



## PLAYFUL SIDEWALKS POLICY

*ESTABLISHED NOVEMBER 14, 2016*

### What are Playful Sidewalks?

Playful Sidewalks allow play to happen anywhere, turning moments like walking to school, waiting for a bus, or going to your local R-Center into opportunities for active play. The Playful Sidewalks program will increase opportunities for children, youth and families to play and have fun, promote walking and healthy active spaces throughout the city, and support beautification efforts to enhance our city's streetscapes. Playful Sidewalks celebrate local artists and community members while transforming typically underused concrete space into opportunities for play.

### Rules for Design Submission and Approval of Playful Sidewalks Submissions:

1. Artists and neighborhood groups must submit a letter of intent to their Neighborhood Service Center (NSC) Administrator. Applicants must be associated with a recognized local neighborhood association or block club, where such organizations exist. Other community organizations such as churches, community groups, schools and local businesses should connect with their local neighborhood association or block club before submitting their letter of intent:
  - a. Northeast: Carlos Torres, 500 Norton Street, 428-7660
  - b. Northwest: Tammi Herron, 71 Parkway – First Floor, 428-7620
  - c. Southeast: Nancy Johns-Price, 320 N Goodman St - Suite 209, 428-7640
  - d. Southwest: James H. Demps III, 923 Genesee Street, 428-7630.
2. The NSC Administrator will forward the letter of intent to the Department of Environmental Services – Architecture & Engineering Bureau for initial approval of the proposed location.
  - a. This program is primarily intended for local/residential streets due to the minimal impact on pedestrians that a temporary sidewalk closure would pose. Locations proposed on arterial/commercial streets will be considered on a case-by-case basis, taking into account the width of the sidewalk, presence of tree lawn, on-street parking, etc.
3. If the location is denied, the Department of Environmental Services will provide recommendations on alternative locations.
4. If the location is approved, neighborhood groups and local artists will submit a scaled concept drawing/sketch and description of the proposed Playful Sidewalks, and a plan for the installation and sustainability of the sidewalk design to the City Engineer.
  - a. All Playful Sidewalks murals must incorporate an element of play such as: hopscotch, tic tac toe, connect the dots, follow the maze, etc.. Visit [www.playrocs.org](http://www.playrocs.org) for samples of ideas.



- b. Applicants are also encouraged to incorporate cultural and historical elements into their Playful Sidewalks designs.
  - c. Artwork must be appropriate for public spaces and may not include advertising or logos.
  - d. Traffic marking paint with an anti-skid additive will be supplied by the City at no cost to the applicant for the initial treatment only; paint required for future maintenance of the treatment is the responsibility of the applicant.
  - e. Paint colors include: white, black, red, yellow, and blue but can be mixed to create additional colors.
  - f. Installation plans should describe the anticipated date of installation and the community group(s) involved in painting the sidewalk.
  - g. Sustainability plans should include plans for the maintenance and treatment of the Playful Sidewalks.
5. If the concept is denied, the Department of Environmental Services will provide recommendations to alter the design.
6. Once the concept has been approved, the applicant must submit a Right-of-Way (ROW) Permit application and associated petition demonstrating support from all adjacent residents, businesses, and/or property owners.
  - a. After the petition has been verified, the City will issue a ROW Permit for the Playful Sidewalks installation. The City Engineer will waive the Permit Fee for projects associated with this program.
7. Applicants must notify their neighborhood (e.g. flyers, facebook event, community bulletin board, newsletter, etc.) at least two weeks prior to the painting event and provide documentation to their NSC Administrator.
8. The applicant is not permitted to do any work other than what is specifically identified in the submitted documents.
9. The applicant will work with the NSC Administrator and all affected neighbors to resolve any concerns that arise; inability to address these concerns may result in the revocation of the ROW Permit.
10. The applicant acknowledges that the artwork rendered becomes public property and the artist retains no ownership rights to the photos or reproductions of the completed image.
11. Repair, maintenance, or installation of the sidewalk or underlying utilities may require the applicant to reinstall the treatment, or portions of the treatment, with all costs borne by the applicant.