



PUBLIC WORKS DEPARTMENT

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CITY COUNCIL STAFF REPORT

Meeting: September 15, 2020

Subject

Consideration of installing a rainbow crosswalk or intersection on City streets and other alternatives.

Recommended Action

Receive report on the consideration of installing a rainbow crosswalk or intersection on City streets or alternative locations and provide input.

Background

At the July 21, 2020 City Council Meeting, Council directed staff to investigate the potential of installing a rainbow crosswalk or intersection on City streets.

Discussion

Several cities in the Bay Area, across the United States and beyond have painted public street surfaces with rainbow markings. Crosswalks and intersections are common areas used for rainbow markings.

Costs to Install Rainbow-Colored Street Surface Treatments and Other Alternatives

The cost to install a rainbow-colored surface treatment depends upon the type of measure chosen. For a crosswalk, the installation cost could be in the \$20,000 range, depending on the design and width of the street. Removal of an existing crosswalk, if necessary, would add an additional \$5,000 to \$10,000. Sidewalk treatments could range from \$500 to \$5,000 and pavement murals could range from \$500 to \$20,000 or more depending on scope and size. For these amounts, installation on the vehicle-travelled way would include a pre-formed engineered material lasting 8 to 10 years. Paint, while considerably less expensive, would require replacement every two years due to the consistent wear of vehicles.

Surface treatments can also be applied to sidewalks and parking lots at public facilities. Costs to apply these treatments would also depend on the size and design but would in general be up to 50% less than public streets. Reduced costs are due to the use of paint instead of engineered material and the reduced amount of traffic control needed.

An alternative to surface treatments is the use of colored lighting in non-safety applications such as lighting at public facilities. The cost to install this type of lighting depends on the number and type of lights installed and could range from \$500 per light if the light is existing, to \$15,000 per light for a new installation.

Another alternative is street name signs with a rainbow display that does not conflict with the required background color of either green, blue or brown. The cost of these signs would be approximately \$200 each. Installation could be along selected corridors or areas. Examples of various rainbow-colored street surface installations and other alternatives are included in Attachment A.

Potential Rainbow-Colored Crosswalk Locations

If Council chooses an option that involves pavement treatments in the vehicular-travelled way, consideration should be given to streets with lower traffic volumes and slower traffic speeds. One potential location, that would have advantages over locations on Stevens Creek Boulevard or De Anza Boulevard is the intersection of Torre Ave and Town Center Lane. This location affords the advantage of being the entrance to the City Hall Plaza and is close to the highly visible and popular facilities of City Hall, Community Hall and the Cupertino Library. An aerial view of this intersection is included in Attachment B.

An aerial view of Stevens Creek Boulevard at Finch Avenue is included in Attachment C.

Guidelines that Apply to the Installation of Rainbow Colors in Vehicular-Travelled Way

The Federal Highway Administration's (FHWA) Manual on Uniform Traffic Control Devices for Streets and Highways includes the following guidance: "colored pavement located between crosswalk lines should not use colors or patterns that degrade the contrast of white crosswalk lines, or that might be mistaken by road users as a traffic control application." The FHWA has taken the position that symbols and "multiple color arrangements" within the crosswalk lines are not compliant with this guidance.

Sustainability Impact

There is no sustainability impact.

CEQA

Exempt from the California Environmental Quality Act (CEQA) under 14 C.C.R. Section 15061(b)(3) (no potential for causing a significant effect on the environment).

Fiscal Impact

Fiscal impact is dependent upon the type and quantity of treatments implemented. Maintenance of any installation will require replacement every 8 – 10 years.

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Reviewed by: Roger Lee, Director of Public Works

Approved for Submission by: Dianne Thompson, Assistant City Manager

Attachments:

A – Examples of rainbow-colored street surface installations and other alternates

B – Aerial View of Torre Avenue at Town Center Lane

C - Aerial View of Stevens Creek Boulevard at Finch Avenue