

TOGETHER
**NORTH
JERSEY.**

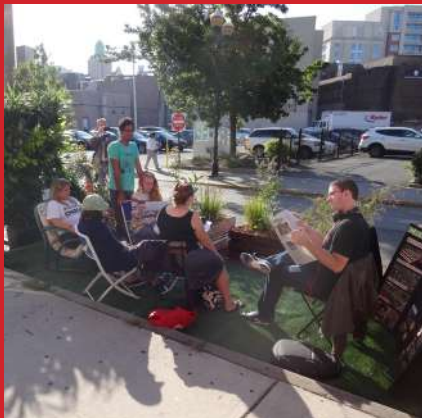
CONNECTING
PEOPLE, PLACES,
AND
POTENTIAL.

BEYOND THE CURB: PARKLETS IN NORTH JERSEY

Morristown Case Study & Parklet Handbook

FALL 2014

A LOCAL DEMONSTRATION PROJECT



PROJECT PARTNERS



Town of Morristown



Morris Arts



Sustainable Morristown

STEERING COMMITTEE



Morris County



Morristown Parking Authority



Morristown Partnership



NJ Department of Transportation

PROJECT TEAM



Regional Plan Association



dlandstudio



NJ TRANSIT



North Jersey Transportation
Planning Authority



Together North Jersey

Contents

EXECUTIVE SUMMARY

Background and introduction to Part I and Part II.

PART I: PLANNING & THE PROCESS

Background on Morristown, the local demonstration project process, and a guide on how to get a parklet dialogue and program started in your New Jersey community.

PART II: PARKLET DESIGN HANDBOOK

A sample design handbook featuring site and location criteria, design and dimensions, a sample application process and design inspirations.

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ABOUT TOGETHER NORTH JERSEY

In November 2011, the U.S. Department of Housing and Urban Development (HUD) awarded TOGETHER NORTH JERSEY (aka, North Jersey Sustainable Communities Consortium) a \$5 million Sustainable Communities Regional Planning Grant. The grant is matched with an additional \$5 million in leveraged funds from project partners. Grant funds have been used to implement the Local Demonstration Project (LDP) Program, develop a Regional Plan for Sustainable Development (RPSD) for the 13-county planning region (pictured to the right), and provide technical assistance and offer education opportunities that build the capacity of jurisdictions, organizations and the public to advance sustainability projects and initiatives.

The plan is both “place-based” and “issue-based” and uses sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments, and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency. For more information, please visit togethernorthjersey.com.

ACKNOWLEDGEMENTS

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 Edward J. Bloustein School for Planning and Public Policy at Rutgers University
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 Sustainability Institute/Sustainable Jersey at The College of New Jersey
 NJ Future
 Building One New Jersey
 PlanSmart NJ
 Regional Plan Association (RPA)

DISCLAIMER

The work that provided the basis for this report was supported by funding under an award from the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The authors of the report are solely responsible for the accuracy of the data, statements and interpretations contained in this document. Such statements and interpretations do not necessarily reflect the views the Together North Jersey Steering Committee or its individual members or any other agency or instrumentality of Government.



ABOUT THE LOCAL DEMONSTRATION PROJECT PROGRAM

The Local Demonstration Project (LDP) Program seeks to advance specific projects, initiatives, and other investments for local communities to achieve short-term, implementable projects which are consistent with the RPSD goals and program outcomes.

The LDP Program provides technical assistance for strategic planning studies focused on designated areas or corridors associated with established or anticipated transit services and/or facilities. Eligible LDP projects will be sponsored by municipalities, counties, non-governmental organizations, community development corporations, and other interested organizations.

These demonstration projects help to identify partnering opportunities, milestones, and potential funding sources and serve as a model for future initiatives.

Please visit www.togethernorthjersey.com to learn more.

12 KEY ISSUES

The range of issues faced by the communities within the Region in positioning themselves for a more sustainable future is broad. The Local Demonstration Project program as a whole will attempt to engage all of the major policy issues that have been identified in recent

years, as seen in the below diagram. Each project of the LDP program will address Land Use and Transportation at its core and will identify several primary issues as the project's focus.



EXECUTIVE SUMMARY

Parklets are extensions of the sidewalk from the curb into the street: they are installations of public seating, art, plants and other elements, typically located in one or more parking spots and protected from traffic. They are places to gather, eat and drink, celebrate and create, work, play, and build community. With numerous placemaking benefits, these public spaces can make downtowns a more desirable place to live and work, and a more attractive destination. While a relatively new concept in New Jersey, parklets have been successfully implemented in places across the country, from large cities like Philadelphia, San Francisco and New York City, to smaller cities and regional downtowns such as Bellingham, Washington and Louisville, Colorado.

Beyond the Curb: Parklets in North Jersey is a project for the Together North Jersey Local Demonstration Project Program spanning the region but focusing on Downtown Morristown as a pilot location, including Washington Street, Speedwell Avenue, South Street, the Town Green, and Morris Street/Morristown train station area. This project proposes to:

1. Facilitate use of on-street parklets to create a more pedestrian- and bicycle-friendly downtown, and to make the downtown more attractive to residents,

visitors and businesses.

2. Facilitate the incorporation of public art and passive recreation space into the downtown.
3. Promote parklets as an economic development tool for the downtown.
4. Create a design handbook that is easily transferable to similar programs across New Jersey.

In March 2014, under the direction of Mayor Timothy Dougherty, Morristown adopted a Master Plan that supports residents' vision of Morristown as the most "welcoming, beautiful, healthy, resilient, and sustainable place to live, work, and play in New Jersey". Parklets were identified as a tool to reactivate the streetscape and foster improved walkability and bikeability. With regional transit connections, a vibrant downtown and a commitment to walkable and bikeable streets, Morristown is an ideal community within the region to pilot a parklet program.

Products of this local demonstration project include a strategic plan to advance support for and implementation of parklets in Morristown and in the North Jersey region, contained within Part I, and a parklet design handbook for New Jersey communities, contained within Part II.

PART I: PLANNING & THE PROCESS

Throughout the project timeline, from August 2013 to January 2014, this local demonstration project was guided by a steering committee comprised of representatives from the following: the Town of Morristown, Morris Arts, Sustainable Morristown, Morristown Parking Authority, Morris County, Morristown Partnership and the New Jersey Department of Transportation (NJDOT). Technical meetings with NJDOT and Morris County helped to inform design standards and safety concerns, while presentations to the Morristown Partnership Board engaged local business owners. At an artists information session, participants offered ideas for how to incorporate functional art and creative interaction into parklets. Results from a public survey suggest that Morristown could benefit from additional public spaces for people to eat and drink, meet friends, people-watch and engage in community events; parklets could serve these purposes.

In the future, it is envisioned that parklets will not only increase public space, but will support walking and biking opportunities and foster creative community interaction in places throughout New Jersey. Morristown can be among the first communities in New Jersey to host a parklet. Underutilized parking can be

A PARKLET IS...

A PLACE TO EAT



A PLACE TO CELEBRATE



Credit: Flickr user San Francisco Planning Department

A PLACE TO RELAX



Credit: Flickr user LADOT

A PLACE TO CREATE



Credit: Flickr user Mark Hogan

A PLACE TO WORK



Credit: Flickr user Steve Rhodes

A PLACE TO PLAY



Credit: Flickr user katw311

reactivated seasonally to support downtown activity and placemaking. As installations of art, parklets can support local artists, ranging from craftsmen and designers to painters and musicians. Through use of locally sourced materials and plantings, parklets can be demonstrations of sustainable practice. Encouraging people to socialize and linger in downtown locations, parklets can also provide a customer boost to nearby businesses. When located nearby to bus stops or train stations, parklets can offer riders a more pleasant place to wait. If well-programmed, parklets can become places for spontaneous and creative community interaction, and when coupled with bicycle parking, may foster reduced car usage for short trips.

Community support for parklets can be cultivated by leveraging local partners – such as business groups or chambers, bike and walk advocacy organizations, sustainability organizations, and arts councils – to create a coalition of supporters.

Based upon results of follow-up research, NJ Department of Transportation and other local and county partners should incorporate parklets into their existing Complete Streets and other state policies, as well as consider the potential for parklets as a traffic-calming measure. As more information becomes

available about the quantitative and qualitative impacts of parklets, local, state and non-profit partners can adjust parklet programs and policies accordingly.

In order to build broad support for parklets and assist communities that are interested in advancing a parklet program, the strategic plan puts forth the following recommendations.

Pilot & Program in Morristown

- Implement and refine the program: Continue collaboration with steering committee members and Town elected officials to institutionalize a parklet program.
- Build local support: Develop a “Friends of Parklets” coalition and engage local residents, business owners, and artists to promote the benefits of parklets.
- Launch a pilot parklet: Target interested sponsors to host a pilot parklet that can serve as a demonstration to the community.
- Leverage the parklets dialogue to support related initiatives: Achieve zero net loss of parking by adding more on-street parking spaces, and enhance Morris Street to be a more bicycle and pedestrian-friendly corridor that offers better connectivity to the Morristown train station.

Parklets in Other NJ Communities

- Foster local support: Create a local “Friends of Parklet” coalition by engaging potential supporters, including bike/walk advocacy groups, businesses, chambers of commerce, business improvement districts, artists, sustainability organizations, etc. and field test support for parklets on PARK(ing) Day, an annual worldwide event where parking is temporarily transformed into a pop-up parklet.
- Explore potential for parklets: Convene a steering committee and/or technical committee to advise on issues.
- Implement and refine the program: Design a program that best reflects community desires and continue to monitor the program.

Building Greater Support in NJ

- Build support in the region: Create a network of parklet supporters throughout the North Jersey region.
- Address parklets on the state and county level: Incorporate parklets into existing state programs and NJDOT policies.

Implementation of these recommendations will require continued collaboration between local demonstration project steering committee members, and continued dialogue with NJDOT.

Morristown

Abbreviated Plan Implementation Agenda
Implement and refine the parklet program
Adopt ordinance for a parklet program
Create a grant program to offset initial costs for parklet sponsors and promote implementation
Maintain data and assessments of parklet impacts
Continue to refine program
Build local support for parklets
Launch a “Friends of Parklets” coalition
Educate the public on parklets to build grassroots support
Engage traditionally underengaged populations, including minorities, low-income, the elderly, youth, limited English proficiency speakers, persons with disabilities, etc.
Launch a pilot parklet
Engage potential parklet sponsors
Fundraise for pilot parklet
Leverage pilot parklet to inform larger parklet program
Leverage parklets dialogue to support related initiatives
Based on Town subcommittee study, advance efforts to implement parklets on Morristown’s main roadways
Enhance Morris Street to be a more pedestrian and bicycle-friendly corridor that connects to the Morristown train station and supports parklets
Explore options for adding more on-street parking spaces

Interested NJ Communities

Abbreviated Plan Implementation Agenda
Foster local support for parklets
Launch a “Friends of Parklet” coalition
Educate the public on parklets to build grassroots support
Explore potential for parklets in the community
Research existing precedents
Create a technical advisory committee
Create a steering committee
Implement and refine the program based on community needs
Develop a pilot parklet ahead of launching a formal parklet program
Develop program and design parameters
Adopt and institutionalize parklet program
Create a grant program to offset initial costs for parklet sponsors and promote implementation
Maintain data and assessments of parklet impacts
Continue to refine program

Regional, County and State Partners

Abbreviated Plan Implementation Agenda
Build Civic Support in the Region
Create or expand a local “Friends of Parklets” coalition to include other downtown communities
Educate the public on parklets to build grassroots support
Build Support from State and County Programs and Representatives
Foster linkages between parklets and statewide transit, art, downtown and sustainability programs
Support parklets on county and state roads (in downtowns) with speed limits of 25MPH or less through regulatory and programmatic changes

PART II: PARKLET DESIGN HANDBOOK

The Parklet Design Handbook is written for a number of different audiences. For municipalities, it provides valuable information on why they may want to consider launching a parklet program in their downtown, how to do so, and what role they will need to play in seeing it through. For potential sponsors, the handbook provides an overview of what benefits they stand to gain by sponsoring a parklet, the requirements and responsibilities they will need to be aware of, and the process by which they will need to go about sponsoring a parklet. The handbook also speaks to the engineers and transportation experts that will be a part of these decisions. Finally, the handbook provides a window into how parklets and parklet programs can add to the quality of life in communities large and small.

The Parklet Design Handbook contained within Part II puts forth recommended program parameters and design standards that are based on research of existing precedents including San Francisco, New York City, and Los Angeles. New Jersey communities like Morristown can look to this handbook for guidance on how to structure a parklet program, including the application, design and construction processes.



Credit: dlandstudio

PART I:

PLANNING & THE PROCESS

TABLE OF CONTENTS

INTRODUCTION	2
PHASE 1: WHERE ARE WE NOW? WHERE ARE WE HEADED?	9
Morristown Today	10
About Parklets	12
Parklets in Morristown	15
PHASE 2: WHERE DO WE WANT TO GO?	17
Vision	18
Pilot & Program in Morristown	19
Parklets in Other NJ Communities	21
Building Greater Support in NJ	23
PHASE 3: HOW DO WE GET THERE?	25
Implementation	26
Plan Implementation Agenda	27

INTRODUCTION

Parklets are extensions of the sidewalk from the curb into the street: they are installations of public seating, art, plants and other elements, typically located in one or more parking spots and protected from traffic. They are places to gather, eat and drink, celebrate and create, work, play, and build community. With numerous placemaking benefits, these public spaces can make downtowns a more desirable place to live and work, and a more attractive destination. While a relatively new concept in New Jersey, parklets have been successfully implemented in places across the country, from large cities like Philadelphia, San Francisco and New York City, to smaller cities and regional downtowns such as Bellingham, Washington and Louisville, Colorado. Morristown can be among the first communities in the state to pilot and implement a parklet program.

Settled in 1715 and instrumental to the American Revolution, Morristown is a place rich with history. Today, Morristown is home to nearly 20,000 residents of diverse backgrounds and is the county seat of Morris County. A thriving downtown with engaging public events, a strong arts community, numerous eateries, and niche shopping opportunities, Morristown offers a number of cultural amenities for residents and visitors. As a center of employment, approximately

22,000 workers are employed at downtown shops, restaurants, offices, hotels and other institutions. Morristown, a designated New Jersey Transit Village, benefits from a number of transportation assets, including major highway interchanges, bus service and train service. With countless shops and restaurants, well-served transit locations, and growing opportunities to walk and bike, Morristown is situated to become an even more vibrant, world-class destination.

In 2013, under the direction of Mayor Timothy Dougherty, the Town worked with its planners and community to formulate a Master Plan that supports residents' vision of Morristown as the most "welcoming, beautiful, healthy, resilient, and sustainable place to live, work, and play in New Jersey".³ The plan, which bolsters Morristown as a leader in municipal sustainability planning and action, was officially adopted in March 2014. During the planning process, residents expressed a desire to enhance the streetscape and public realm to better support walking, biking, and socializing. Parklets were identified as one way to reactivate the streetscape and foster improved walkability and bikeability.⁴ In April 2013, the Town of Morristown partnered with Sustainable Morristown and Morris Arts to

host a pop-up parklet at the 18 North Park Place storefront, which was well-received by the local community.

This Together North Jersey local demonstration project convened local and regional stakeholders to create a parklet program and design handbook for municipalities across the state, with Morristown serving as a pilot location. Products of the effort include this strategic plan that details the steps to develop support for parklets locally and statewide, and the Beyond the Curb Parklet Design Handbook contained within Part II.

PROJECT DESCRIPTION

Beyond the Curb: Parklets in North Jersey is a project for the Together North Jersey Local Demonstration Project Program spanning the region but focusing on Downtown Morristown. This project proposes to:

1. Facilitate use of on-street parklets to create a more pedestrian- and bicycle-friendly downtown, and to make the downtown more attractive to residents, visitors and businesses.
2. Facilitate incorporation of public art and passive recreation space into the downtown.
3. Promote parklets as an economic

³ p.15, Morristown Moving Forward (2014)

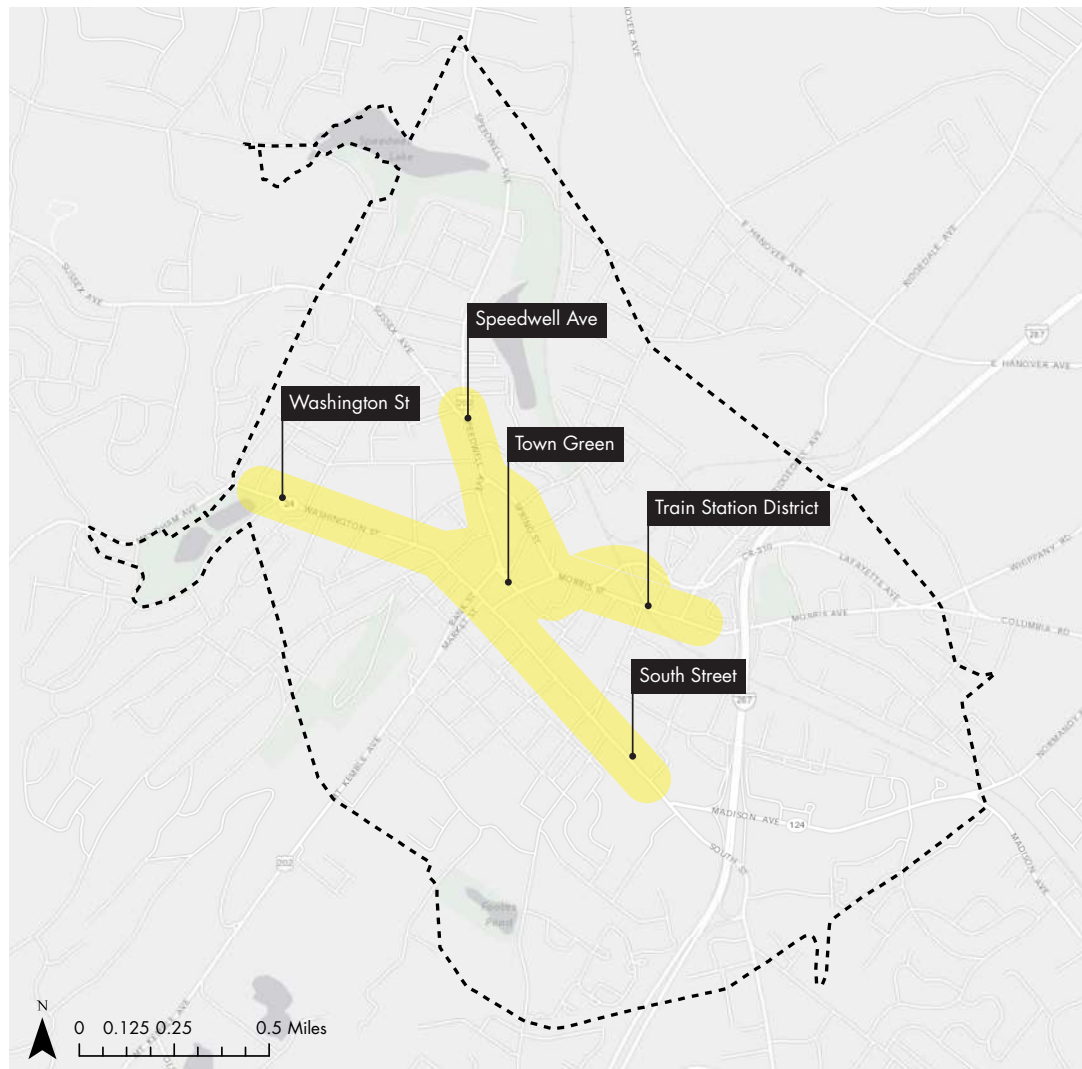
⁴ p.38, Morristown Moving Forward (2014)

development tool for the downtown.

4. Create a design handbook that is easily transferable to similar programs across New Jersey.

STUDY AREA

The study area primarily encompasses the Special Improvement District in Morristown: Washington Street, Speedwell Avenue, South Street, the Town Green, and Morris Street/ the train station area. For engagement and general implementation purposes, the entire Town of Morristown was of interest.



Morristown Special Improvement District roughly shown in yellow

ENGAGEMENT & OUTREACH

The products of this project resulted from local stakeholder, resident, artist and business input. A range of meetings and outreach efforts were conducted throughout the project timeline, from August 2013 to January 2014, and are described below. Meeting materials and summaries can be found in Appendices D through N.

Kickoff Meeting

A kickoff meeting on August 20, 2013 at the offices of the Morristown Partnership convened nearly twenty stakeholders to introduce the concept of parklets and discuss project objectives, scope and timeline. Participants – including project team members, town representatives, transportation representatives, art professionals, and members of the business community – raised a number of opportunities and concerns regarding parklets, including the impacts on on-street parking. A main takeaway from this meeting was the importance of engaging and educating business owners on the potential economic benefits of parklets.

Technical Advisory Committee Meeting

A technical advisory committee meeting on September 25, 2013 at the offices of the Morristown Partnership convened

approximately fifteen participants from various backgrounds – planning, parking, law, transportation and traffic engineering – to discuss initial technical, design and safety considerations for parklets. Participants raised concerns and questions regarding jurisdiction of roads, permitting and enforcement, and durability and storage for winter months. Project team members consulted with other parklet program managers to resolve these issues, which are addressed in the Parklet Design Handbook.

Study Area Tour

Project team and steering committee members completed a walking tour of Downtown Morristown on September 25, 2013. Participants visited the Morristown Green, South Street, Dehart Street and Morris Street to envision how parklets could operate on the ground, as well as explore potential locations based on adjacent land uses, general roadway considerations, and pedestrian activity.

Morristown Partnership Board Meetings

Project team members attended and presented at the October 2013 and November 2013 Morristown Partnership Board meetings. Board members were introduced to the project and the concept of



Kickoff meeting



Study area tour



Steering committee scouted potential parklet locations



Steering committee meeting

parklets, and engaged in discussion on how to build support from the business community.

NJDOT Meeting

Project team members met with planning, traffic and engineering employees of the NJ Department of Transportation (NJDOT) on October 9, 2013. NJDOT representatives were introduced to the concept of parklets and discussed safety and design issues, jurisdiction issues, and potential for implementation on state roads, such as South Street and Park Place. Key takeaways included the importance of ensuring driver safety in addition to pedestrian safety; the significance of liability issues; and the need to explore similar NJDOT precedents. Following the meeting, the project team delivered a memorandum to NJDOT (Appendix N) with technical and safety parameters for the proposed parklet program. NJDOT representatives are interested in seeing the impacts of a pilot parklet on a local roadway. As a relatively new concept in the region and state, ongoing collaboration with NJDOT, state officials, and county officials will help to facilitate a program on state and county roads.

Morris County Meeting

Project team members met with representatives of the Morris County Departments of Transportation and Planning on October 22,

2013 to discuss opportunities for parklets on county roads. County representatives are interested in seeing the impacts of a pilot on a local roadway, and expressed their desire to generally take direction from NJDOT on issues that pertain to roadways under state and county jurisdiction. Continued collaboration with state and county officials will help to facilitate a program on county roads.

Steering Committee Meetings

In addition to the kickoff meeting, the steering committee convened on November 1, 2013 and December 16, 2013 at the offices of the Geraldine R. Dodge Foundation and the Morris County Department of Planning and Development. Meetings were primarily administrative in nature, providing general project updates to steering committee members and offering opportunities for feedback.

Artists Information Session

Morris Arts played a key role in convening artists to participate in a parklet information session on December 4, 2013 at the offices of the Geraldine R. Dodge Foundation to discuss how art can be incorporated into parklets. Meeting participants agreed that art should be regarded as a broad-ranging and fundamental aspect of parklets, rather than as a separate and added component.

Participants offered several suggestions of how to incorporate art and creative interaction into a parklet, including featuring chalkboards or musical instruments, or hosting a charitable drive in a parklet.

Pop-Up Workshop and Survey

A pop-up workshop was originally scheduled for December 14, 2013 but was canceled due to a snowstorm and rescheduled to January 21, 2014. A snowstorm once again gripped the North Jersey region on this day, limiting turnout, and forcing project team members and project partners to close down the workshop after less than two hours. Due to the harsh winter season and limited timeframe for project completion, the pop-up workshop was not rescheduled. However, public engagement continued through use of an online survey, which was promoted by steering committee members and Together North Jersey. The online survey posed questions similar to the workshop activities and ultimately yielded nearly 125 responses. Survey responses suggest that Morristown could benefit from additional public spaces for people to eat and drink, meet friends, people-watch, and engage in community events. Respondents would like to see tables, seating, bicycle racks, and greenery in a parklet. Complete survey results can be found in Appendix M.



BEYOND THE CURB: Morristown Parklets

LET'S DESIGN A PARKLET.

YOUR FEEDBACK NEEDED!

POP-UP PARKLET WORKSHOP

A drop-in workshop next to the Green

Come by anytime between noon-7pm
Tuesday, January 21, 2014

18 N Park Place in Morristown, NJ

For more info, email: janani@rpa.org



Please join us for a **beyond-the-curb parklet experience!** Whether you are eating at your favorite downtown restaurant, completing some shopping, or just taking a walk through downtown, we invite you to **take a few minutes to stop by** our pop-up workshop to find out what a parklet is, and **share your ideas** for transforming a parking spot into a **fun and creative community space**. The Town of Morristown, Sustainable Morristown, Morris Arts and Together North Jersey will host this walk-in session. **Light refreshments** will be provided.

Take a quick online survey! Please visit: togethernorthjersey.com/parkletsurvey

www.togethernorthjersey.com



Artists scouted potential parklet locations



Pop-up workshop



Indoor parklet at pop-up workshop

Engagement of Traditionally Disadvantaged Populations

Traditionally disadvantaged populations are considered to be groups that have been marginalized from planning processes, such as low-income individuals and families, minority communities, youth, elderly, persons with disabilities, and people with limited English proficiency. Morristown is a very diverse community; over half of its population is comprised of Non-White residents, and over 20% of its population has limited English proficiency (LEP), primarily speaking Spanish at home. To engage Morristown's minority populations, project partners had one-on-one conversations with local community and church leaders. Pop-up workshop flyers, workshop materials, and the accompanying survey were translated into Spanish to engage the town's LEP population. Because project team members and project partners encountered unexpected weather issues during public outreach attempts, it is unclear how effective these efforts were to engage these traditionally underengaged populations. However, building off of its master planning effort, Morristown should continue to work with local community leaders to engage underengaged populations in its planning processes.

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PHASE 1: WHERE ARE WE NOW? WHERE ARE WE HEADED?



MORRISTOWN TODAY

DEMOGRAPHICS

The following demographic analysis references data from U.S. Census 2010, American Community Survey (ACS) 2010 5-year estimates, and ACS 2012 5-year estimates. A full analysis can be found in Appendix B.

Population & Households

Morristown is home to 18,411 residents, approximately 3.7% of the population of Morris County. There are 7,991 households in Morristown. The average household size is 2.30 residents, smaller than Morris County (2.76) and the North Jersey region (2.78).

Approximately 53.5% of Morristown's population is comprised of minorities; 34.1% identify as Hispanic/Latino, 13.5% Black only, and 4.3% Asian. Stakeholder feedback indicates that Morristown's Hispanic community lives primarily along Speedwell Avenue, while the town's Black community lives primarily east of Speedwell Avenue, in areas with limited direct access to Morristown's train station. Over one-third of Morristown's population is foreign-born, with most immigrants originating from Latin America or South America. Over 20% of the town's population has limited English proficiency (LEP); the majority of LEP residents speak Spanish.

Compared to Morris County and the region, Morristown has a relatively lower share of elderly persons age 75 years and over, but a relatively higher share of persons with disabilities.

Housing & Homeownership

Morristown exhibits lower rates of homeownership than Morris County and the North Jersey region. Approximately 38.7% of Morristown's households are owner-occupied, indicating that the majority of households rent. Over 60% of Morristown's housing units are in multifamily structures, suggesting that the town has greater diversity in housing options than Morris County and the North Jersey region.

Subsidized housing in Morristown numbers approximately 15 units per 1,000 residents, comparable to figures for the region but higher than figures for Morris County. There are three subsidized housing units in Morristown, one of which is located along Speedwell Avenue in the Special Improvement District.

Income & Poverty

Median household income in Morristown is approximately \$64,279, far lower than the county's median household income of \$96,747. Approximately 8.7% of households

in Morristown are in poverty, comparable to household poverty rates in the region (8.9%) but far higher than household poverty rates in Morris County (4.0%). Similarly, the rate of poverty of families with children is far higher in Morristown (8.1%) than in Morris County (1.7%). Nearly 20% of Morristown's population lives in racially concentrated areas of poverty.

Vehicle Ownership & Commuting

Approximately 15% of Morristown's households are carless while nearly 48% of Morristown's households own only one vehicle, suggesting that Morristown residents have a relatively higher dependence on public transportation. In comparison, approximately 12% of North Jersey's households are carless, while 35% own only one vehicle. In Morris County, only 5% of households are carless, while 27% own one vehicle.

Despite being served by NJ TRANSIT rail and bus service, less than 5% of Morristown's commuting workers travel to work via public transportation – comparable to rates for Morris County, but far lower than rates for the North Jersey region (approximately 13%). However, nearly 11% of Morristown's commuting workers travel to work by walking, suggesting that walkable streets and pedestrian-oriented initiatives are important

in Morristown. In comparison, only 2% of Morris County resident workers and 4% of North Jersey resident workers walk to work.

BUSINESS & ECONOMICS

Downtown Morristown has approximately 22,000 workers, over half of which are office workers.³ Morristown's Special Improvement District consists of commercial centers along and near South Street, Washington Street, Speedwell Avenue, Morris Street/the train station area, and the Town Green. While the town's population numbers under 20,000, Morristown's Retail Revitalization Strategy and Action Plan estimates that nearly 100,000 people live in Morristown's primary trade area and over 220,000 in its total trade area, demonstrating the large potential for spending within Downtown Morristown.⁴

While Morristown is already a thriving downtown destination, there is an opportunity to capture greater spending from office workers, hotel guests, restaurant patrons, downtown residents and others.⁵ Restaurants, sidewalk cafés, and open spaces like the Town Green provide opportunities for informal entertainment; nevertheless,

downtown Morristown could benefit from more activated and programmed public spaces to support retail activity.⁶ Parklets could serve this purpose, providing activated public space for community and informal entertainment purposes.

MORRISTOWN MASTER PLAN

In 2013 the Town of Morristown embarked on a process to complete a new Master Plan. The plan, Morristown Moving Forward, was adopted in March 2014. The plan envisions Morristown as the most welcoming and sustainable place in New Jersey. To achieve this vision, Morristown hopes to build a more active public realm with improved walkability and bikeability. The Master Plan recommends exploring the potential of a parklet program to achieve objectives around fostering more attractive and lively streetscapes.⁷



Downtown Morristown



Morristown pop-up parklet in April 2013

3 Special Features. Morristown Partnership. <<http://morristown-nj.org/features.html>>

4 p.iv, Retail Revitalization Strategy and Action Plan (2010)

5 p.ii, Retail Revitalization Strategy and Action Plan (2010)

6 p.ii, Retail Revitalization Strategy and Action Plan (2010)

7 p.38, Morristown Moving Forward (2014)

ABOUT PARKLETS

Parklets are extensions of the sidewalk from the curb into the street: they are installations of public seating, art, plants and other elements, typically located in one or more parking spots and protected from traffic. Parklets support bicycle and pedestrian activity, facilitate incorporation of public space and the arts into the downtown, foster a more vibrant and social environment and can help promote local business activity. Case studies with detailed information on parklet programs, location and design, and economic development benefits can be found in Appendix A.

PARKLET PROGRAMS

While a relatively new concept in New Jersey, parklets have been successfully implemented in places across the country, from large cities like Philadelphia, San Francisco and New York City, to smaller cities and regional downtowns such as Bellingham, Washington and Louisville, Colorado.

Although programs vary by place, most have generally been funded in the early stages by foundation grants, crowdsource funding, and/or volunteer support for parklet design and construction. As programs become more established, installations are funded less often by community grants and more often by storefront owners actively seeking sponsorship

opportunities. Installation of a parklet is generally initiated by a local business owner or storefront owner, who completes an application process with the municipality to become a sponsor, funds design and installation of, and maintains the parklet.

Program administration requires coordination between multiple municipal departments such as planning, transportation, and public works. In many instances, community organizations, non-profits, and business improvement districts have played a substantial role in launching and promoting parklet programs. Generally, parklets are entirely public installations, though some programs (like Louisville) allow both public and private business use of parklets.

LOCATION & DESIGN

Placing pedestrian-oriented spaces in a vehicular right-of-way may elicit safety concerns; however, these concerns can be sufficiently addressed through implementation of location and design standards. To some extent, a parked car can serve as a guide for parklet dimensions and criteria. In most places, parklets can be found on roadways with speed limits of 25MPH or less, and at least one space away from a crosswalk or intersection. Generally, parklets cannot be located over manhole covers or utilities, in



A pop-up parklet in New Brunswick, NJ



A pop-up parklet on Witherspoon Street in Princeton, NJ



Parklets typically occupy on-street parking space...



Credit: Flickr user The Kozy Shack

...and offer space for public seating.

front of driveways, or near fire hydrants, and must be designed to maintain curbside drainage. Because parklets must be ADA accessible, they are rarely located on roads with a grade over 5%.

Most programs consider parklets to be temporary installations, so they must be designed in ways that permit easy removal for emergency access. In places with a more moderate climate, like San Francisco, parklets are year-round installations. However, in places that experience snowy winters, like New York City, parklets must be removed seasonally and so are not typically bolted to the roadway. Use of sustainable and locally-sourced materials is strongly encouraged. Materials must be durable enough to withstand weather events and public interaction, yet flexible and light enough to be easily disassembled and stored during winter months. Some programs require there be a barrier between the parklet and the roadway, such as a railing or plant barrier, though this is not a universal requirement. Part II of this report provides further guidance on design and location standards.



Parklets are an extension of the sidewalk...



...protected from the street by multi-use barriers.

IMPACT ON DOWNTOWNS

As a relatively new placemaking concept, there has been limited data collection on the impact of parklets on downtown, pedestrian and business activity. Conversations with program managers suggest that it is difficult to isolate the impacts of parklets quantitatively, and so research has relied primarily on qualitative feedback and anecdotal evidence from surveys.⁸

Early studies in New York and Los Angeles note that parklets are used primarily by residents of surrounding neighborhoods, suggesting that parklets are first and foremost viewed as a local community amenity.⁹ In San Francisco, installation of parklets has coincided with increased or unchanged pedestrian counts.¹⁰ Los Angeles business owners located nearby to parklets report that parklets foster a neutral or positive effect on local business activity; however, business owners are optimistic about the impact of parklets on their business over the upcoming years.¹¹

⁸ For referenced program managers, refer to Appendix A.

⁹ NYCDOT Curbside Public Seating Platforms Pilot Program Evaluation Report (2011) & Reclaiming the Right of Way Evaluation Report: An Assessment of the Spring Street Parklets (2013)

¹⁰ San Francisco Great Streets Project: Divisadero Trial Parklets Impact Report (2010) & San Francisco Great Streets Project: Parklet Impact Study (2011)

¹¹ p.42, Reclaiming the Right of Way Evaluation Report: An Assessment of the Spring Street Parklets (2013)

Parklet sponsors in San Francisco, New York City and Philadelphia, as well as Collingswood, New Jersey and Bellingham, Washington have reported increased revenue in conjunction with parklet installation. Economic benefits extend beyond just revenue from sales: the Pearl Street parklet in New York City's Financial District has prompted the occupancy of a once-vacant storefront.¹² Conversations with parklet sponsors and program managers suggest that parklets generally have a positive placemaking impact in surrounding neighborhoods, and that cafés and restaurants perhaps stand to benefit the most from the installation of a parklet. Sponsors have conveyed the following benefits of parklets:

- Increased visibility by creating an inviting atmosphere and more active street life
- Coupled with bicycle parking, they can draw more visitors than a vehicular parking space
- At restaurants with long queues, they retain additional customers by providing a pleasant space in which to wait
- Creation of public open space

Parklets function best in places with some existing pedestrian and business activity,

¹² Refer to Appendix A, p.4

suggesting that a main thoroughfare in a downtown location is most opportune. Loss of parking is often cited as a top concern for business owners, residents and visitors alike. However, conversations with program managers suggest that these concerns may be overstated; in many places, there is a perceived parking shortage, when in fact, parking is not fully occupied. Further, the benefit to the public outweighs the minimal loss of parking. To compensate for lost parking revenue, some programs will charge additional parklet fees. Bellingham, for example, collects a lost meter revenue fee of \$6 per day (excluding weekends and holidays) from parklet sponsors.



Credit: Flickr user throgers

Bicycle parking as a complementary use

PARKLETS IN MORRISTOWN

To achieve the vision of Morristown as the most sustainable and welcoming community in the state, Morristown must create “attractive, lively streetscapes that support socializing, walking, biking and accessibility”.¹³ The Master Plan proposes exploring a parklet program to achieve this objective. In April 2013, the Town of Morristown partnered with Sustainable Morristown and Morris Arts to host a pop-up parklet, which was very popular and well-received by the public.

The Morristown Parking Authority provides 3,500 public parking spaces in Morristown; the highest observed occupancy rate was less than 60% on a weekday afternoon, suggesting that there is underutilized parking capacity in off-street facilities, and that concerns about insufficient parking in Morristown may be overstated.¹⁴ Over 3,000 parking spaces are located within 1,000 feet of Morristown’s Town Center District (near the Town Green) indicating that the majority of public parking spaces are located near or within the core of the downtown, where parking concerns may be the greatest.¹⁵

Feedback from various meetings and tours suggest that given its vibrancy, draw as the center of downtown, and existing pedestrian activity, South Street may be the most desirable location for a parklet. Washington Street has similar qualities but lacks on-street parking. Meanwhile, Morris Street near the train station may require traffic-calming before implementation of parklets. Stakeholders expressed that residents living along Speedwell Avenue could make great use of a parklet, but on-street parking here is very limited. Due to its wide roadways and frequent turns, the Town Green may be a relatively unsafe location for a pilot parklet.

In November 2013, the project team and project partners conducted a walking survey to review roadway conditions and nearby land uses for potential pilot locations. Because of the constraints of implementing a parklet on a county or state roadway, project team members and local partners determined that local streets near the main thoroughfares would offer the best and most implementable locations for a pilot parklet. In particular, Dehart Street, Schuyler Place, and Community Place were identified as favorable locations.



Narrow sidewalks along South Street may be suitable for parklets in the future



A local roadway, like Dehart St, would be suitable for a pilot

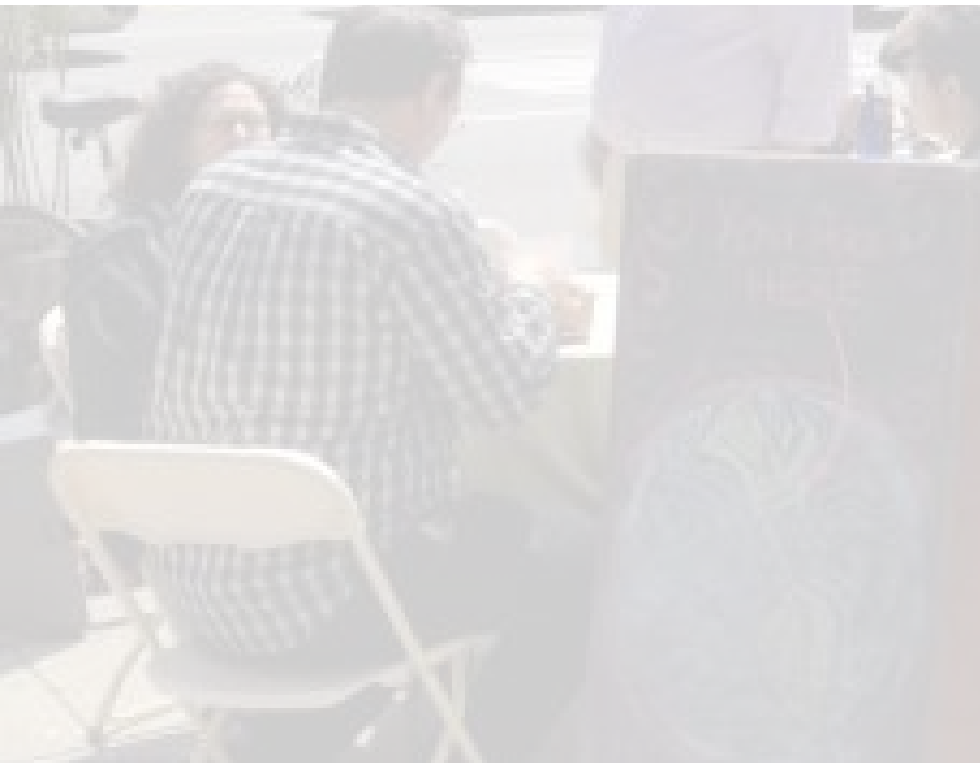
¹³ p.38, Morristown Moving Forward (2014)

¹⁴ p.ii, Retail Revitalization Strategy and Action Plan (2010)

¹⁵ Parking data can be found in Appendix C. Updated numbers provided by Robert Goldsmith, Morristown Parking Authority, in fall 2014.

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PHASE 2: WHERE DO WE WANT TO GO?



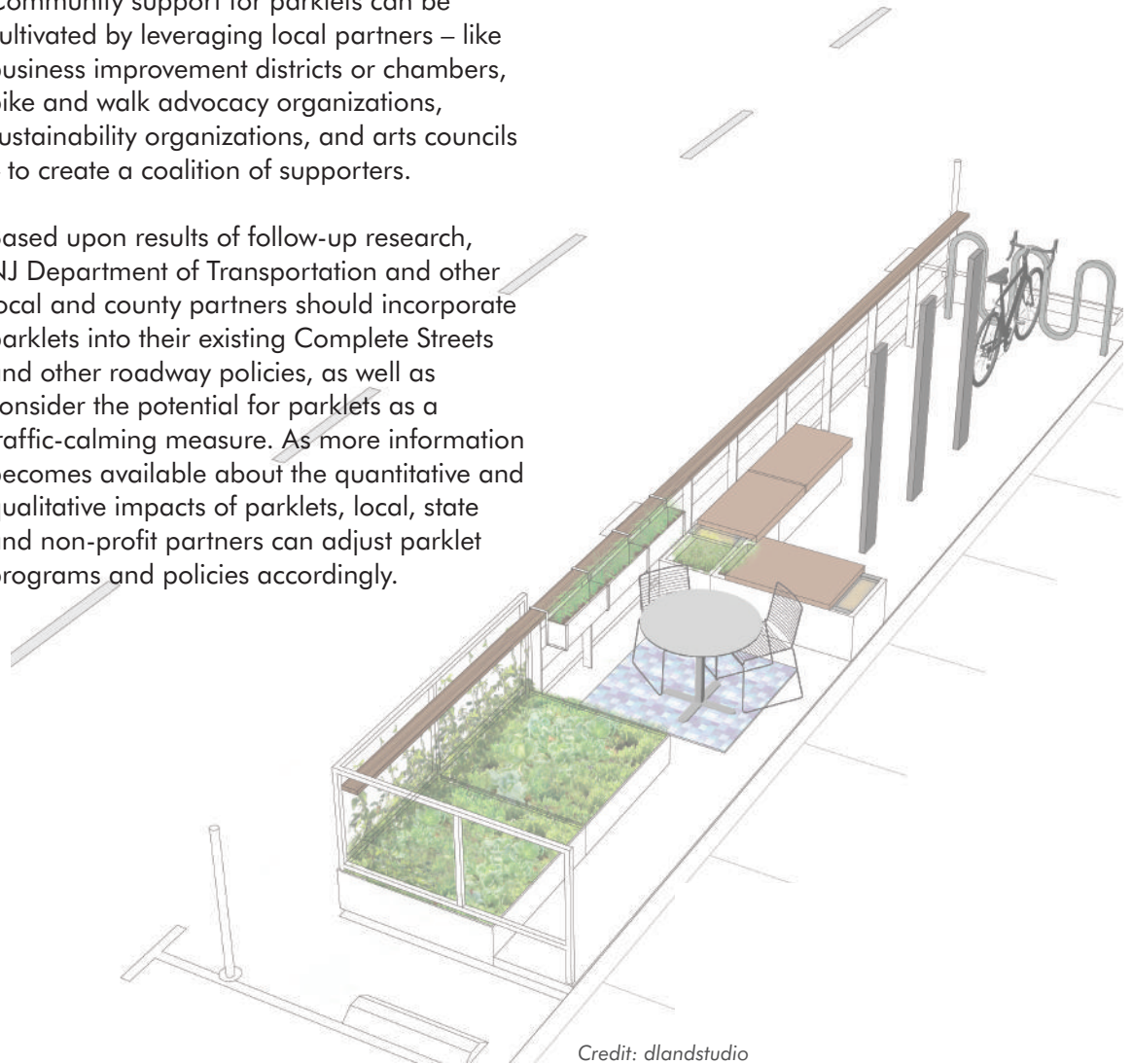
VISION

As an extension of the sidewalk, parklets will not only serve to increase public space, but will support walking and biking opportunities and foster creative community interaction in places throughout New Jersey. Particularly in areas already served by transit, the placemaking benefits of parklets can make downtowns more desirable places to live and work and more attractive destinations. Given its vibrant downtown, strong business community, and commitment to walkable and bikeable streets, Morristown can be one such place.

Underutilized parking can be reactivated seasonally to support downtown activity and placemaking. As installations of art, parklets can support local artists, ranging from craftsmen and designers to painters and musicians. Through use of locally sourced materials and plantings, parklets can be a demonstration of sustainable practice. Encouraging people to socialize and linger in downtown locations, parklets can also provide a customer boost to nearby businesses. Near bus stops or train stations, parklets can offer riders a more pleasant place to wait. When well-programmed, parklets can become places for more spontaneous and creative community interaction, and when coupled with bicycle parking, may foster reduced car usage for short trips.

Community support for parklets can be cultivated by leveraging local partners – like business improvement districts or chambers, bike and walk advocacy organizations, sustainability organizations, and arts councils – to create a coalition of supporters.

Based upon results of follow-up research, NJ Department of Transportation and other local and county partners should incorporate parklets into their existing Complete Streets and other roadway policies, as well as consider the potential for parklets as a traffic-calming measure. As more information becomes available about the quantitative and qualitative impacts of parklets, local, state and non-profit partners can adjust parklet programs and policies accordingly.



PILOT & PROGRAM IN MORRISTOWN

IMPLEMENTING AND REFINING THE PROGRAM

In order to formalize a parklet program, Morristown municipal representatives, in collaboration with the Mayor's Office, should approach the Town Council to introduce the design handbook and proposed program parameters. Conversations with Town representatives indicate that a resolution of support with request for subcommittee study would be the best course of action to launch the process. Morristown's Planning Department, in coordination with the Mayor's Office and municipal representatives from the parking authority, public works, engineering and transportation, should formulate an ordinance for the provision of parklets that is modeled after the existing sidewalk café ordinance. Once the Council adopts the ordinance, the Town can proceed to institutionalize all administrative aspects of the program. A pilot parklet can inform the strengths and challenges of the existing design parameters and programmatic structure. Morristown should explore creation of a grant or incentive program to encourage participation. Over time, the Town or other identified local partner, such as Sustainable Morristown, should track the successes and challenges of parklets, including the impacts on pedestrian and economic activity.

BUILDING LOCAL SUPPORT

As the parklet program continues to be refined, local partners should work with stakeholders – including the Together North Jersey local demonstration project steering committee – to continue to foster public support. A “Friends of Parklets” coalition could convene a diverse group of community leaders to exchange ideas and promote the program. Morris Arts and Sustainable Morristown, key partners from this local demonstration project, could serve as the leads for the coalition and recruit bike/walk advocacy groups, resident artists and businesses to participate. Leveraging strong collaboration with the civic and business communities, the coalition could educate Morristown's residents on the benefits of parklets in order to build grassroots support. Building upon outreach efforts from the Master Plan process and this local demonstration project, the Town should more actively engage traditionally disadvantaged populations.

LAUNCHING A PILOT PARKLET

A pilot parklet can serve as a hands-on, active demonstration for the local community to learn about parklets and in addition, inform local leaders of the strengths and challenges of the existing parklet program and design handbook. Results of research suggest

that cafés, restaurants, food/hospitality establishments and non-profit community partners may most welcome the opportunity to sponsor a parklet. As such, it is critical that local partners engage in sustained, one-on-one conversations with potential sponsors.

A pilot parklet should be located on a local road adjacent to one of the main streets and as close to an existing center of activity as possible. Given their proximity to main thoroughfares, the windshield survey identified Dehart Street, Community Place, and Schuyler Place as the strongest candidates for a pilot, though other locations should also be considered. Using a strong promotional campaign, the pilot could leverage foundational grants, crowdsource funding, and volunteer support to serve as a demonstration of community-building.

LEVERAGING PARKLETS DIALOGUE TO SUPPORT RELATED INITIATIVES

Throughout the project process, local stakeholders identified numerous parallel initiatives that stem from continued dialogue on parklets. Because Morristown's main streets are county and state roadways, it is critical that the Town continue collaboration with Morris County Department of Transportation (MCDOT) and New Jersey

Department of Transportation (NJDOT) to explore implementation of parklets on these important thoroughfares. Additionally, the Town and Parking Authority should continue dialogue with MCDOT and NJDOT to examine the potential for adding more on-street parking spaces in Morristown to compensate for loss of parking from or provide new additional space for parklets.

Results of research and stakeholder engagement revealed that Morris Street could benefit from bicycle and pedestrian enhancements. Despite its proximity to the Morristown train station, Morris Street is a 35MPH roadway that lacks shoulders and crosswalks along major stretches. Enhanced walkability and bikeability along Morris Street could achieve multiple linked objectives, including: reactivating the streetscape, creating a safer environment for parklets, better integrating the train station into the downtown as a civic asset, promoting transit-oriented development around the station, and even fostering greater rail ridership. Morris County, in collaboration with the Town of Morristown and NJ TRANSIT, should conduct a study on how to traffic-calm and pedestrianize Morris Street in order to support these placemaking objectives.



Dehart Street could be a pilot location



Schuyler Place, another potential pilot location



Source: Google Maps

Morris Street near the Morristown train station could be traffic-calmed

PARKLETS IN OTHER NJ COMMUNITIES

FOSTERING LOCAL SUPPORT

Engagement is a critical component of the parklet process and should be initiated early on. Elected representatives, municipal leaders, community organizations, residents and business owners who are interested in implementing a parklet or program should consider launching a “Friends of Parklets” coalition in their local community. Bike/walk advocacy groups, business improvement districts or chambers, arts organizations, and sustainability organizations could be recruited as members and supporters of this coalition. By leveraging the networks of these individual groups, interested advocates can foster greater awareness and build grassroots support. Further, early engagement of storefront owners/potential sponsors will ensure greater “buy-in” during implementation. Interactive online resources and community events, such as a pop-up demonstration parklet or PARK(ing) Day – a worldwide event where citizens transform on-street parking into a temporary parklet – could further engage members of the public.

EXPLORING POTENTIAL FOR PARKLETS

Communities interested in installing parklets or implementing a parklet program should conduct research on existing programs and consult with program managers across the

country – who can offer the benefits and challenges of launching such an initiative – in order to determine the most appropriate parameters for the local community. The resources offered in Part II and Appendix A of this report provide valuable background information on parklet implementation. Each of the case studies in Appendix A features lessons learned that interested communities should consider as they embark on the process. Research and analysis suggests that parklets function best in places with existing pedestrian activity; as such, a community should consider implementation of a pilot along or adjacent to a main street, or in a vibrant commercial location.

During the local demonstration project planning process, the project team and partners encountered a number of design, technical and programmatic questions, including but not limited to:

- Where to locate parklets
- How to address structural and storage issues
- How to ensure safety and proper drainage
- Who should manage such a program

In order to address these issues, communities should convene a technical advisory committee and/or steering committee early

in the process. A technical advisory team consisting of traffic, planning and engineering professionals can inform technical and design issues, while a steering committee can guide general programmatic and public engagement objectives.

IMPLEMENTING AND REFINING THE PROGRAM

A parklet program should be designed to reflect stakeholder feedback and community needs. For example, in Louisville, Colorado, public officials determined that public-private use of street patios would most benefit local residents and business owners. Similarly, partners in Los Angeles opted into the kit-of-parts approach, determining that it would yield the most efficient course of implementation.

In the case that an ordinance or resolution is necessary to adopt or institutionalize a program, community partners should consult with the mayor’s office or local council. A sidewalk café permit could serve as a foundation for a parklet permit or agreement (see Appendix O for samples). Programs in Philadelphia, Collingswood, and Olympia have relied on foundational grants, crowdsource funding or volunteer support to assemble and implement initial parklets. Community partners should similarly

seek grant funding to offset the costs of or incentivize these initial parklets.

A pilot parklet can accomplish multiple objectives: inform initial safety and design standards, pique business and resident interest, and guide partners to formulate a program that best addresses local issues. Partners interested in implementing a program should strongly consider installing a pilot ahead of or in conjunction with formalizing a program. The pilot can be installed, maintained and funded by the municipality or a community organization, though partners should also consider private sponsorship through extensive engagement with storefront owners. Municipalities interested in installing a parklet on a state roadway should request special accommodation from NJDOT through coordination with the Office of the Commissioner, or consider applying to have jurisdiction of state roadways transferred to municipal control.

Moving forward, a municipal managing department or other local partner should track the successes and challenges of parklets – including the impacts on pedestrian activity, economic activity and safety – and continue to refine the program as necessary.



Courtesy of the City of Bellingham
Parklet in Bellingham with bicycle parking



Credit: Flickr user LADOT
Los Angeles parklet with unique exercise features



Credit: Flickr user Mark Hogan
San Francisco parklet with creative design elements



Credit: Flickr user Philly Bike Coalition
Philadelphia parklet

BUILDING GREATER SUPPORT IN NJ

BUILDING CIVIC SUPPORT IN THE REGION

Parklets have been successfully implemented on the West Coast and in East Coast cities like New York City and Philadelphia, yet the lack of parklet programs in New Jersey suggests they are a lesser known concept in the state. To foster greater knowledge of and support for parklets, advocates should leverage existing networks, like Main Street New Jersey or Downtown New Jersey, to create a regional “Friends of Parklets” coalition. Strategic use of social media, events like PARK(ing) Day, and a pop-up demonstration parklet are means to engage members of the public.

BUILDING SUPPORT ON THE STATE AND COUNTY LEVELS

State entities such as NJ TRANSIT, NJ Travel & Tourism and Main Street New Jersey can help to promote parklets statewide by linking parklets to their agency’s interests. NJ TRANSIT, for example, could promote parklets as a placemaking amenity that is an aspect of transit-oriented development, while NJ Travel & Tourism could market parklets as a downtown attraction.

Implementation of parklets on low-speed state and county roadways will require continued collaboration and dialogue between parklet advocates and state and

county representatives. As a relatively new concept in the State of New Jersey, NJDOT currently does not have a formal protocol or policy that addresses installation of parklets on state right-of-ways. Because most counties and municipalities follow NJDOT’s lead on roadway safety and design, the agency’s support will be critical to parklet success. This plan recommends that NJDOT conduct more in-depth research on the technical and safety measures of parklets. Similar NJDOT initiatives, such as curb bumpouts, could serve as a baseline on how to approach enactment of new policy or protocol that addresses parklets on state roadways. Based upon further crash and safety research findings, NJDOT should consider development of a permit that stipulates requirements for parklets on state roadways. In addition, NJDOT should consider incorporating parklets into the state’s Complete Streets policy, the State Highway Access Management Code, the NJ Driver Manual, and into the Roadway Design Manual as a traffic-calming tool.



PARK(ing) Day in New Brunswick, NJ



Pop-up parklet in Rahway, NJ

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PHASE 3: HOW DO WE GET THERE?



IMPLEMENTATION

In New Jersey communities, parklet implementation will require sustained collaboration between a diverse group of supporters, including but not limited to elected officials, the business community, transit advocates, artists, bike/pedestrian organizations, and sustainability advocates.

For the Town of Morristown, the plan implementation agenda on pages 27-29 builds off of this local demonstration project planning effort and describes the next steps for implementing a parklet program in the municipality.

For other interested communities or parklet supporters in New Jersey, the plan implementation agenda on pages 30-32 suggests the process that communities should undertake to implement parklets or a parklet program. The agenda is informed by the results of this local demonstration project as well as feedback from other program managers.

For regional, county and state partners in New Jersey, and in particular NJDOT, the plan implementation agenda on pages 33-34 identifies how to build a regional network of supporters as well as how to integrate parklets into existing state programs and policies.



Morristown Green



Downtown Morristown

Implementation timeline

Short	3-6 months
Medium	6-18 months
Long	18+ months

MORRISTOWN

Strategies	Actions	Timeframe	Lead Partner	Actors
Implement and refine the parklet program				
Resources/Sources of Funding: Kirby Foundation, Geraldine R. Dodge Foundation, Sustainable Jersey, Town of Morristown				
Adopt ordinance for a parklet program	Approach Town Council with request for resolution for subcommittee study that builds off of this local demonstration project effort (study should examine these issues more in-depth: parklet locations, parking issues, pedestrian and vehicular safety before and after, etc.)	Short	Morristown Planning Department	Morristown Planning Department, Morristown Town Council, Morristown Mayor's Office, Legal Counsel, Morristown Parking Authority, Morristown Department of Public Works, Morristown Engineering
	Prepare an ordinance that is modeled after the existing sidewalk cafe ordinance	Short	Morristown Planning Department	
	Adopt ordinance that permits parklets and institutionalizes a parklet program	Short	Morristown Town Council	
Create a grant program to offset initial costs for parklet sponsors and promote implementation	Apply for grants from arts foundations, community foundations, and state funding sources that can be re-granted (for example, an art foundation re-grant to facilitate artists on design/construction team)	Short	Morristown Sustainability Office, Morris Arts	Morristown Planning Department, Morristown Town Council, Morristown Mayor's Office, Morristown Sustainability Office, Morris Arts
	Secure funds and launch a re-grant or matching program to offset parklet design and installation costs	Medium	Morristown Sustainability Office	
Maintain data and assessments of parklet impacts	Work with NJDOT to conduct safety study of crash incidents before and after parklet installation, including nationwide installations and local installations	Short	Morristown Planning Department	Morristown Planning Department, Morristown Town Council, Morristown Mayor's Office, Morristown Sustainability Office
	Conduct study on pedestrian counts before and after parklet installation	Medium	Morristown Sustainability Office	
	Conduct study on characteristics of parklet users	Medium	Morristown Sustainability Office	
	Create and distribute business owner surveys that gauge parklet impacts on economic activity	Medium	Morristown Sustainability Office	
	Use studies and surveys to continuously assess parklet program strengths and challenges	Long	Morristown Planning Department	
Continue to refine program	Use pilot parklet results, studies, surveys, and general feedback to refine the program as necessary	Long	Morristown Planning Department	Morristown Planning Department, Morristown Town Council, Morristown Mayor's Office, Morristown Sustainability Office

MORRISTOWN

Strategies	Actions	Timeframe	Lead Partner	Actors
Build local support for parklets				
Resources/Sources of Funding: Local Demonstration Project Steering Committee				
Launch a “Friends of Parklets” coalition	Identify and engage potential supporters, including bike/walk advocacy organizations, business owners, chambers of commerce, artists, sustainability organizations, transit advocates, etc.	Short	Sustainable Morristown/Morris Arts	Sustainable Morristown, Morris Arts, Morristown Partnership, Friends of Parklets Coalition members, Morristown Planning Department
	Maintain communication with coalition members through meetings, events and social media	Short	Sustainable Morristown/Morris Arts	
Educate the public on parklets to build grassroots support	Encourage members of the “Friends of Parklets” coalition to spread the word via their networks	Short	Sustainable Morristown/Morris Arts	Sustainable Morristown, Morris Arts, Morristown Partnership, Friends of Parklets Coalition members, Morristown Planning Department, Members of the Public
	Launch a marketing campaign that engages the public using pamphlets, social media, and events like PARK(ing) Day	Short	Sustainable Morristown/Morris Arts	
Engage traditionally underengaged populations, including minorities, low-income, the elderly, youth, limited English proficiency speakers, persons with disabilities, etc.	Identify community leaders who can serve as liaisons to these populations	Short	Sustainable Morristown	Morristown Planning Department, Friends of Parklets Coalition members, Sustainable Morristown, Members of the Public
	Conduct public outreach to these groups on parklets and other planning initiatives	Short	Morristown Planning Department	
Launch a pilot parklet				
Resources/Sources of Funding: Morristown Partnership/SID Funding, Local Businesses, Community Partners, Corporate Giving, Crowdsourcing, Geraldine R. Dodge Foundation, Kirby Foundation, NJ State Council on the Arts, Volunteers				
Engage potential parklet sponsors (particularly storefront owners)	Target and engage potential sponsors, such as nonprofits, cafés, restaurants, or other hospitality/food service businesses fronting local roadways	Short	Morristown Partnership	Morristown Planning Department, Morristown Mayor’s Office, Morristown Partnership, Storefront Owners
Fundraise for pilot parklet	Work with pilot parklet sponsor to apply for foundational grants	Short	Morristown Partnership	Morristown Planning Department, Morristown Mayor’s Office, Morristown Partnership, Storefront Owners, Members of the Public, Sustainable Morristown, Morris Arts
	Consider community fundraising opportunities, such as crowdsourcing funding and volunteer support	Short	Sustainable Morristown	

MORRISTOWN

Strategies	Actions	Timeframe	Lead Partner	Actors
Leverage pilot parklet to inform larger parklet program	Conduct surveys and studies to assess change in pedestrian counts, business activity, pedestrian and vehicular safety near site, etc.	Medium	Morristown Planning Department	Morristown Planning Department, Morristown Town Council, Morristown Mayor's Office, Morristown Sustainability Office
	Based on feedback from pilot program, adjust parklet program accordingly	Medium	Morristown Planning Department	
Leverage parklets dialogue to support related initiatives				
Resources/Sources of Funding: NJTPA, NJDOT Local Aid				
Based on Town subcommittee study, advance efforts to implement parklets on Morristown's main roadways	Continue dialogue with NJDOT and MCDOT to explore implementation of parklets on Morristown's main roadways, such as South Street, Park Place, Washington Street and Speedwell Avenue	Medium	Morristown Planning Department	Morristown Planning Department, Morristown Mayor's Office, NJDOT, MCDOT
Enhance Morris Street to be a more pedestrian and bicycle-friendly corridor that connects to the Morristown train station and supports parklets	Conduct a traffic-calming study for Morris Street to reduce the speed from 35MPH to 25MPH	Medium	Morristown Planning Department	Morristown Planning Department, Morristown Transportation, Morristown Engineering, Morris County Planning Department, MCDOT, NJTPA, NJ TRANSIT
	Implement traffic-calming measures	Long	MCDOT	
	Implement streetscape enhancements, especially around the train station area, to foster greater connectivity between the station and downtown	Long	Morristown Planning Department	
Explore options for adding more on-street parking spaces	Continue dialogue with NJDOT and MCDOT to explore expanded parking space along county and state roadways to compensate for loss of parking from parklets or provide additional space for them	Medium	Morristown Parking Authority	Morristown Planning Department, Morristown Mayor's Office, NJDOT, MCDOT, Morristown Parking Authority

INTERESTED NJ COMMUNITIES

Strategies	Actions	Timeframe	Lead Partner	Actors
Foster local support for parklets				
Resources/Sources of Funding: Community Partners				
Launch a “Friends of Parklet” coalition	Identify and engage potential supporters, including bike/walk advocacy organizations, business owners, chambers of commerce, arts councils, sustainability organizations, transit advocates, etc.	Short	Local Supporter	Municipal Planner, Local Supporter, Friends of Parklets Coalition Members
	Maintain communication with coalition members through meetings, events and social media	Short	Local Supporter	
Educate the public on parklets to build grassroots support	Encourage members of the “Friends of Parklets” coalition to spread the word via their networks	Short	Local Supporter	Municipal Planner, Local Supporter, Friends of Parklets Coalition Members
	Launch a marketing campaign that engages the public using pamphlets, social media, and events like PARK(ing) Day	Short	Local Supporter	
Explore potential for parklets in the community				
Resources/Sources of Funding: Beyond the Curb: Parklet Design Handbook, Beyond the Curb: Appendix A, Research Institution				
Research existing precedents	Building on Part I (this report), the design hand-book in Part II, and Appendix A, develop a basic understanding of parklets programs from across the county	Short	Municipal Planner	Municipal Planner, Municipal Engineering Department, Municipal Transportation Department, Friends of Parklets Coalition Members
	Consult with program managers from other places to understand opportunities and challenges	Short	Municipal Planner	
	Review lessons learned (contained within this report and Appendix A) and consider how they may impact the community and the local parklet process	Short	Municipal Planner	
Create a technical advisory committee	Identify transportation, planning, traffic and engi-neering experts	Short	Municipal Planner	Municipal Planner, Municipal Engineering Department, Mu-nicipal Transportation Depart-ment, County Planning Depart-ment, County Transportation Department, County Engineer-ing Department, Municipal Public Works Department, County Public Works Depart-ment, Local Parking Authority
	Convene identified experts to consider technical, design and safety issues of parklets as they pertain to local community	Medium	Municipal Planner	

INTERESTED NJ COMMUNITIES

Strategies	Actions	Timeframe	Lead Partner	Actors
Create a steering committee	Identify potential participants (for example, could draw from “Friends of Parklets” coalition)	Short	Municipal Planner	Municipal Planner, Friends of Parklets Coalition Members, Local Artists, Local Business Owners, Local Chamber/BID/SID, Resident Leaders, Community Organizations
	Meet regularly to discuss program structure, funding, community-specific issues and opportunities, and strategies for public engagement	Medium	Municipal Planner	
Implement and refine the program based on community needs				
Resources/Sources of Funding: Local Chamber/BID Funding, Local Businesses, Community Partners, Corporate Giving, Crowdsourcing Funding, Geraldine R. Dodge Foundation, Kirby Foundation, Volunteers, NJ State Council on the Arts				
Develop a pilot parklet ahead of launching a formal parklet program	Target and engage potential sponsors early on, such as non-profits, cafés, restaurants, or other hospitality/food service businesses fronting main roadways	Short	Friends of Parklet Coalition Members	Municipal Planner, Local Supporter, Storefront Owners, Friends of Parklet Coalition Members, Parklet Sponsor
	Consider foundational grants, volunteer support and crowdsourcing funding to finance parklet design and construction	Medium	Parklet Sponsor	
	Conduct surveys and studies to collect general feedback and assess change in pedestrian counts, business activity, vehicular/pedestrian safety, etc.	Medium	Municipal Planner	
Develop program and design parameters	Using design handbook in Part II, Appendix A and Appendix O as resources, consult with steering committee and technical advisory committee to gather input on: public vs. private use, kit-of-parts vs. original design, optimal locations such as near retail centers and transit stops, fees, minimum and maximum length of parklet, etc.	Medium	Municipal Planner	Municipal Planner, Steering Committee, Technical Advisory Committee
	Using design handbook in Part II, Appendix A and Appendix O as resources, develop and finalize design standards and create a municipal design handbook	Medium	Municipal Planner	
	Determine management and administration of program (consider existing municipal permits and agreements as a baseline - see Appendix O), and consider appointment of a local program manager	Medium	Municipal Planner	

INTERESTED NJ COMMUNITIES

Strategies	Actions	Timeframe	Lead Partner	Actors
Adopt and institutionalize parklet program	Adopt ordinance or resolution for program (see Appendix O for sample)	Medium	Municipal Mayor's Office	Municipal Planner, Municipal Council, Municipal Mayor's Office
	If necessary, secure sustainable funding stream to fund program management costs (such as a grant or parklet fee)	Medium	Municipal Planner	
Create a grant program to offset initial costs for parklet sponsors and promote implementation	Apply for grants from arts foundations, community foundations, and state funding sources that can be re-granted	Short	Municipal Planner	Municipal Planner, Municipal Mayor's Office
	Secure funds and launch a re-grant or matching program to offset parklet design and installation costs	Medium	Municipal Planner	
Maintain data and assessments of parklet impacts	Conduct study on pedestrian counts and vehicular and pedestrian safety before and after parklet installation	Medium	Municipal Planner	Municipal Planner, Steering Committee, Friends of Parklets Coalition
	Conduct study on characteristics of parklet users	Medium	Municipal Planner	
	Create and distribute business owner surveys that gauge parklet impact on economic activity	Medium	Municipal Planner	
	Use studies and surveys to continuously assess parklet program strengths and challenges	Long	Municipal Planner	
Continue to refine program	Use pilot parklet results as well as studies, surveys, and general feedback to refine the program as necessary	Long	Municipal Planner	Municipal Planner

REGIONAL, COUNTY AND STATE PARTNERS

Strategies	Actions	Timeframe	Lead Partner	Actors
Build Civic Support in the Region				
Create or expand a local “Friends of Parklets” coalition to include other downtown communities	Identify and engage potential supporters across multiple communities, including bike/walk advocacy organizations, business owners, chambers of commerce, arts councils, sustainability organizations, transit advocates, etc.	Short	Parklet Supporter	Municipalities, Counties, Parklet Supporters, Community Organizations, Regional Coalitions and Programs, Together North Jersey
	Leverage membership of like-minded organizations and institutions, like Main Street New Jersey, Downtown New Jersey and Together North Jersey to expand support	Short	Parklet Supporter	
	Maintain communication with coalition members through meetings, events and social media	Short	Parklet Supporter	
Educate the public on parklets to build grassroots support	Encourage members of the “Friends of Parklets” coalition to spread the word via their networks	Short	Parklet Supporter	Municipalities, Counties, Parklet Supporters, Community Organizations, Regional Coalitions and Programs, Together North Jersey
	Launch a marketing campaign that engages the public using pamphlets, social media, and events like PARK(ing) Day	Short	Parklet Supporter	
Build Support from State and County Programs and Representatives				
Foster linkages between parklets and statewide transit, art, downtown and sustainability programs	Add parklets as criteria to Sustainable NJ	Medium	Sustainable NJ Program Officer	NJ Travel & Tourism, NJ TRANSIT, NJ Department of Community Affairs Main Street NJ, Sustainable NJ
	Add parklets as criteria to Main Street NJ	Medium	Main Street NJ Program Officer	
	Create direct links between parklets and NJ TRANSIT interests; for example, promote parklets as a placemaking amenity that supplements transit usage, as well as integrate into TOD initiatives and its Transit-Friendly Planning program	Medium	NJ TRANSIT Representative	
	Create direct links between parklets and NJ Travel & Tourism interests; for example, market parklets as a downtown attraction	Medium	NJ Travel & Tourism Representative	

REGIONAL, COUNTY AND STATE PARTNERS

Strategies	Actions	Timeframe	Lead Partner	Actors
Support parklets on county and state roads with speed limits of 25MPH or less in downtowns	Leveraging regional “Friends of Parklets” coalition, engage in dialogue with state and county leaders	Medium	Parklet Supporter	Municipalities, Counties, Regional Friends of Parklets Coalition, Parklet Supporters, NJDOT, Together North Jersey
	Building on design handbook and Appendix A, conduct more in-depth research on safety and technical aspects of existing parklets and programs	Medium	NJDOT	
	Conduct research on the impacts of parklets as a traffic-calming measure	Short	NJDOT	
	Work with interested NJ municipalities to conduct vehicular and pedestrian safety studies of parklet sites before and after parklet installation (both NJ and national precedents)	Short	NJDOT, Municipalities	
	Based on research results, enact statewide policy or program - such as a permitting process - that allows for local implementation of parklets on roadways with speed limits of 25MPH or less and stipulates requirements for parklets on state roadways (consider building off of existing similar precedents, like curb bumpouts)	Medium	NJDOT	
	Based upon results of research, incorporate parklets Complete Streets policy	Long	NJDOT	
	Based upon results of research, incorporate parklets into NJDOT’s codes and manuals: State Highway Access Management Code, Roadway Design Manual, and the NJ Driver Manual	Long	NJDOT	

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PART II: **PARKLET DESIGN HANDBOOK**

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BEYOND THE CURB: PARKLETS IN NORTH JERSEY

Parklet Design Handbook

FALL 2014



ACKNOWLEDGEMENTS

The Beyond the Curb Parklet Design Handbook is the product of a Together North Jersey Local Demonstration Project to explore the potential for parklets in New Jersey and the North Jersey region, with Downtown Morristown as a pilot location. This handbook was created by the project team, which consisted of Regional Plan Association, dlandstudio, NJ TRANSIT, North Jersey Transportation Planning Authority, and Together North Jersey; with considerable input from the Town of Morristown, Morris Arts, Sustainable Morristown, Morristown Partnership, Morris County, the Morristown Parking Authority and NJ Department of Transportation. Precedents from San Francisco, Los Angeles, and New York City have also strongly informed the Beyond the Curb Parklet Design Handbook and proposed program.

ABOUT THIS MANUAL

The Beyond the Curb Parklet Design Handbook is written for a number of different audiences. For municipalities, it provides valuable information on why they may want to consider launching a parklet program in their downtown, how to do so, and what role they will need to play in seeing it through. For potential sponsors, the handbook provides an overview of what benefits they stand to gain by sponsoring a parklet, the requirements and responsibilities they will need to be aware of and the process by which they will need to go about sponsoring a parklet. The handbook also speaks to the engineers and transportation experts that will be a part of these decisions. Finally, the handbook provides a window into how these exciting features can add to the quality of life in communities large and small.

DISCLAIMER

The work that provided the basis for this report was supported by funding under an award from the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The authors of the report are solely responsible for the accuracy of the data, statements and interpretations contained in this document. Such statements and interpretations do not necessarily reflect the views the Together North Jersey Steering Committee or its individual members or any other agency or instrumentality of Government.

*Cover parklet rendering credit: dlandstudio
All uncredited photos by Regional Plan Association*

TABLE OF CONTENTS

Are you new to parklets? Turn to this section.	INTRODUCTION	2
	What is a Parklet?	3
	Why Parklets?	5
Interested in sponsoring? Learn about eligibility and responsibilities here.	SPONSOR A PARKLET	9
	Who can be a Sponsor?	10
	Where can Parklets Go?	11
	What are the Rules of a Parklet?	14
Background on the design standards, safety components and ADA accessibility standards for your parklet.	THE DESIGN	15
	Parklet 101	16
	Design Components	20
	Required Safety Components	23
	ADA Information	26
Learn more about the program here.	THE PROGRAM	28
	Why Create a Parklet Program?	29
	Stakeholder Roles	30
So you're ready to be a sponsor - turn to this section.	THE APPLICATION PROCESS	32
	Process	35
	The Application	36
Some creative inspiration!	PARKLET CONCEPTS	40

INTRODUCTION

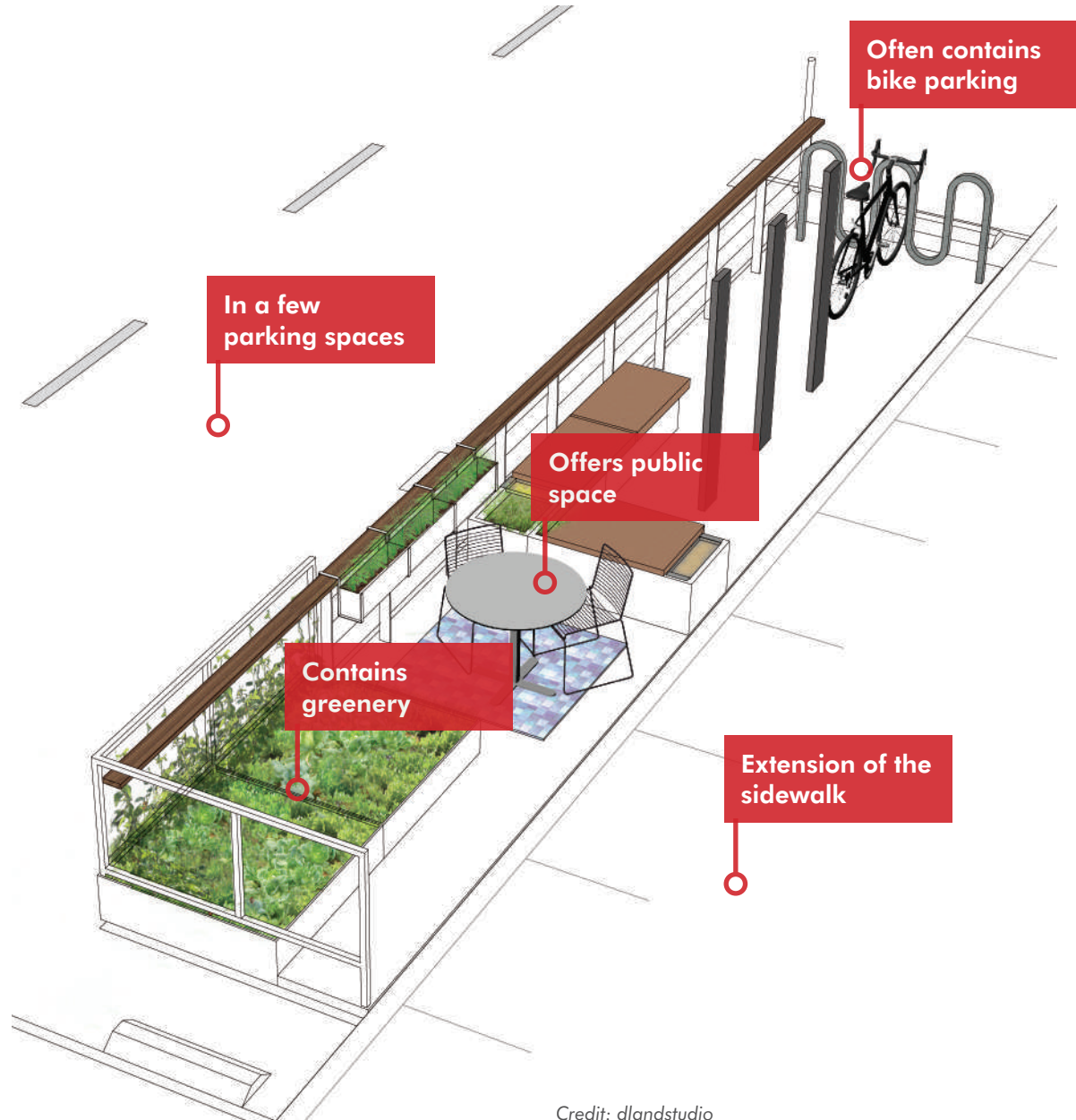
Parklets are an **innovative way** to add exciting, creative and **unique public spaces** to community downtowns through the extension of sidewalk space safely into the streets. Designed, built and managed in **partnership** with local private and non-profit sponsors, parklets are **seasonal** (April through October) installations constructed in pre-approved spaces on qualifying streets. Once installed, they offer **popular, publicly accessible** gathering spaces that can help to support and **boost local businesses** while making streets more **walkable, green and beautiful**.

/PÄRK ' LET/

A parklet is a small, temporary, protected extension of the sidewalk into the street to create a safe, public space that offers amenities such as seating, tables, bicycle parking, plantings, art and other creative features. They are generally designed, paid for and maintained by a non-municipal entity such as a nearby business or property owner.

These spaces can be lightly or heavily programmed and offer residents and visitors alike:

- A place to eat or drink
- A place to celebrate
- A place to relax
- A place to create
- A place to work
- A place to play
- A place to perform
- A place to be green



Credit: dlandstudio

A PARKLET IS...

A PLACE TO EAT



A PLACE TO CELEBRATE



Credit: Flickr user San Francisco Planning Department

A PLACE TO RELAX



Credit: Flickr user LADOT

A PLACE TO CREATE



Credit: Flickr user Mark Hogan

A PLACE TO WORK



Credit: Flickr user Steve Rhodes

A PLACE TO PLAY



Credit: Flickr user katw311

WHY PARKLETS?

The Beyond the Curb Parklet Program is driven by a set of goals that reflect community interests.



Increasing the number of safe and accessible public spaces



Supporting walkability, bikeability and public transit usage in the downtown



Credit: Flickr user Steve Rhodes

Cultivating a greener environment through additional open space and sustainability



Credit: Flickr user J. F. F.

Introducing more passive recreation space into the downtown



Source: Google Streetview

Enhancing the beauty of downtown



Credit: Flickr user Mark Hogan

Showcasing local creativity and art



Credit: Flickr user Steve Chou Photos

Enhancing downtown vibrancy and public realm activity



Boosting local economic strength by attracting more patrons to downtown businesses



Courtesy of the Town of Morrislown

Highlighting the community as an example of a parklet-friendly community in New Jersey and throughout the greater region

WHY PARKLETS?

San Francisco, California launched the world's first formal parklet program in 2010. Since then, parklets have popped up in communities across the nation. What big cities such as New York, Philadelphia, Los Angeles and San Francisco, and smaller municipalities like Collingswood (the first New Jersey municipality to install a parklet in 2013) all recognize is that parklets are a convenient, effective and relatively inexpensive way to facilitate a variety of community and economic benefits, with minimal impact to municipal budgets.

COMMUNITY BENEFITS

Parklets provide an abundance of community benefits. Cumulatively, the community benefits of parklets result in quality of life improvements that enhance the entire town.

Public Community Space

There will likely always be high demand for quality, public, community spaces in municipalities, particularly in downtowns. Even in a places with central public spaces, smaller, convenient public spaces integrated with the street and downtown businesses are few and far between. Parklets offer a unique way to provide the shopper a relaxing space to take a break, the jogger an inviting place to catch their breath and the office worker an alternative to the break room.

Pedestrian Safety & Traffic Calming

As entities like NJDOT look to introduce greater pedestrian safety and traffic calming measures throughout the state, parklets can serve as an important tool in the Complete Streets toolkit, helping to slow cars and encourage walkability in New Jersey downtowns. By providing amenities such as seating, tables and plantings, parklets foster a pedestrian-friendly environment. In combination with visible crosswalks and structures such as bumpouts, parklets add to the safe, more controlled environment of a Complete Street, signaling to drivers to be extra cautious.

Creativity, Art & Aesthetics

A well-designed parklet can serve as a blank canvas for all types of creative, artistic expression. In partnership with local artists and arts groups, parklets have the ability to showcase art installations, from chalk art to public sculpture and everything in between. Featuring the work of artists and other creators in parklets can help to foster a strong aesthetic value in a downtown.

Public Health

By promoting walkability and bikeability (through the integration of bike parking and amenities into parklets), parklets help to promote greater public health.

Mobility

By fostering a safer environment to bike and walk, parklets also support public transportation usage, which is dependent on walkability and bikeability near transit stops. Nearby to bus stops and train stations, parklets provide a pleasant space to wait.

Sustainability

Through features such as native plantings, rain gardens and food gardens, parklets can help to demonstrate a community's commitment to sustainability. These features serve to reduce the volume of runoff during storm events and provide greater access to healthy foods, resulting in a more sustainable community.

ECONOMIC BENEFITS

Parklets can help to improve the vibrancy of a downtown, creating opportunities for greater economic development for sponsors and other nearby businesses alike.

Space

For businesses located in vibrant, dense downtowns, square footage is valuable. The more space a business has, the more patrons it can accommodate. Although free and open to the public, parklets can also be thought of as a cost-effective way to increase the square footage of a parklet sponsor's business, without having to expand the actual footprint of the shop. Certain businesses – such as restaurants, cafés and take-away food operations – stand to benefit particularly strongly from the added space of a parklet. Parklets provide interesting, useful extra space not only for customers to bring food purchases, but also for patrons of sit-down restaurants waiting on a reservation. In San Francisco and Olympia, Washington, the added space helps increase customer retention by providing a pleasant space for customers to wait.

Value

Parklets help to create value for the businesses that surround it. If combined with unique marketing concepts (e.g.

parklet-themed menu items), the parklet can become an added tool for shops looking to increase business. Further, a parklet can help to make a location be the “cool part of town,” adding further value to the surrounding businesses. Along Pearl Street in New York City, a once-vacant storefront is now occupied because of the increased visibility provided by an adjacent parklet.

Economic Activity

Whether it's the additional space afforded by a parklet or the added value they bring to a location, the potential result is the same: more people equals more business. In Los Angeles, businesses found an increase in the number of visitors that arrived by foot. Similarly, in San Francisco, parklets have generated increased foot traffic. Numerous programs cite anecdotal evidence of increased activity following the installation of a parklet. Parklet sponsors in New York City, Philadelphia, Collingswood, Bellingham and San Francisco have reported increased revenue in conjunction with parklet installation.



The Pearl Street parklet in Manhattan is often used for lunch



Credit: Flickr user Paul Krueger

Parklets can promote increased foot traffic

SPONSOR A PARKLET

Parklets are an exciting and attention-grabbing addition to any street. But they also entail a number of responsibilities. This chapter will make clear **WHO** is eligible to be a sponsor; **WHERE** are the most appropriate locations for parklets; and **WHAT** are the operational requirements of a parklet.



WHO CAN BE A SPONSOR?

So, you're interested in sponsoring a parklet? Plenty of organizations and entities are eligible to be sponsors, including:

- Business Improvement Districts (BID)
- Chambers of Commerce
- Storefront Business Owners
- Other Street-Fronting, Ground Floor Property Owners
- Non-Profits and Community Organizations
- Any Combination of the Above

If you are eligible, there are a few other items for you to consider, including:

How are your relationships with your neighbors?

As a community asset, parklets impact areas beyond the site where they are located. Demonstrated support for any proposed parklet from your neighbors is required as part of your application. So the better working relationships you have with your fellow organizations and property owners on the block, the easier those conversations will be.

Will you be able to tend to the parklet?

By sponsoring a parklet, you agree to take full responsibility for its maintenance and upkeep. You will need to have indoor space to store the removable elements of a parklet after

business hours as well as the parklet itself off-season. It will be up to you to keep the parklet clean and enforce its rules. If damage occurs, you will be responsible for making the necessary repairs. In the end, the more you are able to put into a parklet, the greater the reward it will be for you and the community.

Do you have the necessary funding?

Parklets are great investments in the community. And like most good investments, they require upfront costs that yield a later return. Sponsors will have a number of financial responsibilities, including:

- **Application Fees:** The application process can include a number of potential fees for application processing, and if in a metered parking space, fees for loss of parking meter revenue.
- **Planning and Design Fees:** Designing a parklet requires a team effort, including services by designers, artists, planners, engineers, contractors and others. Unless their services are offered pro bono, sponsors should expect to pay team members for their services.
- **Construction Capital Costs:** Sponsors will be responsible for purchasing and installing all of the materials that comprise the final, approved parklet design.
- **Liability Insurance:** Sponsors must

demonstrate that they have at least \$1 million in general liability insurance.

- **Maintenance Costs:** As described above, sponsors are responsible for the daily cleanliness, maintenance and repair as required of their parklet. These are likely to account for less significant, but still important costs.

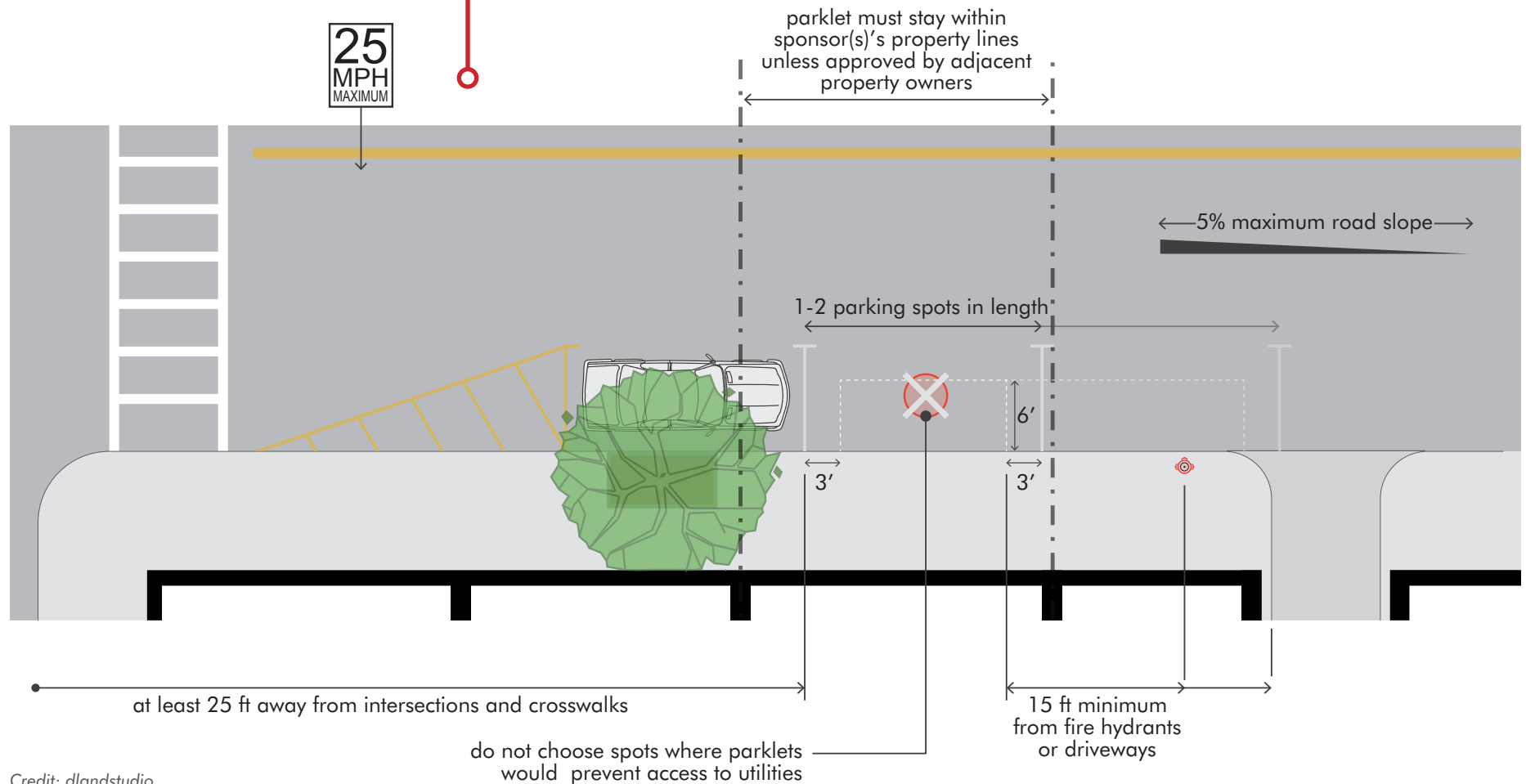
Consider innovative ways for funding your parklet: launch a community fundraiser, identify grant funding, or seek volunteer support.

Can I be a sponsor?

- ☐ I am an eligible organization or entity.
- ☐ I have a good working relationship with my neighbors.
- ☐ I can regularly maintain the parklet and enforce its rules.
- ☐ I can obtain the necessary funding and liability insurance to invest in a parklet.

WHERE CAN PARKLETS GO?

Parklets are a vital contribution to the public realm and in order to maximize their potential and ensure safety and fit, there are a number of criteria that must be considered when selecting parklet sites.

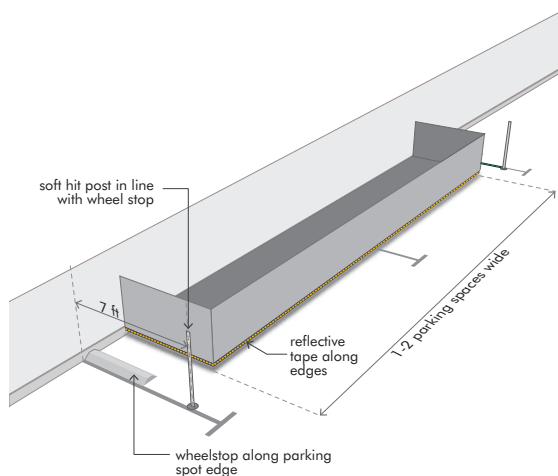


Credit: dlandstudio



Areas of Vibrancy

Parklets work best in high foot traffic, pedestrian-friendly areas. Parklets are an expansion of the public realm, so the more people there are in a given area, the more suitable that place is for a parklet. Downtown retail/restaurant districts, train station areas, areas with cultural institutions and concentrated employment centers would all be preferred places for parklets, provided the additional criteria are met.



Credit: dlandstudio

Site Dimensions & Location

Parklets in downtowns work best within one to two parking spaces in length (20-40 feet) and up to six feet in width (within an 8-foot wide space along the curb). In order to ensure safety and smooth traffic flow, parklets must be sited 25 feet away from roadway intersections and crosswalks and 15 feet from the nearest driveway.



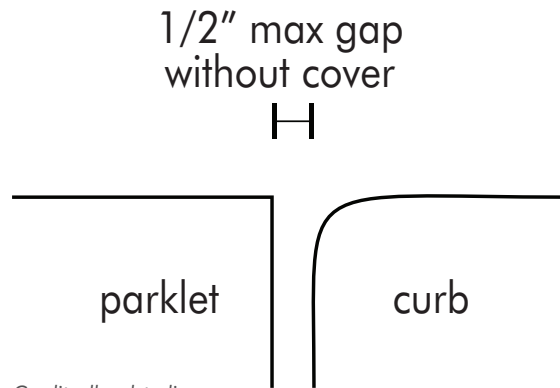
Posted Speed Limit of 25MPH or Less

Parklets must be located on roadways with a posted speed limit of 25MPH or less. Areas with 25MPH speed limits are typically more pedestrian-friendly and create a heightened awareness in drivers for the environment around them, facilitating greater safety for pedestrians and drivers alike.



Utilities

Parklets cannot be located within 15 feet of a fire hydrant and must allow for access to public utilities, access panels, valves and building standpipes. A parklet cannot be located over a manhole cover.



Credit: dlandstudio

Road Grade, Curb Height and Road Slope

Parklets should be sited on roadways that have a 5% grade or less. Additionally, in order to ensure ease of installation and ADA compliance, parklets are encouraged on roadways with a minimum of a 4-inch curb height and a roadway crown height that will allow for 2% slope or less of the parklet. Design must allow for proper drainage.

Can my parklet go _____ ?

- ☐ My parklet will be within or near a vibrant place.
- ☐ There are 1-2 available parking spaces in the proposed location.
- ☐ My parklet will be at least 25 feet from crosswalks and intersections.
- ☐ My parklet will be at least 15 feet from the nearest driveway.
- ☐ The roadway speed limit is 25MPH or less.
- ☐ My parklet will be at least 15 feet from a fire hydrant.
- ☐ My parklet will not be located above a manhole cover.
- ☐ My parklet will not block any public utilities.
- ☐ The roadway has a grade of 5% or less.
- ☐ The curb is at least 4 inches high.

WHAT ARE THE RULES OF A PARKLET?

For the parklet program to work successfully, certain rules must be followed by users and sponsors. This is the “law of the land” for parklets in the community.



Credit: Flickr user Christina B. Castro

Parklets are Open When Sponsors are Open

Because the sponsors are responsible for operating and maintaining their parklets, the hours of operation of any given parklet should match the hours of operation of the sponsor. Thus, any removable parklet furniture shall be secured or removed at the close of business hours.



Credit: Flickr user The Kozy Shack

Parklets are Public

Because parklets are in the public right-of-way, they are open to all with no restrictions on who can use them during operating hours, just like a park. For example, sponsors may not limit access by non-customers to the parklet, nor may they provide table service directly within the parklet.



Courtesy of the Borough of Collingswood

Parklets Must be in Good Working Order

Parklets must be adequately maintained and provide a clean, safe atmosphere for users. Debris, trash and any graffiti must be removed from parklets, while furniture plantings and art must be in good condition. The area around and under parklets must be swept clean and may not block stormwater flow.

25
MPH
MAXIMUM

parklet must stay within
sponsor(s)'s property lines
unless approved by adjacent
property owners

Together North Jersey

15

THE DESIGN

Designing a parklet offers both an exciting opportunity to consider the **possibilities** of what your parklet can be, as well as a necessary review of what are **required components** of a parklet to ensure safety and efficacy on downtown streets.

The following section offers a basic education – **"Parklet 101"** – on the essential design components of a parklet, how they are used, and a range of options on low-to-higher cost features. It also clearly outlines required and optional features that help to ensure the **safety** of parklets for both users and drivers. Finally, a subset of recommendations are listed to help ensure that your parklet complies with **ADA standards** so that these unique public spaces are **accessible** to all.

at least 25 ft away from intersections and crosswalks

do not choose spots where parklets
would prevent access to utilities

1-2 parking spots in length

3'

6'

3'

15 ft minimum
from fire hydrants
or driveways

PARKLET 101

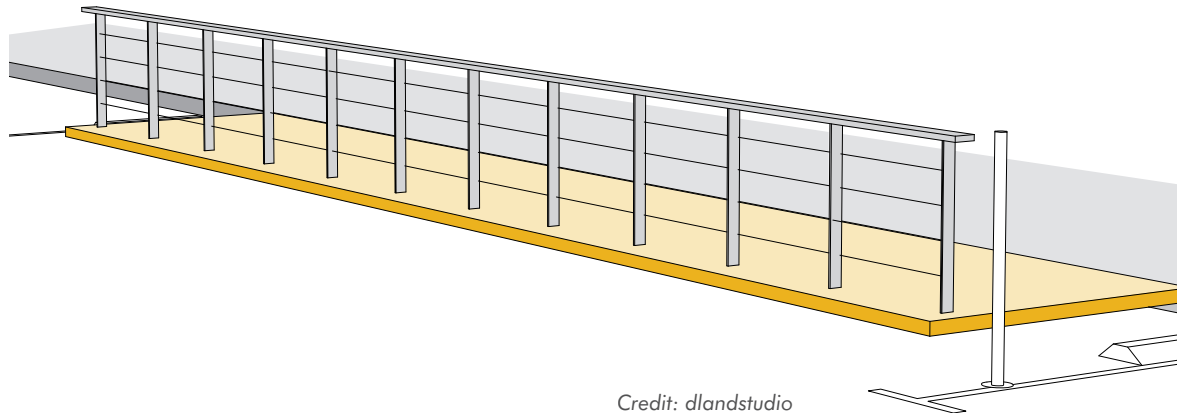
PLATFORM DECKING

Chosen materials must be

- Slip resistant
- Durable
- Sustainable
- Able to be disassembled and reassembled seasonally
- Able to withstand 100+ lbs per square foot live load

Loose particles such as sand and gravel are not permitted.

Recommended materials are pictured. Note that this handbook does not endorse specific producers.



Recycled plastic lumber

Price point: low

Estimated \$5+/linear foot



Rot-resistant wood tiles

Price point: mid

Estimated \$14/square foot

Bison Innovative Products, must be used for a wood finish on Bison pedestal support system



Steel, close mesh, bar grating

Price point: high

Estimated \$41/square foot

McNichols

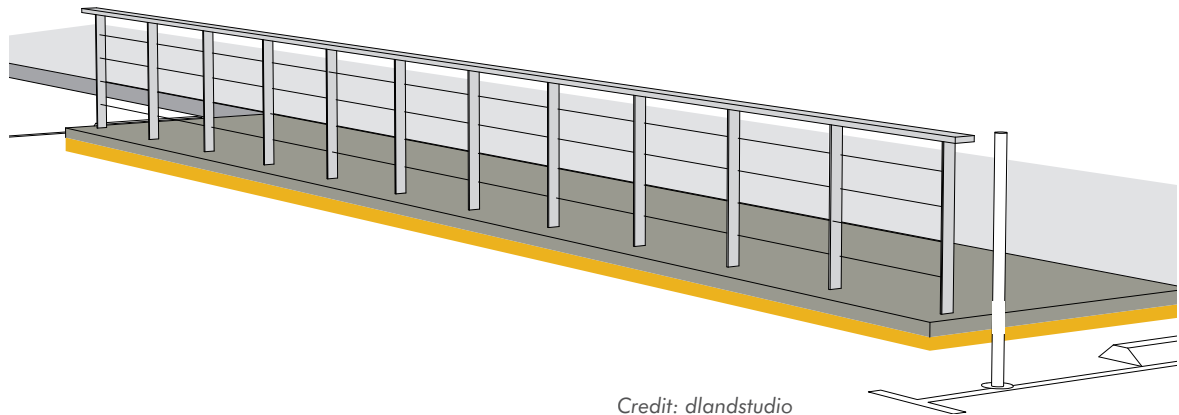
PARKLET 101

PLATFORM STRUCTURE

Chosen materials must be

- Durable
- Adjustable for uneven surfaces
- Able to withstand 100+ lbs per square foot live load

Recommended materials are pictured.



Credit: dlandstudio



Credit: Flickr user Jeremy Reding

Wood frame

Price point: low

Estimated \$5+/square foot



Credit: Flickr user San Francisco Bicycle Coalition

Adjustable leveling pedestals

Price point: mid

Estimated \$15 each or \$7/square foot

Bison Versadjust Deck Supports



Credit: Flickr user San Francisco Planning Department

Steel frame

Price point: high

Estimated \$28/square foot

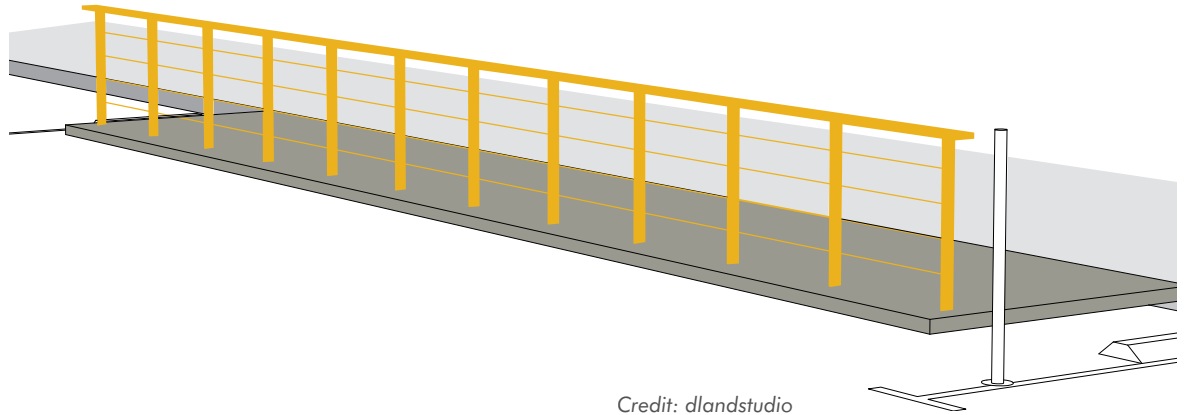
PARKLET 101

RAILING OR BARRIER

Chosen materials must be

- Continuous on side facing street
- Easily visible to cars
- Minimum of 36 inches, maximum of 42 inches tall

Recommended materials are pictured.



Credit: dlandstudio



Credit: Flickr user Joseph Morris

Wood planter railing

Price point: low

Estimated \$40/linear foot



Credit: Flickr user throgers

Cable railing

Price point: mid-high

Estimated \$40-60/linear foot



Credit: Flickr user Philly Bike Coalition

Steel railing

Price point: high

Estimated \$120/linear foot

PARKLET 101

OTHER COMPONENTS



Credit: Flickr user Philly Bike Coalition

Moveable seating

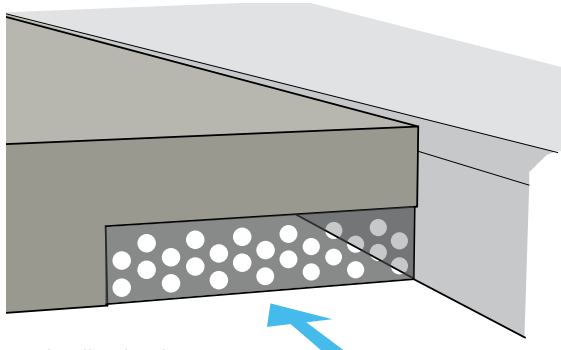
Parklets should include seating. Moveable seating is pictured above. Moveable furniture must be stored at night.



Credit: Flickr user Paul Krueger

Fixed seating

Fixed seating is pictured above. More seating examples are shown on page 21.



Credit: dlandstudio

Debris screens

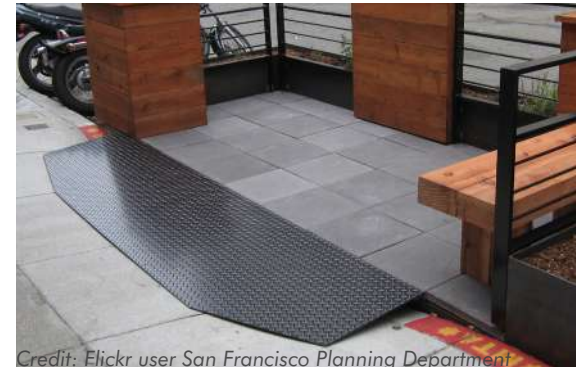
Debris screens prevent debris blockages and allow water to flow freely along curb. Must be cleaned regularly.



Credit: Flickr user waltarrrr

Steel perforated debris screen panels

Price point: mid
Estimated \$9/square foot
McNichols



Credit: Flickr user San Francisco Planning Department

Threshold ramps

Necessary for a vertical difference greater than a quarter-inch between parklet and sidewalk. Max vertical difference is 1.5 inches. Ramp must be ADA accessible.

DESIGN COMPONENTS

PLANTERS

Materials must be durable, easy to maintain and sustainable. Please use recycled or reclaimed and locally sourced materials when available.

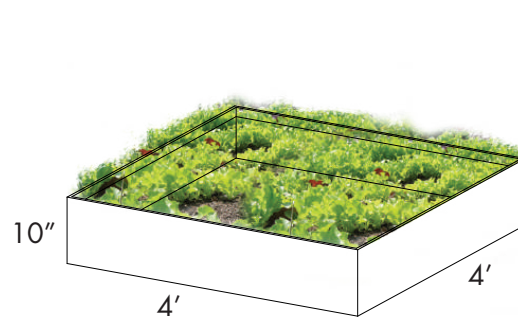
Avoid plants on the New Jersey invasive species "do not plant" list or plants with thorns. Plants extending higher than railing height cannot block pedestrian or vehicular visibility. Please consider that all plants will either have to be discarded or stored inside during the winter.



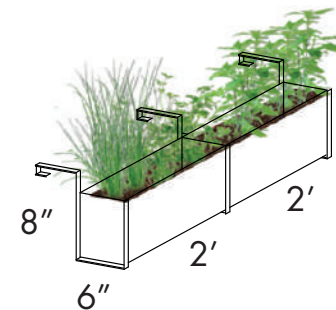
Low planter



High planter



Farm module



Rail planter

DESIGN COMPONENTS

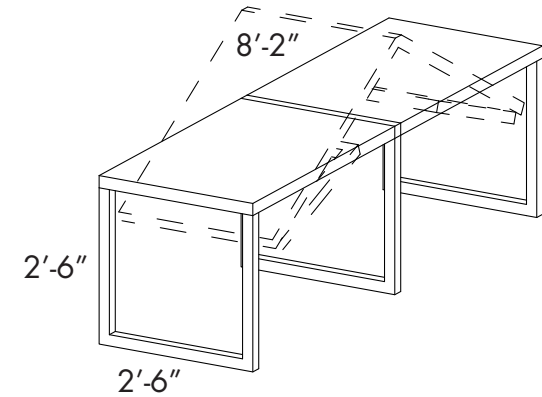
SEATING & TABLES

Materials must be durable, easy to maintain and sustainable. Please use recycled or reclaimed and locally sourced materials when available.

Tables and seating should be fixed or stored in a secure location during non-business hours.



Moveable table

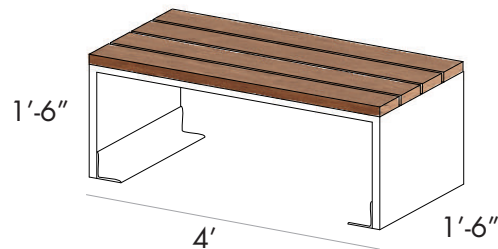


Collapsible table

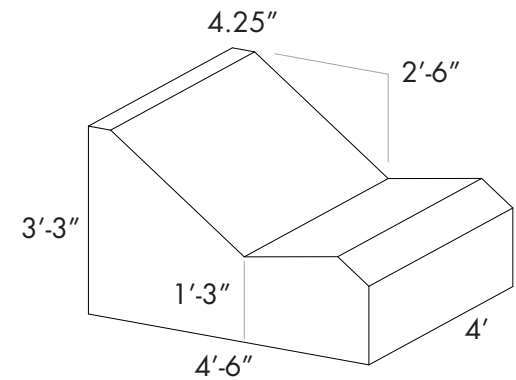


Moveable chair

Image credits: dlandstudio



Fixed bench



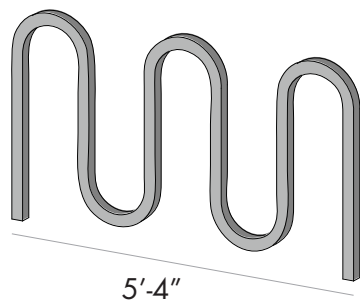
Fixed lounge

DESIGN COMPONENTS

ADDITIONAL AMENITIES

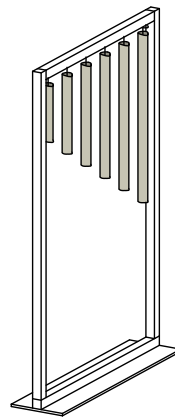
Materials must be durable, easy to maintain and sustainable. Please use recycled or reclaimed and locally sourced materials when available.

Optional park components can increase use and functionality of the space.

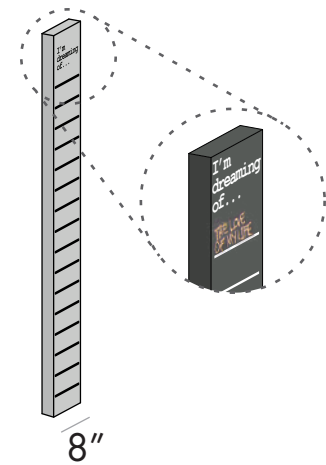


Bike rack

Image credits: dlandstudio

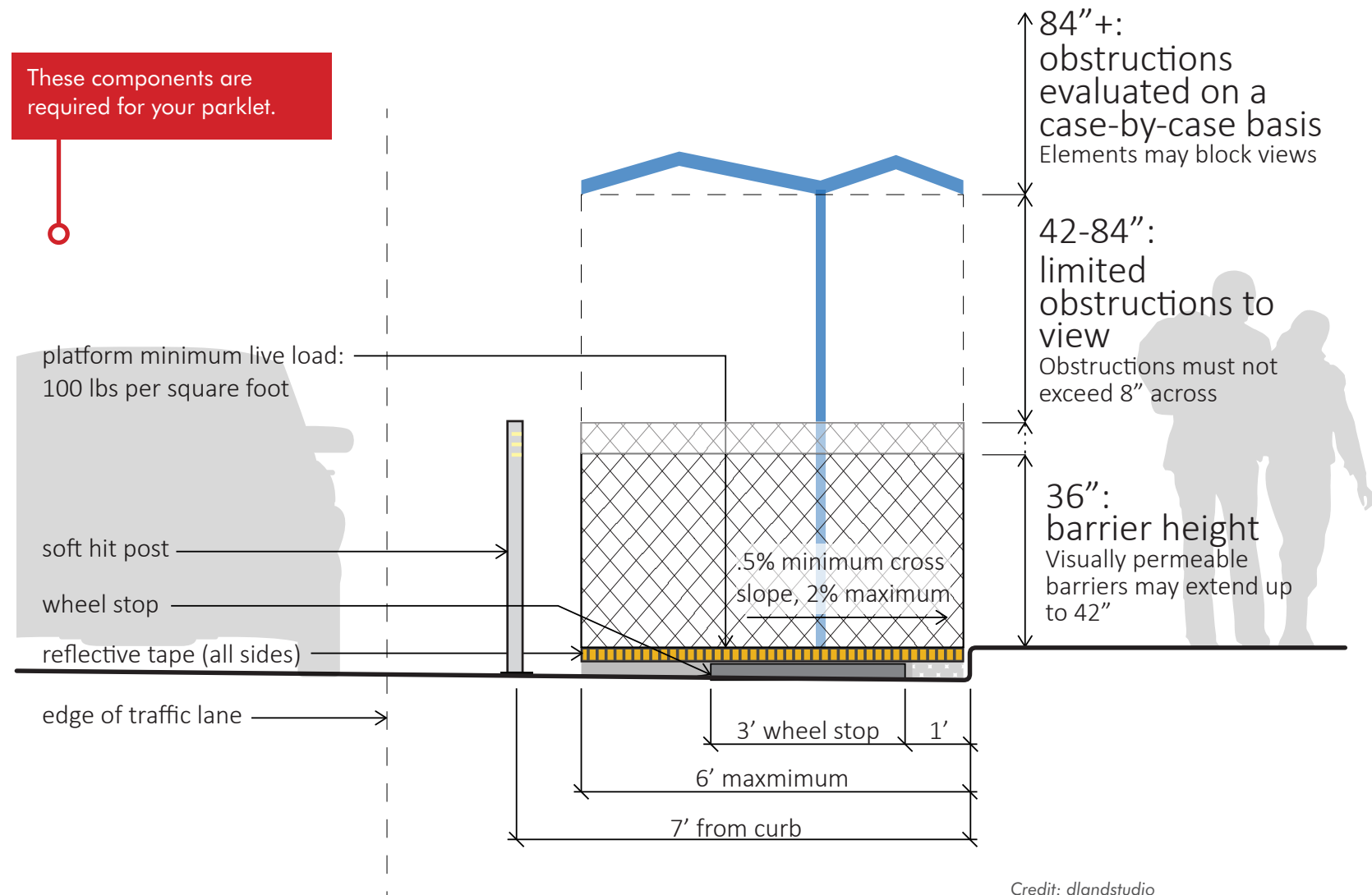


Musical installation

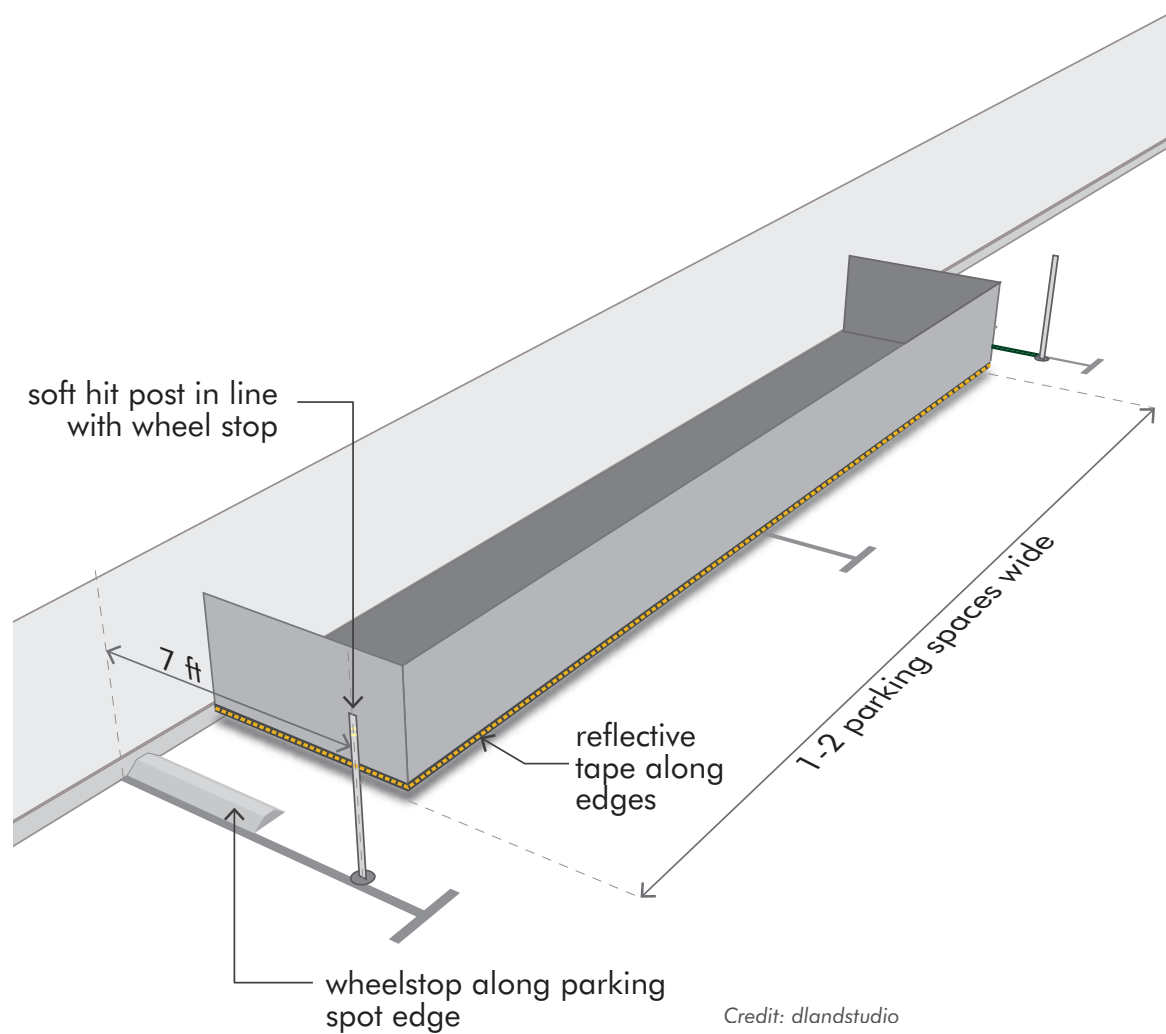


Interactive art

REQUIRED SAFETY COMPONENTS



REQUIRED SAFETY COMPONENTS



Soft hit post

Two 36" tall posts



Wheel stops

Two 48" wide, recycled plastic or concrete

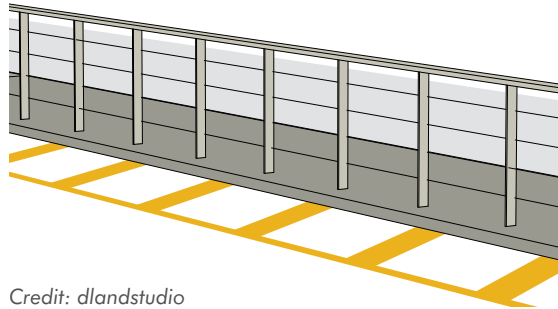


Reflective tape

Along platform edge of all sides of parklet

ADDITIONAL SAFETY COMPONENTS

Optional, but highly recommended, safety components for your parklet.



Credit: dlandstudio

Road striping

Across entire parking space



Credit: dlandstudio

Lane markers

Placed along the edge of a car or bike lane

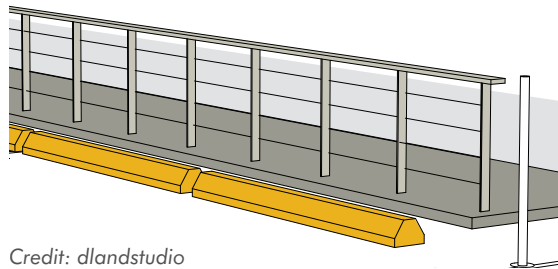


Credit: Susannah Drake, dlandstudio

Surface mount bollards

Would take place of soft hit posts

Bollards must be removed during off-season



Credit: dlandstudio

Continuous curb

Wheel stops measuring at least 5" in height, continuously along street edge

Should be braced together with steel straps



Credit: Flickr user

Planters

Large planters placed along length of parklet, steel strapped together

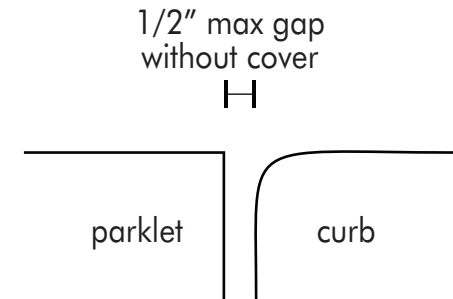
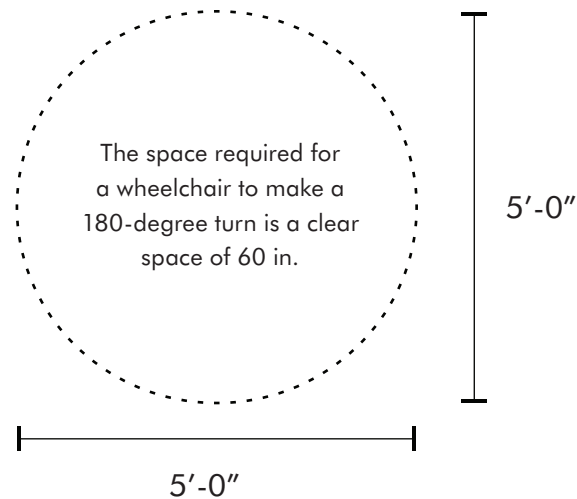
ADA INFORMATION

All parklets must comply with the ADA Standards for Accessible Design.

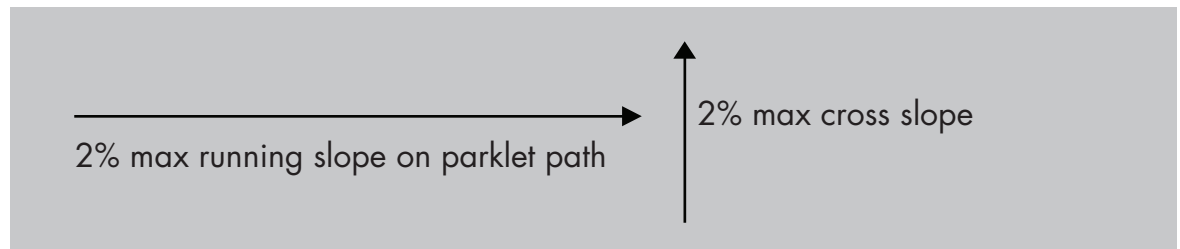
Parklets must be accessible and welcoming to all users, including people with physical disabilities, wheelchair users and those with impaired vision. Inclusive design considerations will affect many aspects of your parklet design ranging from how you allocate space within the parklet to the materials you choose to use.

A few examples of the issues municipal staff will evaluate while reviewing your parklets design include:

- Slip resistant surface materials
- Ensuring wheelchair users can access and enjoy your parklet
- Ensuring your parklet, and some seating within your parklet, is accessible to people with disabilities
- Clear floor or ground space for wheelchairs

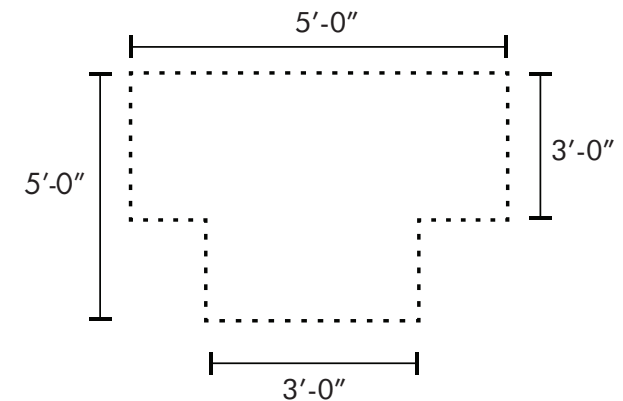
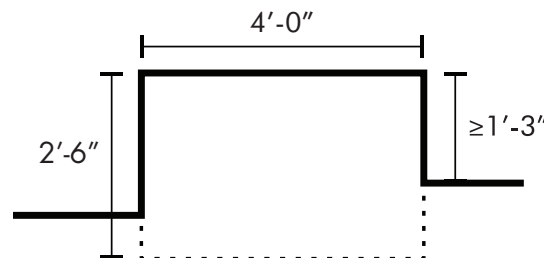
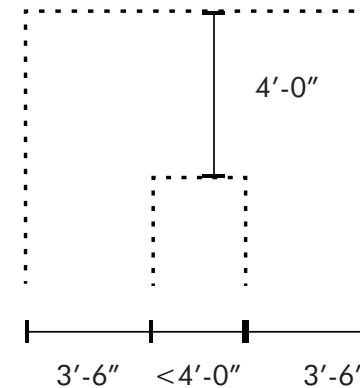
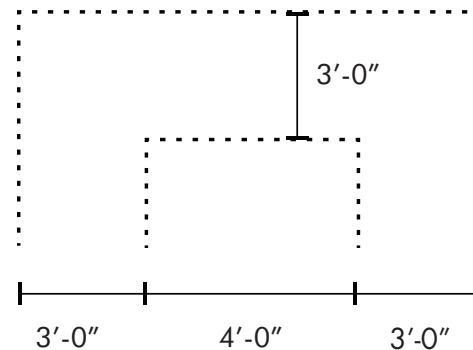


5% max sidewalk running slope



ADA INFORMATION

The minimum clear width for single wheelchair passage shall be 32 inches at a point and 36 inches continuously. The minimum clear floor or ground space required to accommodate a single, stationary wheelchair and occupant is 30 inches by 48 inches. The minimum clear floor or ground space for wheelchairs may be positioned for forward or parallel approach to an object. Clear floor or ground space for wheelchairs may be part of the knee space required under some objects. One full unobstructed side of the clear floor or ground space for a wheelchair shall adjoin or overlap an accessible route or adjoin another wheelchair clear floor space. If a clear floor space is located in an alcove or otherwise confined on all or part of three sides, additional maneuvering clearances shall be provided. The minimum clear width of an accessible route shall be 36 inches except at doors.

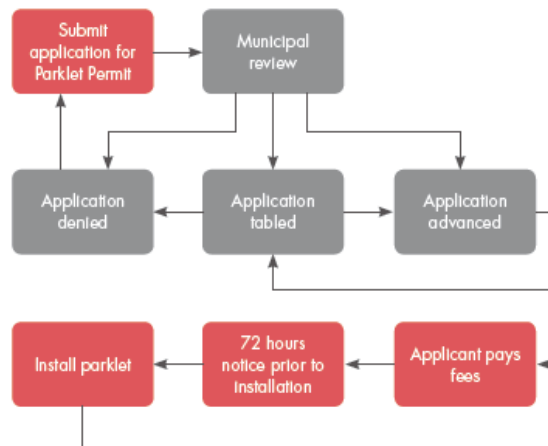


THE PROGRAM

The **municipal parklet program** provides an easy-to-understand application and review process involving **municipal officials** and **interested sponsors**. The program outlines clear responsibilities for all parties, promotes public-private collaboration, and is market driven.

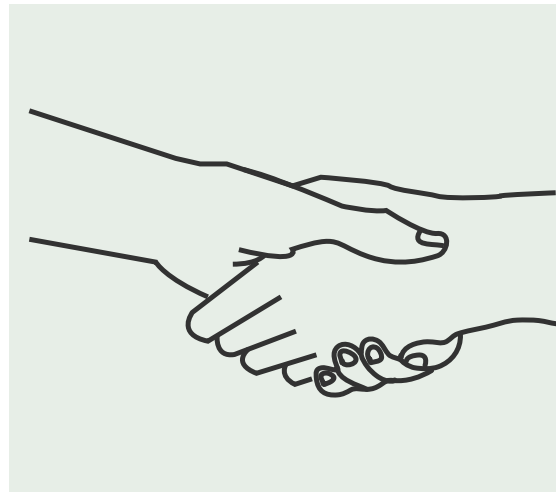


WHY CREATE A PARKLET PROGRAM?



A municipal parklet program outlines clear responsibilities.

Parklet programs allow municipal governments the ability to clearly dictate the terms by which parklets are designed, installed, managed and used, with little need for municipal intervention or funding.



A municipal parklet program promotes public-private partnerships.

Because parklets are conceived of, paid for and maintained by private or non-profit sponsors – according to the rules established by municipalities – a parklet program is a great opportunity to facilitate useful public-private partnerships between a municipality and local private entities.



A municipal parklet program is market driven.

Successful parklets are driven by the relationship between users and the sponsors. Parklets can serve as a draw to pedestrians and other users, increasing foot traffic to the area, and increasing the likelihood of customers patronizing nearby businesses. Users benefit from the added community space afforded by parklets and sponsors stand to benefit from that.

STAKEHOLDER ROLES

In order for any parklet program to be successful, there are a number of key stakeholders involved at different levels with important roles to play.



The Sponsor

Parklet sponsors are the ones who scout out the right place for a parklet, develop the vision, secure the funding, work with the municipality to get approval, and build and maintain the parklet as a public amenity. In the offseason, sponsors are responsible for disassembling and storing parklets and then seeking permit renewal if they choose. Being a sponsor requires great responsibility, but provides great rewards – to the sponsor and the community. Parklet sponsors will be helping to create new and innovative downtown space.



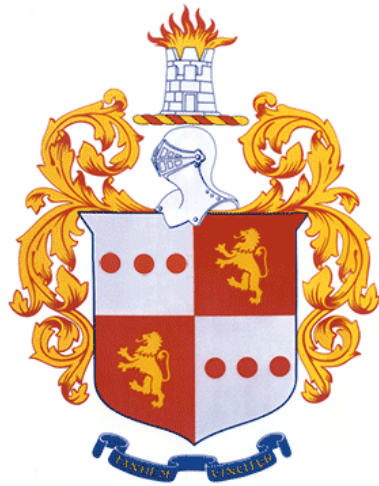
The Municipality

The municipality will define and administer the parklet program and will play a crucial role in ensuring its success. The municipality will process and review applications, grant parklet licenses, and enter into agreements with parklet sponsors, enforcing the maintenance and other terms of the agreement around constructed parklets. Additionally, the municipality will serve as an important ambassador of the parklet program, signaling the success of the program and working closely with other stakeholders to refine and improve the program over time.



The State

The New Jersey Department of Transportation (NJDOT) has an opportunity to play a significant role in helping to ensure the success of the parklet program. At a minimum, NJDOT will need to sign off on the construction of parklets on state-owned roads and ensure state compliance with rules and regulations as they relate to parklets. Looking ahead, it is recommended that NJDOT incorporate the parklet into its existing policies as a Complete Streets element and help to publicize its benefits. Other state entities, such as NJ TRANSIT, NJ Travel & Tourism and Main Street NJ can help to promote parklets statewide and make the link to their interests.



The County

County Engineering and Transportation – similar to NJDOT – have an important role to play in advancing parklets on county-owned roads. The county should work closely with local municipalities to advance pedestrian-friendly streets that accommodate parklets, including considering speed limit reductions and other safety features on pertinent roadways.



Credit: Flickr user LADOT People St

Users

Users play an important role in creating a successful parklet program. By using parklets, they help to foster a vibrant public space. It will be critical that users follow the rules and help to ensure parklets serve the greatest good for the greatest number of people.

THE APPLICATION PROCESS

Getting a parklet built involves a **four phase process** managed by the parklet sponsor, who works closely with the municipality and a team of specialists. The detailed process that follows was developed by loosely following the steps of **other programs** as well as local **sidewalk café permitting** processes, and could be applied or refined to **any municipality**, based on similar ordinances.

PHASE I: APPLICATION & SELECTION

1. Applicant submits and files an application for a Parklet License and accompanying documents with the Municipal Clerk.
2. The Municipal Engineer and Municipal Planner review proposal to ensure criteria are met and application is complete, conducting site visit if necessary.
3. Denies/Tables/Advances
 - (Denies): Municipality provides written explanation to Applicant within 10 business days following submission.
 - (Tables): Municipality holds application until a more appropriate time, providing written explanation to Applicant within 10 business days following submission.
 - (Advance): Municipality informs Applicant within 10 business days following submission and provides notice to proceed.
4. Municipality posts public notice at site for a minimum of 10 business days (public comments are submitted directly to Municipality).

PHASE II: DESIGN & AGREEMENT

1. Municipal Engineer, Planner and Applicant meet to consider public comment, address design concepts and conduct site visit to identify any site limitations.
2. Applicant submits Development Packet (which includes complete construction drawings, materials list and schedule for construction and installation).
3. Municipal Engineer and Planner review Development Packet for any outstanding issues. If none, the Municipality will sign off on construction plans.
4. Applicant submits and files approved construction plans with the Municipal Clerk.
5. Municipality and the Applicant sign the Letter of Agreement.
6. Applicant pays Parklet License processing fee and Parklet License is granted to the Applicant, indicating that installation may begin under the terms of the Letter of Agreement.

Art is an integral part of any parklet. Consider both functional and innovative ways to incorporate art into your parklet. Examples include:

- Creatively designed functional elements, including the deck, chairs, tables, benches, bicycle racks, and/or the railing
- Interactive visual art, such as a chalkboard
- Interactive musical elements, such as an old piano or old drums
- Professional visual art, such as a mural or sculpture
- Creative landscape architecture using native plantings
- Temporary art, such as a rotating display featuring multiple artists

Just remember: any materials and features must be able to weather the elements and constant community interaction.

PHASE III: INSTALLATION

1. Applicant will notify Municipal Engineer within 72 hours prior to the start of installation in order to schedule final site inspection.
2. Applicant installs parklet.
3. Municipal Building Department & Engineer conduct an inspection during installation to ensure conformance with approved construction plans.
4. Applicant notifies Municipal Engineer of completion of parklet installation.
5. Municipal Building Department & Engineer conduct final parklet inspection.
6. Parklet opens!

PHASE IV: POST- INSTALLATION

1. Municipal Building Department and Engineer conduct periodic inspections and inspections in response to complaints, should they arise.
2. Applicant removes and stores parklet no later than October 1.
3. Municipal Building Department and Engineer conduct post-removal site inspection.
4. Applicant submits application for license renewal.

Artists encompass many areas of expertise. Consider the following for your design and construction team:

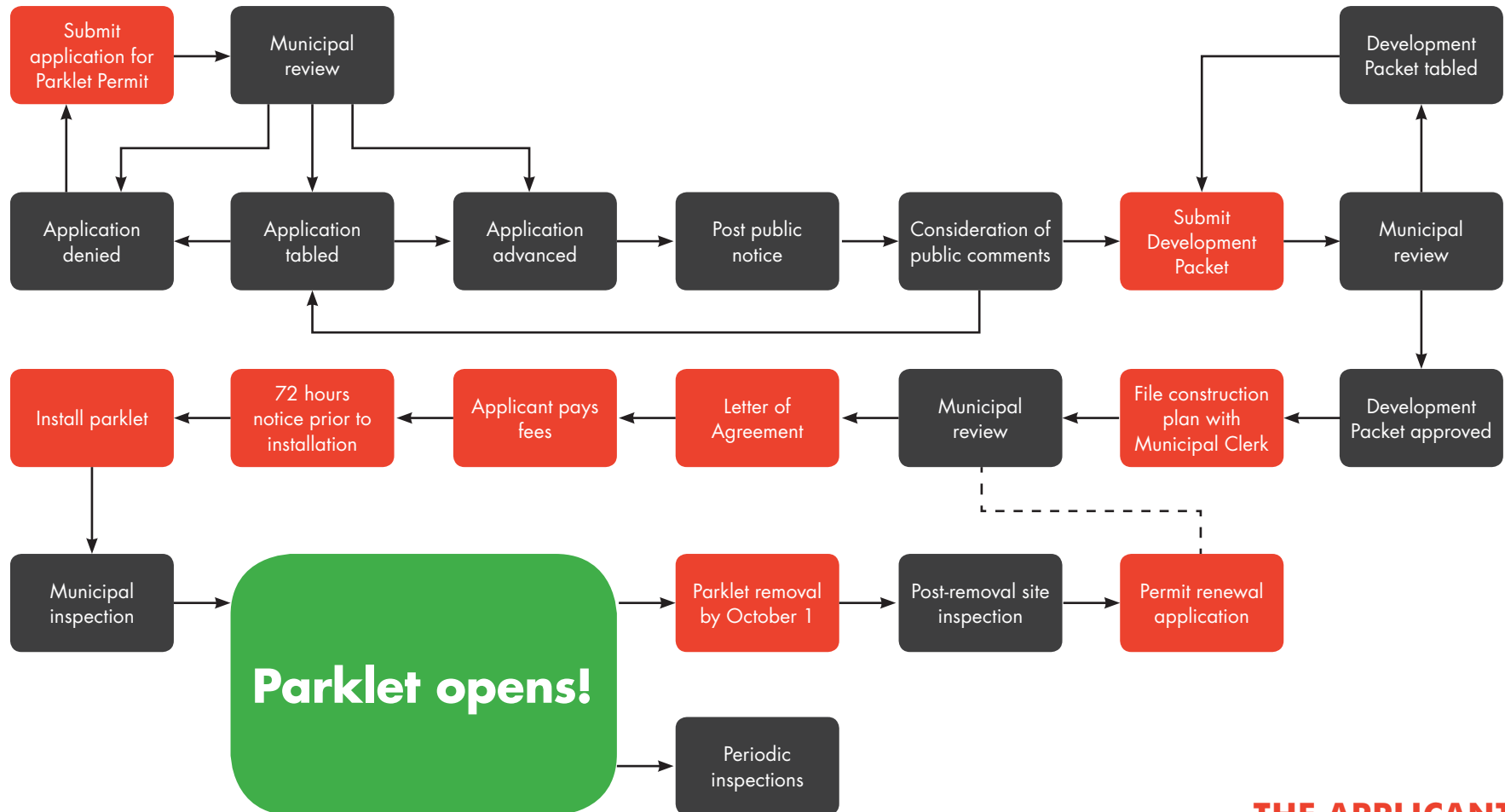
- Architects
- Landscape architects
- Muralists
- Metal fabricators
- Sculptors

And once your parklet is up and running, consider the following to foster community interaction within your parklet:

- Musicians
- Artists who can create temporary installations
- Actors and other theatrical or comedic performers

A parklet offers a great opportunity to unleash creativity!

THE PROCESS



THE APPLICANT
THE MUNICIPALITY

THE APPLICATION

PAGE 1 OF 3

Interested parklet sponsors should complete this application and submit all necessary documents to the Municipal Clerk. Incomplete applications will not be considered.

Should the application be advanced, the Applicant will be notified and will be required to submit a detailed Development Packet that includes: full parklet design and construction drawings, materials list, and schedule for construction and installation.

Organization Type

☐ Business Improvement District (BID)

☐ Chamber of Commerce

☐ Storefront Business Owner

☐ Other Street-Fronting, Ground Floor Property Owner

☐ Non-Profit or Community Organization

☐ Any Combination of the Above (please describe): _____

Applicant Contact Information

Name _____

Title _____

Affiliation _____

Email _____

Phone _____

Street Address _____

City, State and Zip _____

Design & Construction Team

Please list and describe the firms/organizations on your proposed design and construction team.

THE APPLICATION

PAGE 2 OF 3

Proposed Parklet Location

Nearest Street Address _____

Nearest Cross Street _____

Number of Parking Spaces/Meters Required _____

Feet of Industrial Zone Required (if applicable) _____

Proposed Location Checklist

Please select all that apply.

- ☐ Speed limit of 25 MPH or less
- ☐ At least one parking space or 25 feet away from corners and crosswalks
- ☐ Street grade of 5% or less
- ☐ At least 15 feet from fire hydrants
- ☐ Would not limit access to public utilities, access panels, valves and building standpipes

Parklet Description

Please provide a brief description of the parklet envisioned for this location.

THE APPLICATION

PAGE 3 OF 3

Application Supplemental Materials

Please confirm that ALL of the following supplemental materials are being submitted with this application.

- ☐ Check for \$250 made payable to the Municipality
- ☐ Photos of proposed site from across the street and from the storefront
- ☐ Certificate of Liability Insurance (naming the Municipality as additional insured)
- ☐ Two copies of the parklet site plan, including proposed dimensions (sample on page 39)
- ☐ Letter from landlord granting permission for use of parklet (if applicable)
- ☐ Draft budget for parklet design and construction
- ☐ Proof of community support (such as letters of support from neighboring businesses and residents)

Indemnification Agreement

The Applicant hereby agrees to forever defend, protect, indemnify and save harmless the Municipality, its office, agents and employees from and against any and all claims, causes of action, injuries, losses, damages, expenses, fees and costs arising out of or which may arise out of the licensee's sponsorship of such parklet.

Signature _____

Date _____

Maintenance Agreement

The Applicant hereby agrees take full responsibility for parklet maintenance and upkeep, including but not limited to securing removable elements after business hours, storing the parklet in the off-season, and keeping the parklet clean. Should damage occur to the parklet, the Applicant agrees to be held responsible for making the necessary repairs. Should considerable sidewalk or roadway damage occur due to parklet installation or lack of maintenance, the Applicant agrees to be held liable for costs.

Signature _____

Date _____

Certification of Accuracy

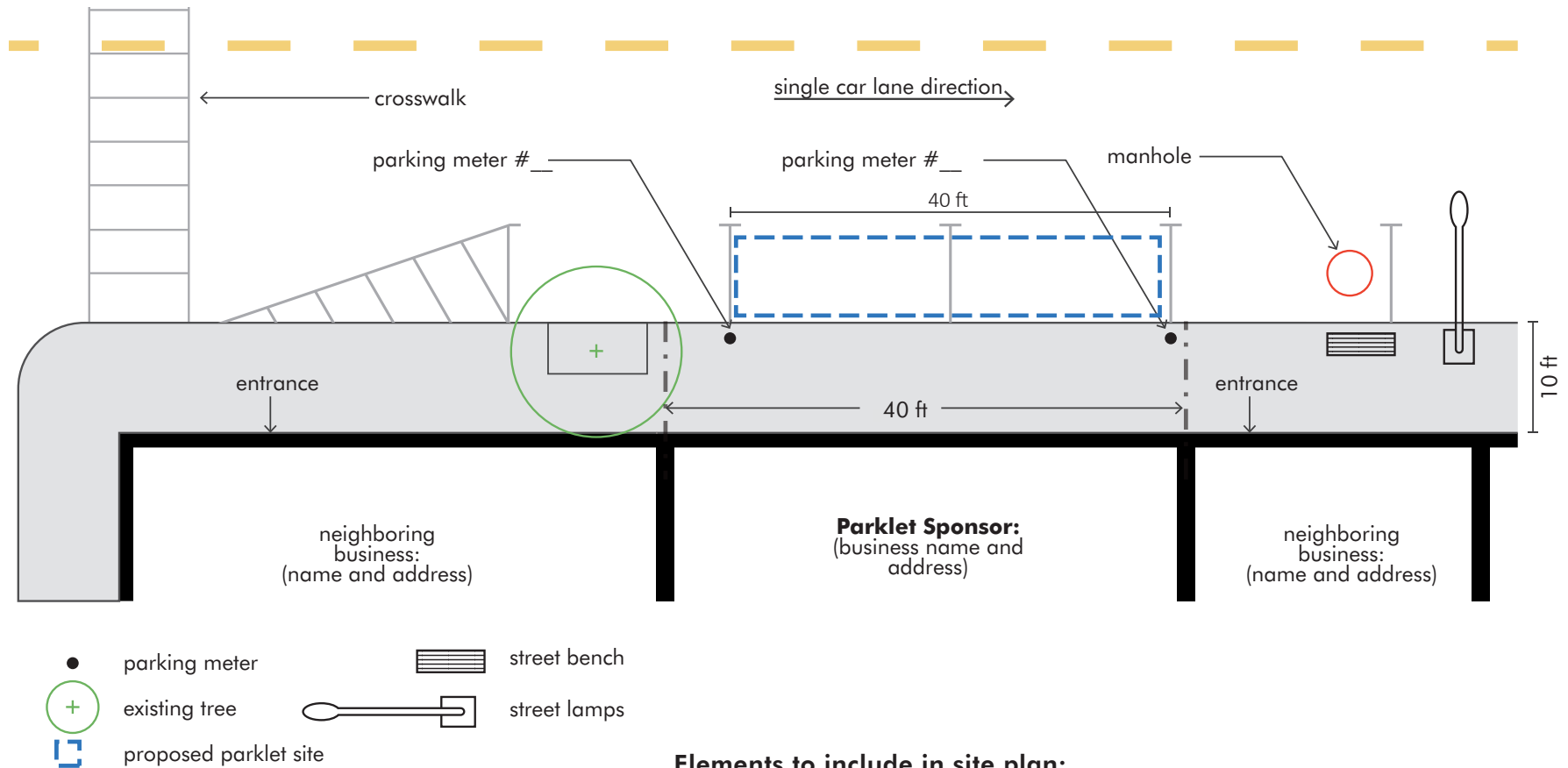
The Applicant understands and agrees to comply with the Parklet Ordinance. The Applicant certifies that all information provided in this application and supplementary materials is true and correct.

Signature _____

Print Name _____

Date _____

SAMPLE SITE PLAN



Elements to include in site plan:

- Parking stalls with dimensions
- Adjacent bike lanes or auto traffic with speed
- Existing utility access panels or manholes
- Storm drains
- Driveways
- Permanent sidewalk fixtures
- Property lines that extend to street
- Building entrances
- Building standpipes

PARKLET CONCEPTS

This section of the handbook is meant to **inspire** ideas for parklets in your community. By combining the various design components detailed in the prior section in different configurations, four different **parklet themes** are introduced. Each theme describes the ways in which these parklets can be used, and highlights the **unique personalities** they can take on. Detailed illustrations demonstrate the **practical considerations** of the required components to build and store the particular parklet, as well as show the **beauty** and aesthetics that parklets bring to the street.

EXAMPLE PARKLET

The Example Parklet illustrates the flexibility of the parklet as a structure.

Design components include: 3 farm modules, 3 low planters, 1 bike rack, 3 rail planters, interactive art element, moveable table, and moveable chairs.

Elements can be added or removed to fit the floor module to provide different functions, add artwork or enhance according to funding sources.

Plan Parameters For
ADA Accessibility:

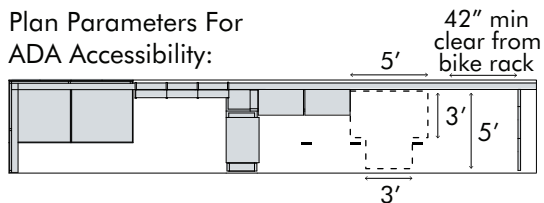
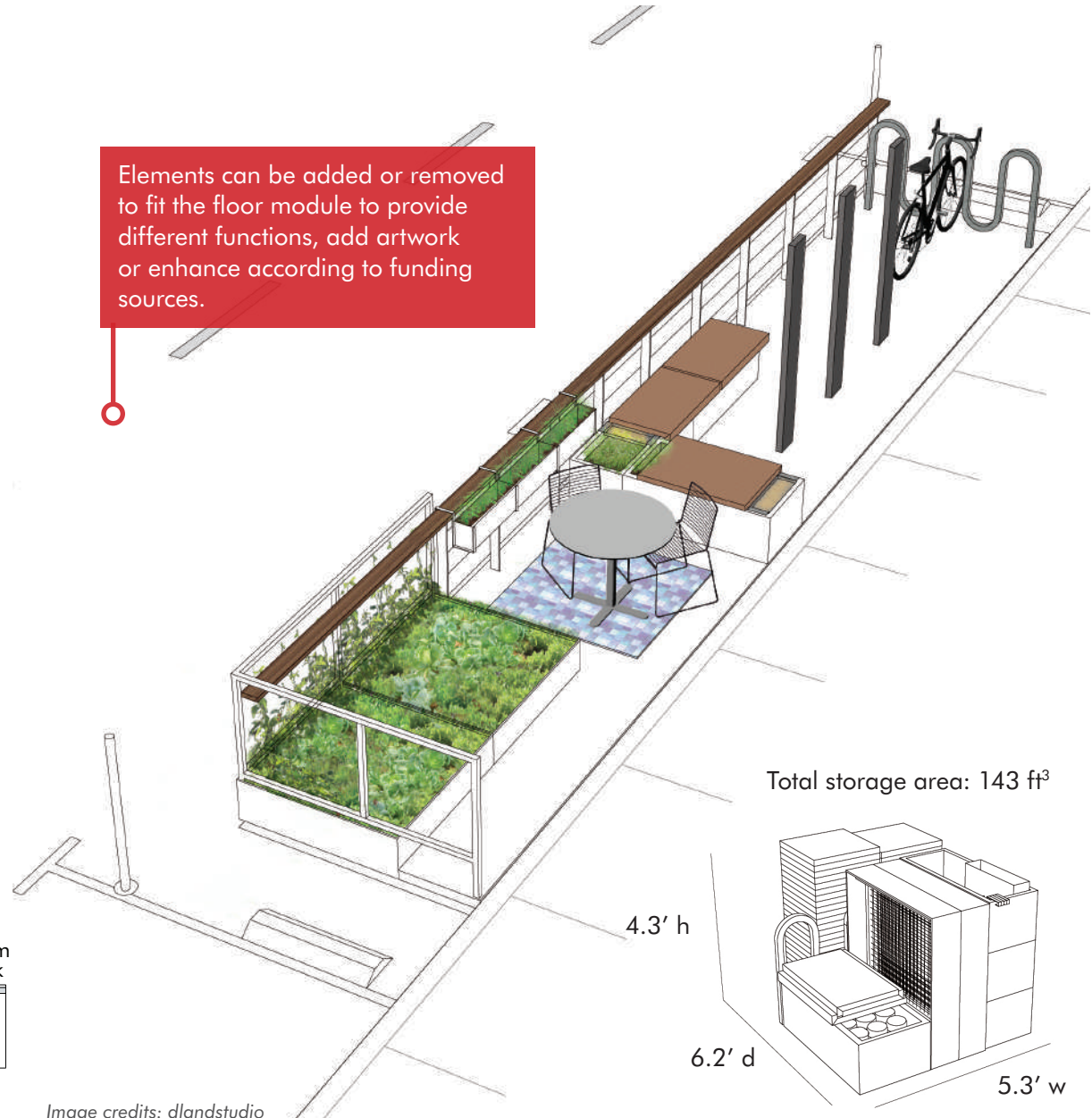


Image credits: dlandstudio



Total storage area: 143 ft³

4.3' h

6.2' d

5.3' w

COMMUNITY TABLE

The Community Table Parklet illustrates the opportunity to leverage eating as an act of community gathering. Design components include: 2 collapsible tables, 1 small collapsible table, 6 fixed benches, 1 small fixed bench, and 18 rail planters.

This parklet invites sponsor patrons and people with a brownbag lunch to sit together as a community and eat.

Plan Parameters For
ADA Accessibility:

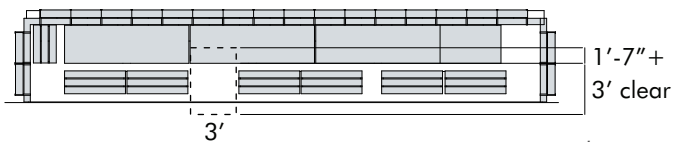


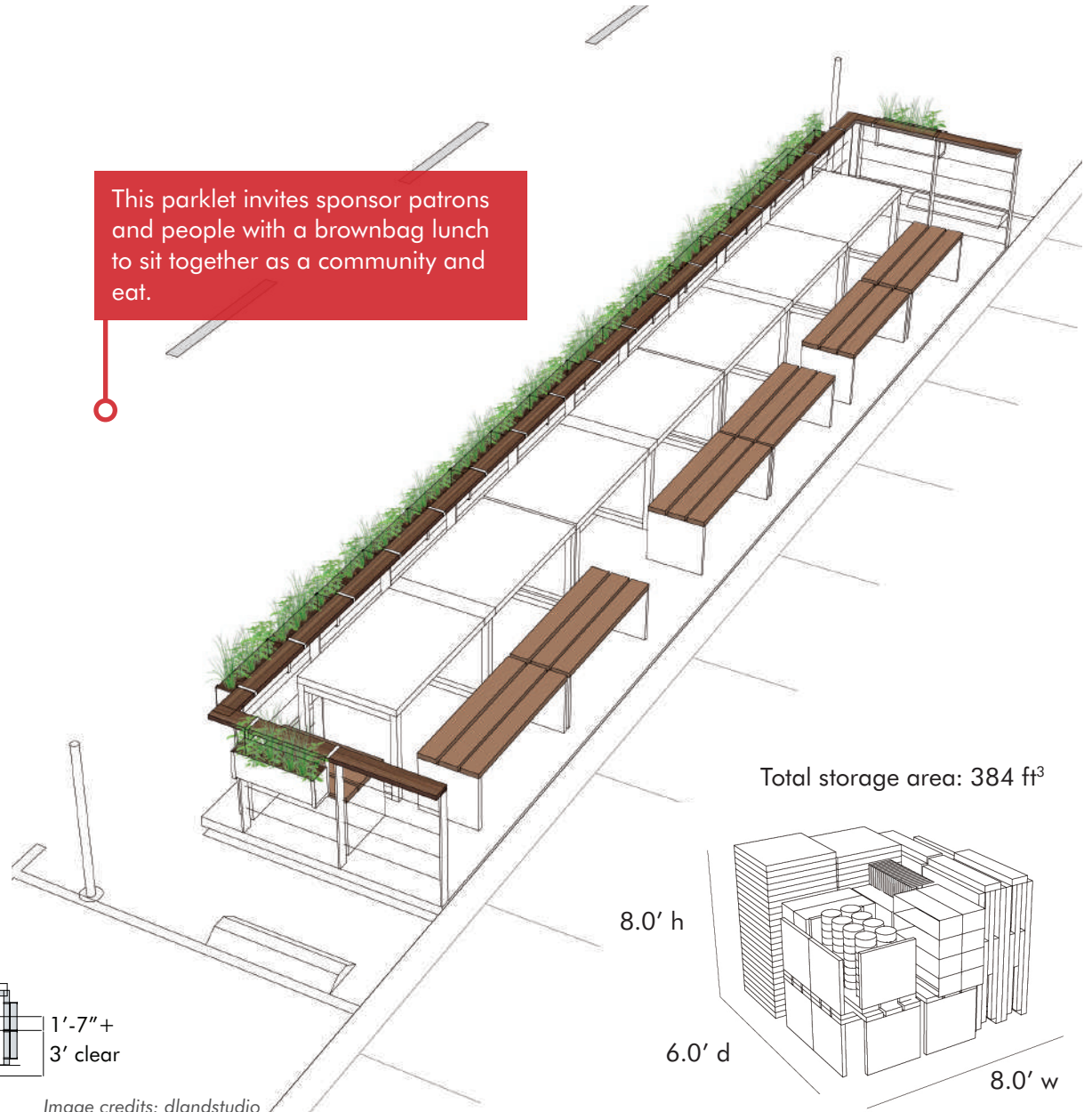
Image credits: dlandstudio

Total storage area: 384 ft³

8.0' h

6.0' d

8.0' w



RELAX STATION

This Relax Station Parklet invites users to take a moment to catch a breath and take a break. Design components include: 4 low planters, 14 high planters, 4 fixed lounges and 7 rail planters.

This parklet offers the opportunity to look at the sky and experience a view few people enjoy. The vegetated nooks act as a calming escape from the busy world around.

Plan Parameters For
ADA Accessibility:

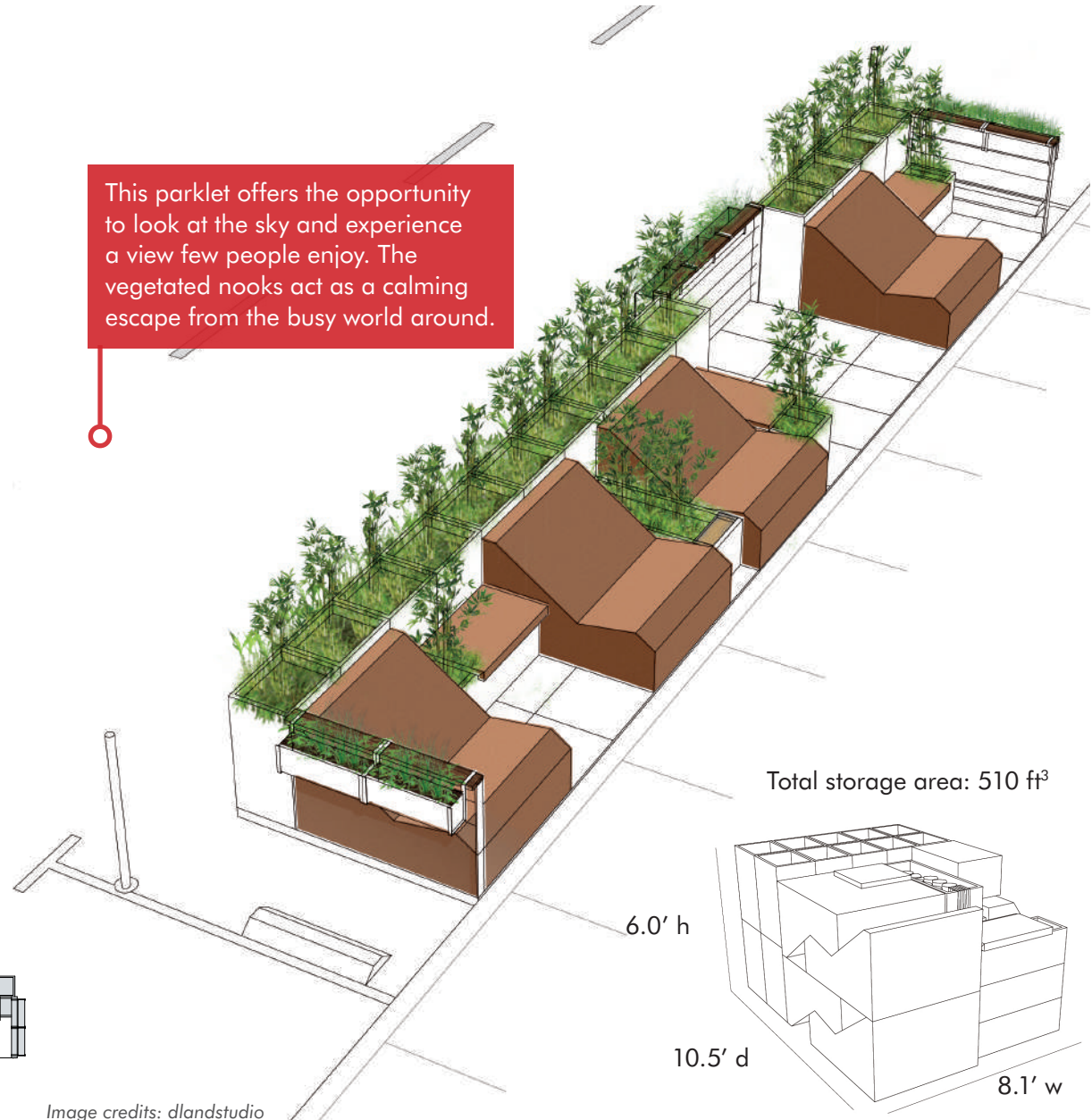
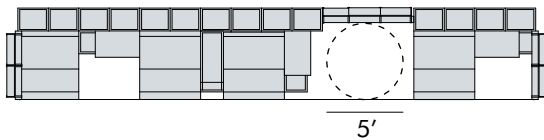


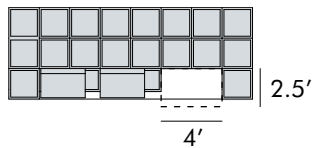
Image credits: dlandstudio

BIO BENCH

This Bio Bench Parklet offers a compact (one parking space), bench-sized installation to increase greenery in downtown areas. Design components include: 18 high planters and 2 low planters, with bench tops. Consider off-season alternate locations for planters, such as the storefront.



Plan Parameters For ADA Accessibility:



Multiple installations of this type of parklet can increase permeable cover, helping to reduce heat island effect and slow storm water.

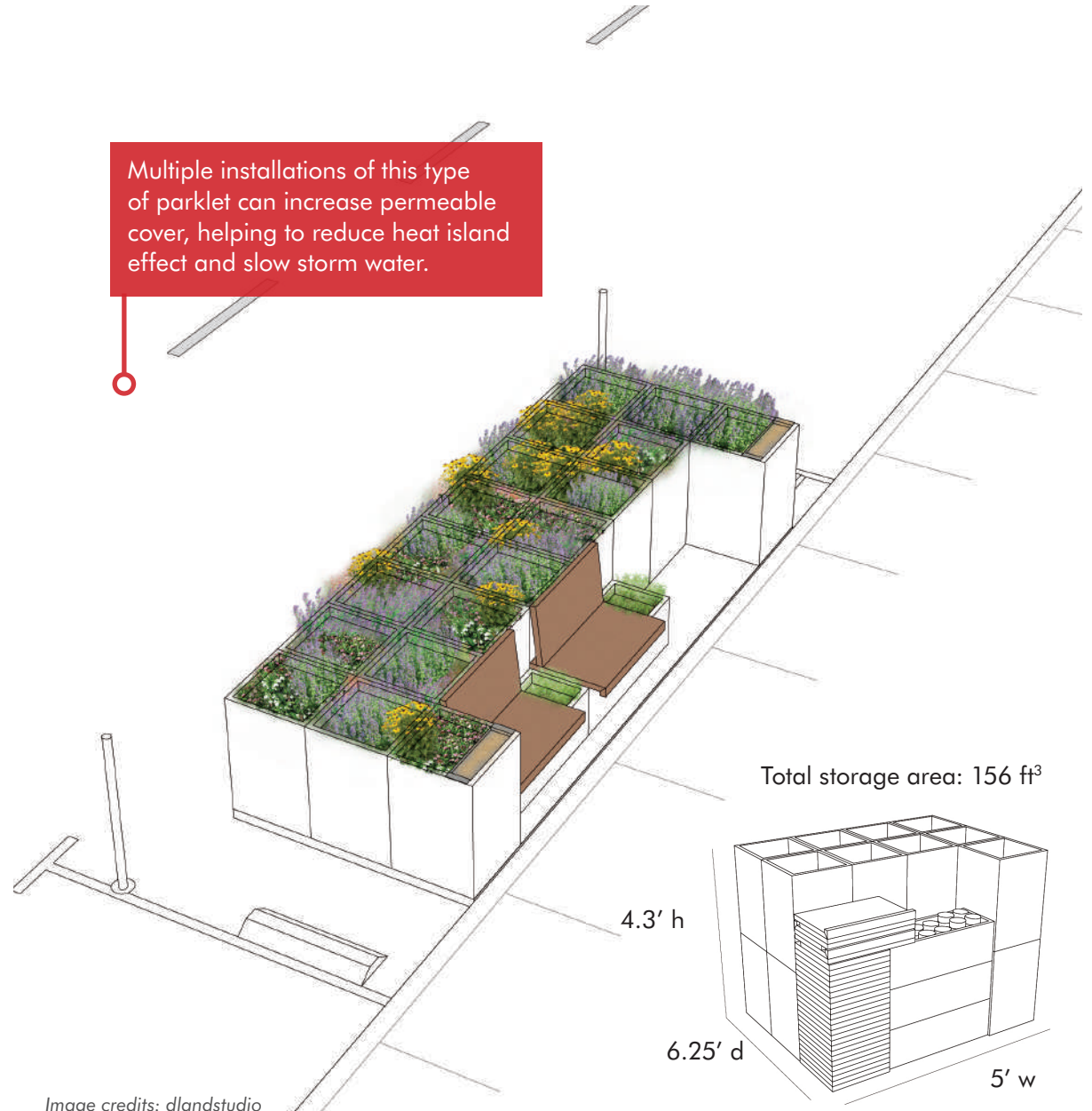


Image credits: dlandstudio

PARKLET PROGRAM CONTACT INFORMATION

Have any questions? Or suggestions on how to improve the Beyond the Curb program? Contact the Municipal Planning Department.

planning@email.com
(973) 555 - 5555

Municipal Planning Department
100 Main Street
Anywhere, NJ 08800

IMAGE CREDITS

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