



CITY OF ORLAND STAFF REPORT

MEETING DATE: March 4, 2025

TO: Honorable Mayor and City Councilmembers

FROM: Zach Barber, Public Works Director

SUBJECT: **Installation of Pedestrian Safety Improvements N. 6th Street**
(Discussion/Action)

Purpose

The purpose of this report is to present the need for and benefits of installing flashing pedestrian crosswalk signage at designated high-traffic intersections and seek approval for implementation at one specific location, as recommended by the Orlando Public Works & Safety Commission.

BACKGROUND:

Pedestrian safety has been a growing concern in high-traffic areas, particularly near schools and shopping areas. Recent data indicates an increase in pedestrian-related incidents at unsignalized crosswalks, underscoring the need for enhanced safety measures. Studies have shown that flashing pedestrian crosswalk signs significantly improve driver awareness and compliance with yielding laws.

In response to community feedback and the Public Works & Safety Commission concerns, staff have identified a key location where enhanced signage would be beneficial. This location was selected based on pedestrian volume, traffic flow, and historical accident reports.

ANALYSIS:

Flashing pedestrian crosswalk signage consists of high-visibility LED lights that activate when a pedestrian is detected or when a button is pressed. These signs:

- Increase driver awareness of crossing pedestrians.
- Improve safety in low-visibility conditions such as nighttime or adverse weather.
- Have been proven to reduce pedestrian-related accidents by up to 40%.

The proposed location for installation is 6th Street at the intersection with Monterey Street (at Moe's Market). The flashing lights will be solar powered, push-button activated.

The estimated cost for procurement and installation is \$3500, which can be funded through the Streets Fund for materials. Public Works can perform the installation, which will be completed within one month after delivery of materials.

Alternatives Considered

1. No Action – Maintaining current signage without flashing lights, which does not address pedestrian safety concerns.
2. Traditional Traffic Signals – These signals are more costly and may not be justified for this location due to traffic volume.
3. Speed Reduction Measures – While potentially effective, they do not provide the same level of pedestrian visibility as flashing signage.

Enhancing pedestrian safety with flashing crosswalk signage is a cost-effective measure that will reduce accidents and improve community walkability. Staff seeks approval to proceed with procurement and installation. This initiative aligns with the city's commitment to pedestrian safety and enhances compliance with crosswalk laws.

Attachment:

1. Image of proposed signage and map of proposed installation site

RECOMMENDATION:

Approve installing flashing pedestrian crosswalk signage at the identified location and allocating the necessary funding (\$3500) for implementation.

FISCAL IMPACT OF RECOMMENDATION:

The total project cost, including materials, labor, and maintenance, is estimated at \$3500 from Orland Street Funds.