

Attachment B: Parklet Program Background and Outreach Timeline

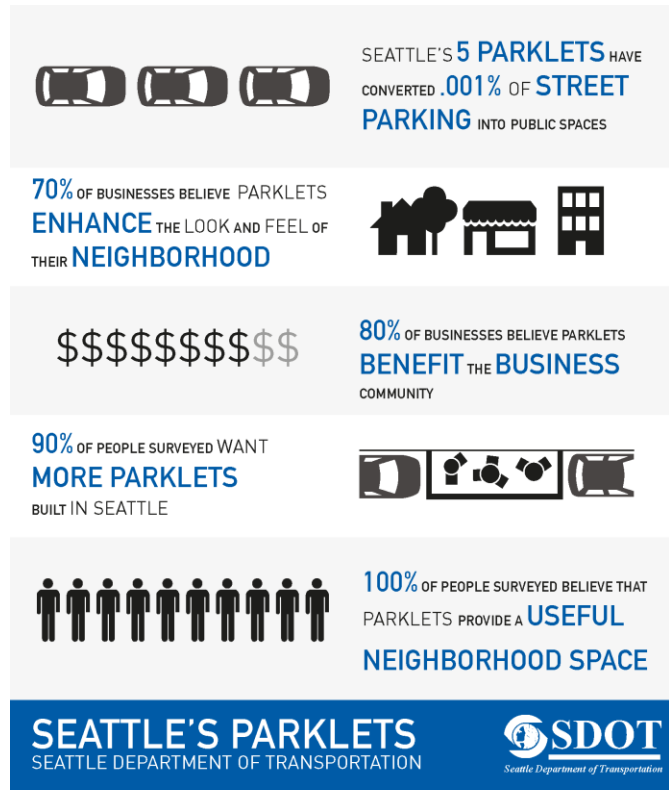
Background

In early 2013, SDOT convened a Public Space Management Task Force to develop a work plan for implementing right of way activation strategies. This task force identified parklets as a high priority program for the City and established the goal of launching a pilot program by the end of 2013. Parklets, which are privately-funded and maintained open spaces built within a few on-street parking spaces, are widely recognized as a cost-effective way to add public space to neighborhood business districts while providing community gathering places and supporting economic vitality.

The Pilot Parklet Program in Seattle officially launched in September 2013 with the opening of the Montana Bar parklet in Capitol Hill. The pilot was extended into 2014 in order to evaluate the success of parklets in additional neighborhoods throughout the city. SDOT reached out to community and business groups across Seattle to build support for the pilot program and encourage organizations to submit a parklet application.

Five parklets were constructed as part of the pilot and the installations were each evaluated to determine how well they served their neighborhoods. The parklet evaluation consisted of on-site observations, user intercept surveys, business surveys, and a study of parking impacts. The evaluation found that parklets can successfully provide well-supported neighborhood gathering spaces with minimal impacts to on-street parking availability.


As a result of the successful pilot, SDOT announced in March 2015 that the program would become a permanent SDOT program and that a pilot would be launched for “streateries”—parklets that can be used for private outdoor café seating during a portion of the day. As of April 2016, eight parklets and two streateries are open in Seattle and there are 10 additional parklet and streatory projects in permitting. SDOT is continuing to evaluate the installed projects and is seeking changes to the Seattle Municipal Code as an administrative measure to formalize the Parklet Program.



Summary Att B – SDOT Parklet Program Background and Outreach Timeline

V1

Outreach Timeline

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- April 18, 2013:** Program briefing - Seattle Commission for People with DisAbilities
 - May 9, 2013:** Program briefing - Seattle Design Commission
 - June 24, 2013:** Program briefing - Seattle City Council
 - September 13, 2013:** Launch of Pilot Parklet Program - media outlets, SDOT blog, social media
 - September 19, 2013:** Program briefing and Montana Bar parklet information - Capitol Hill Community Council
 - November 11, 2013:** Program briefing - Queen Anne Greenways
 - January 30, 2014:** Extension of Pilot Parklet Program - media outlets, SDOT blog, social media, neighborhood/business groups
 - April 5, 2014:** Program briefing - Seattle Neighborhood Summit
 - April 29, 2014:** Program briefing - Seattle Parks Foundation
 - March 21, 2015:** Launch of permanent program and Streatery Pilot Program – media outlets, SDOT blog, social media, neighborhood/business groups
 - November 24, 2015:** Simplification of application process and launch of pro bono designer roster - SDOT blog, social media, neighborhood/business groups

In addition to the outreach milestones listed above, SDOT has announced the opening of most new parklet and streatery projects on the SDOT blog and social media pages throughout the duration of the programs. SDOT staff have also sent email blasts and conducted in-person presentations to neighborhood and business groups throughout Seattle to encourage new applications.

As part of the parklet and streatery application process, each project is subject to a public notice and two-week public comment period before final approval. Notices of the projects are posted on

Summary Att B – SDOT Parklet Program Background and Outreach Timeline
V1

SDOT’s website, mailed to businesses and residents within 200 feet of the proposed projects, and posted on site—usually in the window of the hosting business.