

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Park(ing) Day '17

Event Organizer/Sponsor: ZDA, inc. and Wisconsin Chapter of the American Society of Landscape Architects (WIASLA)

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☐ Yes ☒ No

MANDATORY: State Sales Tax Exemption Number: ES#:

OPTIONAL: Federal Tax Exempt Number:

Address: 4797 Capitol View Road

City/State/Zip: Middleton, WI 53562

Primary Contact: Jared Vincent

Work Phone: 608.831.5098

Email: jared@zdainc.com

Phone During Event: 608.298.8904

Website: zdainc.com/ wiasla.com

FAX: 608.831.9071

Secondary Contact: Cody Axness (WIASLA)

Work Phone: 608.232.4311

Email: caxness@flad.com

Phone During Event: _____

Annual Event? Yes

☒ Yes ☐ No

Charitable Event? No

☐ Yes ☒ No

If Yes, Name of charity to receive donations: _____

Estimated Attendance: Average sidewalk foot traffic

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☐ Yes ☒ No

Hours: _____ to _____

EVENT CATEGORY

☐ Run/Walk

☐ Music/Concert

☐ Festival

☐ Rally

☒ Parking (i.e., bagging meters)

☒ Other: Art Installation- Temporarily converting parking stall(s) into public park

LOCATION REQUESTED

☒ Capitol Square (note specific blocks below)

☐ State St. Mall/800 State Street

☐ 30 on the Square (aka top of 100 block of State Street)

☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: Martin Luther King Jr. BLVD, 100 Block on SW side nearest capitol

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 9/15/17

Event Start and End Times: 9:00am to 4:00pm

Rain Date (if any): None

Set-Up Start Time: 7:00am

Take-Down Start Time and End Times: 3:30pm to 4:30pm

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

☐ Yes ☒ No

If class B license is denied, will the event(s) occur?

☒ Yes ☐ No

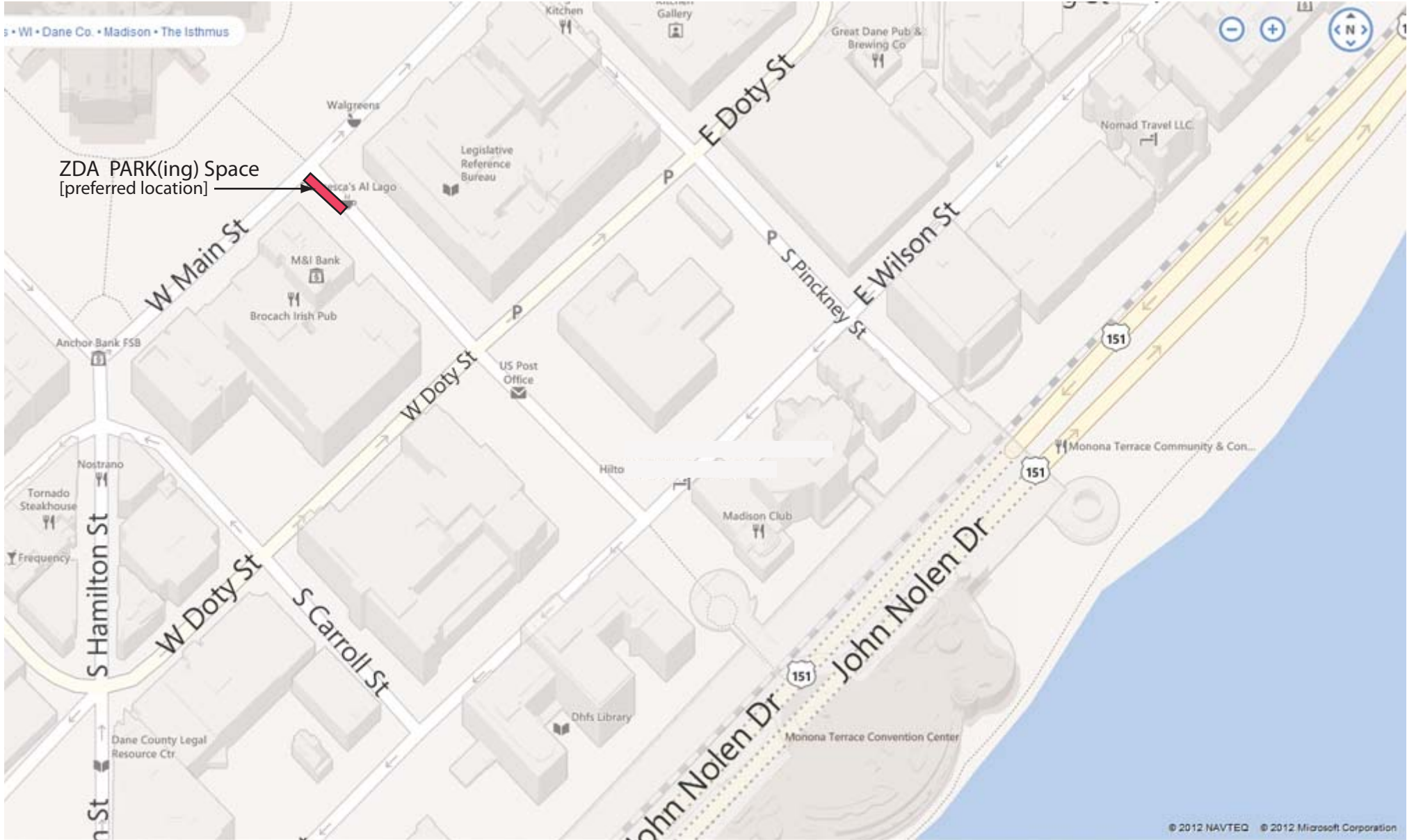
_____ By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

Applicant Signature

Date 8/11/2017



ZDA PARK(ing) Space
[preferred location]

Street Use Permit Application: Supplemental Information

Contact : Jared A. Vincent (ZDA)
608.831.5098, jared@zdainc.com

Cody Axness (WIASLA)
608.232.4311, caxness@flad.com

PARK(ing) Day 2017 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 2017- Park Space Concept- "Public Open Space"

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 natural materials to temporarily transform a concrete/ asphalt parking space into a small *pocket* park. Site furnishings such as chairs, bistro tables, and benches will provide temporary seating to invite visitors into the space and encourage interaction among users. Potted plants will also be added to provide additional shade, color, and beauty to the space. A concerted effort will be made to use natural materials to contrast the surrounding built environment, as well as re-purposed and recyclable materials to reduce waste and promote sustainability. We have incorporated temporary bike parking when possible. We will be coordinating with the Wisconsin Chapter of the American Society of Landscape Architects as a co-sponsor and involving the University of Wisconsin Madison- Landscape Architecture students to design and set-up the space.

This year we will again have two sponsors for this park space, so we request three parking stalls total. One space will be used to park the safety vehicle and the other two spaces will contain the park space. This will eliminate the need for 4 total stalls if the installations are separate (requiring two parked cars and two separate park spaces).

Street Use Permit Application: Supplemental Information- Continued

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Event Schedule

Park(ing) Day is a national annual event on the third Friday of September; this year is Friday, September 15th, 2017. Being an ephemeral concept the event is intended to be short in duration- appearing in the morning and gone by evening. Set-up will occur the morning of the event between 7:00am and 9:00am to avoid morning rush hour traffic and take-down between 3:30pm and 4:30pm so the parking stalls will be available 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, there has been at most 8-10 people gathered in the space at one time. This schedule worked quite well for all the past events. Meter bags will be picked up and installed on Thursday evening to ensure the spaces are available for set up in the morning and then removed immediately after the event. Barricades from City Engineering will be picked up in the morning on the day of the event and dropped off at the end of the day.

Event Site Map

The event will take place in downtown Madison near the Capitol Square where there is street parking. We propose to locate the PARK(ing) Space on Martin Luther King Jr. Blvd, preferably on the corner of Main St. and MLK Jr. Blvd nearest the Capitol Square for better visibility and pedestrian traffic. 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 requires two to three adjacent metered parallel parking stalls, one to two to become the PARK(ing) Space and the other to park a vehicle, and preferably located at the end of the block to take advantage of the curb bump out to improve user 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 is 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(s). There are no special traffic needs as visitors to the space will be primarily by foot or bicycle and will approach from the sidewalk.

Safety and Security Plan

The PARK(ing) Space will require one to two end parking stall(s) 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, all with bagged meters. Barricades along the street side of the space 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 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.

Certificate of Insurance

A Certificate of Insurance for ZDA is included with this packet. WIASLA will be submitting a COI separately.