



City of  
**OAKLAND**  
California

Media Contacts:

Karen Boyd  
Citywide Communications  
Director  
510-238-6365  
[kboyd@oaklandnet.com](mailto:kboyd@oaklandnet.com)

## News from: City of Oakland

### FOR IMMEDIATE RELEASE

September 19, 2014

## City of Oakland Extends Parklet Pilot Program, Seeks Proposals from Community

**Oakland, CA** – The City of Oakland has issued a Notice of Parklet Opportunity (NPO) to bring additional parklets to Oakland’s various commercial corridors. Parklets are the latest trend to improve an area’s pedestrian friendliness by creating publicly accessible spaces to sit and interact. This round of proposals, announced on PARK(ing) Day, follows the initial launch of the pilot program in September 2011 and will result in up to 15 parklets being selected from all complete submissions received by November 17, 2014.

“Parklets spur pedestrian traffic, create new open space for the community to gather and visually enhance neighborhoods,” said Mayor Jean Quan. “Parklets represent a partnership between the City and the private sector that benefits the entire community.”

The parklets will be publicly accessible space for the enjoyment and use of all Oakland citizens in the public right-of-way, but will be privately constructed and maintained. It is envisioned that the parklets will be located in areas with heavy pedestrian activity to create additional seating for retail patrons and neighborhood residents as well as areas where there is a desire to create a more pedestrian-friendly environment. Parklets can feature tables, chairs and benches for public use, planters and other landscaping features and bicycle parking.

Respondents to the NPO will most likely include business improvement districts, storefront business owners, property owners and non-profit and community-based organizations. Other applicants may be considered on a case-by-case basis. As part of the proposal submission, applicants must demonstrate community support for their proposed parklet locations. Other evaluation criteria for proposals will include site suitability and quality of the parklet design including aesthetics, design innovation and quality of materials and street furniture.

This extension to the Parklet Pilot Program will allow for additional parklets and further program refinement. Each parklet will be permitted for one year with possible renewal for up to two additional years and may be extended further as part of the permanent program. During the first phase of the pilot program, three parklets were completed Grand Avenue in front of Farley’s East (September 2012), 40th Street in front of Manifesto Bicycles (November 2012) and 25th Street in front of the 25th Street Collective (July 2014). One additional parklet at the intersection of Alcatraz and San Pablo Avenue near Actual Café has received final permit approval and construction is pending. The City launched the pilot program in response to interest from the community, including Walk Oakland Bike Oakland.

“The parklet on Grand Avenue has become a cherished gathering spot for patrons visiting nearby businesses and has helped grow our business,” said Chris Hillyard, Co-Owner of Farley’s East and sponsor of the Oakland’s first parklet, which opened in September 2012. “Donations and support from our customers, neighboring businesses and the Lake Merritt/Uptown District Association demonstrated the desire for new open space in downtown Oakland.”

(more)

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Specific design and placement guidelines will ensure safety while not impacting the street's vehicular traffic flow, the area's total quantity of parking spaces and parking revenue for the City of Oakland.

Among other requirements, parklet permit holders will be required to carry liability insurance and provide daily maintenance.

For complete details on the Parklet Pilot Program and to view and download the NPO, visit [oaklandnet.com/parklets](http://oaklandnet.com/parklets). An informational meeting for interested parties will be held in mid-October. Please check the website for exact date, time and location.

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 for one day. Oakland's Parklet Pilot Program takes that vision one step further to create longer-term temporary public spaces.

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