



Town of Leesburg Townwide Painted Crosswalk Policy

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Approvals:

Role	Name and Title	Department	Initials upon Approval	Date of Approval
Preparer	Whitney L. Hughes, Management Analyst	Town Manager's Office	WLH	4/27/26
Primary Department Director or Designee	Kate Trask, Assistant Town Manager	Town Manager's Office	KT	4/27/26
Secondary Department Director or Designee	Renée LaFollette, Director	Department of Public Works & Capital Projects	RML	4/29/2026
Human Resources Director or Designee	N/A	N/A	N/A	N/A
Town Attorney	Christopher Spera, Town Attorney	Town Attorney's Office		4/29/26
Town Manager	Kaj H. Dentler, Town Manager	Town Manager's Office		4/29/2026

Purpose:

The purpose of this policy is to establish clear guidelines in determining when and how crosswalks may be painted including permissible locations, the request and approval process, and painting guidelines.

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Authority:

This policy was approved by Council per Resolution Nos. 2025-135 and 2026-003 and is subject to the Virginia Manual on Uniform Traffic Control Devices for Streets and Highways.

Scope:

This policy applies to all requests to paint crosswalks within the Town for awareness or art purposes. If the request is solely for safety purposes, this policy does not apply and the Director of the Department of Public Works and Capital Projects may, instead, administratively approve such requests in accordance with the Virginia Manual on Uniform Traffic Control Devices.

Policy:

It is the Town's policy, as further described herein, that crosswalks be established and maintained in conformance with federal and state laws and policies. The Town's crosswalks are not intended to serve as a forum for free expression by the public. Therefore, painting within Town crosswalks shall be installed and maintained only as an expression of the Town's official sentiments as evidenced by majority vote of the members of Town Council. In the future, the Town Manager, in a manner and form approved by the Town Attorney, may modify this policy without formal consent from Town Council if administratively warranted and the modification does not materially change the intent of this policy.

1. Definitions

- a. **Crosswalks** are marked areas where pedestrians can safely cross a roadway.
 - i. **High-visibility crosswalks** have thick, white, longitudinal bars or bar pairs perpendicular to the direction of pedestrian travel.
 - ii. **Standard crosswalks** have one white line on either side of the pedestrian area.
- b. **Crosswalk paintings** are the painting of asphalt in a crosswalk. The paintings may be either for awareness or artistic purposes and may be installed temporarily

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(120 days) or long term, if requested, which will be approved on a case-by-case basis. All installations must be approved by Council.

- i. **Awareness paintings** promote consciousness of public issues, social causes, historical events, and health topics, and consist of basic blocks of simple geometric shapes of colors.
- ii. **Artistic paintings** are for aesthetic purposes and include creative, more complicated designs than awareness paintings.
- c. **Organizer** means the group or individual sponsoring and seeking approval of the crosswalk painting. The Organizer must be a resident of Leesburg or the organization must be headquartered in Leesburg or the greater Leesburg area.

2. Approval Process

- a. Crosswalk painting coordination will be led by the Department of Public Works and Capital Projects (DPW) with support from the Town Manager's Office as needed.
- b. At least 120 days in advance of a proposed crosswalk painting installation, the Organizer must submit a proposal to the Town Manager or their designee. The proposal should include the following:
 - i. Name and contact information of the Organizer;
 - ii. The requested location of the crosswalk;
 - iii. The purpose of the painting;
 - iv. An image or rendering of the proposed design including Pantone color codes; and
 - v. The requested dates for the painting to be maintained.
- c. The Town Manager's Office and DPW will review the proposal and, if it meets the criteria described herein and does not violate the Virginia Manual on Uniform Traffic Control Devices, staff will advise the Organizer of the anticipated costs for which the Organizer will be responsible (including permit fees, insurance, security, lighting, temporary traffic control, maintenance, materials, and staff time for the installation and removal). If the Organizer agrees to proceed, Town staff will prepare the proposal for Council review as appropriate.

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- d. Town staff will add the item to a future Town Council Work Session agenda and submit a Staff Memorandum with the Organizer's proposal, the anticipated costs, and a draft resolution.
- e. For Council to approve a crosswalk painting, the request must comply with this policy and the purpose must align with the values of the Town and its residents.
- a. If the crosswalk painting is approved by a majority of Council, a resolution will be entered directing the duration of the crosswalk painting.
- f. If Council approves a request, the Organizer and the Town will execute an agreement identifying the rights and responsibilities of the parties

3. Location

Addendum 1 of this policy includes a list of approved locations for painted crosswalks. This list is subject to change in the Town's discretion based on evolving roadway conditions, safety considerations, maintenance, etc. Council will consider alternate locations that must meet the following criteria:

- a. There must already be a marked crosswalk.
- b. The crosswalk may not be at the intersection of two primary roads, where there are any Capital Infrastructure Projects planning in the area during the requested durations, or where there is a high accident rating.
- c. The crosswalk may not have bricks or stamped pavement.
- d. The posted speed limit must not exceed 25 mph.
- e. Pavement must be in satisfactory condition as determined by DPW (if the pavement is in poor condition, materials will not bond).

4. Design/Materials

The proposed design must meet the following criteria:

- a. The crosswalks within the Town are open to the general public of all ages, beliefs, and backgrounds and, therefore, the Town reserves, in its sole discretion, the right

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to refuse any design request deemed offensive, inappropriate, or that reflects a viewpoint not endorsed by Council.

- b. Painted surfaces have a lower coefficient of friction and can impact stopping distances, so crosswalk paintings should be well thought out for potential impacts to pedestrians and drivers.
- c. Crosswalk paintings must be contained within the crosswalk area and shall not extend beyond the painted white lines of the crosswalk.
- d. The existing white lines of a crosswalk may not be painted.
- e. Crosswalk paintings shall not use colors or patterns that degrade the contrast of markings used to delineate an area or that might be mistaken as traffic control devices (e.g., white, yellow, blue, green, or red). Per Federal Highway Administration Official Interpretation 3(09)-24(I) (as referenced in the Virginia Manual on Uniform Traffic Control Devices), colors should be muted earth-tone to maintain the emphasis on the existing white crosswalk markings.
- f. Crosswalk paintings shall not contain logos, text, word messaging, or advertising.
- g. Crosswalk paintings shall be simple but not contain octagons, triangles, or shapes that could be confused with a traffic control device.
- h. The design must not promote participatory or children's activities such as hopscotch.
- i. Three-dimensional (3D) crosswalk paintings are prohibited.
- j. The design should anticipate the need to create stencils for placement of the design. To ensure a quality installation, freehand painting is not permitted.
- k. The infill design shall not be reflective/retroreflective.
- l. The Organizer will be responsible for purchasing the materials, of which DPW will provide a list of supplies. The paint must be Ultimately Pro-Park Traffic Marking Paint or a similar product mixed with a skid resistant and glare-reducing agent.

5. Installation and Maintenance

- a. Upon approval of the crosswalk painting by Town Council, the Organizer must remit a 50% deposit of the cost estimate.

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- b. Once the Organizer has paid the deposit, DPW will coordinate the date and time for the installation with the Organizer.
- c. The Organizer must provide two weeks' advance written notice to the residents and businesses along the street frontage within one block of the crosswalk painting location. The notice must include the project description, painting schedule (including road closure timeframes), artistic design concept, and the Organizer's direct contact information to answer questions or concerns. The Organizer is responsible for resolving concerns raised by the community regarding the project.
- d. The Town's Public Information Office may issue a Media Alert or other public notice about the crosswalk painting and street closure.
- e. Once installed, the crosswalk painting will be the property of the Town free and clear of all claims.
- f. If maintenance is necessary on the painting (as opposed to on the road/asphalt), the Town will coordinate the repair with the Organizer at the Organizer's expense. If the maintenance is required because of road repair, the Town will be financially responsible for the repair.
- g. Notwithstanding the foregoing or any other provision of this Agreement, if at any time it becomes necessary, in the Town's sole discretion, the Town may remove the painting and will be under no obligation to preserve, repair, or replace it.
- h. Within 30 days of removing the crosswalk painting, DPW will send the Organizer an invoice for all costs associated with the project and showing a credit for the deposit paid. The Organizer must remit payment of the balance within 45 days of the date of the invoice.

6. Indemnification

- a. The Organizer shall defend, indemnify, and hold the Town harmless from any and all claims, demands, costs, expenses (including attorneys' fees), judgments or liabilities arising from the negligence or willful misconduct of the Organizer. For the purposes of this paragraph, "Town" and "Organizer" include their employees, officials, agents, and representatives. The word "defend" means to provide legal

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counsel for the Town or to reimburse the Town for its attorneys' fees and costs related to the claim. This section applies as it relates to any negligent acts or omissions of the Organizer during the installation of the crosswalk painting. The Town is prohibited from indemnifying the Organizer and/or any other third parties.

- b. The Organizer shall be responsible for taking reasonable precautions for the safety of, and provide all reasonable protection to prevent damage, injury, or loss to:
 - i. The Organizer's employees and agents, if any, and volunteers or persons who may be affected thereby;
 - i. All of the work, materials, and equipment to be incorporated in the crosswalk painting, whether stored on or off the site, under the care, custody, or control of the Organizer or their agent; and
 - ii. Other property at the site or adjacent thereto, including but not limited to roadways, pavements, structures, and utilities.

Disclaimer:

The policy contained herein is for internal use only and is related to operational consistency and efficiency of Town of Leesburg staff. The policy will not be construed to create a higher standard or duty of care on the part of the Town, its officials, or staff with respect to third-parties or associated claims. Noncompliance with the policy set forth herein will only form the basis for administrative action, training, or employee discipline by the Town against an employee in a non-judicial administrative setting. Applicable legal standards, rather than the standards herein, will govern civil or criminal actions arising out of the conduct of a Town staff member. The Town reserves the right to revise the content of any provision herein, in whole or in part, at its discretion.

Addendum 1: Locations for Crosswalk Paintings*

Updated April 2026

- W&OD at Catoctin Cir. SW
- W&OD at Dry Mill Rd.
- W&OD at Harrison St.
- W Market St. at Ayr St.
- W Market St. at Liberty St.
- W Loudoun St. at Liberty St.
- W Market St. at Wirt St.
- Loudoun St. mid-block at Mervin Jackson Park/Town Parking Garage
- W&OD at S King St.
- N King St. at North St.
- N King St. at Cornwall St.
- Plaza St. mid-block at the Leesburg Police Department

*This list is subject to change in the Town's discretion based on evolving roadway conditions, safety considerations, maintenance, etc.