

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event PARK (ING) DAY 2012

Event Organizer/Sponsor ZDA, INC.

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 4797 CAPITOL VIEW ROAD

City/State/Zip MIDDLETON, WI 53562

Primary Contact STEVEN G. ZIEGLER

FAX 608.831.9071

Work Phone 608.831.5098

Phone During Event 608.770.5098

E-mail steve@zdainc.com

Website zdainc.com

Secondary Contact JARED A. VINCENT

Work Phone 608.831.5098

Phone During Event 608.298.8904

E-mail jared@zdainc.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance VARIABLE, AVERAGE PEDESTRIAN FLOW (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours _____ to _____ Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)
 Other _____

LOCATION REQUESTED

Capitol Square (note specific blocks below) Podium/700-800 State Street
 30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)

Street Names and Block Numbers: MARTIN LUTHER KING JR. BLVD

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) _____

Rain Date(s) NONE

Event Start Date(s)/Time(s) 09/21/12 | 10:00 am

Set-Up Date(s)/Time for Event 09/21/12 | 8:00 am to 10:00 am

Event End Date(s)/Time(s) 09/21/12 | 3:00 pm

Take-Down Time 09/21/12 | 3:00 pm to 4:30 pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____/I/We waive the 21-day decision requirement.

_____(PLEASE INITIAL)

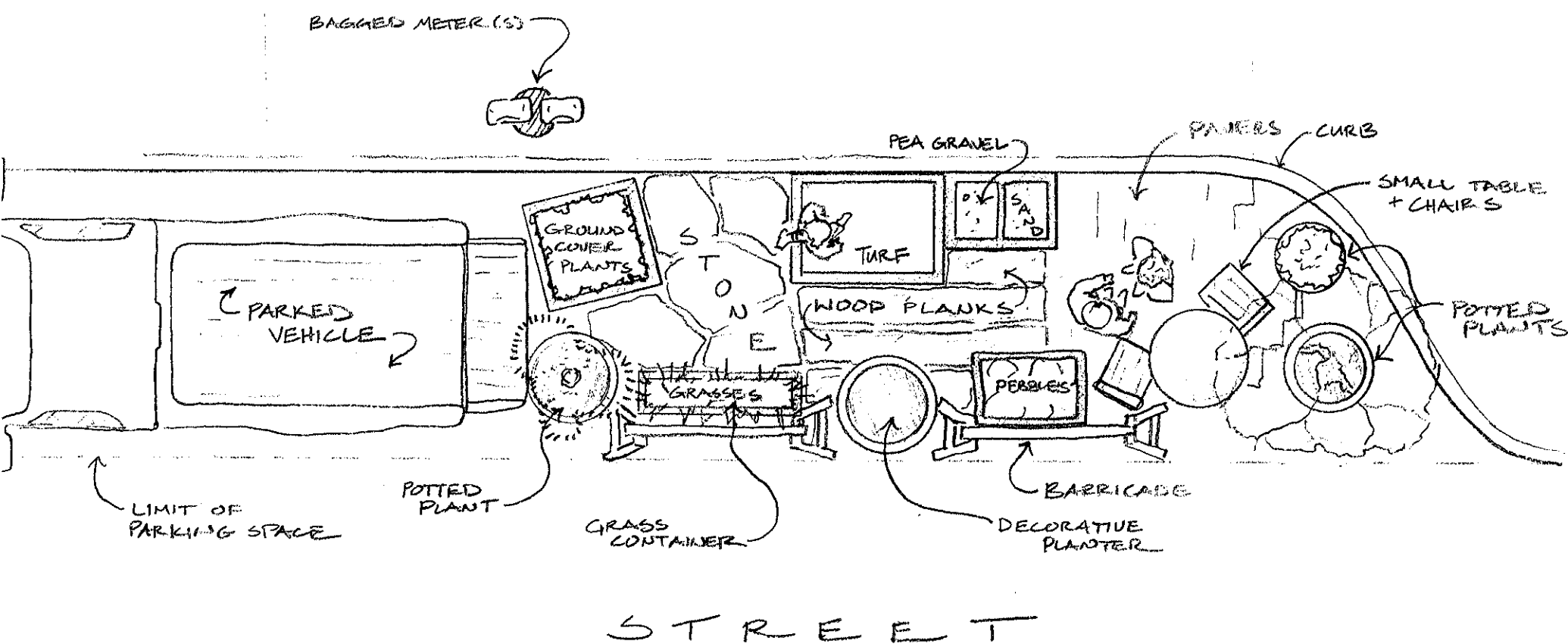
Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws

Signature [Signature]

Date Aug 15, 2012

CITY SIDEWALK



PARK (ING) DAY 2012 - SITE PLAN
POCKET PARK CONCEPT: "UNDERFOOT"
15 AUGUST 2012

Street Use Permit Application: Supplemental Information

Contact : Steven G. Ziegler
608.831.5098, steve@zdainc.com

Jared A. Vincent
608.298.8904, jared@zdainc.com

Event Schedule

Park(ing) Day is a national annual event occurring on the third Friday of September. This year the date is Friday, September 21st, 2012. Developed as an ephemeral concept, the event is intended to be short in duration- appearing in the morning and disappearing by dinner. Set-up will occur the morning of the event between 8:00am and 10:00am to avoid morning rush hour traffic and take-down will occur between 3:00pm and 4:30pm so that the parking stall and related vehicles are removed before the evening rush hour traffic, and when demand increases for parking stalls by area restaurants and shops. The event will occur during the day when pedestrian traffic from surrounding businesses is high to capture as large an impromptu audience as possible without disrupting normal traffic patterns.

Event Site Map

The event will ideally take place in downtown Madison near the Capitol Square where there is a large amount of street and off street parking. We propose to locate the PARK(ing) Space on any block of Martin Luther King Jr. Blvd. This area will provide adequate exposure for the event while limiting the impact on parking and traffic for local businesses on adjacent streets. The PARK(ing) Space will require two adjacent metered parallel parking stalls, one to become the PARK(ing) Space and the other to park a vehicle, and preferably located at the end of a block to improve pedestrian safety. All materials will be appropriately sized and kept within the parking space. Materials used to create the Park(ing) Space will be readily movable in the event of an emergency and will allow for easy cleanup without special equipment. (See attached site plan)

Route Map

The PARK(ing) Space will be a stationary event that does not require any redirection of vehicular or pedestrian traffic. A single vehicle associated with the event (to provide a buffer on one end of the space as well as loading and unloading of materials) will be parked adjacent to the space. There are no special traffic needs as visitors to the space will be primarily by foot or bicycle.

Safety and Security Plan

The PARK(ing) Space will require only one end parking stall at the beginning or end of a block and a vehicle will be parked for the duration of the event on the other side of the PARK(ing) Space, both with a bagged meter. Barricades will be placed along the street side of the space to provide separation between vehicular traffic and users of the space. The PARK(ing) Space will also be organized to discourage users from entering or exiting the space on the street side. All users of the space will be directed to enter and exit from the adjacent city sidewalk. At least one member of our team will be present in the Park(ing) Space at all times. All team members will have a cell phone in the event of an emergency.

Notifications

There will be limited notifications made prior to the event. The transformation is intended to appear spontaneous and temporary. Notification can be made to businesses in the immediate area if necessary; however the impact on these businesses will be minimal. It is our hope that there will be some media coverage the day of the event to help raise awareness through social media and local news sources.

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Certificate of Insurance

Our request for a Certificate of Insurance has been submitted. We will forward this certificate to the City Risk Manager as soon as we receive it.

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PARK(ing) Day 2012 Summary

Originated by Rebar, a San Francisco art and design studio, the PARK(ing) Day event was designed to call attention to the need for more urban open space and improve the quality of urban experience. The first project started in 2005 by transforming a metered parking stall into a temporary public park in an area of the city most lacking public open space. Much of the open space in urban areas has been dedicated to the movement and storage of vehicles, reducing the amount of usable space available to its inhabitants. The PARK(ing) Day event was created to expand upon this idea and explore a broader range of activities and solutions to this short-term borrowed space idea. The hope of the event is to provoke an examination of the quality of our built environment and to raise awareness of the importance of public, usable open space.

PARK(ing) Day Space Concept- "Underfoot"

The intention of the PARK(ing) space is to improve the health and wellness of the citizens of the city and to provide a temporary respite that promotes the benefits of usable, public open space. We will be using a variety of groundcovers to temporarily transform a concrete or asphalt parking space into a small pocket park. Natural elements like hardy plants, sand, pea gravel, and materials that feel good *underfoot* will be used to demonstrate alternative surfaces for the urban environment. Materials will be placed in small wood frames, allowing visitors to experience a variety of textures. Site furnishings may be provided to allow for temporary seating and interaction among users, inviting them into the space to experience the joy of urban pocket parks. Potted plants will be added to provide additional textures, shade, and beauty. A concerted effort will be made to use natural materials to contrast the surrounding built environment, as well as repurposed and recyclable materials to reduce waste and promote sustainability.