



MEDIA ALERT Embargoed until 8 a.m. Friday, July 12, 2019

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City government and community partners bring pedestrian-safe rainbow design to city center

Colorado Springs, CO, July 11, 2019 – A temporary rainbow crosswalk will be installed Downtown as a beta test of an creative crosswalk application.

The crosswalk, to be installed at 6 a.m. on Friday, July 12, 2019, at the south side of the intersection of Tejon Street and Colorado Avenue will feature a rainbow design that meets federal transportation safety standards and compliance. The design preserves the crosswalk’s white bars while adding embellishment in the six colors of the rainbow. The location, design and materials were vetted and approved by City of Colorado Springs’ Traffic Engineering Department, which will oversee installation.

The crosswalk was produced with in-kind support from Downtown business and PrideFest sponsor EAS Creative Consortium. Additional funds were contributed by PrideFest and Downtown Ventures, the charitable nonprofit arm of Downtown Partnership. No taxpayer dollars were used.

For the past few years, Downtown Partnership has researched and advocated for limited and thoughtful use of embellished creative crosswalks that meet national standards for materials, safety and approval processes in projects of this kind. Recent attempts for creative crosswalks did not meet safety standards, prompting City officials to reinvestigate possible opportunities. With the leadership of City Council President Richard Skorman and collaboration with Colorado Springs PrideFest, it was determined that PrideFest 2019 was an opportune time and place to test the concept. PrideFest approached Downtown Partnership to facilitate the project.

“The City is pleased to assist with this pilot project demonstrating how crosswalks can safely be used as a canvas for artistic expression,” said Skorman.

What is the standard for crosswalks?

Embellishments in roadways must be executed in materials approved by NACTO, the National Association of City Transportation Officials. Such materials include AlumiGraphics®, transportation-grade paint, or thermoplastic. The AlumiGraphics being used in this application provide a reflective, nonslip surface. “Crosswalks and other traffic markings are highly technical and have certain requirements that impact public safety on our roads,” said Todd Frisbie, the city’s traffic engineer. “That said, with very close study of safety standards, we felt this application could offer a potential way forward.” Additionally, the design does not cover or impede the white reflective bars of the crosswalk.

Why is the crosswalk temporary?

To meet national safety standards, AlumiGraphics must be removed from roadways once they begin to show wear, which is typically in two to four weeks. This beta-test creative crosswalk will be installed Friday, July 12 and deinstalled Monday, July 15, 2019.

What's next?

Downtown Partnership will continue to work with the Traffic Engineering Division of Public Works to investigate the potential for permanent embellished crosswalks over the course of the next year. This pilot program initially will be tested through Downtown Partnership's nonprofit arm, Downtown Ventures, alongside their established public art programs such as Art on the Streets, InterSection traffic signal cabinet art, and ArtSpot. No taxpayer dollars will be used.

About Colorado Springs PrideFest

Colorado Springs PrideFest is a nonprofit that coordinates the local Pride Festival. Colorado Springs has celebrated Pride with a festival for the past 28 years under many different organizations. Colorado Springs PrideFest coordinated its first Pride Festival in Colorado Springs in 2015, and is dedicated to the local LGBTQ community to provide a safe, fun and Prideful event for years to come.

About Downtown Colorado Springs

Downtown Colorado Springs is a State-Certified Creative District in the Colorado Creative Industries Creative District Program. Included in the district are cultural landmarks, award-winning outdoor sculpture, independent galleries, and other one-of-a-kind cultural and entertainment opportunities. Art on the Streets and other public art programs of Downtown Ventures are supported by grants, sponsorships and donations. For more information visit www.downtowncs.com, or contact Downtown Colorado Springs at 719-886-0088.

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