicular and non-vehicular zones) for public uses such as seating or bicycle racks. The Parklets are publicly accessible space for the enjoyment and use of all Oakland citizens, which are privately constructed and maintained. It is envisioned that the Parklets will be located in areas with heavy pedestrian activity, as additional seating areas for retail patrons, and also in areas where there is a desire to create a more pedestrian-friendly environment.

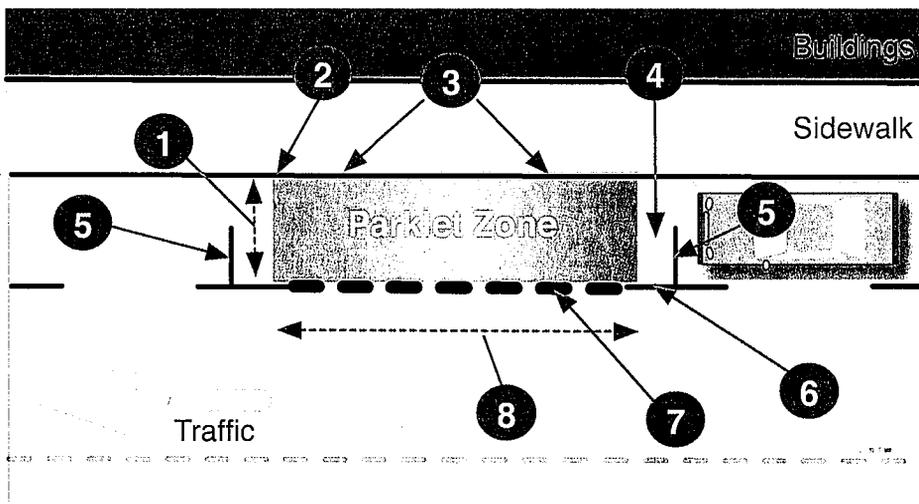
### WHAT CAN BE PUT ON A PARKLET?

Parklets can feature:

- ▶ Tables and chairs for public use
- ▶ Benches
- ▶ Planters and landscaping features
- ▶ Bicycle parking

While other uses are possible on a Parklet, please remember that the goal of these spaces is to provide room for people to sit and relax. For images of existing Parklets, please see the San Francisco Pavement to Parks website: <http://sfpavementtoparks.sfplanning.org/>

### DESIGN AND PLACEMENT GUIDELINES



1. Max of 6' width.
2. Maintain curbline drainage.
3. Parklet decking flush with curb, 1/2" gap max.
4. 4' distance from parklet to wheel stop.
5. 3' Wheel stop installed 1' from curb
6. Reflective soft hit posts.
7. Visually permeable outside edge. Railing may be required.
8. Generally 2 parking spots per parklet, expansion may be considered.

A

# PILOT PROGRAM



## WHO CAN INSTALL A PARKLET?

Business Improvement Districts, storefront business owners, non-profits and community-based organizations may apply for a permit to install a Parklet. Other applicants may be considered on a case-by-case basis.

## WHY A PILOT PROGRAM?

While new to Oakland, parklets have been successful in San Francisco and other cities around the world. A pilot program will allow us to work out what is best for Oakland.

There will be "before" and "after" surveys at the Parklet locations to gather data about the effects of Parklets. Parklet sponsors will be asked to participate in the survey.

## HOW WILL THE CITY EVALUATE YOUR PROPOSAL?

### 1. Suitable Location

- ▶ Parklet site is at least one parking spot in from a corner.
- ▶ Proposed location has a posted speed limit of 25mph or less.
- ▶ The proposed street has parking lanes and minimal slope.

### 2. Community Support

At a minimum, we ask that you demonstrate support from your immediate neighbors and any relevant community or merchant group(s).

### 3. Clear and Well-Thought Out Design

- ▶ Parklet contributes to the beauty and character of the neighborhood.
- ▶ Material can easily be maintained, installed, and removed if necessary.
- ▶ Design meets all guidelines, including those on this flyer and any specific requirements contained in the RFP.

## THE FINE PRINT...

### Maintenance

If your project is selected, you will be required to provide daily maintenance of the Parklet. You will be required to sign a maintenance agreement with the City of Oakland, to keep all plants in good health, and to keep the Parklet free of debris and grime. The surface must be maintained adequately. Unsecured furniture is not permitted after business hours. Parklet permit holders will be required to coordinate with the Oakland street sweeping program.

### Liability

Applicants must provide evidence of liability insurance for a minimum coverage of \$1,000,000, naming the City of Oakland as additional insured. The insurance coverage must be in force for the duration of the permit. Most businesses already carry this insurance. Please check with your provider.

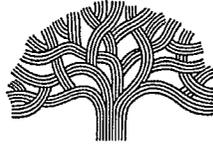


Questions regarding the Oakland Parklet Pilot Program should be directed to:

**BLAIR MILLER, Project Manager**  
Community and Economic Development Agency  
510.238.2055  
bmiller@oaklandnet.com

[www.oaklandnet.com/parklets](http://www.oaklandnet.com/parklets)

# CITY OF OAKLAND



250 FRANK H. OGAWA PLAZA, SUITE 5313 OAKLAND, CALIFORNIA 94612-2034

Community and Economic Development Agency  
Redevelopment Division

(510) 238-3015  
FAX (510) 238-3691  
TDD (510) 839-6451

September 26, 2011

Thank you for your interest in applying to the City of Oakland's Pilot Program for Parklets!

A Parklet is the temporary use of space in the dedicated public right-of-way (parking spaces, unused bus stops, and other types of vehicular and non-vehicular zones) for public uses such as seating or bicycle racks. Parklets will be publicly accessible space for the enjoyment and use of all Oakland citizens, and are privately constructed and maintained. It is envisioned that the Parklets will be located in areas with pedestrian activity, as additional seating areas for retail patrons, and in areas where there is a desire to create a more pedestrian-friendly environment.

Parklets are intended to be seen as pieces of street furniture, providing aesthetic enhancements to the overall streetscape. In place of car parking, a platform is built to extend the grade of the sidewalk into the street. Once the platform is installed, benches, tables, chairs, landscaping, and bike parking can all be placed on top in order to create a Parklet. Parklets must remain publicly accessible and will require signage to this effect. Table service is not permitted. Commercial signage and advertising are not permitted.

Eligible Applicants to the Parklet program may be Business Improvement Districts, storefront business owners, non-profits, and community-based organizations. Please contact the Project Manager, Blair Miller, at 510-238-2055 or [bmiller@oaklandnet.com](mailto:bmiller@oaklandnet.com) if you have questions regarding eligibility.

## **Number and Location**

There will be up to eight Parklets selected in this pilot program. As much as possible, the selected Parklets will be distributed throughout the City.

Parklets must be located away from a corner and cannot be along a street with a speed limit of more than 25 mph. They may be allowed in white and green zones if the entity that originally requested the white or green zone agrees to repurpose that curb area. Parklets are not permitted to be placed in front of a hydrant or in a way that restricts access to any private or public utility. Parklets shall not be placed in front of or adjacent to a multi-space parking meter (Kiosk) and a minimum clearance of six (6) feet shall be maintained around all Kiosks.

## Responsibilities

The Permit Holder for each Parklet will be required to:

- 1) **Carry Insurance.** Provide evidence of at least \$1 million in general liability insurance naming the City of Oakland as additional insured.
- 2) **Sign a Maintenance Agreement.** Sign a Maintenance Agreement with the City of Oakland that will require the Permit Holder to do the following:
  - a. Keep all plants in good health
  - b. Keep the Parklet free of debris and grime
  - c. Adequately maintain the surface.
  - d. Twice a month, or more often if needed, sweep out debris from under the Parklet.
  - e. Once a year before the rainy season, move the Parklet to allow street sweepers underneath. The Watershed and Stormwater program coordinator can provide more information to selected Permit Holders at [watersheds@oaklandnet.com](mailto:watersheds@oaklandnet.com).

**A refundable security deposit** may be required as part of the Maintenance Agreement.

**Unsecured furniture** is not permitted after business hours if the Permit Holder is a business. If the Permit Holder is not a business, the hours for unsecured furniture will need to be included in the Maintenance Agreement.

## Design Parameters

Parklets are intended to be aesthetic improvements to the streetscape, and materials will be required to be of high quality, durable, and attractive. The width of the Parklet must not extend beyond six feet from the curb line. Safe hit posts and wheel stops, or approved equals, are required. A visible edge to the Parklet is required, which may consist of planters, railing, or cabling. The edges should be visually permeable or "see-through." Access panels must be included in order to maintain the gutter and area underneath the Parklet and the design must allow for drainage along the gutter to pass underneath the Parklet. Please see attached Handout for additional design information.

If bike parking is provided, the bike racks can be at street grade.

Parklets must be accessible to individuals with disabilities per the Americans with Disabilities Act Accessibility Guidelines (ADAAG). People who use wheelchairs must be able to enter the Parklet and access all the primary features of the Parklet. Parklets shall not reduce the adjacent pedestrian travel way (sidewalk) width to less than four feet clear. Parklets shall not interfere with the use of designated disabled parking zones; passenger loading zones; curb ramps; AC transit stops or other access features of the public right of way.

Where the Parklet utilizes parking spaces, the Parklet shall not exceed the length and width of two (2) curb parallel parking spaces with a setback of a minimum of one (1) foot from either end of the parking space regardless of the length of the space. Parklets shall not be erected in parking spaces when parking spaces are either angled or perpendicular to the curb.

### **Fees**

There will be a non-refundable Application Fee of \$150 per Applicant made payable to City of Oakland. Once selected, the application will be processed as a Minor Encroachment Permit for a Permit Fee of \$1,133.73. This fee will cover staff time for processing and a site inspection fee.

In order to qualify, a project shall be designated as Revenue neutral, which means: a) No loss of parking revenue at the selected location; or b) City staff has identified and created new metered spaces to bring in equivalent revenue as to what is being lost; or c) An annual lost meter revenue fee of \$1,680 shall be paid to the City. The Applicants will not be required to identify alternative meter locations; however, suggestions will be taken.

### **Demonstrated Community Support**

As part of the application process, Applicants will be required to demonstrate community support for their Parklet. Evidence can be provided in the form of letters of support or a signed petition that should include the location of the parklet, the home or business address of the supporter, and any comments.

### **Selection Process and Public Noticing**

The projects will be ranked according to the following criteria:

- 1) Good location – the proposed Parklet is likely to be well used and active
- 2) How it enhances the aesthetic quality of the streetscape
- 3) Demonstrated community support for public space at the proposed location
- 4) Evidence that the Parklet will be well-maintained

Once the initial eight Applicants are selected, the Planning Department will provide copies of a Public Notice and the Applicant will be required to post them on site for 17 calendar days, informing the public that a permit is being considered to allow the installation of the Parklet at the proposed location. Planning staff will provide mailing labels and notices to Applicants to mail to property owners within a 300 foot radius of the proposed location. If there are no objections from the public, the Applicants will submit detailed plans and drawings showing all details, including finishes, plant species, and furniture types, as well as a Maintenance Plan and proof of insurance. Upon review and approval of a complete set of plans, a permit will be issued.

If there are objections from a resident, business owner, or property owner who lives or works within 300 feet of the proposed Parklet, the City Administrator's office will hold a special hearing.

### **Permitting**

The permitting will be done as a Minor Encroachment Permit. As part of that permit, the Building Department will review and approve the plans for the Parklet. Parklets that are elevated to be level with the sidewalk will have to meet the minimum distributed live loads in the 2010 CA Building Code Table 1607 A.1 (60 pounds per square foot). The Parklet will need to meet standards for flooring gaps, rail gaps, and handrail height that will be determined by the Building Department.

If the program is successful and the City allows more Parklets, the Municipal Code may be amended to add a specific section on Parklets.

### **Why a Pilot Program?**

Parklets can be an innovative way to improve the pedestrian experience of the City. We hope all residents will benefit from the creativity and initiative of private businesses and community groups in the creation of unique, attractive urban spaces. Parklets have been very successful in San Francisco. Please see <http://sfpavementtoparks.sfplanning.org/> for more detail. Since Parklets are new to Oakland, a pilot program will allow us to work out what is best for Oakland.

There will be “before” and “after” surveys at the Parklet locations to gather data about the effects of Parklets. Parklet sponsors will be asked to participate in the survey.

### **Why a Temporary Program?**

A Parklet is a temporary structure and is not meant to be permanent. It needs to be movable, have access beneath for cleaning and for drainage and also to be re-movable. The initial permit will be for one year, with up to two annual renewals contingent upon the Permit Holder meeting its Maintenance Agreement. Parklet renewals will be charged an annual Renewal Fee. After three years, the Parklet permit may be rescinded and offered in another suitable location, in order to make this temporary street enhancement available throughout the City.

### **Schedule**

September 26: Issue Notice of Parklet Opportunity

**October 24 : Applications due**

November 4: Initial selections announced

November 8: Public Works Committee Hearing on Pilot Parklet Program

November 15: City Council Hearing on Pilot Parklet Program

November 16: Applicants post Public Notice and mail notices

December 5: Detailed plans due, with Permit Application and Fee

January 2012: Permits issued to Permit Holders for Parklets

**What Must Be Included In Your Initial Application**  
**Due October 24, 2011**

1. Application Form. This form is included at the end of this document. Please fill it out completely.
2. Application Fee. Please make your check for \$150 payable to "City of Oakland". Please write "Parklet Application" on the check.
3. Initial site plan. Please provide a plan that shows the footprint of the proposed Parklet, including enough detailed information to understand what is happening on either end of the proposed Parklet. Please show property lines, sidewalk width, Parklet length and width, existing parking stalls, and all surface obstructions within 15 feet of the occupied area (e.g. fire hydrants, streetlights, parking meters, street trees, etc) on the plan. Accurate measurements are required. We encourage as much detail as possible to help us review your application.
4. Parklet programming. Please describe what type of elements you are proposing on the Parklet (e.g. tables and chairs, benches, landscaping, bike parking, etc.) Photos and drawings are encouraged.
5. Construction schedule. Who will build your Parklet if you are selected, and how long after you receive the permit do you anticipate installation?
6. Support. Documentation of support from your immediate neighbors and from any existing community groups and institutions.

**Final Notes**

The City reserves the right to amend this Program and all terms contained within this document until the point that a final permit is issued. Applicants may withdraw their application if they do not agree with any of the amended terms.

Special thanks to Andres Power from the San Francisco Planning Department for his support in developing this program.

**Application for Parklet Pilot Program  
Due October 24, 2011**

**Applicant Information**

Location: \_\_\_\_\_

Sponsoring Business or Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address (if different than above): \_\_\_\_\_

Cell phone: \_\_\_\_\_

Work or Home phone: \_\_\_\_\_

Email: \_\_\_\_\_

Oakland Business License # \_\_\_\_\_

OR Driver's License # \_\_\_\_\_

Please submit your application and any questions to:

Blair Miller, Project Manager  
Community and Economic Development Agency  
250 Frank H. Ogawa Plaza, Suite 5313  
Oakland, CA 94610  
(510) 238-2055  
[bmiller@oaklandnet.com](mailto:bmiller@oaklandnet.com)

All applications may be submitted electronically. If the file is larger than 5MB please use YouSendIt or another online file sharing service. We cannot accept applications on USB drives. Paper submissions are acceptable.