
PROPOSED NEW MUNICIPAL FEES

In accordance with Arizona Revised Statutes (A.R.S.) 9-499.15, this report provides that the City of Phoenix may propose a new fee associated with the Non-standard Crosswalk Policy and explains the basis for the fee.

Background

Several cities have created policies allowing businesses, organizations, and communities the ability to request non-standard crosswalks. Non-standard crosswalks incorporate designs or multi-color treatments within the interior portion between the existing crosswalk markings. Such elements do not provide additional safety to pedestrians above and beyond the standard reflective crosswalks. The purpose of a policy would be to allow the consideration of non-standard crosswalk installations if requested, while providing requirements for their design, installation and ongoing maintenance as to not compromise the safety of pedestrian crossings or to place an additional financial burden on the City.

The City Council approved the pilot installation of non-standard rainbow crosswalks at two designated locations at the April 24, 2018, City Council Policy Session. These crosswalks at Central Avenue and Portland Street and at 7th Avenue and Glenrosa Avenue were installed in July 2018 under a pilot program.

All costs associated with the installation of the non-standard crosswalk will be the responsibility of the requesting entity; including design, material, conversion to high-visibility markings if needed, installation, and traffic control. Requesting entities are also responsible for all future costs associated with the maintenance and requested cleaning of the design and for the cost of its removal.

The Phoenix City Council is scheduled to consider the policy and related fee at its meeting on June 26, 2019.

Proposed Fees

A \$500 non-refundable application fee will be charged to the requesting entity of a non-standard crosswalk treatment. The fee will recover the staffing costs of administration of the application and review of the design and location.

The proposed fee amount was developed based on anticipated staff time and comparable to other similar program application fees.