

# PARK(ing) Day®

## SEPTEMBER 15, 2017 • E. MLK BLVD

### What is Park(ing) Day?

Park(ing) Day was launched in 2005 by Rebar, an urban design company in San Francisco. On one specific day each year, cities across the world have designated metered parking spaces as public open space for community enjoyment. These temporary public spaces showcase the importance of carving out space for public use in increasingly dense urban environments while encouraging community interaction and livability.

### Who can participate?

There is a place for everyone to be involved! Businesses, non profits, individuals, civic groups and schools are all welcome to participate **free of charge!** Volunteers are also needed to help out at the parklets during the day.

### Where will the parklets be?

The parklets will be set up on MLK BLVD. A map of specific locations will be publicized prior to the event. Carta will set out cones along the parking spots for safety purposes. Parkers are encouraged to set up facing the sidewalk so that pedestrians will use the sidewalk rather than the streets to go in and out of parks.

### How do I sign up?

Fill out the application form on River City Company's website: [rivercitycompany.com](http://rivercitycompany.com)  
For more info, contact [mshinn@rivercitycompany.com](mailto:mshinn@rivercitycompany.com) or call **423.265.3700**

## LOGISTICS

### Set up + Clean up

- Time: 11 a.m. - 3 p.m. Parkers may begin setup anytime between 9 a.m. and 10:30 a.m. When cleaning up, please leave your parking space clean of any debris, garbage and signage so that cars can resume parking in the spaces.
- Responsibilities: River City Company is working in partnership with CARTA cone off metered parking spaces for the day. It is up to each parker to create and execute his/her parklet. That includes but is not limited to power source, extension cords, activities, etc
- Parking spaces are typically 8'-10' wide and 18'-20' long. One space is normally plenty of room for a park.

### Rules

- Any PARK(ing) Day Participant may place its brand, logo or other promotional imagery on signage associated with its PARK(ing) Day Installation. Such Signage is limited to two (2) posters, no larger than 11x17 inches in size, that serve the sole purpose of acknowledging the creators, funders or organizers of the PARK(ing) Day installation. The Signage may not contain specific offers for goods or services, or offer specific promotions, discounts, or coupons, whether related to PARK(ing) Day or not.
- **No goods or services may be sold or purchased at your parklet. Signage may not contain specific offers for goods or services, or offer specific promotions, discounts, or coupons, whether related to PARK(ing) Day or not.**

### Talking Points to Explain Your Park

- We want to encourage widespread community use of public space! While Downtown is a great place for shops, restaurants, and apartments, it is useless without people using and enjoying the space! Chattanooga is participating in Park(ing) Day to encourage innovative use of space in our urban Downtown.
- We're showing support for the use of public space by demonstrating pride and a sense of collective ownership for our beautiful downtown. We're acting in the public interest to add to the health, comfort and vitality of our city!