

Decorative Crosswalk and Alleyway Guidelines

Decorative crosswalks and alleyways are a part of the City's new Vibrant Streets programs! They are an innovative and expressive way to add vibrancy and livability to streets, brighten outdoor spaces and/or show support for a cause.

Who Can Apply

Business Improvement Areas (BIAs), organizations and businesses are welcome to apply.

Crosswalk & Alleyway Locations

Excellent candidate locations have the following characteristics and features:

- On low or medium traffic volume roads
- Locations where vehicles are required to come to a complete stop due to a stop sign, traffic signal, pedestrian flashers or pedestrian crosswalk sign
- On a road with a speed limit of 50 km/h or less
- At a well-lit location so visibility is clear
- Locations with existing crosswalks are preferred, but new locations may be considered depending on the context of the area
- Location with good pavement conditions

Design Criteria

When reviewing the artwork, the City will be looking for the following criteria during the approval process:

- The original crosswalk markings (i.e: two parallel white lines, or the striped zebra markings). This helps to clearly define the direction for people walking.
- Please include a 0.2 metre buffer between the white crosswalk line and the design. This will help to visually clarify the standard crosswalk marking.
- Artwork is meant to enhance the vibrancy and livability of communities. Advertising, political or offensive content cannot be incorporated.
- Please also ensure that the design is free from advertising, text, logos, or any symbols or colour tones that are present in current traffic control devices such as bike symbols, solid bike lane green marking, shapes of people, white arrows or yellow dash lines.
- Ensure your design is simple as equipment is used to install the design.
- Ensure your design is one or more of the following colours: traffic yellow, traffic white, black, pride pink, pride brown, pride light blue, pride green, pride red, pride orange, pride yellow, pride blue, safety purple. Please note no other colours will be permitted.
- For example designs and colours available please visit edmonton.ca/VibrantStreets
- The maximum dimensions for a decorative crosswalk is: 11.5m long x 4m wide.
- The maximum dimensions for a decorative alleyway is: dimensions for design = 80m² of total alleyway (4m width x 20m length). Designs can also be spaced out to cover more of the alleyway but not exceed 80m² (4 sections of 4m x 5m = 80m²).

Application and Approval

Please fill out the form [here](#). Applications will be accepted between January 15, 2024 to February 29, 2024. Once submitted, the City will review the applications and contact applicants with any next steps starting in March 2024.

Cost

Crosswalks and alleyways will be invoiced \$2,000 + GST each, which includes at cost billing for labour and materials. Payment will be required prior to installation.

Installation

Once approved, the City will provide an installation timeline between May and August. Groups are welcome to invite their community on installation day!

Maintenance

Decorative crosswalks and alleyways last approximately one year.

If you would like to repaint a crosswalk for another year, a full new application will need to be submitted with a cost of \$2,000 + GST per crosswalk. The same annual program application timelines apply for the repainting of decorative crosswalks or alleyways. Crosswalks or alleyways that are not repainted the following year will not be maintained and will fade away over time.

If you have any questions or require assistance please contact vibrantstreets@edmonton.ca.