



# 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:

1-800-263-6317

Choose these prompts: 1, 1, 1

# CONTINUING EDUCATION

**Planners:** APBP has applied to the AICP for 1.0 CM credits for this live webinar.

**Be sure to log into APA and claim your Professional Development Hours (PDH) or Certification Maintenance (CM) credit for the AICP.**

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## UPCOMING 2022 WEBINARS



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



Accommodating Active Transportation Through Work Zones

2022 Webinar Series Calendar coming soon!

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[www.apbp.org/webinars](http://www.apbp.org/webinars)

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

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## SUPPORTER LEVEL





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

DECEMBER 15, 2021

For technical assistance during the webinar:

Call 1-800-263-6317

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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.

## TODAY'S WEBINAR PRESENTERS



### **Cheryl Stacks** **City of St. Petersburg**

Cheryl Stacks is a Transportation Manager for the City of St. Petersburg having previously served as the St. Petersburg's Bicycle Pedestrian Coordinator. She is currently responsible for managing the city's bicycle and pedestrian transportation programs and serves in a lead role for the development and implementation of St. Petersburg's Complete Streets efforts.

Lauren has over 20 years of experience in the planning, design, construction, and operations of multimodal transportation systems. Her projects have included such notable facilities and programs as the Pinellas Trail extension into downtown St. Petersburg with implementation of the first protected bike lane in Florida; St. Petersburg's Bike Share and e-scooter sharing systems; technical evaluation of the Cross-Bay Ferry pilot program; and development of the St. Petersburg Complete Streets Implementation Plan.

## TODAY'S WEBINAR PRESENTERS



### **Alana Brasier, AICP** **City of Tampa**

Alana Brasier, AICP, is the Vision Zero Coordinator for the City of Tampa, where she focuses on supporting the development of a safe, well-connected, multimodal transportation network. In this role, she works within the City's Mobility Department to coordinate the planning and implementation of multimodal and roadway safety efforts. This role also entails coordination with other departments within the city like law enforcement, neighborhoods, and communications, as well as with external agency partners like FDOT, Hillsborough County, and the MPO.

She is passionate about creating safer places for people to move around the city to support a more livable and sustainable Tampa.



# City as a Canvas: Clearwater's Placemaking Programs



**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH







**SIDEWALK RAIN ART**



**PAINT THE PAVEMENT**



**SIGNAL BOX ART**



**LITTLE FREE LIBRARY**



**STORM DRAIN MURALS**



**MURALS**



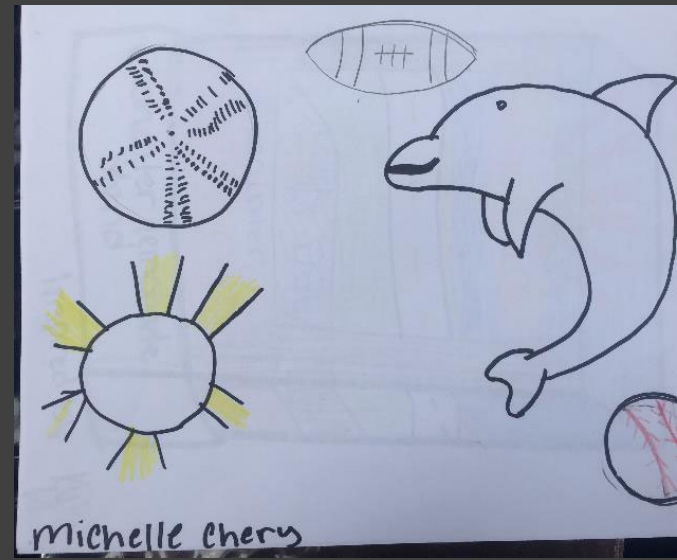
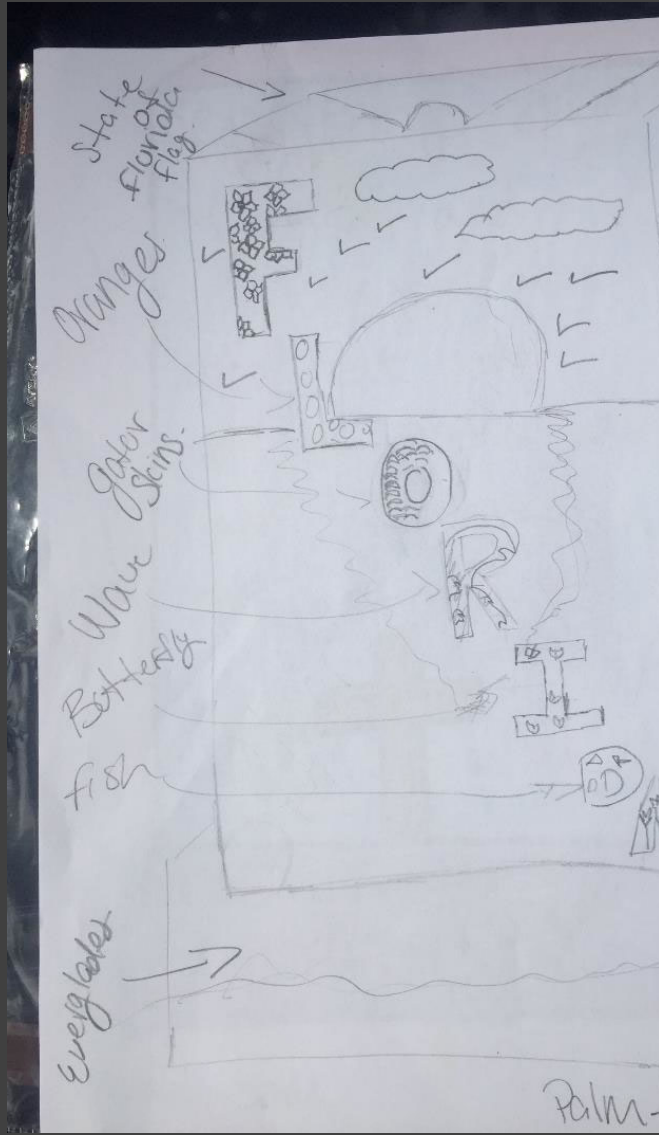
**DUMPSTER ART**



**SIDEWALK POETRY**













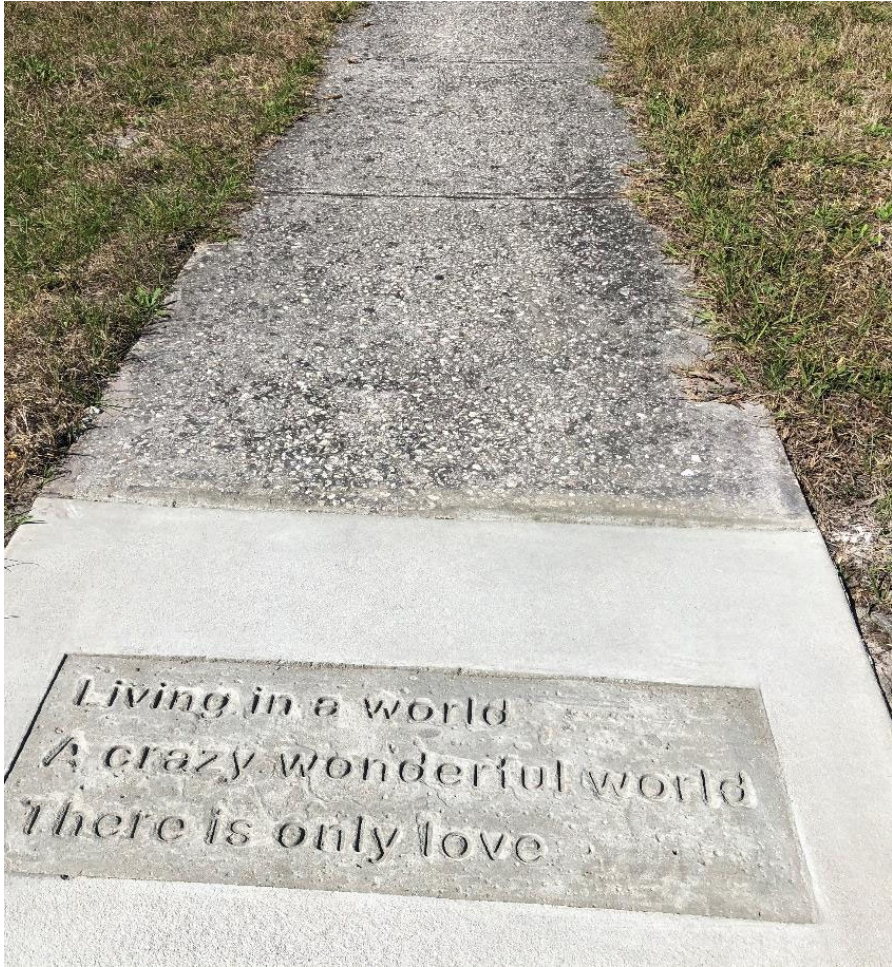




A Traveler's Prayer


On this sidewalk let there be  
No timid strangers  
No scowling faces  
No hidden dangers.

On this sidewalk we share  
This day so fine  
This place in the world  
This fragment of time.



Living in a world  
A crazy wonderful world  
There is only love





MURAL  
PAINT  
DAY!!





**November 22**

International education week

**January 20, 2020**

Martin Luther King Day

**December 28**

Kwanzaa - Ujima

**February 14, 2020**

**SITE 1**

Woodlawn

Funeral Svc

S MLK Ave

Police Substation

Plumb House Museum

Ed Wright Park / Tennis Courts

Belmont Park

Stop N Shop

Belleair Storage

Kingsley

South St

Lakeview

Storm Drains Completed



# **PAINT THE PAVEMENT**

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w/ artist Kumpa Tawornprom

**SATURDAY, NOVEMBER 14TH**

**Mural Location:**

Lake Belleview Community











## RESULTS

Nothing Bad  
Happened

No Vehicle Crashes:  
Into Other  
Vehicles, Into  
Signal Boxes

No Trips or Falls



# RESULTS

People Want More  
Neighbors Partnered  
City Employees Worked  
With Residents  
Kids Had Fun  
Interesting & Fun  
Things Are Popping  
Up All Over



# KEYS TO SUCCESS

Senior Administration  
Support

Willing Partners in Other  
Departments

Funding

Time

Determination

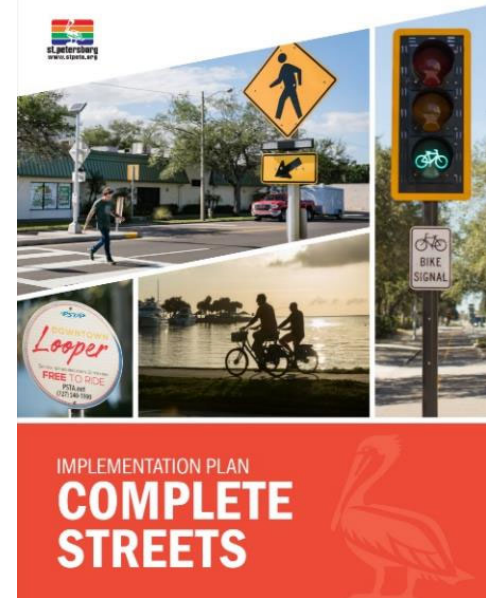
A vibrant, stylized illustration of a monarch butterfly with yellow and black wings, perched on a large purple and pink flower. The background is a mix of purple, blue, and green, suggesting a natural setting. The text is overlaid on the left side of the image.

# THANK YOU!

LAUREN MATZKE, AICP  
ASSISTANT DIRECTOR,  
PLANNING & DEVELOPMENT DEPARTMENT  
CITY OF CLEARWATER  
E: [LAUREN.MATZKE@MYCLEARWATER.COM](mailto:LAUREN.MATZKE@MYCLEARWATER.COM)

# COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES

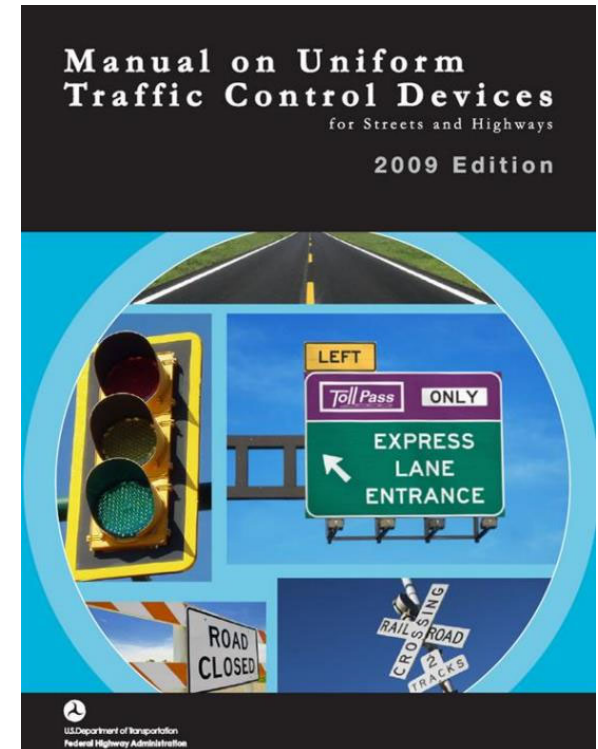
- **Placemaking**
- Land Use Context Zones and Street Types
- Modal Priority
- Maximum Desired Operating Speeds
- Flexible Street Design Guidance
- Level of Traffic Stress for People Bicycling
- Transit Oriented Development
- Sustainability and Smart Growth





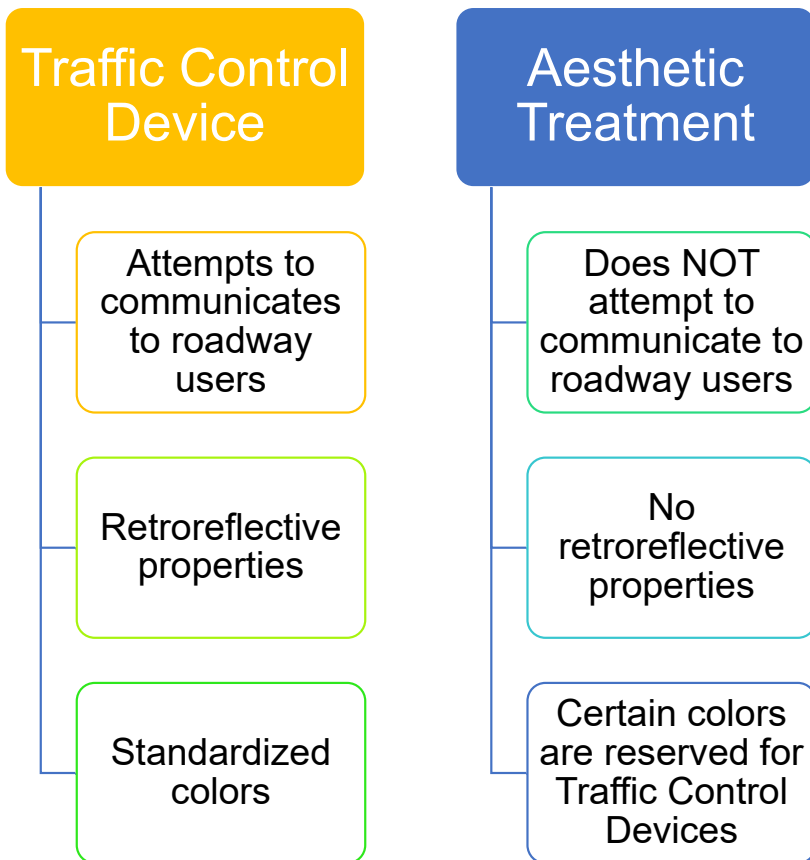
# MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD)

- 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



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

## August 2013



*“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.”*



# COLORED ART ASPHALT IN ST. PETE

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- 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



# CURRENT DECISION-MAKING AND APPROVAL

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- 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





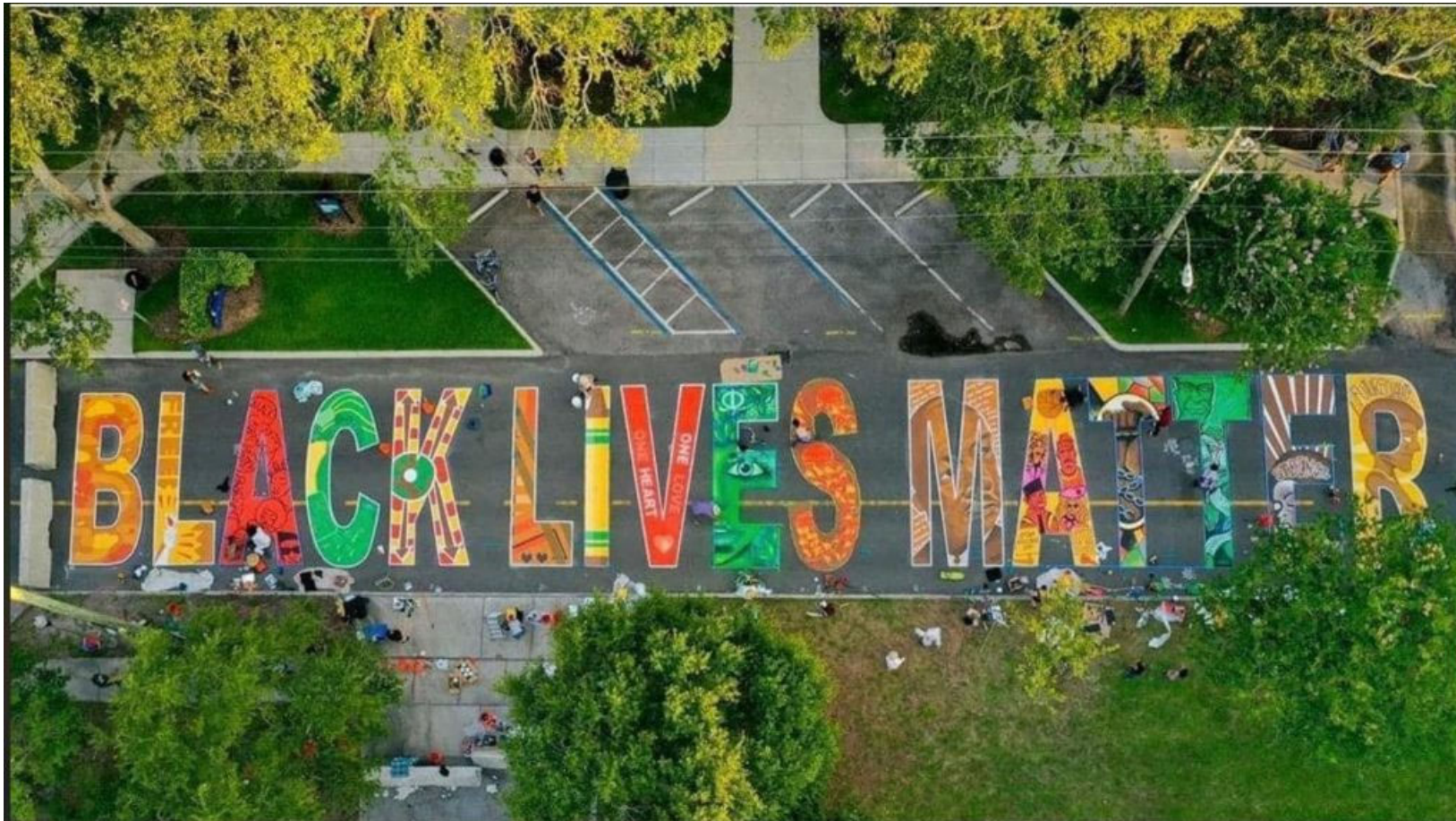
Installation Date: September 2016  
Artist: Cecilia Lueza

# CRASH HISTORY REVIEW

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





## Participating Artists

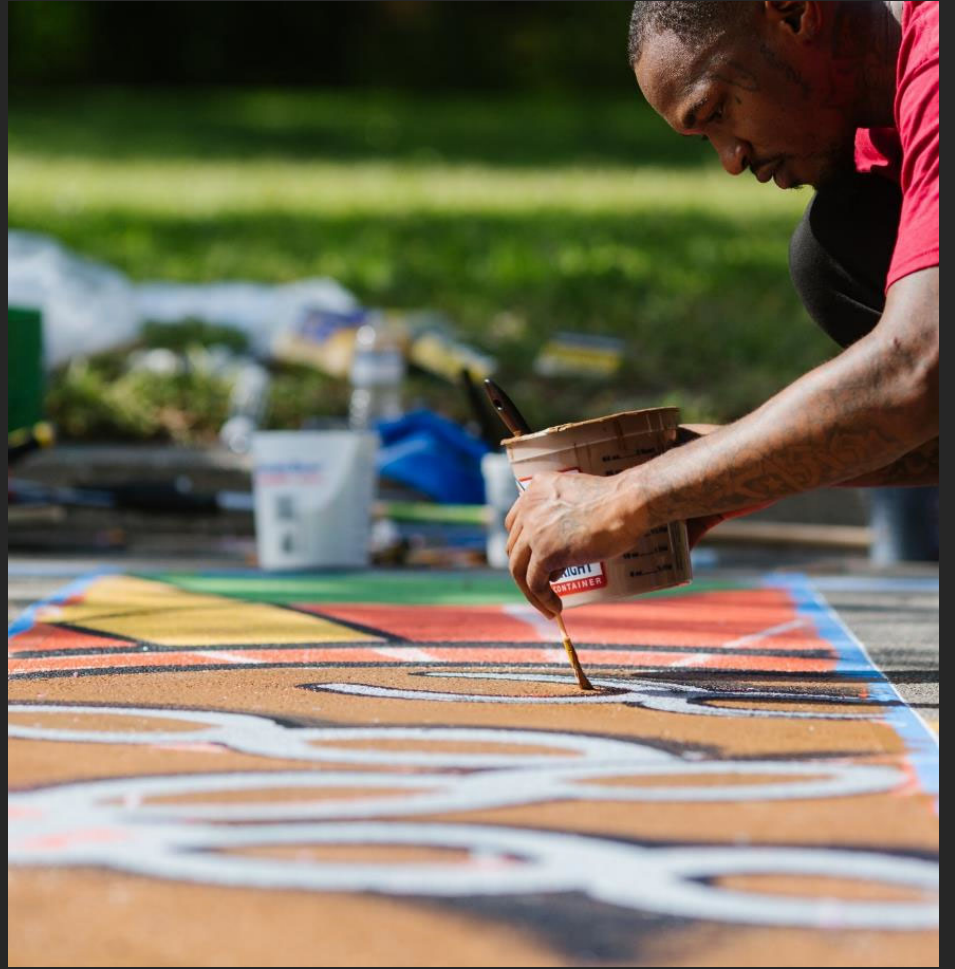
B – Jujmo  
L – John Gascot  
A – Cam Parker  
C – Catherine Weaver  
K – Nuclear Sky

L – Jason Harvin  
I – Laura Spencer  
V – James Hartzell  
E – Eric Hornsby  
S – Jade Jackson

M - James Kitchens  
A – David Cabassa  
T – JaVon Walters  
T – Plum Howlett  
E – Melanie Posner  
R – Daniel Barojas

Layout/Prep: Vitale Brothers

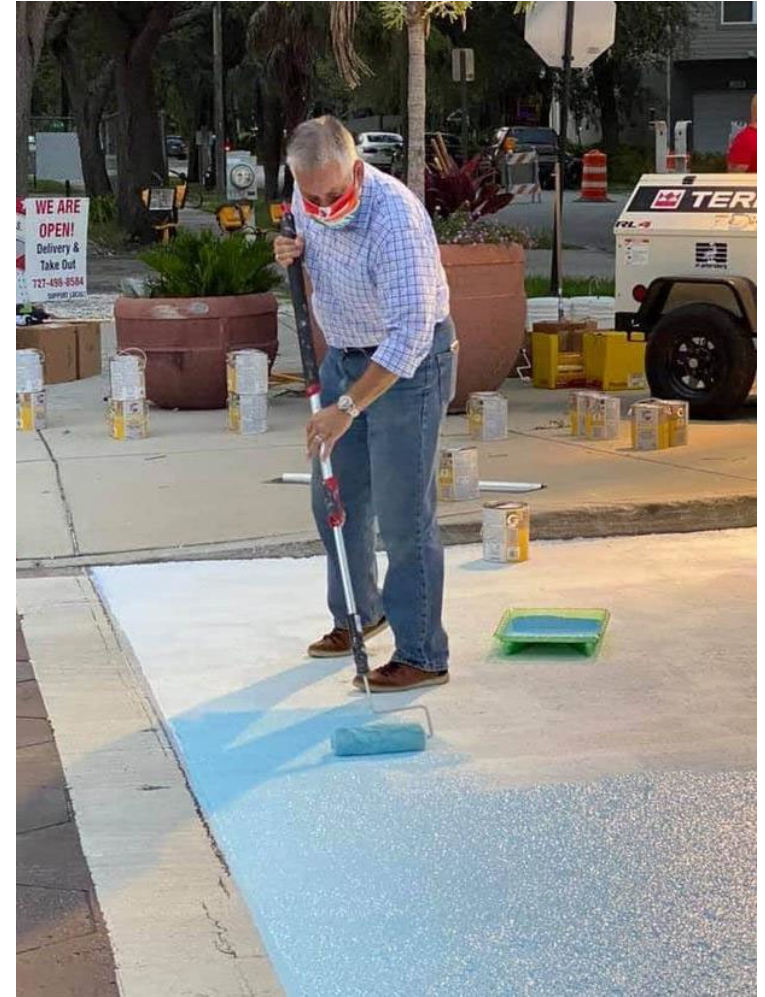
Installation Date: June 2020







Installation Date: August 2020  
Andrea Pawlisz



OTHER  
TECHNIQUES



CHRIST UNITED METHODIST CHURCH

5th Street N







*Photo Credit: Ilan Averbuch*





# 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







## Contact information:

Cheryl Stacks, P.E., PTOE, AICP  
Transportation Manager

[Cheryl.stacks@stpete.org](mailto:Cheryl.stacks@stpete.org)

727-892-5328



City of

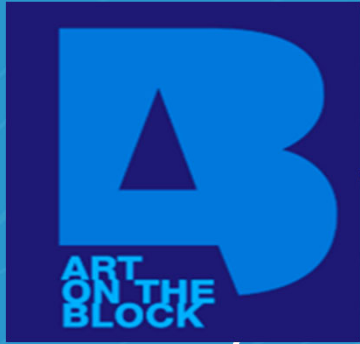
City of  
Tampa  
Florida



**VISION**  
ZERO  
T A M P A

TAMPA  
**MO>ES**  
Mobility • Opportunity • Vision • Equity • Safety

Mayor Jane Castor's  
**CROSSWALKS  
TO CLASSROOMS**



**DIY and Kits** for neighborhoods and other groups that are self-empowered (artist's direct involvement is not required)

**Collaboratively Inter-Departmental**

**Capital Improvement:** Project involves a city asset and art selection projects follows city's best practices standards

**Community Building:** A project & its anticipated outcomes are developed collaboratively between a professional artist and the community

**Mobility Department**

Painted intersections, streets, barricades & crosswalks

Capital Improvement Infrastructure, planning  
Project examples: Roundabouts, etc.

**Parks**

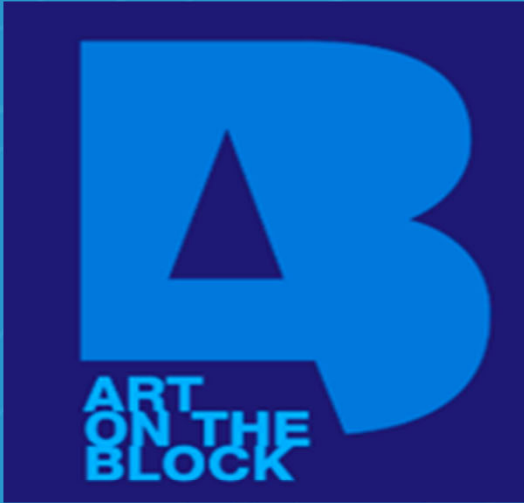
Small scale, temporary installation developed through artist-community engagement

Capital Improvement within Park such as a mural, etc.

Artist-led projects such as bike making, neighborhood galleries, etc.

Projects that envelope city through programming, publications, etc. and encourage engagement

**Community Nonprofits:** Project works in partnership with community partners and nonprofits to realize project



**Mobility  
Department**

**City as a Canvas**

- Crosswalks to Classrooms
- Intersection Murals
- Painted Bulbouts
- Signal Boxes
- Painted Stormwater Inlets
- Underpass Art

**Capital Improvement  
Infrastructure**

- Sidewalk Cartouches
- Roundabout Art
- Light Poles

# Paint

**Paint the Town**  
**A Guide for Painting City Intersections**  
Updated March 22, 2019

*City of*  
**Tampa**  
*Florida*  
Transportation & Stormwater Services





# 10 Steps to Paint the Intersection

- 1 Talk to a few friendly 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 Paint your pavement!** 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 each time you repaint the street mural.



# 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





South Seminole Heights, July 2017

Palma Ceia, March 2019



Palm & Lamar - 11.2019





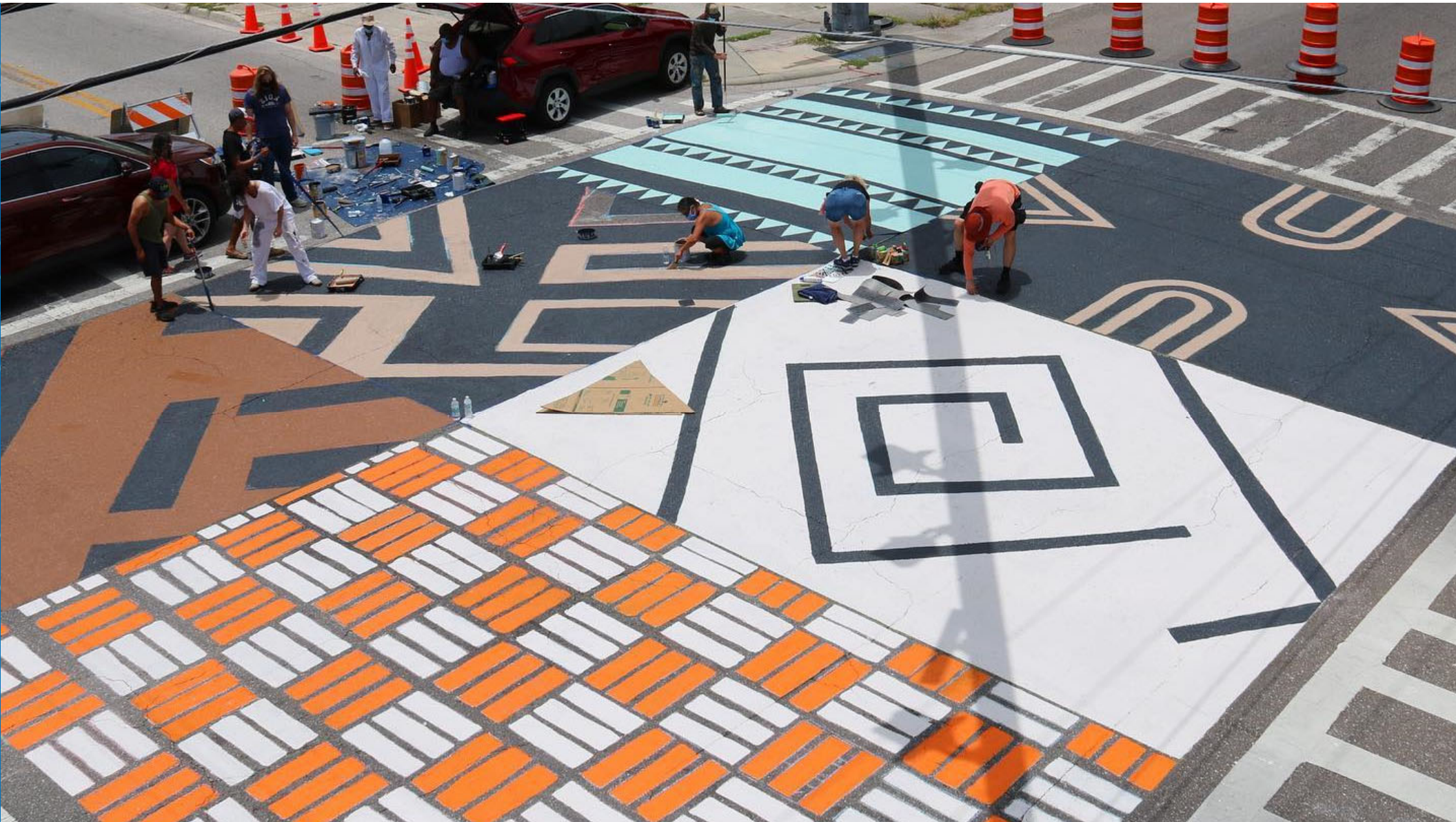


















© Ashley Canay



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LIBERATE THE MIND

LIBERATE

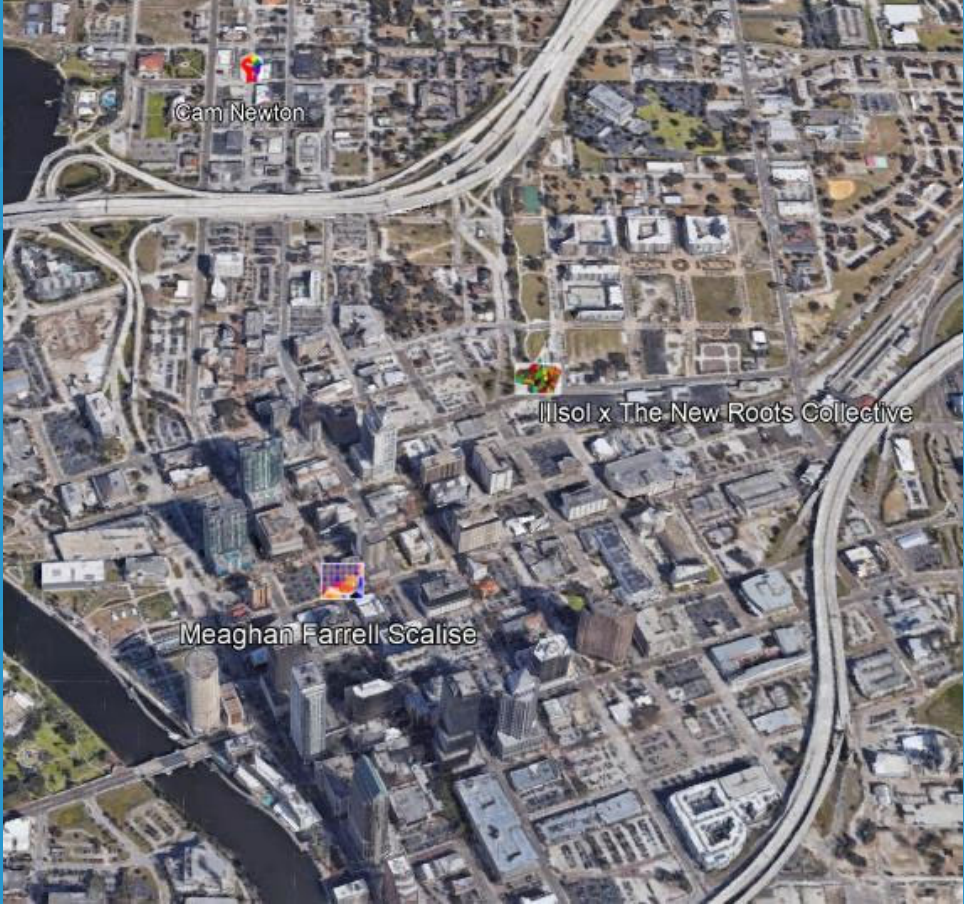
@jittBrodie

jitt





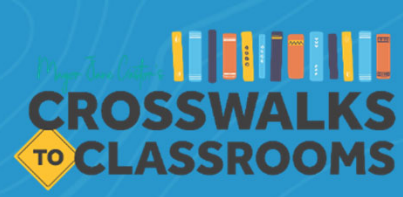
# Intersection Murals



No.	Neighborhood	Location	Sponsors	Artist	Artwork	Date Painted
1	South Seminole Heights	N River Blvd & W Louisiana Ave	South Seminole Heights Civic Association <sup>1</sup>	Catherine Thomas		July 2017
2	Old Seminole Heights	E Hamilton Ave & N Taliaferro Ave	Hillsborough MPO & Hillsborough County Public Schools	Junior Polo		January 2019
3	Palma Ceia	S Sterling Ave & W Corona St	Palma Ceia Neighborhood Association <sup>1</sup>	Ben Donnell		March 2019
4	Old Seminole Heights	E Park Cr & E Crenshaw St	Old Seminole Heights Neighborhood Association <sup>1</sup>	Terry Klaaren		April 2019
5	Culbreath Heights	W Melrose Ave & S Manhattan Ave	Culbreath Heights Civic Association <sup>1</sup>	Robert Horning		April 2019
6	Old Seminole Heights	E Broad St & Hilton Pl	Old Seminole Heights Neighborhood Association <sup>1</sup>	Angela Forero		July 2019
7	Tampa Heights	E Ross Ave & N Lamar Ave	Hillsborough MPO & Tampa Heights Junior Civic Association	Angela Forero		July 2019
8	Downtown River Arts Neighborhood	N Franklin St & Twiggs	Tampa Downtown Partnership	Meaghan Farrell Scalise		May 2020
9	Tampa Heights	N Franklin St & W Henderson Ave	LGBT Chamber & the Tampa Downtown Partnership	Cam Newton		June 2020
10	West Tampa	W Tampa Bay Blvd & N Habana Ave	COT Mobility Department	Cecilia Lueza		June 2020
11	Carver City/Lincoln Gardens	W Laurel St & N Grady Ave	West Shore Alliance	Anthony Freese		June 2020
12	East Tampa/VM Ybor	N 15 <sup>th</sup> St & E 21 <sup>st</sup> Ave	East Tampa CRA	James Vann		June 2020
13	Tampa Downtown Partnership	W Cass St & N Jefferson St	Downtown Partnership and Greenman-Pedersen	Illsol x The New Roots Collective		June 2020

<sup>1</sup>Project funded by Hillsborough County Neighborhood Mini-Grant Program

# Painted Crosswalks





Mayor Jane Castor's  
**CROSSWALKS  
TO CLASSROOMS**



PAY TO THE ORDER OF

*Friends of Tampa Public Art Foundation, Inc*

\$ 15,000

FIFTEEN THOUSAND DOLLARS

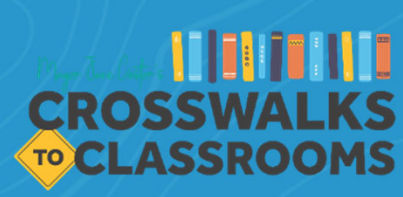
DOLLARS

*Mayor Jane Castiglione's*  
**CROSSWALKS  
TO  
CLASSROOMS**

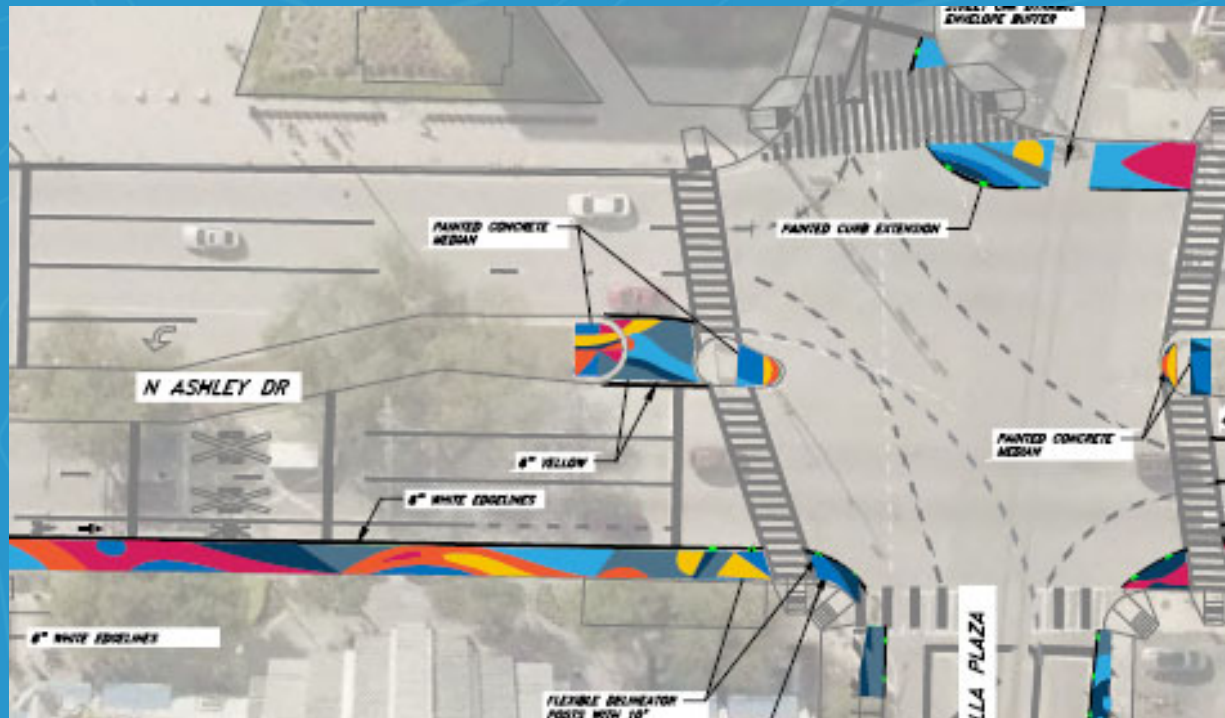
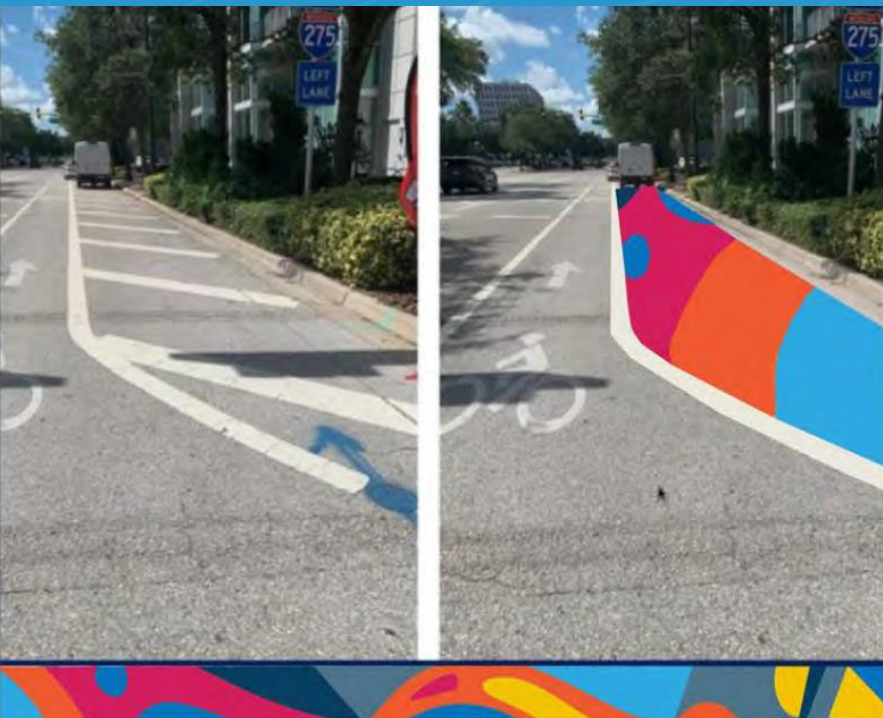
**VISION  
ZERO  
TAMPA**

**Jacobs**

# Painted Crosswalks



# Painted Bulbouts





# Painted Stormwater Inlets







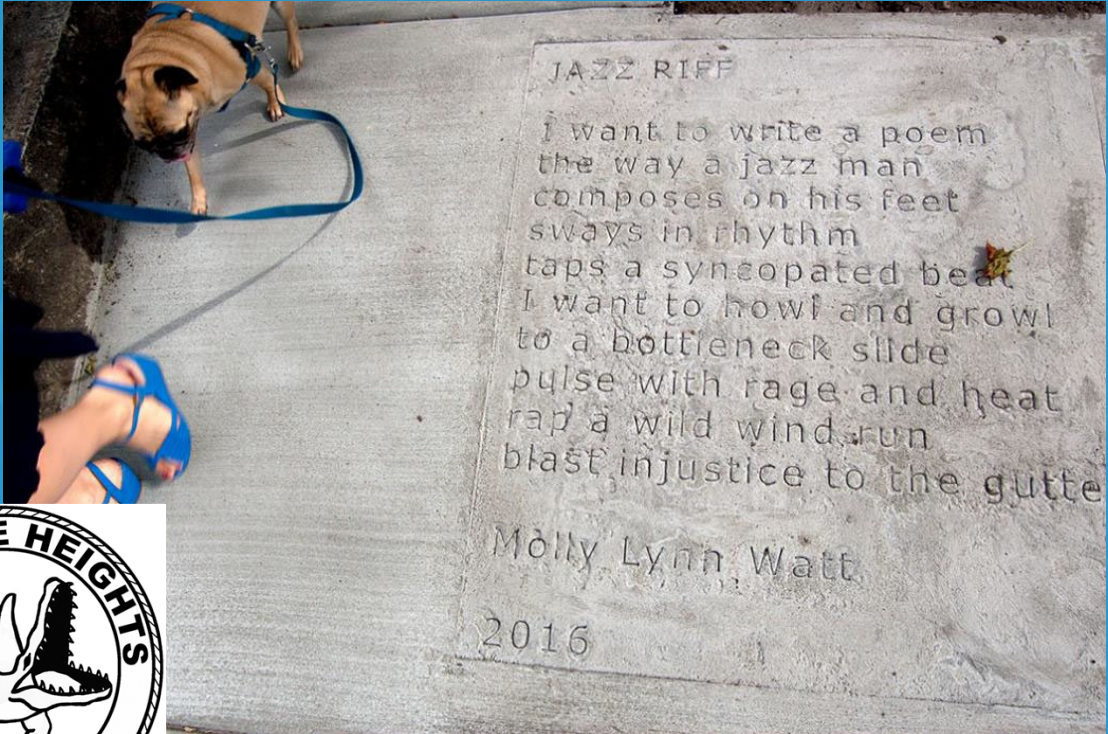
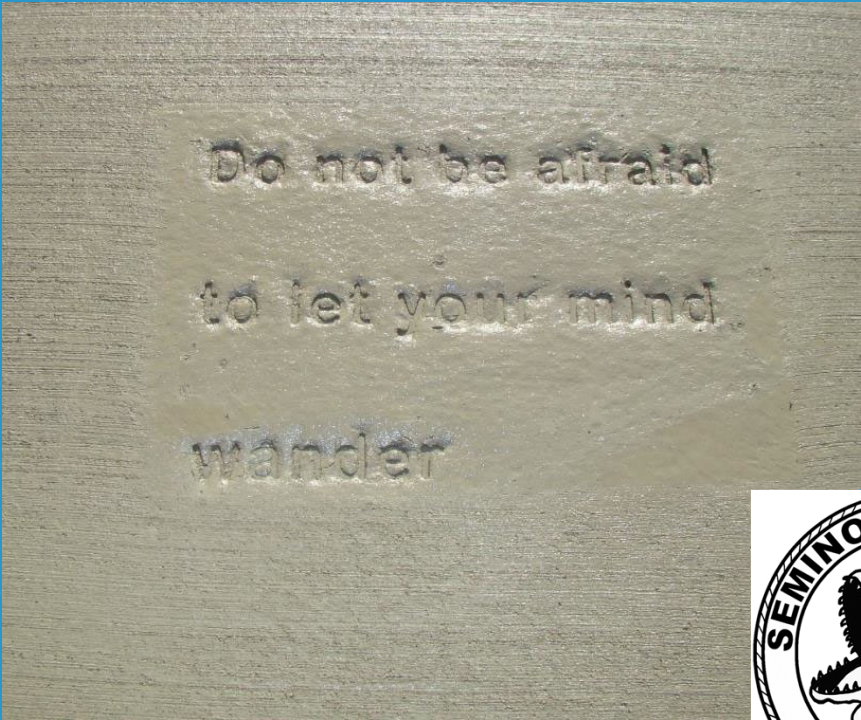


# Parklets



# Capital Projects

# Sidewalk Cartouches



# Roundabout Art



# QUESTIONS

**CONTACT:**

**ALANA BRASIER, VISION ZERO COORDINATOR**

**[ALANA.BRASIER@TAMPAGOV.NET](mailto:ALANA.BRASIER@TAMPAGOV.NET)**



# QUESTION & ANSWER

MODERATED BY:  
Merisa Morici,  
APBP Board Member



Lauren Matzke, AICP



Cheryl Stacks



Alana Brasier, AICP



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