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**CITY OF CAMBRIDGE**  
Community Development Department

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**BRIAN P. MURPHY**  
*Assistant City Manager for  
Community Development*

To: Robert W. Healy, City Manager

From: Brian P. Murphy, Assistant City Manager for Community Development

**SUSAN GLAZER**  
*Deputy Director for  
Community Development*

Date: August 22<sup>nd</sup>, 2012

Re: Council Order #9 dated July 30<sup>th</sup>, 2012, regarding PARK(ing) Day 2012.

PARK(ing) Day 2012 on September 21, 2012 is being sponsored by the Community Development Department at sites across the City from 8am to 3pm. CDD will sponsor 3 spots, and various other City departments and organizations have requested spots already, including DPW and the Mayor's Office. A Call for Sponsors of parks will be sent out to solicit participation by other organizations, individuals, City departments, and business associations. Applications are due to Community Development by September 11<sup>th</sup>, 2012. PARK(ing) spots will be assigned by September 14<sup>th</sup>, 2012.

# CALL FOR SPONSORS

## PARK(ing) Day – Friday, September 21, 2012

The Cambridge Community Development Department (CDD) seeks creative folks to participate in the official City of Cambridge **PARK(ing) Day** celebration, an international event in which metered parking spaces are transformed into engaging “parks” for one day of the year. Have a great idea for transforming a parking space into a park? Let us know about it! Previous years have focused on many different themes including, but not limited to: Shakespeare in the park, lemonade stands, book swaps, hula hoop lessons, chalk drawings, and music.

*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. The project began in 2005 when Rebar, a San Francisco art and design studio, converted a single metered parking space into a temporary public park in downtown San Francisco. Since 2005, PARK(ing) Day has evolved into a global movement, with organizations and individuals (operating independently of Rebar but following an established set of guidelines) creating new forms of temporary public space in urban contexts around the world.*

*The mission of PARK(ing) Day is to call attention to the need for more urban open space, to generate critical debate around how public space is created and allocated, and to improve the quality of urban human habitat ... at least until the meter runs out!*

*Original concept by Rebar. [www.rebargroup.org](http://www.rebargroup.org).*

*Source: <http://parkingday.org>*

**A sponsor is:** A community group, organization, City department, or other business that “sponsors” a metered parking spot and is responsible for creating a small park in that space.

**What we provide for you:**

**CDD will:**

- Secure all traffic-related permits for use of the parking space.
- Manage the City of Cambridge presence on the worldwide PARK(ing) Day map and website.
- Promote event via CDD Facebook, Twitter, and website.
- Create a PARK(ing) Day Map of Cambridge parks.

**What we need from you:**

Please fill out the form below and email it back to Jennifer Lawrence ([jlawrence@cambridgema.gov](mailto:jlawrence@cambridgema.gov)) no later than September 11, 2012 if you would like to be included in the City of Cambridge PARK(ing) Day celebration.

### **Criteria for obtaining a parking space**

- A. Your display must be wholly contained within a parking space.
- B. You must provide a barrier (cones, potted plants, bollards, fence, rope line, etc.) that separates the parking space from the travel lane and from abutting vehicle parking spaces.

- C. The roadway shall not be impacted (i.e. no drilling or nailing into the roadway).
- D. No commercial activities are permitted (i.e. selling food, drink, etc.), although seated spaces for consumption of food/drink is permitted.
- E. No alcoholic beverages are permitted.
- F. No cooking, grilling, fires or flames are permitted within the parking space.
- G. The display or anything associated with the display may not extend out of the parking space (i.e. No electrical extension cords extending over the public sidewalk).
- H. Spots cannot be political in nature.

**Sponsors are responsible for:**

- Sticking to the rough plan that they have outlined in their proposal, to decorate the space, and to “people-power” the space from 8AM-3PM on Friday, September 21. Spots should have at least partial shade, an activity, and places for people to sit down.
- Setting up their space by 8AM and cleaning up no later than 3PM so that once they leave, the space is as it was when they arrived.
- Abiding by the logo restrictions set forth by Rebar (for more information, please look to [www.parkingday.org](http://www.parkingday.org)).
- Abiding by the City of Cambridge restrictions set forth above.
- Additional promotion of event via your personal/business network, including social media (Facebook, Twitter, website, etc).

**[www.parkingday.org](http://www.parkingday.org)**

Please email the following information to Jennifer Lawrence ([jlawrence@cambridgema.gov](mailto:jlawrence@cambridgema.gov)) by September 11, 2012 to apply for a spot in the official City of Cambridge PARK(ing) Day celebration.

Lead Organizer

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

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

Organization: \_\_\_\_\_

Title of PARK(ing) Spot (theme of space): \_\_\_\_\_

\_\_\_\_\_

Preferred Locations (please prioritize 3, as spaces will be spread evenly throughout the City): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Detailed description and/or sketch of spot (see tips below): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Some tips from PARK(ing) Day NYC - [www.parkingdaynyc.org](http://www.parkingdaynyc.org)

*Make a Plan and Gather Supplies:* Planning a successful PARK(ing) spot takes nothing more than a bit of creativity and teamwork. While most anything's game, there are a few characteristics of winning PARK(ing) spots that you should consider:

- **A place to sit.** This is crucial! Without a place to sit, no one (even you) is going to want to hang around for long. But no need to fear if you don't care for chairs - items such as hay bales, milk cartons, and park benches have been used to great effect!
  - **Shade.** Is your spot located in the shade? If not, you may want to think about providing some with an umbrella or other sun-blocking surface. It can get pretty hot down there where the cars live!
  - **Protection from traffic.** Most people aren't comfortable enough to lay right down and read a book a few inches from moving traffic. Think about how you're going to separate your area from traffic; benches, cones, theater partitions, and hay bales have all worked in the past. Child-oriented spots in particular need to keep the kiddies contained, for the safety of the kids and the peace of mind of all parents involved.
  - **An asphalt alternative.** Asphalt is no fun: it's hard, dirty and uninviting. Here's some ways that past organizers have covered up what the City laid down:
    - **Recycled and natural materials.** Interesting platforms and soft surfaces can provide an intriguing and comfortable ground cover.
    - **Felt.** Felt is soft, colorful, inexpensive and easy to work with and find.
    - **Grass. WE PREFER YOU DO NOT USE THIS OPTION.** In past years, many PARK(ing) spot organizers have used sod. Grass is, for better or worse, a person-magnet. This is no exaggeration. If you use sod, you'll have a hard time laying it out on the street before hoards of people will be sitting, lying and smiling all over it. Lots and lots of people are excellent for your PARK(ing) spot, but sod's not so good for your pocketbook or the land where it was grown. If you decide to go with this option, here's how to do it:
      - Buy the sod (you may need to order a few weeks in advance) from a garden center.
      - Put a plastic barrier between your sod and the asphalt. Sod is alive, and very thirsty. If you put it directly on top of asphalt it will spend the day drinking up oil and grime, and it will probably die. Don't be a sod-killer. Trash bags or plastic drop cloths and a bit of newspaper work very well. This layer also helps with...
      - Clean up!! Your sod will make a mess! Bring a broom to sweep up.
      - Convince someone to come pick it up. All you have to do to get rid of it is to put it up on Craigslist for "free" and arrange for a person to pick it up.
  - **A theme.** Not a requirement by any means, but if you want your spot to have a little flair and aren't sure what to do, it can help to pick an overarching theme. Past successes include "Fall Harvest", "Gymnastics", and "Bike Parking."
  - **An activity.** People attract people - give them a reason to stop. Having activities in your space will keep it lively and interesting to passers by. Previous park builders played music and games, served tea and smoothies, made art projects, served food, promoted various political or environmental causes, and even used their PARK(ing) spot as an open air office.
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