

# **Non-Standard Crosswalk Marking Program**

POLICIES, PROCEDURES AND  
REQUIREMENTS



**City of Phoenix**

STREET TRANSPORTATION  
DEPARTMENT

**2020**

# Non-Standard Crosswalk Marking Program

## I. INTRODUCTION:

In recent years, 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 white lines. 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 its design, installation and ongoing maintenance as to not compromise the safety of pedestrian crossings or to place additional financial burden on the City.

Non-standard crosswalk treatments do not conform with the Federal Highway Administration's (FHWA) 2011 Official Ruling on the approved uses of colored treatments in crosswalks. According to a FHWA memorandum, crosswalk treatments should be subdued-colored treatments between the legally marked transverse crosswalk lines that are devoid of retroreflective properties and do not diminish the effectiveness of the required white transverse markings used to establish the crosswalk. Non-conforming types of decorative crosswalks may pose safety and liability issues since the design does not meet FHWA standards for crosswalk markings. As a result, caution must be exercised in considering the potential installation of non-standard crosswalks.

On June 19, 2019, Phoenix City Council adopted Ordinance S-45794, which allows the City of Phoenix (City) Street Transportation Department (Streets) to implement the Non-Standard Crosswalk Marking Program and these policies and procedures. The purpose of these is to ensure public safety and to provide standards for the implementation of non-standard crosswalks within the City.

The City is committed to maintaining safe transportation options to its residents and to resolve any challenges as the process evolves. As such, the City reserves the right to amend these

regulations as the City gathers information and identifies challenges.

A key to the program's success will be an open and productive partnership between the City and residents or groups wishing to install a non-standard crosswalk; working together to address community concerns about safety and impacts on members of the public who walk, bike or drive in Phoenix.

## II. DEFINITIONS:

**Applicant** means the person, organization, or entity who applies for the installation of a Non-Standard Crosswalk.

**City** means the City of Phoenix.

## III. APPLICATION:

To apply for installation of a Non-Standard Crosswalk, Applicant must complete and submit the attached application, a \$500.00 application fee, proposed design and all supporting documentation.

Applicant must submit completed applications to:

**City of Phoenix – Street Transportation Department  
c/o Non-Standard Crosswalk Program  
200 West Washington Street, 6<sup>th</sup> Floor  
Phoenix, Arizona 85003-1611**

- The City will review the proposed design and perform a field review of the proposed location(s).
- Once the proposed design is conditionally approved by the City, Applicant will be notified.
- The City will send notification to all properties within 500' of the proposed non-standard crosswalk location. Any feedback received will be provided to the City Council during the approval process.
- Applicant must submit a final design on a scaled plan drawing with dimensions identifying existing pavement type.
- The final design plan and material specifications will be submitted to and receive pre-approval by the Street Transportation Director and final approval by the City Council prior to installation.
- Street Transportation department will issue a maintenance agreement to the requesting entity for signatures.

- Public notification and final payment will be processed prior to installation.

#### IV. LOCATIONS:

- The crosswalk must be at a location where there is an existing marked crosswalk and where a vehicle is already required to stop, either due to a traffic signal, HAWK, or stop sign.
- The crosswalk is recommended to be on a street with lower traffic volumes and widths of no more than five lanes. This will help extend the life of markings and limit overall square footage to reduce the cost.
- The pavement must be in good condition within 100-feet each direction of the proposed installation location. The area cannot be programmed for any pavement treatment within the next two years.
- The existing crosswalk will be refreshed at the location as part of the installation. The standard crosswalk with two transverse stripes will have the gap set to 10' and a stop bar will be added at the location.
- An existing high visibility crosswalk, or ladder style crosswalk, cannot be converted to a standard crosswalk. If desired for the design, converting a standard crosswalk to a high visibility crosswalk will be considered on a case by case basis.

#### V. DESIGN:

- All designs shall be of solid colors or pattern of colors (not white) in-between the standard markings of the crosswalk.
- Images, graphics, text or logos are not allowed. Three dimensional designs are not allowed. Promotions of a private entity (commercial, advertising or other community organization) will also not be accepted.
- At a standard crosswalk, the design must be within the 10' gap between the two white standard markings. The design must include a 3-inch black margin (gap) between the standard crosswalk markings and any design elements.
- At a 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 are deemed by the City to create a distraction or 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 preformed thermoplastic. The material shall provide a non-slip 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 City will have the final approval of all designs.

**VI: COSTS:**

- All costs associated with the installation for the crosswalk will be the responsibility of the Applicant - including refreshing the existing crosswalk, addition of a stop bar if needed, and traffic control.
- All installations will be performed only by City of Phoenix staff
- Costs for a typical crosswalk are approximately \$25-\$30/square foot dependent upon the length, design, and traffic control needed during installation. Quotes may be requested by the requesting entity prior to submittal of the application and fee.
- Complete payment must be made prior to installation.

**VII: MAINTENANCE:**

- All costs associated with the upkeep and maintenance of the crosswalk design will be the responsibility of the Applicant.
- All maintenance will be performed only by City of Phoenix staff
- Depending on the amount of vehicle traffic on the street, non-standard crosswalks can last up to five years.
- The City will notify the requestor when maintenance will be required, perform the maintenance and bill the requesting entity.
- If the requesting entity no longer wishes to maintain the non-standard crosswalk, the crosswalk will be restored to its original condition by City of Phoenix staff at the cost of the requesting entity and the maintenance agreement terminated.
- Replacement of Non-Standard Crosswalks damaged or removed as the result of street maintenance activities is the responsibility of the Applicant.



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- Cost of replacement of Non-Standard Crosswalks due to utility work is the responsibility of the company requesting the utility work. All work will be performed by City of Phoenix staff.

## Non-Standard Crosswalk Application

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Date: \_\_\_\_\_

Applicant/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

**If this is a neighborhood group, please provide name of group:**

\_\_\_\_\_

I have confirmed with Neighborhood Services Department that this is a registered Neighborhood Group.

**Requested Crosswalk Location(s) (intersections):**

1. \_\_\_\_\_ **And** \_\_\_\_\_

2. \_\_\_\_\_ **And** \_\_\_\_\_

3. \_\_\_\_\_ **And** \_\_\_\_\_

4. \_\_\_\_\_ **And** \_\_\_\_\_

5. \_\_\_\_\_ **And** \_\_\_\_\_

**Please attach your proposed crosswalk design and submit with application and \$500 application fee.**

**Checks can be made out to City of Phoenix. Please put "Non-Standard Crosswalk Application" in the memo section**