



CITY OF SALINAS

TRAFFIC & TRANSPORTATION COMMISSION STAFF REPORT

DATE: December 14, 2017

DEPARTMENT: PUBLIC WORKS, TRANSPORTATION & TRAFFIC DIVISION

FROM: ANDREW EASTERLING, TRAFFIC ENGINEER

TITLE: Crosswalk Policy Guidelines Update – Creative Crosswalks

RECOMMENDED MOTION:

The Traffic and Transportation Commission is requested to recommend to the City Council the update to the City of Salinas Crosswalk Policy regarding creative crosswalks.

RECOMMENDATION:

Staff recommends Commission to recommend the Crosswalk Policy Update to the City Council.

BACKGROUND:

The City regularly receives requests to install new marked crosswalks or to review existing crosswalks from residents, businesses, and institutions. The city initially developed the Crosswalk Policy Guidelines in 2014 to prescribe a formal and transparent process for marked crosswalk implementation. The Crosswalk Policy, approved by Council in February 2015, are aimed at improving pedestrian safety and enhancing pedestrian mobility.

City staff is proposing a revision to the Crosswalk Policy to include a new section providing guidelines for creative crosswalks. Creative crosswalks are a relatively new trend, which is being implemented in agencies across the country. Creative crosswalks are a means to promote vibrant place making which can encourage active pedestrian lifestyles in downtown districts and neighborhoods. If designed properly, creative crosswalks can also increase the attention of both motorists and pedestrians to crosswalks when pedestrians cross the street. These guidelines are intended to guide City staff to determine if a creative crosswalk is appropriate at a particular location and to provide guidance in regards to artwork placement, color, composition, and material.

These guidelines were developed to address where and under what conditions creative crosswalk treatments could be installed. When a specific location is being considered for a creative crosswalk- due to public request, a new development, or staff recommendation- this new section serves as a guide to consistently and transparently determine the appropriate application. The

guidelines contain a background of relevant state and federal regulations and feedback of the creative crosswalk best practices. The best practices were chosen to cover common guidance principles, siting, project styles and applied design requirements which were used to develop this Creative Crosswalk policy.

STRATEGIC PLAN INITIATIVE:

The update to the Salinas Crosswalk Policy Guidelines supports the Salinas City Council's Strategic Goal for "well planned city and excellent infrastructure"

ATTACHMENTS:

Attachment 1: City Crosswalk Policy (June, 2014)

Attachment 2: City Crosswalk Policy (August, 2017)