


**TODAY'S WEBINAR AGENDA**

- 3:00 pm: Introduction
- 3:05 pm: Presentation
- 3:45 pm: Questions
- 4:00 pm: Webinar Ends

For technical assistance during the webinar:  
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**UPCOMING 2022 WEBINARS**

**JAN 19** The Power of Partnerships - Leveraging public-private partnerships to deliver transformative active transportation facilities in complex urban environments

**FEB 16** Accommodating Active Transportation Through Work Zones

2022 Webinar Series Calendar coming soon!

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Register by January 14<sup>th</sup> for early-bird pricing!



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**CITY AS A CANVAS - HOW THREE FLORIDA CITIES APPROACH PLACEMAKING**

DECEMBER 15, 2021

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**TODAY'S WEBINAR PRESENTERS**



**Lauren Matzke, AICP**  
City of Clearwater

Lauren Matzke, AICP, is the Assistant Director for Planning & Development in the City of Clearwater, where she has worked for 13 years. Lauren managed the Long Range Planning Division for over 8 years, during which the city's Neighborhood Coordinator role was restructured and moved into the Division and the city's first Transportation Planning position was established. The city rolled out the first pieces of its Placemaking program in 2019, which has since been recognized by the Florida League of Cities and the local section of the Florida Chapter of the American Planning Association.

She has long been an advocate for testing out changes to the public realm in inexpensive ways -- an early groupie of Tactical Urbanism -- and is known for taking really awful selfies.



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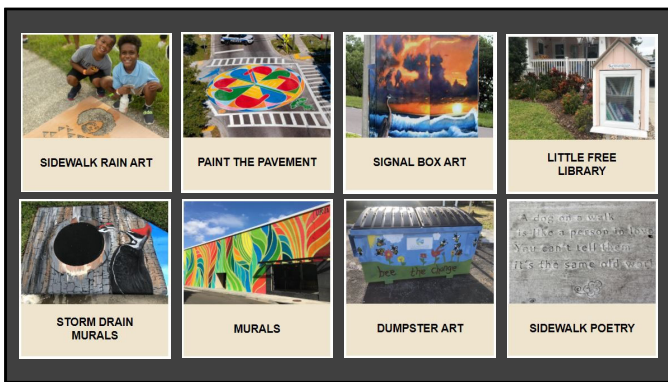
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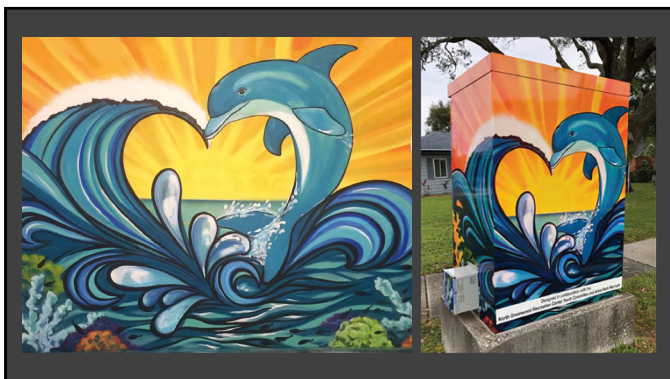
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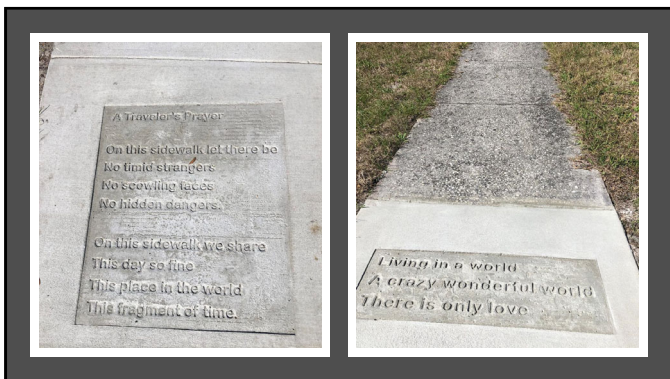
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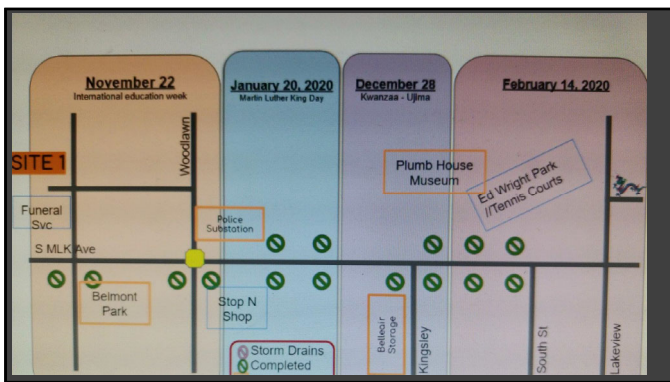
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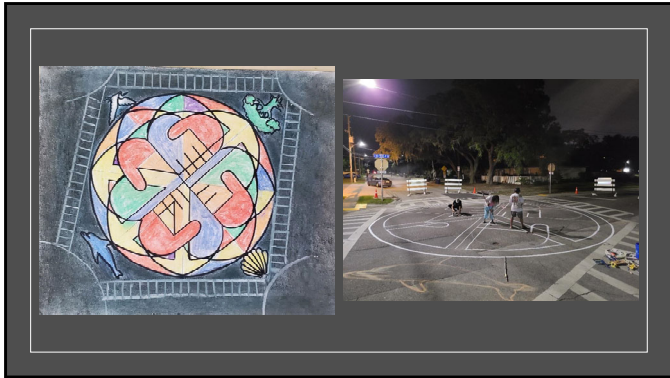
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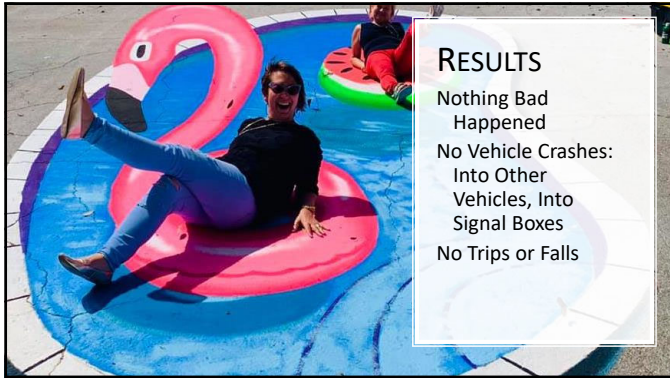
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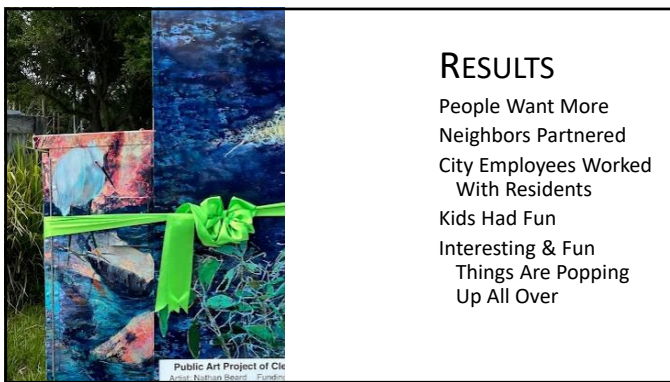
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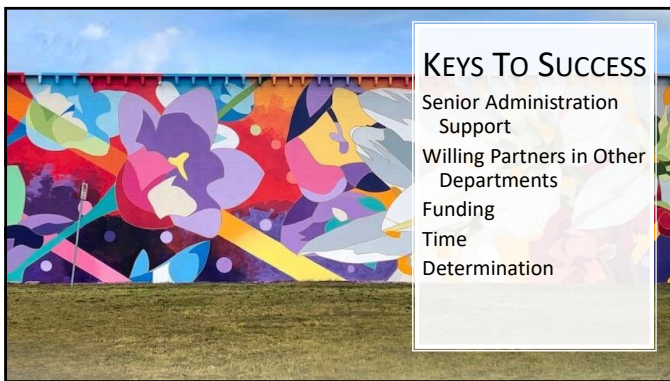
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### COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES

- **Placemaking**
- Land Use Context Zones and Street Types
- Modal Priority
- Maximum Desired Operating Speeds
- Flexible Street Design Guidance
- Level of Traffic Stress for People Bicycling
- Transit Oriented Development
- Sustainability and Smart Growth

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### MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD)

- Published by the Federal Highway Administration (FHWA) under Code of Federal Regulations
- Defines the standards used nationwide to install and maintain traffic control devices on all public streets, highways, bikeways, and private roads open to public travel
- Design, placement, operation, maintenance, and uniformity are aspects that should be carefully considered in order to maximize the effectiveness of traffic control devices

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### FHWA Interpretation Letter 3(09)-24(I) August 2013

#### Traffic Control Device

Attempts to communicate to roadway users

Retroreflective properties

Standardized colors

#### Aesthetic Treatment

Does NOT attempt to communicate to roadway users

No retroreflective properties

Certain colors are reserved for Traffic Control Devices

*"Colored pavements consist of differently colored road paving materials, such as colored asphalt or concrete, or paint or other marking materials applied to the surface of a road or island to simulate a colored pavement. Colored pavement is a traffic control device when it attempts to communicate with any roadway user or when it incorporates retroreflective properties. Colored pavement can also be a purely aesthetic treatment. When used in this manner, colored pavement is not a traffic control device provided that it does not attempt to communicate with the motorist or incorporate elements of retroreflectorization."*



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### COLORED ART ASPHALT IN ST. PETE

- Three locations approved to date, all in conjunction with the St. Pete Arts Alliance
- First location was completed as a part of the City's 2016 SHINE mural festival to introduce a painted mural within an intersection
- SHINE painted intersection featured in 2019 Art Asphalt Guide by Bloomberg Associates, the philanthropic consulting arm of Bloomberg Philanthropies
- Last two locations installed in Summer 2020 based on experience from SHINE mural location



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### CURRENT DECISION-MAKING AND APPROVAL

- Projects have generally been initiated through Mayor's Office and align with several City initiatives including Complete Streets
- Location consideration not formalized but generally considered traffic conditions such speeds, volume, and roadway geometry as well as adjacent land use context
- Approved via Right-of-Way Use Permit, including street closure permit
- Conditions for Approval:
  - Consideration for FHWA Interpretation Letter as aesthetic treatment, including materials specifications
  - Outlines maintenance responsibilities
  - Includes street closure and insurance requirements



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Installation Date: September 2016  
Artist: Cecilia Lueza

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### CRASH HISTORY REVIEW

Intersection	Traffic Crashes 2014 - 2016	Traffic Crashes 2017 - 2019	Change in Traffic Crashes
Central Avenue at 4 <sup>th</sup> Street	12	16	25%
Central Avenue at 5 <sup>th</sup> Street	10	3	-70%
Central Avenue at 6 <sup>th</sup> Street	5	10	100%



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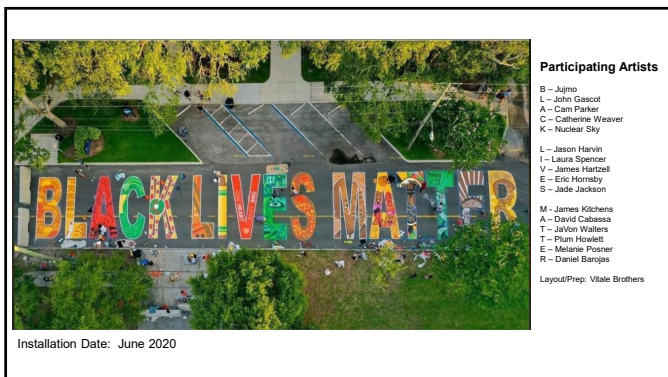
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**Participating Artists**

- B - Jijmo
- L - John Gascoot
- A - Cam Planker
- C - Catherine Weaver
- K - Nuclear Sky
- L - Jason Harvin
- I - Laura Spender
- V - James Hartzell
- E - Eric Hornsby
- S - Jafie Jackson
- M - James Kibbens
- A - David Cabassa
- T - JaVon Walters
- T - Plum Howlett
- E - Melanie Posner
- R - Daniel Barojas

Layout/Prep: Vitale Brothers

Installation Date: June 2020

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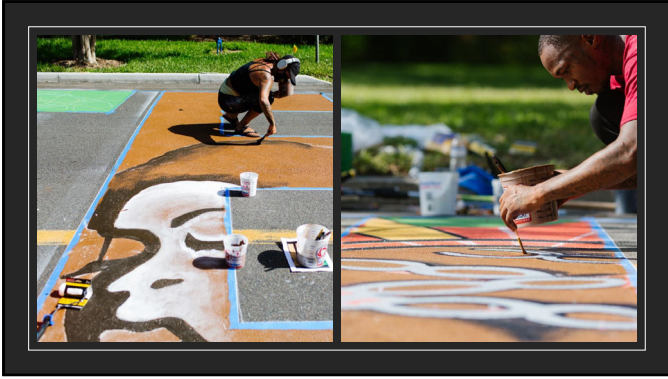
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### DEMONSTRATION AND PILOT PROJECT GUIDE

- Grant-funded from Forward Pinellas (MPO) through their Planning & Placemaking grant program
- Named as an action item within the adopted Complete Streets Implementation Plan
- Distinguishes between project types
  - Demonstration – Community initiated and led
  - Pilot – City initiated and led
  - Quick build – no evaluation needed; not testing any product or process
- Included review of existing City processes
- Provides framework going forward for permitting and approval of Demonstration and Pilot projects
- Drafted streamlined application for community groups

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**Contact information:**

Cheryl Stacks, P.E., PTOE, AICP  
 Transportation Manager  
[Cheryl\\_stacks@stpete.org](mailto:Cheryl_stacks@stpete.org)  
 727-892-5328



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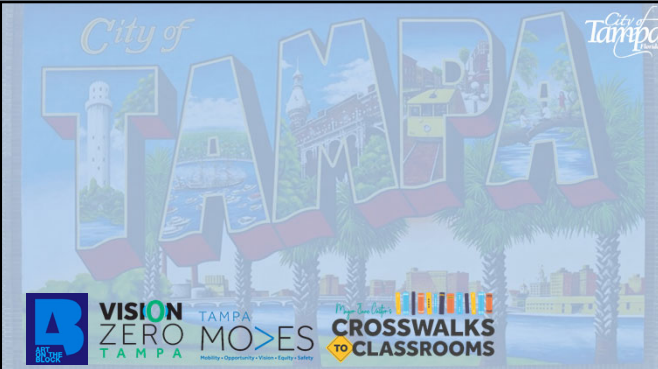
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City of Tampa

**VISION ZERO TAMPA**  
 Healthy • Opportunity • Vision • Equity • Safety

**CROSSWALKS TO CLASSROOMS**

ART ON THE BLOCK

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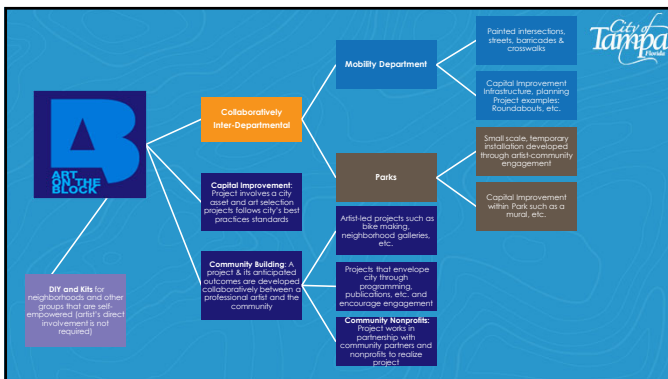
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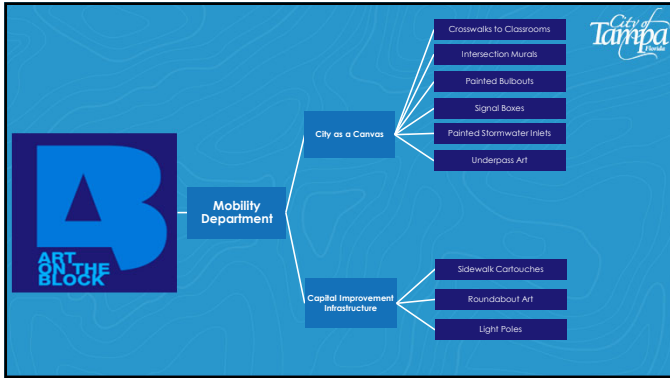
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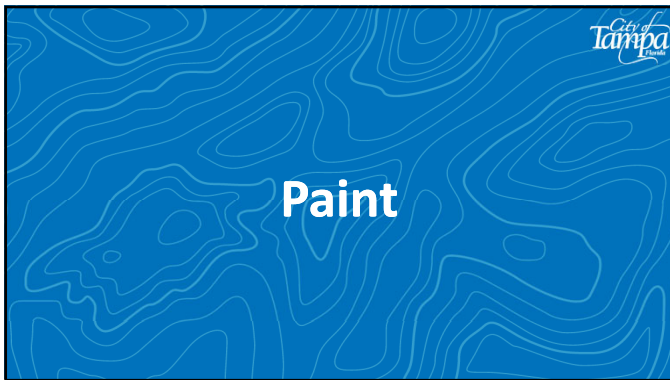
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## 10 Steps to Paint the Intersection

- 1** **Talk to a few steady neighbors.** If people are interested, have them spread the idea.
- 2** **Choose a tentative intersection or area of your block.** The City will review this location to determine if the location meets the Policy requirements.
- 3** **Contact the City's Transportation & Stormwater Services Department (TSS).** Call 813.274.8333 to discuss your preliminary ideas and proposed location.
- 4** **Host get-togethers with your neighbors.** Get together with neighbors within a two-block radius of the proposed intersection, and talk about some champions for the project and design ideas for your street art.
- 5** **Form a project team.** This team will work with the City to see the project to completion. The team should plan to include as many neighbors as possible in the project. You can host workshops, do a design competition, or go door-to-door together.
- 6** **Create your intersection design.** Create a design using the City's base map and following the requirements described in the following pages. This includes using the required type of paint.
- 7** **Start fundraising.** Your neighborhood is required to purchase the paint. Host a neighborhood bake sale, ask local businesses for donations, and determine if there are local grant opportunities. Past neighborhoods have provided snacks and drinks for painting day, so get creative with what you are asking for!
- 8** **Submit the application to the City.** You will need to provide signatures from the required neighbors and submit the completed application.
- 9** **Host your paint event!** Once the City approves your project, you can plan a day-long event which includes laying the artwork out, painting the design, and celebrating your accomplishment!
- 10** **Maintain your artwork.** Make a plan with your neighbors to maintain the artwork and your new friendships for years to come. You will need a permit.

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## The Fine Print

- The street mural shall not contain advertisement, logos, words, messages or conflict with official traffic control markings or devices.
- Must use water-based fast dry latex paint (Florida Department of Transportation [FDOT] Spec 971-3 Standard Waterborne Fast Dry Traffic Paint [White, Yellow, Red, Green, Blue and Black colors may be mixed to create variation])
- FDOT Maintenance of Traffic [MOT] Plans from the 600 series Design Standards shall be implemented prior working in the street by TSS staff
- No excavation will be allowed

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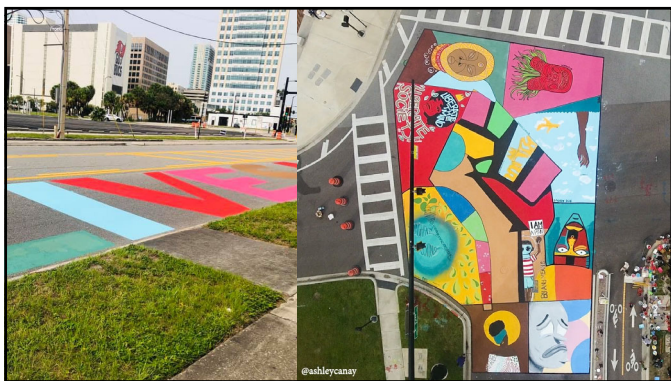
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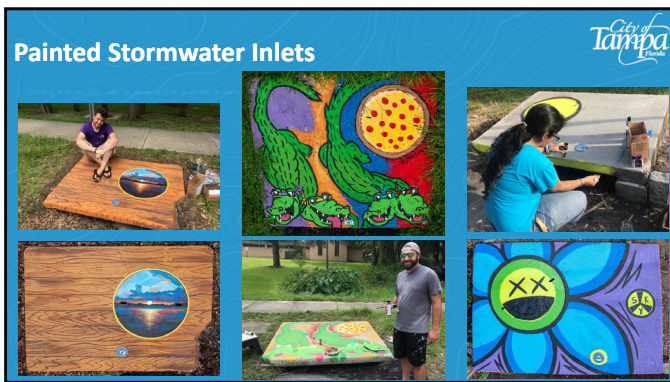
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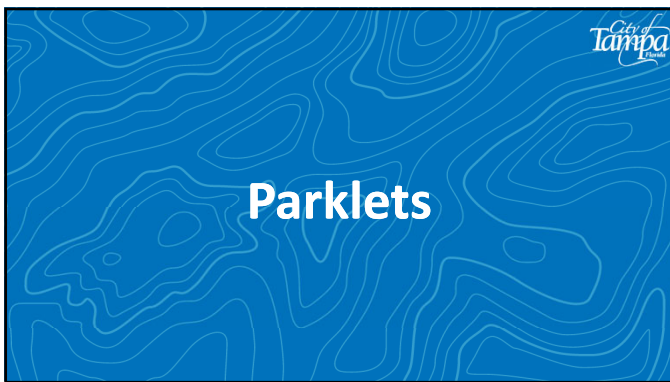
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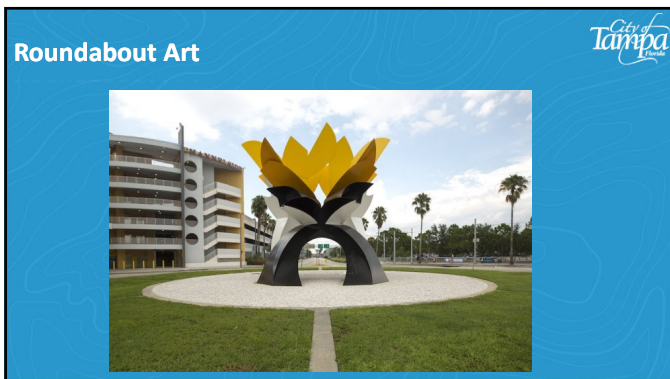
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**QUESTIONS**

**CONTACT:**  
 ALANA BRASIER, VISION ZERO COORDINATOR  
[ALANA.BRASIER@TAMPAGOV.NET](mailto:ALANA.BRASIER@TAMPAGOV.NET)

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**QUESTION & ANSWER**


MODERATED BY:  
 Merisa Moric,  
 APBP Board Member




Lauren Matzke, AICP



Cheryl Stacks



Alana Brasier, AICP



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