



# STAFF REPORT – CITY COUNCIL MEETING

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October 04, 2023

**TO:** Honorable Mayor and City Council Members

**FROM:** Emily Sinkhorn, Director of Environmental Services

**PREPARER:** Emily Sinkhorn, Director of Environmental Services

**DATE:** September 25, 2023

**TITLE:** **Approve the Green & Gold Corridor Crosswalk Design.**

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## **RECOMMENDATION:**

It is recommended that the Council approve the Green & Gold Corridor Crosswalk Design.

## **INTRODUCTION:**

City staff continue to advance Council goals for the 2023/24 fiscal year. For the past two years the City has been collaborating with Cal Poly Humboldt on a beautification project along G Street to better connect the Cal Poly campus to downtown Arcata and the Campus Store on the Plaza. City staff and Cal Poly worked together to outline several improvements for beautification and more clear connectivity between campus to downtown, including installing high-visibility crosswalks with a Cal Poly Humboldt theme.

## **BACKGROUND:**

Over the past year City and Cal Poly staff outlined several components for the Green & Gold Corridor concept which has and will include the following: flying a Cal Poly Humboldt flag on the Plaza, hanging the Cal Poly banner at 9<sup>th</sup> and G Streets at key times of the year, installing banners on street lights on G and 14<sup>th</sup> Streets celebrating Arcata as the proud hometown of Cal Poly Humboldt, and finally high-visibility crosswalks with a Cal Poly Humboldt theme. In addition, in summer 2022 the City and Cal Poly sent a joint letter signed by the Mayor and President Jackson to G and H Street property and business owners sharing about the Green & Gold Corridor plans, providing a Cal Poly window cling for business windows, and inviting participation in beautification.

## **DISCUSSION:**

Crosswalk markings provide guidance for pedestrians who are crossing roadways by defining and delineating paths on approaches to and within intersections. In conjunction with signs and other measures, crosswalk markings help to alert all road users of a designated pedestrian crossing. As such crosswalks need to be clearly identifiable and visible and follow the parameters outlined in the Manual of Uniform Traffic Control Devices (MUTCD). The MUTCD specifies the standards by which traffic signs, road surface markings, and signals are designed, installed, and used in the public

Right of Way. Per MUTCD: *When crosswalk lines are used, they shall consist of solid white lines that mark the crosswalk. They shall not be less than 6 inches or greater than 24 inches in width.*

The proposed crosswalk meets the MUTCD requirements for marking and specifications. Similar colorful crosswalks are installed in other cities in California, widely accepted and users know how to use them.

While the City has approved encroachment permits for other public art within the City right-of-way, the Green & Gold Corridor crosswalks would be the first creative crosswalk designs in the City. The crosswalks intended for this application include the crosswalk across 8<sup>th</sup> Street on G Street immediately adjacent to the Cal Poly Campus Store, the four crosswalks at G and 14<sup>th</sup> and the two crosswalks across LK Wood at 14<sup>th</sup> Street.

Environmental Services and Engineering staff collaborated to provide guidance to Cal Poly marketing staff seeking to develop a creative crosswalk design in a thermoplastic application with approved high visibility colors, maximum slip resistance materials and retroreflective beads. City staff also consulted with an accessibility practitioner to receive input on the first draft crosswalk design options. This review resulted in a recommendation to include a high-contrasting color (such as black asphalt) between color stripes in the crosswalk in order to enhance contrast and ensure visibility for low-vision community members. Cal Poly marketing staff updated their designs based on this feedback and prepared several design options, variations of which included different widths of the color stripes and contrasting asphalt.

Engineering and Environmental Services staff brought review of these potential crosswalk designs to the Transportation Safety Committee (TSC) on September 19, 2023. The TSC unanimously recommended the crosswalk design with 18” color stripes with 4” gaps between the yellow and Kelly green color stripes. See attached crosswalk design for reference.

In keeping with the Green & Gold Corridor collaboration, Cal Poly Humboldt is funding the fabrication of the thermoplastic crosswalk components, and the City is funding the installation of the new crosswalks. Following approval of the crosswalk design, the City will seek informal quotes from local contractors for the installation of the seven thermoplastic crosswalk applications as well as the installation of the seventeen street light banners. The City and Cal Poly anticipate the crosswalks and banners will be installed by spring 2024.

#### **POLICY IMPLICATIONS:**

The City Council prioritized beautification along the G & H Streets corridor for the 2023-24 fiscal year including collaborating with Cal Poly Humboldt for the Green & Gold Corridor. High visibility crosswalks are also in line with the Council’s priority for Safe Streets.

#### **ENVIRONMENTAL REVIEW (CEQA):**

Installation of new thermoplastic applications at existing crosswalk locations is a maintenance activity and is not considered a project under CEQA.

#### **BUDGET/FISCAL IMPACT:**

Budget for the Green & Gold Corridor implementation is funded through allocated American Rescue Plan Act (ARPA) funds and is included in the 2023-24 fiscal year budget under Account 224-60-81-51770.

#### **ATTACHMENTS:**

A. G & G Corridor\_crosswalk 18\_4 (PDF)

B. Map Green and Gold Corridor Elements12-21 (PDF)