



City of Sunnyvale

Agenda Item

24-1022

Agenda Date: 2/13/2025

2025 COUNCIL STUDY ISSUE

NUMBER

DPW 24-01

TITLE Evaluate Feasibility of an Art Crosswalks Program or Policy

BACKGROUND

Lead Department: Department of Public Works

Support Departments: Office of the City Manager
Office of the City Attorney
Library and Recreation Services
Finance Department

Sponsor(s): Councilmembers: Mehlinger, Cisneros, Melton,
Srinivasan, Sell, Din, Klein

History: 1 year ago: Deferred by Council
2 years ago: N/A

Council Strategic Priority: N/A
(At time of sponsorship)

SCOPE OF THE STUDY

What precipitated this Study?

Throughout the country, numerous cities have begun incorporating art into public crosswalks. Ranging from simple “rainbow crosswalks” celebrating Pride, to complex mural-like designs to honor local cultures and history, art crosswalks can enliven their surroundings and bring joy to users. The Study Issue is in line with core City goals of increasing the amount and prominence of public art and improving traffic safety by increasing visibility.

What are the key elements of the Study?

This Study Issue would examine the possibility of installing artistic crosswalks in Sunnyvale. It would gather and evaluate case studies of existing examples of art crosswalk installations and policies from other jurisdictions. The Study would also identify options for artistic crosswalks, such as stock crosswalk products or individually painted crosswalks by artists. The Study would identify any federal or state requirements or standards for crosswalks and quantify liability risks to the City with installation of artistic crosswalks. Existing studies related to safety and traffic impacts of all modes would be reviewed and evaluated. It would also study the installation and maintenance costs, materials used, maintenance needs, and public outreach efforts for installation.

Estimated years to complete study: 1 year

FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost): Moderate
Funding Required for Non-Budgeted Costs: \$100,000
Funding Source: Will seek budget supplement - General Fund

This Study would be conducted by a consultant. The cost associated with the Study would be for consultant services to perform the Study.

Cost to Implement Study Results

Unknown. This Study would include assessment of potential costs, including capital and operating, as well as revenue/savings.

EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION

Council-Approved Work Plan: No
Council Study Session: Yes
Reviewed by Boards/Commissions: Arts Commission

STAFF RECOMMENDATION

Drop. This policy issue does not merit discussion at a Study Issues Workshop.

Staff supports the goals of the Study Issue to identify a new tool to potentially improve traffic safety through visibility and increase the prominence of public art.

However, staff recommends dropping the Study Issue. Library and Recreation Services staff will conduct research on the feasibility and details of practices for installing crosswalk art. Currently, this staff is engaged in implementing several temporary art initiatives identified as part of the City's community engagement efforts. After completing the temporary suns, the research required can be done as part of the murals phase of this work. Pending the outcome of the research, funding can be requested during the subsequent budget cycle to fund implementation. If moved forward, implementation would be managed by the same staff team that is working to implement active transportation, vision zero, traffic calming and other physical infrastructure improvements and be placed into the queue for work considering these other priorities, and would impact the implementation and increase the schedule for those projects.

Prepared by: Erik Trujillo, Traffic Engineer
Reviewed by: Angela Obeso, Interim Transportation and Traffic Manager
Reviewed by: Chip Taylor, Director, Department of Public Works
Reviewed by: Sarah Johnson-Rios, Assistant City Manager
Approved by: Tim Kirby, City Manager