



Asphalt Art Demonstration Project

City of Madison Transportation Commission
August 27th, 2025

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Project Purpose and Background

City of Madison Transportation Commission

August 27th, 2025

Project Purpose

- **Purpose**

- Investigate the feasibility of using asphalt art to improve safety on higher volume roads
 - Reduce vehicle speeds
 - Enhance visibility of people walking and biking
- Complements Madison's Decorative Paving Program

- **Funding**

- **\$69,000** from a FY23 *Safe Streets and Roads for All (SS4A)* award
- Part of **4 SS4A demonstration projects** in Madison





What is Asphalt Art?

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What is Asphalt Art?

Public art applied directly to streets, crosswalks, and other paved surfaces.

- **MUTCD Changes**

- Recent updates now allow asphalt art on roadways.
- Provides federal guidance for communities to incorporate art into transportation projects while maintaining safety standards.

- **Proven Impact** ^[1]

- 50% reduction in crashes involving pedestrians or cyclists
- 37% drop in injuries from crashes
- 17% overall decrease in total crashes
- Drivers were 27% more likely to yield to pedestrians after installation

1. Bloomberg Philanthropies' Asphalt Art Safety Study, 2022



Asphalt Art Examples

Examples, from top left to bottom right:

1. Baltimore, Maryland
2. Fort Collins, Colorado
3. Lancaster, Pennsylvania
4. Kansas City, Missouri



Bloomberg Philanthropies



City of Fort Collins, CO



Chris Fravel/The Drone Geek



Bloomberg Philanthropies

Madison's Vision

- **Curb Bump Outs**
 - Improve pedestrian visibility
 - Slow vehicles speeds
 - Prevent drivers from turning through bike lanes
- **Flex posts**
 - Create a visual barrier without blocking sightlines
 - Deter driving through bike lanes + over painted pavement
- **Medians/Islands**
 - Use painted asphalt to visually narrow roads without sacrificing lane width
- **Street Parking**
 - Little to no effect on street parking



Curb Bump Outs: Chalk Riot



Flex Posts: Bloomberg Philanthropies



Median Islands: Brownstoner



Street Parking: Chalk Riot



Project Overview

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Local Arts Connection

- **Call for Art**
 - Open call issued for local artists
 - 3 artists selected
- **Art Acquisition**
 - Purchased 3 original artworks
 - Secured licenses to adapt/manipulate designs to meet city needs
- **Building Local Capacity**
 - Strengthens relationships with Madison's artist community
 - Creates future opportunities for collaboration on public art projects
 - Team leaders are being paid for their time and expertise



Selected Artist & Artwork

Bernie & Zuzu:

Madison-based artist and educator Bernie Witzack creates bold, colorful, hand-printed works through her studio, Bernie & Zuzu. Bernie specializes in community-focused art, teaches workshops across Madison, and is co-president of the Polka! Press printmaking collective.



Rainbow on Zebra Mountain

Chalk Riot

- **Who They Are**

- Production house based in Washington, D.C. specializing in murals, street art, and creative placemaking

- **What They Do**

- Design and install large-scale, durable public artworks
- Collaborate with city agencies, nonprofits, and communities
- Use art to promote safety, identity, and vibrancy

- **Why Chalk Riot?**

- Proven track record of high-quality, weather-resistant asphalt and wall murals.
- Expertise in integrating art into transportation and safety projects
- Experience in engaging the public in the work process.



Chalk Riot - Fern Reclamation of Beall Ave



Site Selection

City of Madison Transportation Commission

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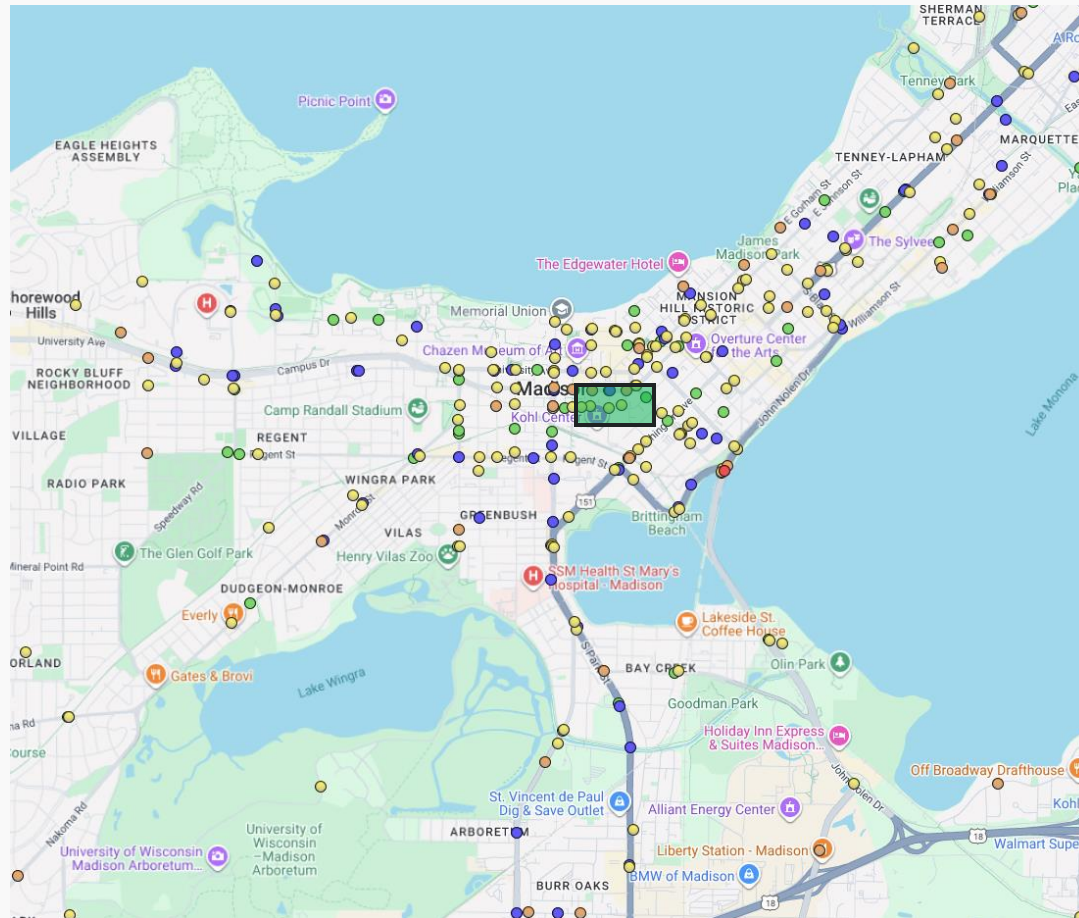
- Qualifications
 - Located on the High Injury Network
 - Documented history of pedestrian and/or bike crashes
 - Situated along a high-visibility corridor
 - High pedestrian and bicycle activity
 - Strong potential for community engagement
 - Aligns with Vision Zero and SS4A project goals



Orange = potential sites, Green = selected site.

Site Selection

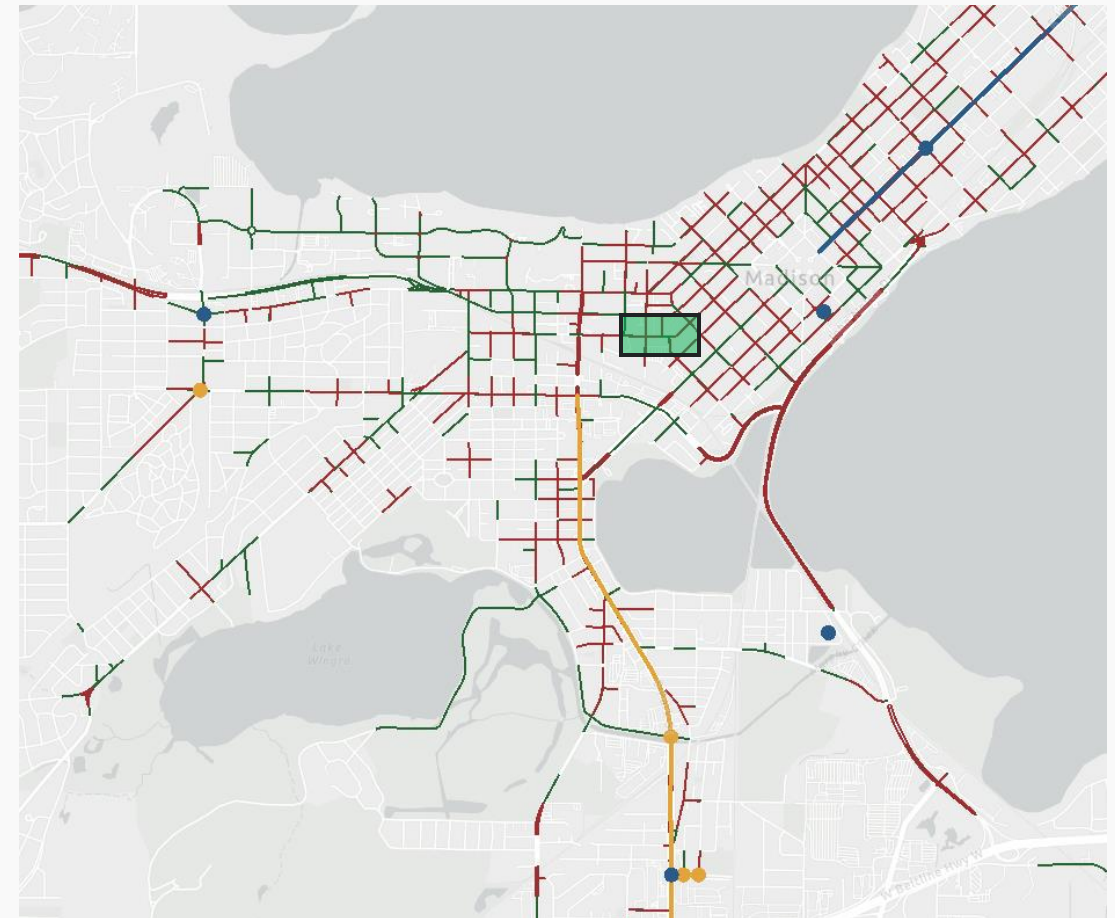
Pedestrian/Bike Crashes Since 2022



Community Maps - Traffic Safety for Wisconsin

Red = Fatality, Orange = Suspected Major Injury, Yellow = Suspected Minor Injury, Blue = Possible Injury, Green = No Apparent Injury

High Injury Network (HIN)



Wisconsin Traffic Operations and Safety (TOPS) Laboratory

Green = 2021 HIN, Red = 2022 HIN

Project Site

- Sites

1. W Dayton St / N Frances St
2. W Dayton St / Marion St
3. W Dayton St / N Bedford St

Design not final — concept drawing only.

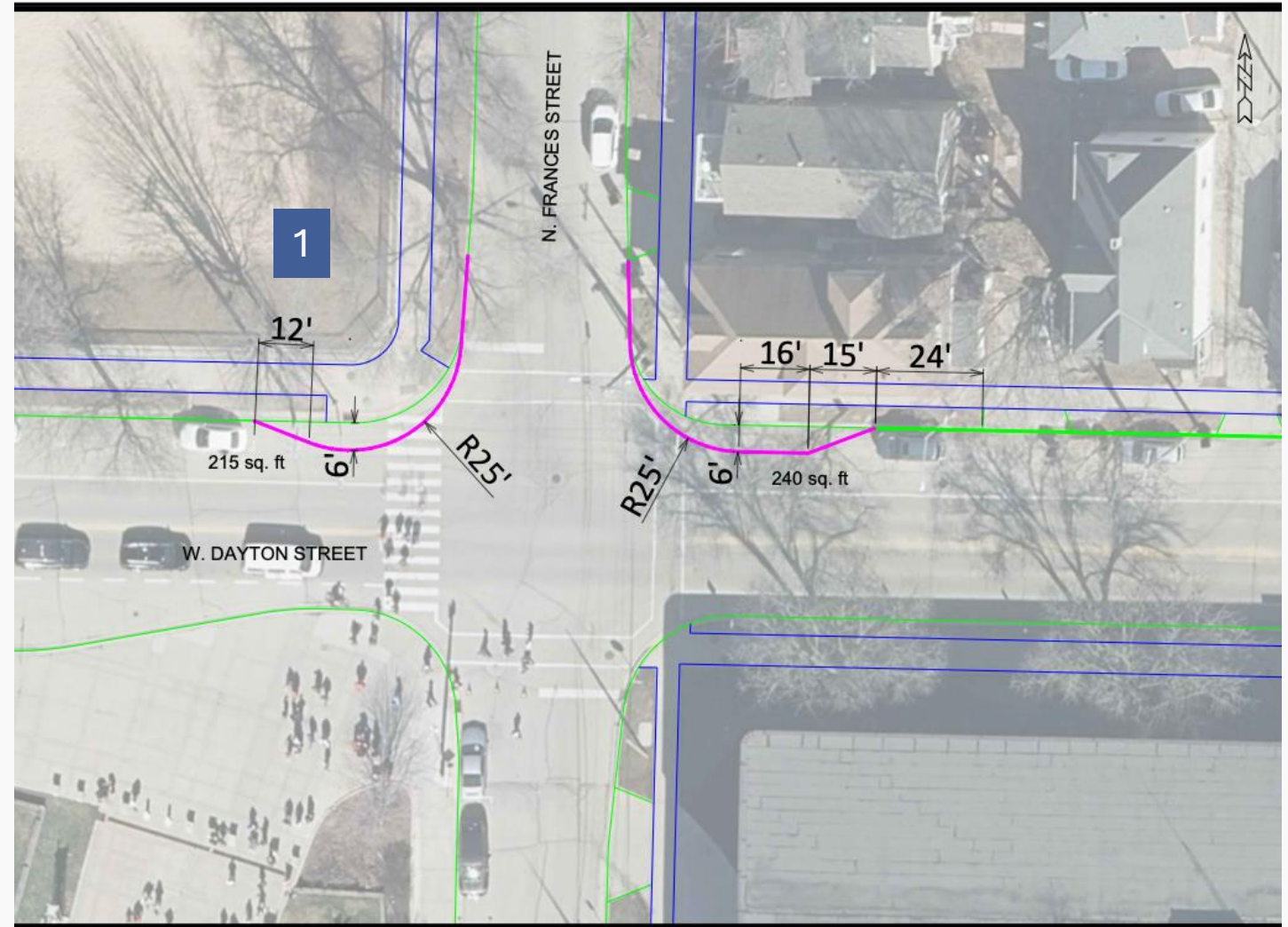


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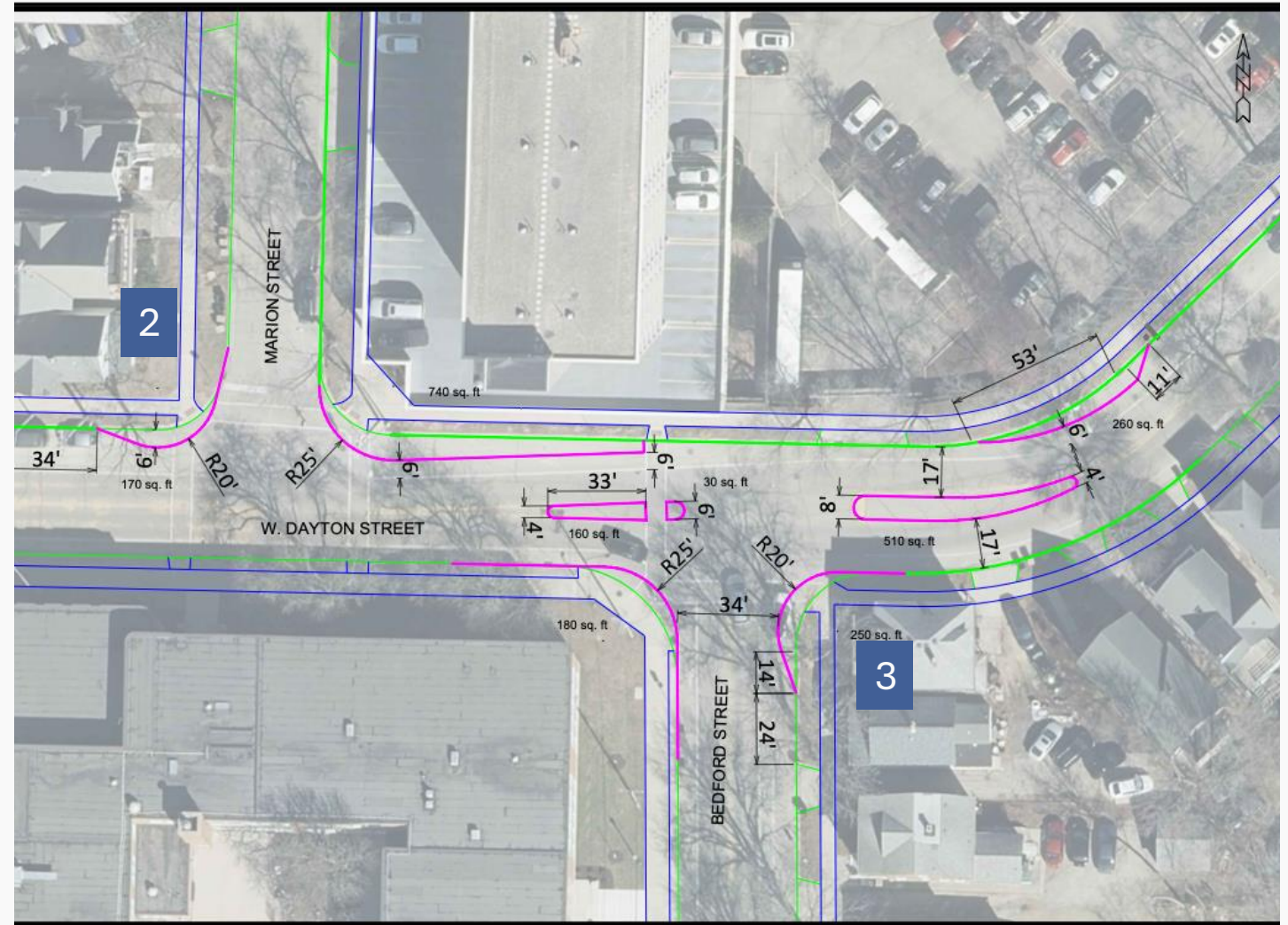


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Project Coordination

City of Madison Transportation Commission

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Collaborating Organizations

#TeamCity+

City of Madison

- Planning Division
- Traffic Engineering Division
- Streets Division
- Department of Transportation

Madison Metropolitan School District

- Provides water and restrooms/facilities for workers and volunteers

Project Workers/Volunteers

- Local Artists
- Miffland Neighborhood
- University of Wisconsin–Madison
 - Department of Planning and Landscape Architecture
 - Department of Geography
- Wisconsin Urban Planning Association (WUPA)

Project Timeline

- **Timeframe:**
Sept. 3–19
 - **Initial Speed Data Collection:**
Sept. 3–4
 - **Striping and Flex Posts Installed:**
Sept. 5–10
 - **Pressure Washing Art Surface:**
Sept 11–12
 - **Chalk Riot in Madison:**
Sept. 14–19
 - **Workshop + Prep Day:**
Sept. 15
 - **Project Installation:**
Sept. 16–19
 - **Post Speed Data Collection:**
Spring 2026

