



## Creative Placemaking: Crosswalk Painting – Quick Tips Guide

### Beta Test Story from Downtown Colorado Springs Creative District:

“Our first crosswalk was a beta test, so we didn’t have City approval to leave it up long-term. That meant we went looking for a material that would stand up to vehicle traffic but would be cheap and easy to remove. We worked with EAS Creative Consortium and our local Pride group to print AlumiGraphics material (basically Teflon-infused foil with a nonskid surface) in the colors of the Pride flag. It looked incredibly vibrant, installed and deinstalled easily (see photo), and stayed intact throughout the term of the test (72 hours, but our technicians said they would have guaranteed it for up to 6 weeks). We did a three-part cost-share between EAS, our City Council president, and our reserve funds, so each party only ended up paying about \$675.”

### Finalizing the project:

“We’re now working on a policy doc to propose to city government for long-term creative crosswalks. For those, we’ll be pushing to use Thermoplastic as Alye describes, but we’ve been quoted a pretty lofty price, so we’re still looking into other applications like water-based traffic marking paint and even AlumiGraphics for lower-traffic areas. The main guidance we’ve gotten from local and federal sources is that whatever we do, we have to use a material that is nonskid, nonreflective and doesn’t obscure the contrast of the existing crosswalk bars in any way.”

**Kimberlee McKee**  
Executive Director  
Longmont Downtown Development Authority

### Examples from Greeley Creative District:

“Greeley has used the thermal plastic material for its decorative crosswalks; the one shown in the photo is nearly two years old now and holding up quite well.”

**Rebecca L. Safarik**  
Assistant City Manager  
City of Greeley

