



Fairfax City  
Economic Development  
10455 Armstrong Street, Fairfax, VA 22030

**FOR IMMEDIATE USE**  
September 10, 2019

## Park(ing) Day Comes to Fairfax City

*Two dynamic pop-up parks will be created to re-imagine parking spaces, celebrate local business and strengthen community connections.*



Fairfax City – The City of Fairfax Office of Economic Development, in partnership with the Old Town Fairfax Business Association and Fair City Mall, is turning parking spaces at Main Street Marketplace and Fair City Mall into two individual pop-up parks on Friday, September 20, from 9 am to 5 pm for our first annual Park(ing) Day Fairfax City.

Park(ing) Day began in September 2005 when a single parking space in downtown San Francisco was activated into a re-imagined public place. Since then, Park(ing) Day has become an international event celebrated on the third Friday in September to temporarily transform parking spaces into pop-up public spaces.

“The Park(ing) Day movement enlivens streets by temporarily transforming them into social spaces that strengthen community connection and encourage one to rethink their urban landscape. The city’s pop-up parks not only support the reactivation of public space but also



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the visibility of our great business community,” said Danette Nguyen, Assistant Director/Programs Director of Economic Development.

This is the first year that Fairfax City will participate in the event, and there will be two installations within the city. Fair City Mall at 9650 Main Street will include large picnic games, a touch-a-CUE bus opportunity, and promotions from participating Fair City Mall businesses. The Main Street Marketplace parklet at 10300 Main Street will feature a public art rain installation along with specials from members of the Old Town Fairfax Business Association.

“Fairfax City continues to think outside the box — and, in this case, the parking space — when it comes to making connections between businesses, residents and consumers,” said City of Fairfax Mayor David Meyer. “This is a creative way to showcase two activity centers in the city while having some fun.”

“CUE Bus is excited to participate in the City’s first Park(ing) Day event at Fair City Mall,” said Chloe Ritter, Multimodal Transportation Planner. “CUE is also providing free rides all week for Try Transit Week and Car Free Day – it’s a great chance to give transit a try as we reimagine our transportation options.”

"The Old Town Fairfax Business Association relies on our businesses' creativity, enthusiasm, and broad-based talents to communicate our mission and support community events such as Park(ing) Day. We are thrilled to collaborate with them and demonstrate our commitment to promote an urban infrastructure and business community that is healthy, vibrant and walkable,” said Shannon Duffy, Business Coordinator for the Old Town Fairfax Business Association.

Residents and visitors are encouraged to play, interact, shop, and share photos of their experience using the hashtag #ParkingDay and #ParkingDayFairfaxCity.

For more information regarding Park(ing) Day Fairfax City, please visit [fairfaxva.gov/parking](http://fairfaxva.gov/parking).