

Non-Standard Crosswalk Marking Procedures

Summary

Non-Standard Crosswalks may incorporate artistic designs and provide increased visual interest to the neighborhood community. However, such elements do not provide additional safety to pedestrians above and beyond standard reflective crosswalks. The purpose of these procedures are to provide design parameters for the design elements within the crosswalk so it does not compromise the safety of pedestrian crossings.

Procedure

- Applicants must be a registered business or organization in good standing with either City, State or Federal agencies, or a neighborhood association or block watch registered with the City of Phoenix such as a neighborhood association, or block watch groups.
- Submit application, and \$500 fee, with proposed location(s), preliminary design, and appropriate signatures to the City of Phoenix, Street Transportation Department, City Hall – 6th Floor.
- The Street Transportation Department will review the image design and perform a field review. Street Transportation and the Art & Culture Department will provide final approval to the proposed design.
- Once image design is conditionally approved, submit the final design, which must be presented on a scaled plan with dimensions identifying existing pavement type and proposed marking materials.
- The final design plan and material specifications will be submitted to and receive final approval by the Street Transportation Department prior to installation.
- Final Payment to the Street Transportation Department will be processed prior to installation.
- The Street Transportation Department will issue a maintenance agreement to the Community and requests for signatures.

Locations

- The crosswalk must be at a location where there is an existing marked crosswalk.
- The crosswalk must be at a location where a vehicle is already required to stop, either due to a traffic signal, HAWK, or stop sign.
- The crosswalk location is recommended to be on a lower traffic volume, shorter width street. This will help extend the life of markings, and limit overall square footage, and bring cost down. Recommended for locations of 5 lanes or less.
- The pavement must be in good condition within 100-feet each direction of the proposed installation location. And the area cannot be programmed for any pavement treatment within the next two years.
- An existing high visibility crosswalk, or ladder style crosswalk cannot be converted to a standard crosswalk. If desired for the design converting the crosswalk to a high visibility crosswalk will be considered on a case by case basis.

Design

- Any design images that convey messages appearing to be offensive or an advertisement will not be accepted. Promotions of a private entity (corporation, neighborhood business, or other community organization) will also NOT be accepted. Text or logos are also prohibited.
- Decorative designs will not be approved that include any reference to, or depiction of, any of the following:

Political (including campaign signs, ballot initiatives, referendums, etc.), religious theme; any obscene act, gesture, or word; any artwork or words that demean or disparage a person or group of persons; any artwork that contains and image or description of graphic violence including but not limited violence to persons or animals, or the depiction of weapons or other implements or devices used in acts of violence or harm to people or animals; any sale or use of alcohol, tobacco, or drug products and paraphernalia.

- At a standard crosswalk, the design must be within white standard markings. The design must include a 12-inch black margin (gap) between the standard crosswalk markings and any design elements.
- At an existing high visibility crosswalk or ladder style crosswalk, the design shall be a consistent color or pattern between each vertical bar. The design must include a 3-inch black margin (gap) between all the high visibility markings.
- Images that create a safety distraction or create confusion to existing traffic signs will not be accepted.
- The design should contribute to the visual quality of the streetscape. For example, consider using a limited palette of colors and simple graphic images to avoid visual clutter. If original artwork is being created, a lead artist/designer should be responsible for designing the images.
- The design materials shall consist of thermoplastic. The material shall provide a skit resistant surface for pedestrians, and be non-reflective.
- If more than one crosswalk has been identified for the intersection, artwork shall have consistency of style to create a unified aesthetic at the intersection.
- The Street Transportation and Arts & Culture Departments will have the final approval of all designs.

Costs

- All costs associated with the installation for the crosswalk will be the responsibility of the requesting group, including refreshing the existing crosswalk, and traffic control.
- Costs for a typical crosswalk are dependent upon the length, design, and whether traffic will need to be redirected or stopped during installation. Quotes may be requested by the neighborhood community prior to submittal of their application and fee. Payment must be made prior to installation by the Street Transportation Department.

Maintenance

- Depending on the amount of vehicle traffic on the street, non-standard crosswalks can last up to 5-years. The city will notify the requesting group when maintenance will be required. Also the group may request maintenance from the Street Transportation Department if desired.
- Requesting groups are responsible for all costs associated with maintenance of the crosswalk design art work, and removal of the design when they no longer wish to pay for the upkeep.
- The area will be put back to its original in-kind state at a cost to the requesting group, if they do not wish to pay for the upkeep.

All specially painted crosswalks need to be approved and installed by the Street Transportation Department and Art & Culture Departments to ensure the safety of pedestrians, reflect the local community values, and demonstrate community cohesiveness.