



City of Leslie | Leslie Area Chamber of Commerce



# Program Guidelines | Creative Crosswalks

## Creative Crosswalks Application

Creative Crosswalks Program is an effort to encourage community involvement in the enhancement of public crosswalks in the downtown area of the City of Leslie. This program is a volunteer-based activity where area businesses, schools, and not-for-profit groups "adopt" a crosswalk within the downtown area of the City of Leslie. The adoptive group is responsible for submitting a design for the crosswalk to the Leslie Chamber of Commerce. The Chamber of Commerce along with oversight from the Leslie D.D.A. (Leslie Downtown Development Authority) will review the artwork to ensure the content is acceptable for public property. Once the artwork is approved the adoptive group will acquire paint and materials with their own funds. The paint must be from the approved paint list attached to this application. The adoptive group will work with the Chamber of Commerce and City of Leslie Department of Public Works to schedule a time to complete the paint project.

Date: \_\_\_\_\_ Name of Individual or Group Leader: \_\_\_\_\_

Name of Group: \_\_\_\_\_

Location Request: \_\_\_\_\_

Adoption Period: \_\_\_\_\_ to \_\_\_\_\_ (maximum one (12) month period)

I have read the program guidelines and agree to the responsibilities that include preparing the crosswalk, painting the crosswalk in a single six (6) hour time frame. (See guidelines for a complete list of responsibilities)

It is the intent of this agreement to provide quality, attractive, colorful crosswalks to enhance the beauty of our community. Thank you for volunteering your time and effort!

\_\_\_\_\_

Signature of Adoptive Group:

\_\_\_\_\_

Address \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

Send the application form and design via e-mail to: [leslieareachamberofcommerce@gmail.com](mailto:leslieareachamberofcommerce@gmail.com)



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## What are Creative Crosswalks?

Creative Crosswalks use colors, textures, and patterns to enliven city streets as engaging and safe places for people. They can be designed to reflect the special character of a neighborhood, mark the gateway to a district, or otherwise create local identity and pride.

They offer a playful, cost-efficient, and low-maintenance tool to highlight marked pedestrian crossings. In addition to being fun, they raise awareness of pedestrian safety.

## What designs and materials are allowed?

Please see the design guidelines that follow. This program is for creative crosswalks intended to last for about two years. The adoptive group provides all materials and installation services; the material used is a special, highly durable road-marking paint.

## How are requests evaluated?

Applications are evaluated based on adherence to the Creative Crosswalk design guidelines, creativity, and artistic elements. They should reflect the culture and history of our neighborhood and/or serve as a gateway to denote a special area of the city. The application review process includes a safety and design review by the Leslie Area Chamber of Commerce, City of Leslie DDA, Department of Public Works, and City Manager.





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## Design Guidelines

Creative Crosswalk treatments are preferred at intersections with existing "Continental Crosswalk" markings (see below). If the site has an existing standard crosswalk, it may be repainted as a continental crosswalk as part of the project. All locations and design proposals must be approved. While creativity and artistic innovation is encouraged, Creative Crosswalk treatments cannot obscure or interfere with regulatory crosswalk markings needed for safety. Where existing crosswalk markings have a continental style, decorative elements may be added only between the bars (10 feet wide x 2 feet deep, 4 feet between the bars).

### *Creative Crosswalk design proposals should:*

- Be colorful, with simple patterns. Show separated/specific colors.
- Not include shapes such as octagons, triangles, or any text, logos, or colors that can be confused with standard traffic control devices or legends.
- May include commercial advertising or logos.
- Creating stencils is encouraged to help with uniformity of design and for placement of the design.
- Freehand painting is allowed.
- Only be installed where pavement is in good condition, allowing the materials to bond well.





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### Crosswalks available for request:

1. Bellevue Rd / Main St. Westside Crosswalk
2. Bellevue Rd / Main St. Northside Crosswalk
3. Bellevue Rd / Main St. Eastside Crosswalk
4. Bellevue Rd. Main St. Southside Crosswalk
5. Main St. / Carney St. Westside Crosswalk
6. Main St. / Carney St. Northside Crosswalk
7. Main St. / Carney St. Eastside Crosswalk
8. Main St. / Carney St. Southside Crosswalk
9. Bellevue Rd / Commercial Dr. Southside Crosswalk
10. Main St. / Race St. Westside Crosswalk
11. Main St. / Race St. Northside Crosswalk
12. Main St. / Race St. Eastside Crosswalk
13. Main St. / Race St. Southside Crosswalk

### Preparing Your Application

Step 1: Read the application form. Request a proposed site from the list of available locations that meets the required criteria below.

Step 2: Suggest an alternate site, if possible, that also meets the criteria.

Step 3: Create a drawing or illustration that shows your proposed design, using the template provided in the application.

Step 4: Fill out the application completely and submit it with the photos and the design drawing.

Submit an application only if your request fulfills the required criteria. The City of Leslie, Leslie Area Chamber of Commerce, and City of Leslie DDA reserves the right to reject a proposal for the following reasons but not limited to safety concerns, design issues, inappropriate language, opinions toward any group, etc.





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### Breach of Agreement

If it is deemed that the adopted group did not follow the guidelines within the Creative Crosswalk program. The Chamber of Commerce will work with The City of Leslie and Department of Public Works to paint over the crosswalk. The adopted group will forfeit their \$100 application fee and be subject to a \$250 fee for the crosswalk repair and repainting.

### What is the cost to adopt a crosswalk?

A one-time payment of one hundred dollars (\$100.00) is required to be paid once the design plan is approved and site location is accepted. The payment may be submitted through check made out to the Leslie Area Chamber of Commerce, or Venmo. Please use the QR code posted below.

(3/11/2024 edition)



Leslie Area Chamber of Comm...

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**venmo**

Scan this code to pay