



September 21, 2018
Downtown Jacksonville
11 AM - 3 PM

What is 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 2005, PARK(ing) Day has evolved into a global movement, with organizations and creating new forms of temporary public space in urban contexts around the world.

Downtown Vision is hosting PARK(ing) Day 2018 to benefit local businesses, residents and visitors by creating pop-up parks in the heart #DTJax. These temporary spaces will work to attract customers and foster community conversations. Hosting a pop-up park also provides a unique destination for downtown employees to visit during lunch. Each participating business has the chance to create an amazing park that will highlight the very best of what Downtown has to offer.

Cost: \$50 per participating business

This covers the cost to rent a parking space for the day, plus promoted marketing. Deadline to sign up to participate is August 31, 2018.

Step 1: Choosing the Spot

Find a metered parking spot in a location where people will find and interact with it (typically in front of your business). Parklets must face the sidewalk. Consider what public services or amenities are lacking in the area around your site.

Other things to consider about your location are:

1. **Target Audience:** Who are the people you are trying to serve? When will they be around to see and use the space? *Note: Parklets must be open to the public.*

2. **Environmental conditions:** Sun, shade, wind, weather, traffic and construction will all impact your site installation.

3. **Type of metered space:** Is it near a loading zone, bus stop or in front of a fire hydrant?

Once you choose the spot, please send DVI your parking meter number.



Step 2: Building Materials

The fundamental elements of a good outdoor public space are seating, shade, a place to watch people and view scenery, and a sense of relaxation.

1. **Groundcover:** We suggest you try something creative and symbolic—a groundcover that will transform the hard concrete or asphalt into a more comfortable and visually impressive space. Bits of nature other than living sod that may work are potted plants, or anything that feels good to bare feet. Other PARK(ing) Day participants have used quilts, gravel, carpets and astroturf.
2. **Seating:** The more seating you provide, the greater the chance of unplanned interaction among PARK(ing) Day visitors. We recommend using cafe tables and chairs, picnic tables and benches, lawn chairs, etc. Don't forget about bike racks!
3. **Shade:** Planters, potted plants and umbrellas provide really great shade for your guests. Try to make your parklet enjoyable and cool for people to hangout in.
4. **Enclosure:** *SAFETY FIRST!* Plastic bollards (a.k.a. traffic tubes) linked with rope, potted plants, or any self-supporting boundary is important to provide a sense of enclosure and safety for visitors to your parklet.
5. **Signage:** You should have a sign that welcomes everyone to enjoy your parklet! DVI will also provide signage to help with advertising the event.



Step 3: Planning the Event

Things to consider organizing in advance:

1. Source essential materials to provide shade, groundcover and seating at least a week or two in advance, and live plants a few days in advance.
2. Transportation for the materials to and from the site.
3. Assemble friends or collaborators to help you setup and cleanup at the end of the day.
4. A plan for talking to people who come by your parklet. Who might want to talk to you?
 - Curious bystanders
 - Potential participants for the next PARK(ing) Day
 - People wondering why you're taking up a perfectly serviceable parking spot
5. Recycle Materials: Find a place to donate any unwanted or extra materials when the project is over or store it for next year's PARK(ing) Day! Living plants, turf or groundcover can be permanently planted in yards—or better yet donated to schools or neighbors who need them. Re-use first and recycle if you can't re-use. A well-planned parklet will never end up in landfill!
6. Leave no trace! Be mindful of the space around you and be sure to clean up everything in your space by the end of the day
7. Advertise your parklet. Think about how you will reach your audience to participate in (PARK)ing Day and to enjoy the space that you have created. DVI will provide online and print promotional materials for PARK(ing) Day, as well.

If you are a bar/restaurant that serves alcohol and are concerned about the liquor laws with outside serving/drinking PLEASE READ:

If you do not have an extension of premises, you CANNOT sell alcohol outside.

You are still able to participate in PARK(ing) Day (we encourage you to!) and you are able to use your parklet as a means of advertising your location on top of all the advertising DVI will provide.

Examples:

- Free giveaways - collateral
- Live music performances
- Live painting
- Putt-putt

We look forward to you participating in PARK(ing) Day 2018!
The deadline to sign up is **August 31, 2018**. For more information, visit **dtjax.org/parkingday** or email **Junine** at **junine@dtjax.org**.



PARK(ING) DAY CONFIRMATION

Parking Meter Number(s):		
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Name:		Date:
Company:		
Street Address:		
City:	State:	Zip:
Email:		Title:
Phone:		

- Invoice Me**
- Check** Make payable to Downtown Vision Alliance
- Credit Card** Charge my: Visa Master Card American Express

Name on Card:	Billing Zip Code:
Card No.:	Exp. Date: / Security Code:
Signature:	

Parklet description: _____

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Please return completed form to Junine Castin, Events Manager
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