MICRO PLACEMAKING WITH MACRO RESULTS:
Designing DC’s First Semi-Permanent Parklet
What is a parklet?

“A small park in an urban area”
(from the Oxford English Dictionary)

“Parklets repurpose part of the street next to the sidewalk into a public space for people.”
(from the San Francisco Parklet Manual)

Circa 2010?
Where does the idea of designing a **bright yellow** parklet come from?
Where does the idea of designing a {bright yellow} parklet come from?

DDOT

Golden Triangle BID

Gensler

Let’s hold a design competition!!!!
What's the story?
The parklet must be relevant to the client, users and context and responsive to other outdoor amenity spaces.

Sustainability
In what ways does the parklet push forward the city's sustainability goals?

Flexibility
How can the parklet be reconfigured for a variety of programs and events?

Destination
How can the parklet's design create a neighborhood destination and be linked with other public spaces?

Social impact
How will the community benefit and what service can the parklet provide to users?

Budget
Can the parklet be constructed for under $15,000?

Competition Goals + Objectives
Create a public parklet that would be enjoyed by the entire Golden Triangle Business Improvement District (BID) community—workers, business owners, residents, visitors and others.
tri-park is a parklet that transforms two parking spaces into a playful, energetic area serving the iconic fixed feature of the parklet is the triangle planters that increase green space by 25%. The other 75% of the area is composed of walnut triangular extrusions of different heights: 6", 24", 36", 42", and 48". The pieces are set directly onto the asphalt making their perceived height 6" less than their actual heights (ie the 6" piece is flush with the curb). These pieces are set on locking casters and are to be moved on a bimonthly basis into user-specified arrangements for a total of 4 times in the year.

The percentage of the population living within 0-0.5 miles of the Golden Triangle that is 20-34 years old. The percentage of Golden Triangle employees residing in Washington, DC.
PARKING SYSTEM

Parking, in a broad sense, and necessary to many city streets, at least USA, containing one or more story of the building, are designed that they not obstruct traffic and not devalue the value of the building or the streetscape. Consequently, they should be designed in a way that is visually appealing and not too obtrusive.

Some proposals include the use of covered parking and airports. Covered parking is a popular alternative to open-air parking, providing shelter and reducing the visual impact of the parking area. Airports, on the other hand, can be used to create large parking areas, often with green space, that complement the design of the surrounding buildings.

The proposed layout of the covered parking and airports includes a variety of different parking areas, each with its own unique design and function. The layout is designed to be visually appealing and not too intrusive into the surrounding streetscape.

A careful balance between parking and green spaces is necessary to ensure that the parking areas do not detract from the surrounding environment. The proposed parking areas are designed to complement the aesthetics of the surrounding buildings and streets.

By integrating parking areas with green spaces, the visual impact of the parking areas is reduced, and the streetscape is enhanced. The proposed layout includes a variety of different parking areas, each with its own unique design and function, that complement the surrounding environment.

The proposed parking areas are designed to be visually appealing and not too intrusive into the surrounding streetscape. The layout includes a variety of different parking areas, each with its own unique design and function, that complement the aesthetics of the surrounding buildings and streets.
PEOPLE SPACE

Inspired by the content of, “Thats A Great and going to become a great ride, an adventure,” People Space, Manhattan, New York, proposes to subtly transform streetscape at 14th and 15th streets. The gracefully aligned solid form creates a network of experiential moments accentuating different uses dedicated to its nodes.

People Space introduces a new typology of gathering spaces among the urban terrain that mark at mid-block 14th Street. This new common area encourages social interaction, with high/low magnitudes seating and bar-height meeting tables oriented to draw in pedestrian traffic.

People Space’s contemporary interpretation of a traffic barrier is defined as sight and allows one to pass through the fence to cool its inhabitants. View in and out of the barrier structure gain a sense of connectivity and reconnection to the street's current. People Space unites the street and event creates unity on the city's distinguished 14th Street.
gPARK

Meet Street and your refreshing urban getaway.

In addition to contributing to the neighborhood's landscape and street furniture, gPark is a place where neighbors can come together and enjoy the outdoors. By providing a range of outdoor seating options, gPark offers a welcoming space for people to relax and socialize.

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CONSTRUCTIBILITY & INSTALLATION

- The project utilizes construction techniques and materials that are structurally sound and perform well in the environment.
- Installation methods are selected to minimize disruption to the surrounding area.
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SUSTAINABILITY

- The project employs sustainable techniques and materials to reduce its environmental impact.
- The project utilizes recycled materials and promotes energy efficiency.
- The project employs sustainable techniques and materials to reduce its environmental impact. The project utilizes recycled materials and promotes energy efficiency.

EDUCATIONAL ACHIEVEMENT

- The project contributes to educational achievement by promoting environmental literacy.
- The project includes educational elements that encourage learning about the natural environment.
- The project contributes to educational achievement by promoting environmental literacy. The project includes educational elements that encourage learning about the natural environment.

Section

Curved wood slot bench
high-counter & seating
wood slat decking
flexible seating
horizontal metal screen
native grasses
horizontal wood screen
tri-park is a flexible, interactive parklet that transforms two parking spaces into a playful, energetic area serving multiple user groups. tri-park has both fixed and movable parts. the iconic fixed feature of the parklet is the triangle planters that increase green space by 25%; their arrangement into two larger triangles serves as a buffer as well as a branding strategy for the area, the golden triangle. the other 75% of the area is composed of walnut triangular extrusions of different heights: 6", 24", 36", 42", and 48". these pieces are set directly onto the asphalt making their perceived heights 6" less than their actual heights (ie the 6" piece is flush with the curb). these pieces are set on locking casters and are to be moved on a bimonthly basis into user-specified arrangements for a total of 4 times in the period from March-November. the interactive piece of the park is a miniature, game sized version of tri-park whose arrangement can be changed by passers by. it will be set inside the parklet area one of the 42" high pieces. the modularity of the design serves a dual purpose of flexibility as well as streamlining fabrication. the 3' triangles and side panels are easily fabricated in Gensler's Fabrication lab using the table saw.

#### ICONIC

Fixed planters w/ signage opportunity

#### FLEXIBLE

- Fixed plywood buffer base
- Flexible programmable pieces
- Flexible plywood subframe
- Metal mesh drainage pan
- Stainless steel planter box
- Plastic, yellow matte finish
caster, flush mount
- Plywood base
- Modular pieces (varying heights)
- Planter (varying heights)

#### IN HOUSE FABRICATION

- Plywood, walnut
- Plywood, walnut
- Metal mesh drainage pan
- Stainless steel planter box
- Plastic, yellow matte finish
caster, flush mount
- Plywood base
- Modular pieces (varying heights)
Meet the neighborhood.
K STREET NW, WASHINGTON DC

Parklet HERE!
Who will use the parklet?

- PEDESTRIANS
- BUS RIDERS
- WORKING PROFESSIONALS: LAWYERS, DOCTORS, ARCHITECTS, PLANNERS
- GWU STUDENTS
- VISITORS, CLIENTS
- CUSTOMERS OF LOCAL BUSINESSES
- RESIDENTS
Meet the client.
GOLDEN TRIANGLE BUSINESS IMPROVEMENT DISTRICT
Tri-Park is a flexible, interactive parklet that transforms two parking spaces into a playful, energetic area serving multiple user groups. Tri-Park has both fixed and movable parts. The iconic fixed feature of the parklet is the triangle planters that increase green space by 25%. Their arrangement into two larger triangles serves as a buffer as well as a branding strategy for the area, the golden triangle. The other 75% of the area is composed of woods triangle extrusions of different heights: 6", 24", 36", 42", and 48". These pieces are set onto each other, creating a playful arrangement. The interactive piece of the park is a miniature, game-sized version of Tri-Park, whose arrangement can be changed by passersby. It will be set inside the parklet onto one of the 42" high pieces. The modularity of the design serves a dual purpose of flexibility as well as streamlining fabrication. The 3' triangles and side panels are easily fabricated in Gensler’s fabrication lab using the table saw.

**Fixed:**
- Plywood, Walnut
- Metal mesh drainage pan
- Stainless steel planter box
- Plastic, yellow matte finish

**Flexible:**
- Modular pieces (varying heights)
- Planter (varying heights)

**Interactive:**
- Plywood base
- Flexible programmable pieces
- Fixed plywood buffer base

**IN HOUSE FABRICATION**
- 40% Walkable
- 7.5% Standing bar
- 7.5% Seated bar
- 10% Table
- 10% Seating
- 25% Planted
Boundless Parklet
SIDEWALK + BRANDING WINDOW

Parklet HERE!
Meet the parKIT.
TOOLKIT FOR DC PARKLETS
Design Refinement
WORKING WITH DDOT AND THE GOLDEN TRIANGLE BID

ISSUES:

CONTINUOUS BUFFER ALONG STREET SIDE IS REQUIRED

MAXIMUM HEIGHT OF PARKLET INCLUDING PLANTINGS IS SET AT 42” TO NOT IMPAIR VEHICULAR VISION

MODULES ARE NOT REQUIRED TO BE PERMANANTLY FIXED

EXTENSION INTO SIDEWALK IS PERMITTED SO LONG AS IT IS REMOVABLE AND FLUSH WITH PAVEMENT
Design Refinement
IMPROVING THE USER EXPERIENCE

<table>
<thead>
<tr>
<th>Current Design</th>
<th>Proposed Design</th>
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<tbody>
<tr>
<td>PLANTED AREA</td>
<td>25%</td>
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<tr>
<td>WALKABLE SURFACE</td>
<td>40%</td>
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<tr>
<td>SEATED BAR</td>
<td>7.5%</td>
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<tr>
<td>STANDING BAR</td>
<td>7.5%</td>
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<tr>
<td>TABLE</td>
<td>10%</td>
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<td>SEATING</td>
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Design Refinement
IMPROVING CONSTRUCTIBILITY

15% FLEXIBLE MODULES
25% FIXED MODULES
30% FIXED MODULES
55% EXPOSED PLATFORM

75% FLEXIBLE MODULES
15% FLEXIBLE MODULES
30% FIXED MODULES
55% EXPOSED PLATFORM

TUESDAYS AT APA | OCTOBER 15, 2015
Design Refinement
COLOR AND MATERIALITY

3/4" MARINE GRADE PLYWOOD MODULES WITH CUSTOM EXTERIOR GRADE SEMI-GLOSS PAINT

3/4" MARINE GRADE PLYWOOD PLATFORM SUPPORTED BY ADJUSTABLE PEDESTALS

NATIVE FERNS AND COLORFUL WILD-LIFE ATTRACTION PERENNIALS

CHALK SPRAY
Design Refinement
USER DRIVEN PROGRAMMING

DAY 01:
PARKIT TEAM CONFIGURATION

DAY 30:
USER-ARRANGED CONFIGURATION
Material Consideration
SUSTAINABILITY + DURABILITY vs. BUDGET

GABION WALL
ECO RESIN
RECLAIMED WOOD

POWER COATED ALUMINUM MODULE:
BETWEEN $900 AND $1500 PER ITEM + SHIPPING
Cost Breakdown
PERMIT + CONSTRUCTION

$500 KEAST & HOOD (ENGINEER), REVIEW
$10342 PARZ DESIGNS (CONTRACTOR), MATERIAL AND OFF-SITE FABRICATION
$2081 PARZ DESIGNS, DELIVERY AND ON-SITE INSTALLATION
$200 PARZ DESIGNS, ADDITIONAL INSTALLATION OF SAFETY DEVICES
$1400 PLATFORM PEDESTALS
$455 PLEXIGLASS, CHALK SPRAY PAINT
$378 WINDOW DECAL
$160 SOIL, LINERS, RENTAL
$340 PLANTS
$200 2 WHEEL STOPS AND 2 REFLECTIVE SOFT HIT POSTS

PERMIT FEE WAIVED BY DDOT
PARKING METER FEE WAIVED BY DDOT

$15000 GOLDEN TRIANGLE BID
~$2500 GENSLER CONTRIBUTION

GOVERNMENT OF DISTRICT OF COLUMBIA
DEPARTMENT OF TRANSPORTATION
1100 4TH STREET SW / 2ND FLOOR, WASHINGTON, DC 20024
PUBLIC SPACE OCCUPANCY/PARKING PERMIT

PERMIT NO: PA10187490
EWR No: Source Permit:
Location: 2020 K STREET NW
Permission Granted To: Golden Triangle BID
Permit Fee No: J00390785 Permit Fee Amount: $330.00 (Waived)
Meter Fee No: M90787 Meter Fee Amount: $6,486.00 (Waived)
Deposit No: Deposit Amount:
Public Inconvenience Fee No: Public Inconvenience Fee Amount:

Permission is hereby granted to the entity named above to perform the work described herein at the address shown above in strict accordance with all conditions stated on all pages of this permit as well as on the application submitted.

Event: Parklet
Spaces Occupied: 2
Start Time: 12:00 AM
End Time: 11:00 PM
Meter Numbers (if applicable): 21102092

Location Description:
The parklet will be located in two parking spaces on the access lane of K Street in front of 2020 K Street NW.

Conditions:

Issue Date: 06/11/2015
Permit Expires: 10/31/2015

John Stokes
Leif Dormajo
Public Space Permit Staff
Director

TUESDAYS AT APA | OCTOBER 15, 2015
01 Platform and Safety Devices

02 Fixed Modules and Planters

03 Movable Modules
04 Temporary Chalk Spray on Sidewalk
KEEPS
GETTING
BRIGHTER

CELEBRATE PARKIT
THE DISTRICT’S FIRST SEASONAL PARKLET

parKIT Ribbon Cutting
Tuesday, July 14, 2015
11:30 a.m. - 12:00 p.m.
2020 K Street NW
Rain Date: Wednesday, July 15

A short speaking program and ribbon cutting will introduce attendees to the concept of parklets and provide the opportunity to learn about ongoing programming in parKIT.

As part of its temporary urbanism initiative, Sustainable DC invited the Golden Triangle to pilot the creation of a seasonal parklet. Sustainable DC and DDOT have developed new guidelines and protocols for parklets throughout the city with input from the Golden Triangle BID and others. The design for parKIT was created by two Gensler designers who won an in-house design competition. The Golden Triangle funded the construction and installation of the parklet.

Gensler
District government gives green light to parks in parking spaces

The Journal of the American Institute of Architects

Gensler Designs Bright Yellow Parklet for D.C.

The firm’s local office designed a temporary, 320-square-foot mini park on an busy downtown street.

By Michael Lauter

In the past week, carpenters screwed in banana-and mustard-colored...

The Washington Post

OCTOBER 15, 2015
Average number of users per day

Average length of stay: 12.7 min

61% Trips under 10 minutes

Least used time: Mornings

Peak use time: 12:30-1:30

Metrics of Usage
OBSERVATION + STUDY BY DDOT
Metrics of Usage
OBSERVATION + STUDY BY DDOT

27% 28%

19%

10%

13%

19%

2%
Metrics of Usage
OBSERVATION + STUDY BY DDOT

Sociability index
We're less sociable! Most users did solitary tasks.
Metrics of Usage
ADAPTATION ON JAN GEHL’S “PEOPLE ON FOOT”
Thank you!