

Chattanooga **Parking Day** Guide 2022



Contents

- 01 How Parking Day Came to be
- 02 What Parking Day is Today
- 03 Who Can Participate
- 03 How to be Involved
- 03 Responsibilities
- 04 How to Sign Up
- 05 Event Location / Map
- 06 Day of Event
- 07 2022 Theme
- 08 Parklet Plan

How Parking Day Came to be:

Let's go back to 2005 in San Francisco.

Rebar, a San Francisco art and design studio, decided to capitalize on the lack of public green space in the city by turning a single metered parking space into a temporary public park in downtown San Francisco. Feeding the meter for the limited two-hour slot, Rebar installed a patch of grass, a park bench, a tree and signs for pedestrians to sit and relax, in order to make their statement. Since iconic images of this unique use for an urban context were captured, Parking Day has spawned into a global movement with both individuals and organizations creating their own temporary public spaces.

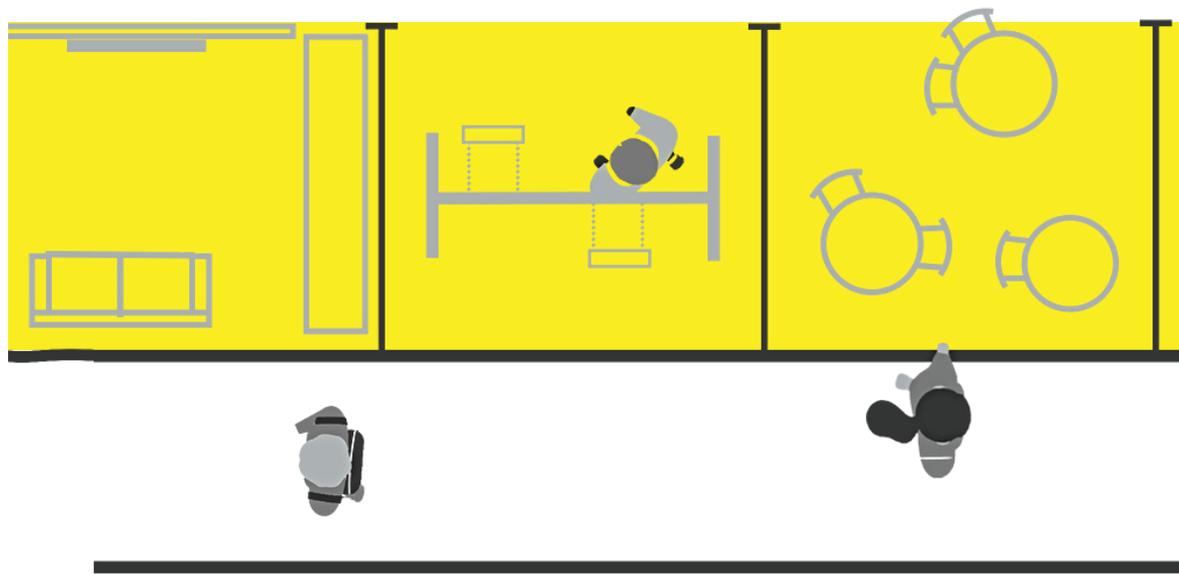
Chattanooga's Parking Day History:



What is Parking Day today?

You are part of a worldwide movement to improve the quality of the public realm and reclaim the streets for people. Your park is also a unique expression of your own ideas, creativity and identity. Think ahead to how you will easily explain what's happening to curious, skeptical or appreciative audiences you'll encounter out there.

Put forward the positive aspect of your action and remember that skeptical critics can turn into key supporters and allies if you win them over. Your generous and creative act can set the tone for other people's positive experience of public space, so appeal to their best instincts: civic pride, artistic expression, and caring for others.



Partners:



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.

Involvement:

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 Parking Day to encourage innovative use of space in urban Downtown. We're showing support for the use of public space by demonstrating pride and a sense of collective ownership for a more beautiful downtown. We're acting in the public interest to add to the health, comfort and vitality of our city!

Responsibilities

Chattanooga Design Studio works in partnership with Chattanooga Parking Authority to 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, furniture, shelter and any content needed for day of set up and break down.

At the end of the event participants are expected to leave your parking space clean of any debris, garbage and signage so that cars can resume parking in the spaces by 5:00pm

How do I sign up?

You can find the application form on the Chattanooga Design Studio webpage at chattanoogastudio.com under :

The Work tab - Programs - Park(ing) day - Available

For more info, contact: parkingday@chattanoogastudio.com or call 423.664.4837

- Read Chattanooga Parking Day Guide for event details.
[You're already on it!]
- Fill out the initial Google Form with your contact information.
- After registering for the event Chattanooga Design Studio will send out a second Google form at a later date where you will need to submit your design concept for your parking space along with the equipment you plan to use and install in your parklet.
- Once you've completed these steps a parklet will be reserved for you during the event. Any additional questions leading up to September 16th can be directed to the contact at the top of the page.

Where will it be located?

The location of the parklets will be on Broad Street between 4th Street and Aquarium Way.



Day of event:

Date: September 16 2022 (Bad weather may postpone event)

Set up : 9:00am-10:00am

Event Duration: 10:00am-4:00pm

Awards: 3:00-4:00pm

Clean up : 4:00pm-5:00pm

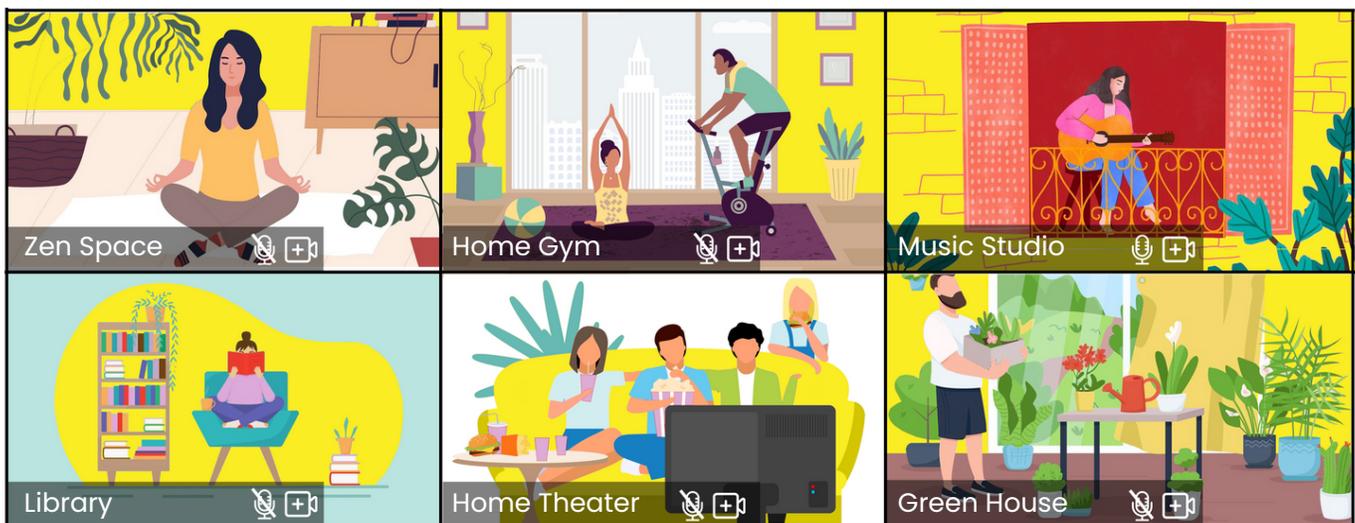
Requirements:

- Displays must stay within the bounds of the parking space. Specific dimensions of each space will be provided after registering for the event.
- No goods or services may be sold or purchased during the event.
- Signage may not contain specific offers, discounts or coupons whether related to Parking Day or not.
- Signage is allowed to present a name or logo of the company or installer. Signage associated with business, group or independent is limited to TWO signs that are no bigger than 11x17.
- Parklet designs are encouraged to face the sidewalk for pedestrian access.
- Parklet display cannot have anything blocking or crossing the road for motor traffic. This includes but is not limited to extension cords, shelters or furniture that may protrude out of the parking spot.
- Participants must have at least one member on site of their park during the duration of the event.
- No generators allowed of any kind.
- Be a good neighbor! Be aware that you'll be sharing these spaces with local businesses, pedestrians and other participants using the parklets. Be considerate of the noise, smell, activity and anything that goes beyond the parklet.

INSIDE OUT

2022 Parking Day Theme :

Participants involved in Parking Day are encouraged to be as creative as possible with the designs of their park to humanize the spaces for people. This year the Chattanooga Design Studio has themed the event Inside Out! During the past two years we've brought the world into our homes. Our living rooms have evolved into a combination of home, office, gym, theater, studio, playground or restaurant. On this parking day, we invite you to show us what your At-Home mixed use space looked/looks like! Come share what you re-created in your home on Broad street for Parking Day. Bring the inside out(side)!



PARKING DAY >>> PLAN MY PARK <<<

What actions are going to take place at my parklet?

Give us a brief description of your parklet concept

What elements (furniture or else) will you bring?

SKETCH OF MY PARKLET:

18 FEET

BETWEEN 6-7 FEET

“We hope **Parking Day** will cultivate your sense of civic pride, and we invite you to consider the role of you—the citizen—in conceiving, building and improving your local urban environment.”

-Rebar San Francisco, August 2011

INSIDE

