



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Creative Crosswalks Update

- 1) Motion to Note and File Creative Crosswalk design updates for Capital Improvement Projects

COUNCIL ACTION

Item Type: Action Item

Approved for November 29, 2022 **calendar**

EXECUTIVE SUMMARY

A request for proposals was issued by the Library, Arts, and Culture Department, in coordination with the Department of Public Works, for the design of creative crosswalks on a pilot improvement project in the Adams Hill neighborhood, as well as for the upgrade of crosswalks on the Broadway Rehabilitation Project. The Arts and Culture Commission reviewed the finalist designs for each project at their October 20, 2022 regular meeting as recommended by the Artist Review and Selection Committee.

COUNCIL PRIORITIES

Mobility/Connectivity/Safety: Crosswalk improvements will lead to pedestrian safety improvements and ensure the basic needs of residents and visitors are met, while allowing them to get in and around the city with ease.

RECOMMENDATION

Note and file the creative crosswalk designs for the intersection pilot improvement project in the Adams Hill neighborhood, as well as for the upgrade of crosswalks on the Broadway Rehabilitation Project.

BACKGROUND

Creative crosswalks can make tangible impacts. A painted crosswalk can benefit pedestrians by directing them to cross at locations where appropriate traffic control, including traffic signals or adult school crossing guards exist. Drivers tend to stay out of pedestrian crosswalks if the crosswalks are delineated with paint striping. Painted crosswalks serve as another reminder for motorists to stop clear of the intersection. They also encourage pedestrians to cross at the intersection rather than risk a midblock crossing. High visibility crosswalks clearly delineate the pedestrian zone and make people crossing more visible. Installation of high-visibility crosswalks has been shown to have the following benefits:

- a) Painted crosswalks are an essential tool for helping pedestrians move safely, conveniently and predictably across roadways. Crosswalks can also provide a unique streetscape design treatment to emphasize pedestrians' presence and primacy;
- b) Painted crosswalks alert drivers to expect crossing pedestrians and to direct pedestrians to desirable crossing locations. Although many motorists are unaware of their precise legal obligations at crosswalks, the California Vehicle Code requires drivers to yield to pedestrians in any crosswalk, whether marked or unmarked;
- c) Streetscape design should emphasize high visible crosswalks as a fundamental part of the pedestrian realm, not as an intrusion into the roadway reserved for vehicles only;
- d) Increase in the proportion of pedestrians who look for vehicles before beginning to cross;
- e) Significantly increase the distance at which drivers yield to pedestrians; and
- f) Reduce pedestrian collisions up to 48%.

Adams Hill Neighborhood Pilot Improvements Project

The intersection of Adams Street and Palmer Avenue serves as a critical juncture in the Adams Hill Neighborhood. The intersection is offset, and has multiple approach and depart angles, creating complex travel patterns for traffic. The northwest portion of the intersection is a popular commercial destination and welcomes market and coffee shop patrons, without providing a painted crossing in the middle of the offset intersection for pedestrians, which is heavily used and often leads to jaywalking pedestrians and introduces multiple motorist and pedestrian conflict points. The southeast portion of the

intersection is home to the Adams Square Mini Park and welcomes all walks of life to this activity center. Therefore, the intersection is host to popular neighborhood amenities but does present many challenges for all forms of travel through the intersection and neighborhood. Reconfiguring the intersection through pilot, quick-build elements would increase visibility of the intersection, provide additional crosswalks to improve pedestrian safety, extend art and physical planter barriers onto the sidewalks and pavement to further highlight and protect the critical zones of the intersections, enhance the neighborhood appearance, improve connectivity, introduce traffic calming methods, and foster community pride.

Broadway Rehabilitation Project

The Broadway Rehabilitation Project is located on Broadway between San Fernando Road and Central Avenue. It is a critical travel corridor for the downtown Glendale neighborhood and is host to many commercial amenities that are frequented by city patrons and visitors. The intersections of Broadway and Galleria Way, as well as Columbus Avenue, will undergo street improvements, and the existing crosswalks will be upgraded to creative crosswalks to further improve pedestrian safety through the intersections.

Americans with Disabilities Act (ADA)

The proposed project includes improvements that will comply with current Federal ADA guidelines.

ANALYSIS

The Creative Crosswalks – Request for Proposals was released on August 8, 2022 and posted onto the Arts and Culture Commission’s website. The RFP was also dispersed widely to the arts community and posted onto the following artist platforms: Arts for LA, PublicArtist.Org and CODAworx.com. Additionally, the RFP was sent via eblast to the Arts and Culture Commission’s subscription list, and posted onto the Glendale Library, Arts & Culture social media channels. Finally, staff hosted a pre-proposal meeting with potential artists on August 29, 2022, to answer questions regarding the RFP. The meeting recording and transcript was posted on the Arts and Culture Commission’s website as reference for applicants.

The RFP closed on September 23, 2022, and staff received 54 applications for consideration. On October 11, 2022, the Artist Review & Selection Committee met to review the proposals. On October 20, 2022, during the Regular Meeting of the Arts and Culture Commission, staff shared the finalists of the Creative Crosswalks RFP opportunity and received direction to proceed with the artist and proposed artwork for each project as follows:

- 1) Adams Street and Palmer Avenue Intersection
“Where We Meet” by Keith & Co
- 2) Broadway and Galleria Way Intersection
“Chemical Stain” by APLAB

3) Broadway and Columbus Avenue Intersection “Fish Scales” by APLAB

For the Adams Hill Neighborhood Pilot Improvements Project, once the creative crosswalk design plans are completed, staff will return to Council to adopt the plans and specifications and authorize the City Clerk to advertise for bids. Construction is anticipated to begin in May 2023 and be completed by July 2023.

For the Broadway Rehabilitation Project, once the creative crosswalk design plans are completed, staff will coordinate the implementation with the current contractor that is constructing the active capital improvement project on Broadway. Construction is anticipated to begin in February 2023 and be completed by March 2023.

STAKEHOLDERS/OUTREACH

The pedestrian safety benefits to the community include the following:

- More livable communities;
- Improved safety for all users;
- More walking and bicycling to improve public health;
- Increased transportation choices; and
- Improved traffic safety in the vicinity of the subject intersections;

Adams Hill Neighborhood Pilot Improvements Project

The Public Works Department met with an impacted property owner at the northwest corner of Adams Street and Palmer Avenue to explain the pilot project and the potential impacts to the egress/ingress of their driveway. After detailed discussion, the resident had no major concerns and was in support of the project. Furthermore, staff from Public Works also held a virtual meeting with the Adams Hills Neighborhood Association and shared the concept intersection improvements plan. The Association communicated their overall support for the pilot improvements project to improve intersection safety and operations. After a 6–12-month pilot period, staff will assess the improvements and may recommend permanent improvements in response to on the ground feedback and evaluation.

Broadway Rehabilitation Project

Approximately 4,150 notifications were sent to property owners and occupants along the Broadway project limits notifying them of a virtual community meeting on January 26, 2022, at 6:00 p.m. The virtual community meeting was broadcast on the City’s YouTube channel. During the meeting, the public was informed of the project details, construction schedule, future City and contractor notifications, and the impacts of the construction work in their neighborhood. Participants also had the opportunity to phone in and provide their comments and/or ask questions regarding the project, including the creative crosswalk upgrades.

Furthermore, outreach on this project continues to occur through a dedicated website for the project. The website page introduces the public to the project and to the project team, explains the scope of work and project locations, and provides the public with staff contact information for questions, discussion and/or input.

FISCAL IMPACT

The design of the creative crosswalks for all the locations will cost \$12,000, which was approved as a part of the FY 2022-23 budget. No new appropriation is being requested at this time. The City Council approved funding is outlined below:

Existing Appropriation		
Amount	Account String	Funding Source
\$12,000	GL: 43110-1070-PWD-8509-P8011	General Measure S Fund

ENVIRONMENTAL REVIEW (CEQA/NEPA)

The Project is categorically exempt from environmental review because of CEQA Guidelines §§ 15301.

ALTERNATIVES

Alternative 1: Note and file the report on creative crosswalks update.

Alternative 2: Note and file the report and direct staff to make modifications to the crosswalk designs. Doing so may require staff to reissue an RFP for creative crosswalk designs that may delay vital capital improvement projects, and jeopardize funding allocated for these efforts.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

ADMINISTRATIVE ACTION

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EXHIBITS/ATTACHMENTS

Exhibit 1: Adams Street and Palmer Avenue Intersection Creative Crosswalk Design

Exhibit 2: Broadway and Galleria Way Intersection Creative Crosswalk Design

Exhibit 3: Broadway and Columbus Avenue Intersection Creative Crosswalk Design