

Aesthetic Guidelines Matrix

The primary intent of the aesthetic guidelines is to ensure that each parklet in Eureka is unique and that each parklet stands out as a special public space that is cool, fun, and beneficial to the overall neighborhood. Each parklet should provide positive aesthetic contributions to the block face on which they are installed. The secondary intent is to ensure that parklets are designed with community benefit and/or interaction in mind.

Each of the following aesthetic elements are worth a specific number of points. In order for a parklet to be approved, it must contain enough elements to total at least twelve points. All aesthetic design elements chosen will be reviewed and approved by staff to ensure parklet operators are adequately meeting the expectations of the guidelines. Each proposed element of the parklet proposal must be implemented during construction. Construction of parklet must be completed within three months of permit approvals.

ELEMENTS	Y/N	PTS
<p>A. A specific and clearly-identifiable theme: (5 POINTS)</p> <ol style="list-style-type: none"> 1. Theme is based on a specific element(s) of Eureka culture/history, or 2. Theme stimulates interaction and/or is education-based, or 3. Theme matches the business with which it is associated, or 4. Theme is associated with some unique element of the surrounding neighborhood 5. Theme targets a specific user group such as teens, seniors, children, pets, etc. 		
<p>B. Built-in permanent seating and table/counter (4 POINTS MAX)</p> <ol style="list-style-type: none"> 1. Built-in permanent seating; 1 point for every 2 feet of permanent seating created, maximum of 4 points, (1-4 POINTS) 2. Built-in permanent table or counter (minimum of 18” wide) (2 POINTS) 		
<p>C. Vertical elements (building permit may be required for vertical elements that are over three feet high; vertical elements may not obstruct driver views of sidewalk or street intersections)</p> <ol style="list-style-type: none"> 1. Trellises (see Appendix A, photo 2) (4 POINTS) (plants growing on trellises are additional points; see below) 2. Removable umbrellas; 2 points each, maximum of 4 points (2-4 POINTS) 3. Small potted tree-5 gallon pot minimum (variety must be approved by staff to ensure its hardiness and appropriate size) (1 POINT EACH, 3 POINTS MAX) 4. Large potted tree-24” box maximum (variety must be approved by staff to ensure its hardiness and appropriate size) (2 POINTS, 4 POINTS MAX) 5. Other approved vertical element(s) (1 to 4 POINTS) 		
<p>D. Parklet matches the architectural or design style of the building and/or business (this does not count as a “theme;” see A above)</p> <ol style="list-style-type: none"> 1. Matches exterior architecture style (3 POINTS) 2. Matches interior material and/or paint color and coordinated accents (3 POINTS) 3. Matches material of surrounding streetscape (e.g. brick, aggregate, stamped concrete, etc.) (3 POINTS) 		

<p>E. Landscaping/greenery</p> <ol style="list-style-type: none"> 1. Trellised vines/plants (3 POINTS) (trellises are additional points; see above) 2. Drought-resistant plants (1 POINT) 3. Native plants (1 POINT) 4. Large built-in planter boxes, landscaping, or potted plants (>10 square feet or >10 plants) (3 POINTS) 5. Medium built-in planter boxes, landscaping, or potted plants (≤10 square feet or ≤10 plants) (2 POINTS) 6. Small built-in planter boxes, landscaping, or potted plants (≤5 square feet or ≤5 plants) (1 POINT) 7. Astroturf or other unique floor surfacing (1 POINT) 		
<p>F. Artistically unique elements that enhance the beauty of the surrounding streetscape</p> <ol style="list-style-type: none"> 1. Murals painted onto parklet (3 POINTS) 2. Sculpture incorporated into parklet (3 POINTS) 3. Interpretive sign or plaque associated with the theme of the parklet, the history of the site, etc. (2 POINTS) 4. Other approved artistic element(s) or enhancements (1 to 3 POINTS) 		
<p>G. Lighting elements (all lighting must be intended for outdoor use, and must be permanently wired or connected without the use of extension cords; lighting may require additional permits)</p> <ol style="list-style-type: none"> 1. String lights (see Appendix A, photo 14) (2 POINTS, 3 IF SOLAR POWERED) 2. At least two individual “garden” lights or accent lights (1 POINT, 2 IF SOLAR POWERED) 		
<p>H. Heat-related features</p> <ol style="list-style-type: none"> 1. Standing heaters; 2 points each; tabletop heaters; 1 point each, maximum of 4 points total (1-4 POINTS) 2. Permanently-installed heating elements and/or other permitted heating source(s) (special permitting may be required; no open flames are allowed) (4 POINTS) 		
<p>I. Bike/motorcycle parking on one or both ends of parklet with prior Engineering/Traffic approval (3 POINTS)</p>		
<p>J. Recycled, reused, or sustainably-sourced materials for construction (see Appendix A, photos 3,7) (2 POINTS)</p>		
<p>K. Hydration station(s)</p> <ol style="list-style-type: none"> 1. For people (1 POINT) 2. For pets (1 POINT) 		