



**MADE YOU  
LOOK**

# ART IN THE RIGHT OF WAY

TOOLKIT

## About Made You Look

Made You Look began as a collaboration between MICA's Center for Social Design and the Maryland Department of Transportation's Highway Safety Office to make Baltimore a safer place for pedestrians and bicyclists by increasing visibility on two levels: (1) raising the visibility of individuals walking or biking in the city and (2) making local safety concerns visible to policymakers. As of 2022, this initiative is managed by the Neighborhood Design Center with the intention of making safe, beautiful streets accessible to all Baltimore neighborhoods.

**For a digital version of this Toolkit**  
visit [madeyoulookbaltimore.org](https://madeyoulookbaltimore.org)

**For questions related to this Toolkit**  
email [madeyoulookbaltimore@gmail.com](mailto:madeyoulookbaltimore@gmail.com)

# Welcome!

**This *Made You Look Toolkit* is a guide for Baltimore residents who want to install Art in the Right of Way (ROWArt) in their neighborhoods. Art in the Right of Way is a form of traffic calming. It means horizontal art in crosswalks, alleys, and intersections. It provides visual cues to make drivers more aware and respectful of other road users like pedestrians and bicyclists.**

In order to install Art in the Right of Way you will need to secure funding for paint and other supplies, sign a Memorandum of Understanding (MOU) with the Baltimore City Department of Transportation (DOT), and obtain required permits. By signing the MOU, the applicant organization agrees to install the project at their expense and take responsibility for project maintenance. The City must approve the design and content of the project.

This guide aims to make the process of installing Art in the Right of Way easier to understand. The following pages have directions for how to create, get permission for and implement Art in the Right of Way in Baltimore City. Please review the full guide before you begin so that you are aware of the entire process. You'll find the process broken down into 5 steps.

## DOT Community-Led Placemaking Program

Baltimore City Department of Transportation (DOT) Community-Led Placemaking Programs include Tactical Urbanism projects such as parklets and community signage as well as right of way art.

The process to request approval and signing an MOU with the City of Baltimore, that is outlined in this Toolkit is the same for all Community-Led Placemaking Program requests and can be submitted by using this form: [transportation.baltimorecity.gov/community-based-programs-application](https://transportation.baltimorecity.gov/community-based-programs-application)

- **Step 1** (page 6) is meant to guide you in determining the right location for traffic calming.
- **Step 2** (page 9) is meant to help you with making the designs.
- **Step 3** (page 16) contains the list of documents you need in order to set up an MOU with DOT.
- **Step 4** (page 17) will guide you through sourcing materials needed.
- **Step 5** (page 23) gives tips for installing your art.

At the end of this guide (page 25) you'll find an appendix with helpful resources such as a resource list, sample budget, and application forms.

We can't wait to see what you'll create. Please document and share using **#madeyoulookbmore**.

## Example: Greenmount West Bright Lane

Throughout this Toolkit you will see several images of our process designing and installing the Right of Way Art on Greenmount Avenue. Here are pictures of the intersection before and after.



# Timeline

Installing art in the right of way will take time, as improvements on neighborhood streets have to be approved by your neighbors and Baltimore City Department of Transportation (DOT). Involve the community association and the Community Programs division at DOT as early as possible.



## Step 1: Plan

(1 to 2 months / 15 to 20 hours)

- Understand safety issues in your community p 6
- Decide location p 7
- Present to the community association p 8
- Secure funding p 8

## Step 2: Co-design

(1 to 3 months / 15 to 20 hours)

- Observe traffic flow at location p 9
- Choose your intervention
- Install traffic calming elements p 10
- Ask for community input on design p 12
- Finalize designs p 14

## Step 3: Get Approval

(2 weeks to 3 months / 15 to 20 hours)

- Collect necessary documents p 16
- Submit request to DOT Community Programs p 16

## Step 4: Prep

(2 months / 30 to 40 hours)

- Schedule Installation p 17
- Work with DOT to coordinate install logistics p 17
- Make Stencils (Optional) p 19
- Buy Paint + Secure Supplies p 20
- Create an Install Plan p 22

## Step 5: Install

(2 days to 1 week / 30 to 50 hours)

- Clean and prep the street p 23
- Mask and paint p 23
- Complete finishing touches p 23
- Celebrate and Document p 24

### TIPS: Good to Know Before You Start

- Estimate at least 6-12 months to finish the project from idea to install.
- Plan to install between the end of March and end of September. Colder weather inhibits proper drying and curing of the paint.

# Step 1

# Plan

(1 to 2 months / 15 to 20 hours)

To begin the process of installing Art in the Right of Way you will need to first identify a target location. Intersections with the most pedestrians are the locations you should prioritize in deciding where to focus a traffic calming art project.

## UNDERSTAND PEDESTRIAN AND BICYCLIST SAFETY ISSUES IN YOUR COMMUNITY

If you are a resident of the neighborhood, you probably have an idea of where the dangerous intersections are. Still, it is important to work with other community members and pick the location together. One option is to ask community members to do a walkaround with you. Another way of gathering community input on traffic safety concerns is to invite community members to share their insights using a participatory mapping exercise.

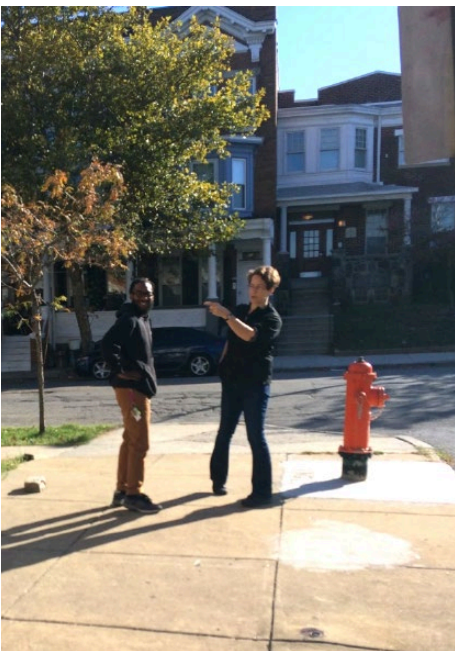
### Activity 1: Walkarounds with community members

#### What you will need is:

- Residents from the area
- Pen and paper
- Walking shoes

Ask community members to walk around the neighborhood with you and talk about how they move through the space. While you are walking, identify and write down common patterns - where do kids walk to get to school? Where do most community members walk their dogs? Is there a park? If so, how do residents get to the park? Are there areas where people would like to access by foot or by bike, but can't? Are there public transit options? How do people access them?

For more on walkarounds, see the neighborhood walk audit from AARP in [Appendix 1: Resources](#)





## Activity 2: Participatory Mapping

### What you will need is:

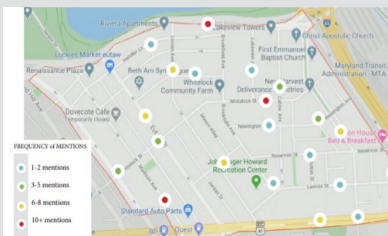
- A large print-out of a map of the area from google maps or open street maps
- Sticker dots or markers
- Paper
- Clipboard
- Snacks

Invite community members to share their insights using a participatory mapping exercise. You can do this at community events, community meetings or by standing at a strategic intersection - outside school at pick up or in the park over the weekend. Snacks and coffee help to sweeten the deal.

Bring a large map of the neighborhood and ask residents to place numbered sticker dots on places where they have comments or concerns. Ask participants to write their sticker number and comments or concern down on paper. If many people put a dot in the same place, you have a pretty good idea of where your intervention should take place. If you have many high priority intersections, choose the one where you can make the most impact. You can also take the top locations to a community meeting and ask them prioritize locations in need of traffic calming.

### TIP: Sharing Your Map with DOT

Not all dangerous intersections will be solved by installing ROWArt. Doing a mapping exercise in the neighborhood will also help the community association to communicate with DOT on other issues and concerns, such as missing stop signs and traffic lights and the need for protected bike lanes. DOT prefers to get a comprehensive request from the neighborhood rather than single requests on a street by street basis.



Above: Reservoir Hill Improvement Council sent out a google survey to ask residents for the major traffic concerns.

## DECIDE LOCATION

Doing ROWArt on arterial roads and truck routes is discouraged by DOT. Arterial roads means major thoroughfares and truck routes, such as North Avenue. Instead, focus on intersections on neighborhood streets. Use the Baltimore City Roadway Functional Classification map at [bit.ly/roadclassification](http://bit.ly/roadclassification) to help you determine the road classification of the location where you are planning your intervention.

## PRESENT TO THE COMMUNITY ASSOCIATION

Once you have decided on the location, make sure to attend a community association meeting to discuss the plans and ask local organizations to write a letter of support for the project. For your request to DOT you will need to include proof that you presented the proposed project to the community association and its members. Later, you should meet with the community association again to ask for their input on the designs of the interventions.

See [Appendix 2 for a sample letter of support.](#)

### TIP: Check for Planned Roadwork

Before proceeding, check with Miss Utility and DOT to see if there are any planned infrastructure projects on your street in the near future.

#### Miss Utility

- Call 811 and check several address around the intersection OR
- Go to [www.missutility.net](http://www.missutility.net). Choose “Western Shore” and put in your streets to get an overview of scheduled roadwork.

#### DOT

- Contact your area’s Community Liason Officer. You can find their contact information here: [transportation.baltimorecity.gov/community-updates](http://transportation.baltimorecity.gov/community-updates).
- Note: If DOT already has plans for road work, coordinate with them to plan your install.

## SECURE FUNDING

The price of creating artwork integrated into crosswalks can vary between \$3,000 - \$30,000 depending on its size.

When you budget for your installation, include these items:

- Traffic paint and anti-slip additive
- Masking tape, paint rollers, paint trays, etc.
- Permit fees and liability insurance
- Tool rental
- Food and water for workers
- Artist/designer fees and stencils
- Flex posts and striping

See [Appendix 3 for a sample budget](#) and [Appendix 4 for tips for fundraising and community grants.](#)



# Step 2

# Co-Design

(1 month)

**It is now time to design your artwork. Keep in mind that all road situations are different, so you will need to find the “intervention” that makes your location stand out the most. Start with observing your location and make your artwork based on the safety issues that you see.**

## OBSERVE TRAFFIC FLOW AT LOCATION

Once you pick the location, you need to analyze the existing traffic flow to help you better understand what changes are needed. Pick observation points where you can see the whole intersection and move around to different viewpoints to get a complete understanding of the space.

For example: Do you see infrastructure issues? What do you notice about driver behavior? Are they speeding? Do they see the pedestrians? Do they yield to pedestrians? Are pedestrians using the crosswalk? If not, why?

### TIP: Evaluating Impact

Observing traffic flow before and after installation will help you evaluate the effectiveness of your Traffic Calming Art.

To see examples of how Art in the Right of Way lead to traffic calming in Baltimore see [Appendix 10: Evaluation Examples](#)

### Activity 3: Traffic observation

#### What you will need is:

- Made You Look Observation Tool ([See Appendix 5](#))
- Writing utensils
- Clipboards

#### Plan to observe during three different times of day:

- Rush-hour on a weekday
- Weekend day
- Weekday evening

Schedule 30 - 60 minutes for your observation to make sure you have enough time to identify patterns in traffic flow. Use the Made You Look Observation Tool to sketch the intersection, mark your observation points, and jot down observations.

## CHOOSE YOUR INTERVENTION

The next step is to compile a list of the issues you want to address based on findings from your observation. Based on this list you can identify possible interventions.

For example, is the problem that drivers do not see the crosswalk when turning? If so, you might consider painting the existing crosswalk to make it more visible. Or is the problem that cars are going too fast? If so, you might want bump-outs (painted curb extensions) to narrow the road and force cars to slow down.

### Glossary of interventions:

**Traffic Calming Art:** Painting art in crosswalks or bump outs can help create safer and more visible pedestrian spaces.

**Bump-outs:** Bump-outs extend the sidewalk into the parking lane or driving lane to narrow the roadway and provide additional pedestrian space at key locations.

**Flex posts:** Flex-posts are plastic bollards that are installed to direct traffic. You have probably seen them to protect bike lanes or as curb extensions. Because the posts are flexible, emergency vehicles still have access if needed. If you want to include flex-posts in your intervention, you should include this in your plan. The flex-post design will be reviewed by DOT traffic engineers. DOT will install the flex posts to their standards, but the applicant organization will need to purchase the flex posts.

**Continental crosswalk:** Thick white vertical striping. Studies show that motorists are more likely to yield to pedestrians in continental crosswalks as compared to traditional crosswalks with just two parallel lines.

### TIP: Finding Inspiration

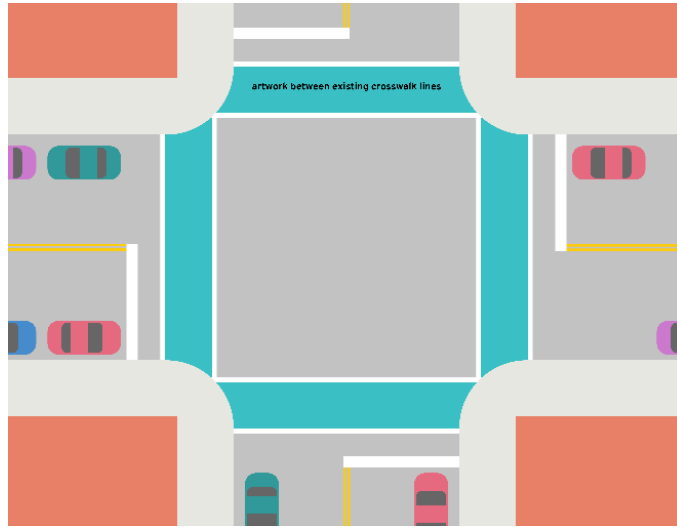
- Search for images and videos of “Tactical Urbanism” and “Artistic Crosswalks” for ideas of what types of interventions you can do.
- See [Appendix 1](#) for links to the Asphalt Art Guide, Streets Plans Projects, AARP Livable Communities Resources and the Tactical Urbanism Handbook.



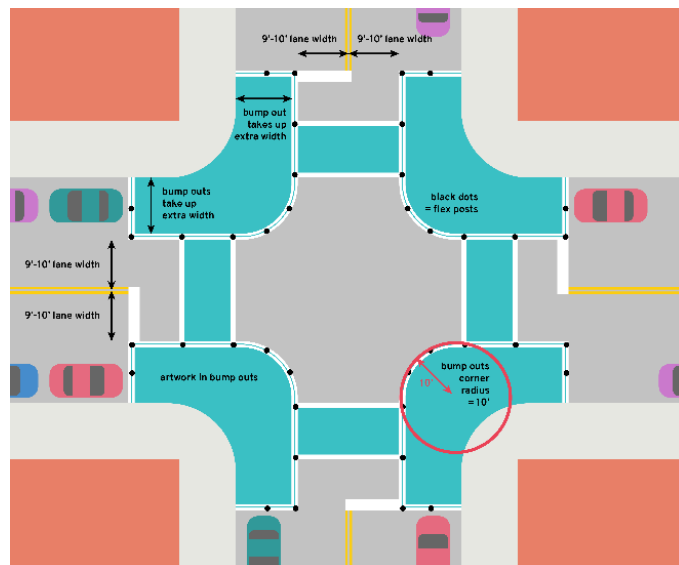
Mock up of ROWArt in Reservoir Hill. Created by Graham Projects.

## Design Options:

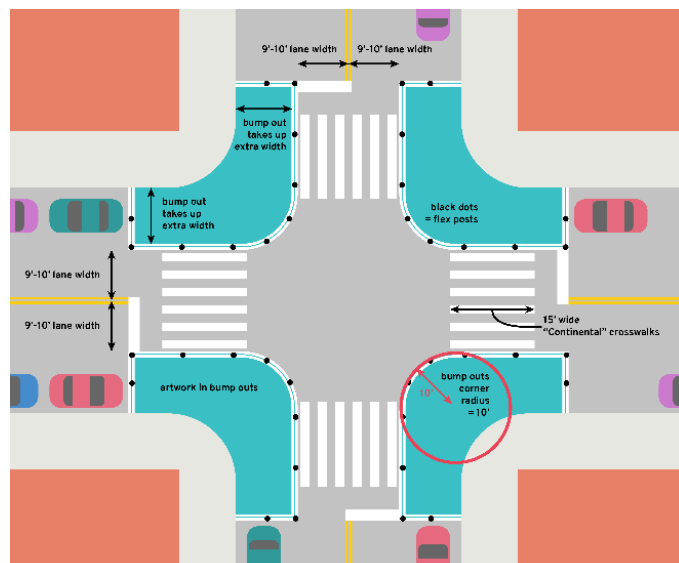
**Option 1:** Make your artwork within the existing white crosswalk lines.



**Option 2:** Request bump-outs to expand the sidewalk and narrow the roadway in addition to the existing white lines.



**Option 3:** Request continental crosswalk lines and bump-outs to make the pedestrian crossing compliant with Complete Streets Guidelines.



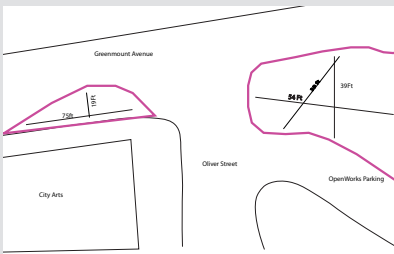
## INSTALL TRAFFIC CALMING ELEMENTS

If new bump-outs, crosswalks, flex-posts or striping are part of your project, they must be installed before you submit your Art in the Right of Way request to DOT. There are two ways to install new traffic calming elements:

1. **Submit a traffic calming request to 311** ([balt311.baltimorecity.gov/citizen/request/TRTTCALM/location](http://balt311.baltimorecity.gov/citizen/request/TRTTCALM/location))  
DOT will investigate your request and determine whether the location meets criteria for the proposed traffic calming elements. If DOT approves the request, you may submit your Community Led Placemaking Application upon installation of the traffic calming elements.
2. **Hire a contractor.** All plans must be approved by DOT. You may submit engineering drawings, materials, and installation details with your Community Led Placemaking Application.

- Before hiring a contractor, ensure that your location does not have any planned projects. Check DOT's interactive resurfacing platform for planned projects: [transportation.baltimorecity.gov/resurfacingprojects](http://transportation.baltimorecity.gov/resurfacingprojects)
- Check Miss Utility for planned utility projects: [missutility.net](http://missutility.net)
- If you would like to verify your location's eligibility, email [DOTcommunityprograms@baltimorecity.gov](mailto:DOTcommunityprograms@baltimorecity.gov)

### TIP: Creating a Base Map



To get a map of your location, you can use Street View in Google or other online maps. Zoom in to your intersection and save as a PDF. This image can serve as your base layer for designs in Illustrator or other vector based programs. You can then trace the outline of streets, sidewalks, and the intervention you are planning and use this line drawing for brainstorming and sketching.

## ASK FOR COMMUNITY INPUT ON DESIGN

Community input is important for the design process. The inspiration for your ROWArt should come from the people in the neighborhood. Host a brainstorming session and ask community members to share ideas.

When planning for the session, make sure it is announced properly. You can distribute flyers, ask to be included in newsletters, post on Nextdoor and Facebook and invite people in person.

## Activity 4: Brainstorming Session

### What you will need:

- Post-its
- Line drawing of the intervention location
- Crayons or markers
- Sticker dots

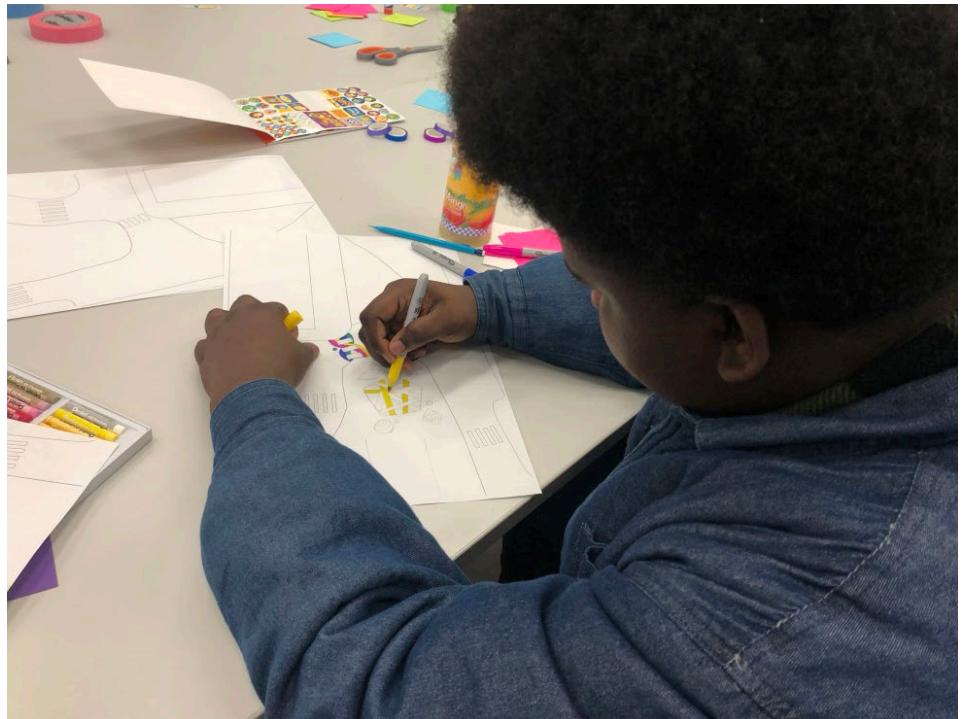
Ask participants to reflect on what they value as individuals and as a community. Have them write 3-5 values on post-its, one value per post-it.

Put all of the post-its on the wall and give participants three minutes to read all of the values. If there are two words that are the same, ask the participants to put the two post-its on top of each other. Next, give each participant two sticker dots to use to stick on the two values that are most important with them. When everyone is done voting, collect the 5-6 post-its with the most votes.

Once you have the top values of the community, give participants copies of a line drawing of the intervention location and ask them to create a design for the space with the values in mind. Folks who aren't comfortable drawing can write down the ideas they would like to see. Collect the sketches and ideas to use for inspiration in the final ROWArt design.

### TIP: Hosting Effective Brainstorming Sessions

- Host the session together with a community meeting or event that is already scheduled to help boost attendance.
- Have a separate session for youth to ensure that their voices are just as valued as adults.
- Use the Design for the [Just Cities Values Index](#) for inspiration.
- If your location is close to a school, religious center, or community center, ask if you can host your session there.



## FINALIZE DESIGNS

It is now time to translate the inspiration into two to three design options for community selection and feedback.

Look at the sketches you have. Are there any patterns or colors that inspire you, or that many people have used? What symbols represent the values and words the community have chosen? Use these for your design!

Plan for large and bright geometric shapes or lines. These shapes can be made into stencils and applied on top of large blocks of color. You could also create a modular design, placing several stencils next to each other to create a pattern. This will give you flexibility to adapt the pattern on the ground.

Sketch your plan “to scale” at a specific ratio relative to the actual size of the location. For example if your intersection is 40 feet by 40 feet and you drew it at a scale of 1 inch on paper equals 4 feet in real life, then your scale drawing would be 10 inches by 10 inches.

Once you have the final design options, make sure you get feedback from the community before you submit your request.

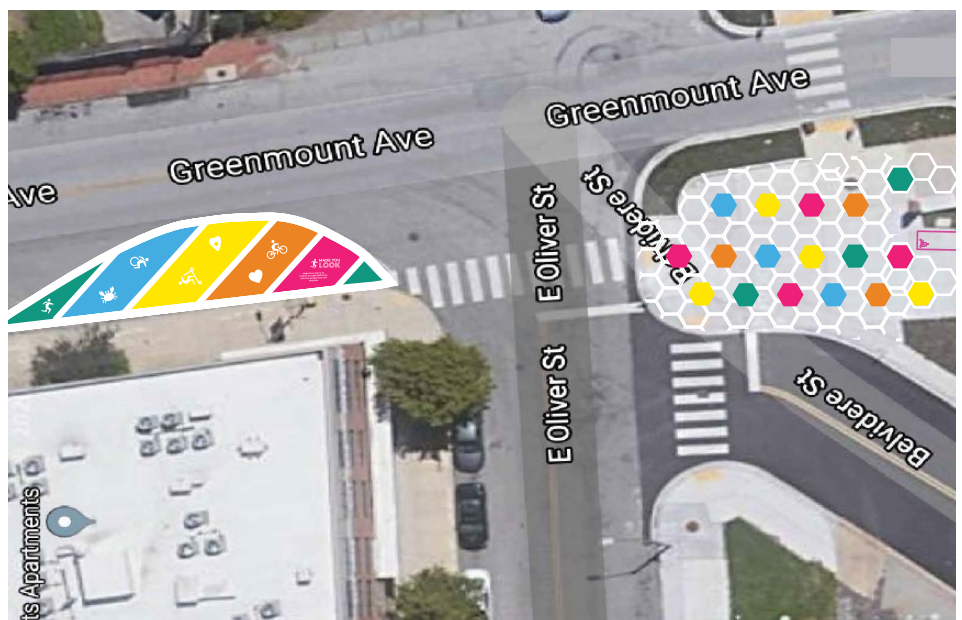
### TIP: Pop Up Traffic Calming

Another way of gathering community input is to hold a pop-up event at the location. You can use spray chalk, planters or hay bales to mark your area and help people visualize what a permanent installation would look like.

Host your pop-up event together with other neighborhood events such as street cleaning or festivals to reach more people.

Note: If you want to close down the street, a Block Party permit is required.

For more guidance, see the AARP Toolkit for Pop-up Placemaking in [Appendix 1](#).



### TIP: Think Big & Bright

When you plan the design it is important to keep in mind the scale of the intervention. In the street, everything has to be much larger than you think, to be visible to passing motorists. It is easier to see larger geometric forms filled with color on the asphalt.

Think big: Thicker blocks of color function better in space than thinner blocks of color or smaller details.

Think bright: Darker colors are harder to see on asphalt, lighter colors will stand out & be more visible.

Don't use any designs that would be confusing for drivers such as turn arrows, thin stripes, words etc.

## Resources to help with design:

[Open Works](#) - A Baltimore makerspace that can help with designing and fabricating stencils. The base job fee is \$100 and labor is \$105/hour with a 6-hour job minimum. Materials, design, and consultation time are additional.

[Equus Striping](#) - A full-service pavement marking company based in DC.

[Neighborhood Design Center](#) offers design help to communities. Their timeline is 2-6 months. To apply for their support, fill out the application form here: [ndc-md.org/pro-bono-community-design](http://ndc-md.org/pro-bono-community-design)

[Graham Projects](#) - Graham Coreil-Allen is a Baltimore-based public artist making places more inclusive and livable through public art and placemaking. Coreil-Allen collaborates with neighbors through contracting services to interpret and activate public spaces through public art for pedestrian safety and play such as art crosswalks and interactive sculptures.



# Step 3

# Get Approval

(2 weeks to 3 months)

To contact DOT Community Programs email:  
[DOTcommunityprograms@baltimorecity.gov](mailto:DOTcommunityprograms@baltimorecity.gov)

**In order to install Art in the Right of Way you need to submit a request to DOT and sign a Memorandum of Understanding (MOU). The City must approve the design and content of the project.**

The applicant could be the community association, a development corporation or a local non-profit organization. The insured will be the organization signing the MOU with DOT, assuming responsibility to install the project at their expense and maintain any artwork integrated into the public infrastructure. DOT will be responsible for maintaining traffic striping, flex-posts, and other infrastructure elements.

## COLLECT NECESSARY DOCUMENTS

In order to submit a Request for ROW Art to DOT you'll need:

- The applicant organization's name and address.
- A map/image of the proposed community art location including street names. If there are multiple locations, include a list of addresses.
- The proposed intervention design, including dimensions and materials to be used.
- A letter of support from the community association.
- Proof that the applicant organization is in good standing with the state of Maryland. This can be done here: [egov.maryland.gov/BusinessExpress/EntitySearch](http://egov.maryland.gov/BusinessExpress/EntitySearch)

## SUBMIT REQUEST TO DOT

Submit everything using the Community Based Programs Application on the DOT website: [transportation.baltimorecity.gov/community-based-programs-application](http://transportation.baltimorecity.gov/community-based-programs-application).

This review period can take up to 90 days, but usually 2-3 weeks.



# Step 4

# Plan

(2 months)

## TIP: Scheduling your Installation

Most pavement paints require the temperature to be above 50 degrees for proper curing, so check the weather and plan to install the artwork between the end of March and end of September.

**Once the community organization and DOT have both signed the MOU it is time to plan for installing the artwork!**

## SCHEDULE INSTALLATION

Depending on the size of your design, schedule at least 3-4 days for installing the artwork. Allow time for the following:

- Clean and prep the street (1 day)
- Mask and paint (1-2 days or more depending on size)
- Complete finishing touches (1 day)

Be sure to also schedule a rain date. Any moisture will cause paint to fail, so be sure to install when the pavement has been dry for at least 24 hours.

## WORK WITH DOT TO COORDINATE INSTALL LOGISTICS AND DATE

If you are painting on the street, a block party or special events permit is needed to insure that traffic is redirected and you can work safely. You will apply for the required permit through the Right-of-Way Division of DOT. The required permits vary depending on the type of project you are doing.

### Option 1: Block Party Permit

Apply for a Block Party Permit if you are installing on a sidewalk or lightly-trafficked (“low-stress”) side street and need DOT barricades to close off your mid-block work area ([Appendix 8](#)).

- Block Party Applications must be submitted no less than 4 weeks prior to the day of the Block Party
- The fee for a Block Party Application ranges from \$50 to \$80 depending on how early you apply.

### Option 2: Special Events Permit

## TIP: Maintenance of Traffic Plan

You might be asked to provide a maintenance of traffic plan (MOT) with your permit request. This is a diagram showing how traffic will be redirected while you work on the install. See [Appendix 12 for a sample MOT](#)

Apply for a Special Events Permit ([Appendix 9](#)) if you need to redirect traffic so that you can work in the middle of an intersection. DOT should provide a phased “Maintenance of Traffic” (MoT for short) plan so traffic can continue to flow as you work on different sections of the street.

- You should try to apply at least 10 weeks before install. The minimum time is 4 weeks.
- The fee is \$300.

Reach out to the Right-of-Way Division at [row.permit.documents@baltimorecity.gov](mailto:row.permit.documents@baltimorecity.gov) or 410-396-4508 for additional information.

## MAKE STENCILS (OPTIONAL)

Stencils can help make install easier and faster. If possible, design your stencils using a vector artwork program. If you do not have access to a vector artwork program, Open Works or Pavement Stencils can help you convert your designs to vector.

To make your stencils, use a flat, flexible material like thin cardboard, chipboard, or plastic.

### TIP: Vector Artwork Programs

- Adobe Illustrator (free 30-day trial)
- Inkscape (free)
- Vectr (free)
- Sketch-up



### TIP: Stencil Resources

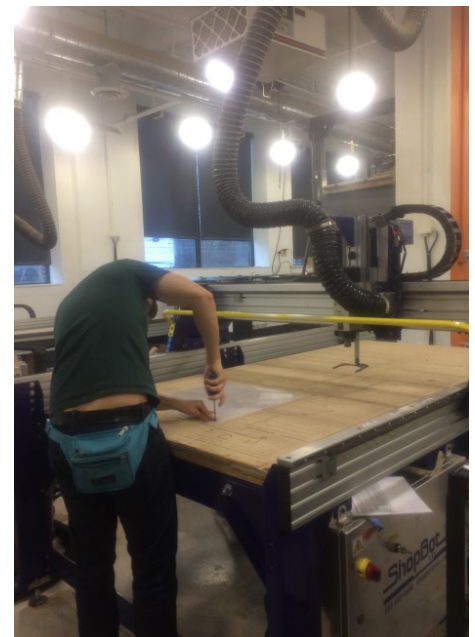
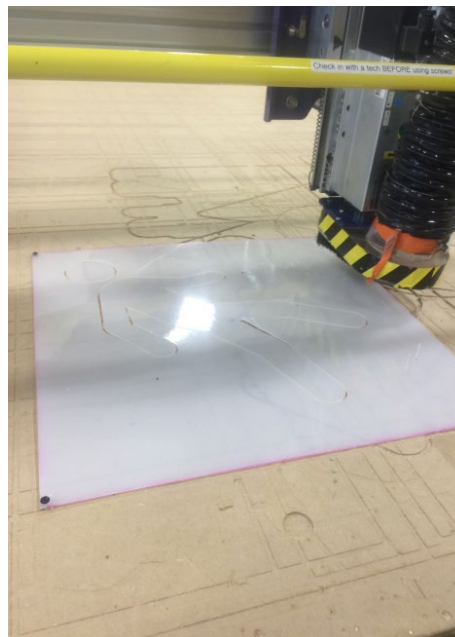
- [Pavement Stencil](#) - Ships within 2 business days.
- [Open Works](#) - A Baltimore makerspace that can help with designing and fabricating stencils. Need 6 weeks notice.

### Option 1: Laser Cutter

When working with laser cutters your stencil material options are wood, cardboard or mylar which is available at local art stores. If your stencils are cardboard you may need one or more backup stencils in case the paint soaks the cardboard over time, making it unusable. Also keep in mind that some laser cutters have a relatively small cutting area, so you might need to assemble your stencil out of smaller pieces.

### Option 2: CNC Router at Open Works

As part of the Traffic Calming Art Package offered by Open Works, you will have the possibility of cutting stencils on the CNC Router. This gives you a much larger format to work with (48" x 96"). A recommended stencil material is "LDPE" plastic sheeting, approximately 1/8" - 1/10" thickness. LDPE is durable, flexible and washable plastic.



### TIP: Estimating Paint

- Asphalt is very textured with a lot of nooks and crannies, so buy more paint than needed just to be safe. For example, the Product Data Sheet for Sherwin Williams porch paint says that coverage is 350-400sf per single coat. Since this is textured asphalt (lots of nooks and crannies) aim a bit lower just to be safe, say 320sf.
- If your area is 1400sf / 320sf = 4.375 pails x 3 coats (for durability) = 13.125 + 20% contingency (always buy extra for future touch ups) = 15.75 pails, you would need 16 gallons total.

## BUY PAINT

Purchase paint that is durable and weather resistant. You can use approved traffic paint, porch paint, concrete stain or pavement paint. Plan to order enough for three coats, and extra for future touch ups. Visit your local hardware or paint store to get help with estimating how much paint you need.

You will also need to order Sharkgrip, an anti-slip additive that is required for painting on the road and has to be mixed in by you. One 16oz jar is enough for 5 gallons of paint.

See [Appendix 6](#) for a list of DOT Approved Paint



## SECURE SUPPLIES

The last step is to make sure you have all of the equipment needed. Use this list of recommended supplies as a guide.

### Power tools:

- Pressure washer to properly clean the pavement. Be sure to also secure access to a local water spigot. You can rent a pressure washer from a local hardware store, borrow it from the tool library or hire an independent pressure washer contractor.
- Air blower
- Power tools for mixing paint (20v drill and paddle for mixing in shark grip)
- Paint sprayer or traffic spray paint for stencils.

### TIP: Selecting Paint Colors

Screen, print, and paint colors are not the same, you'll need to convert RGB and CMYK to specific paint brand color systems. This is a website to match color data to commercial colors: [easyrgb.com/en/match.php](http://easyrgb.com/en/match.php)

## Made You Look Toolbox at the Station North Tool Library

Most of the tools can be borrowed from the [Station North Tool Library](#). See [Appendix 11: Toolbox](#) for an inventory list of the Made You Look Toolbox.



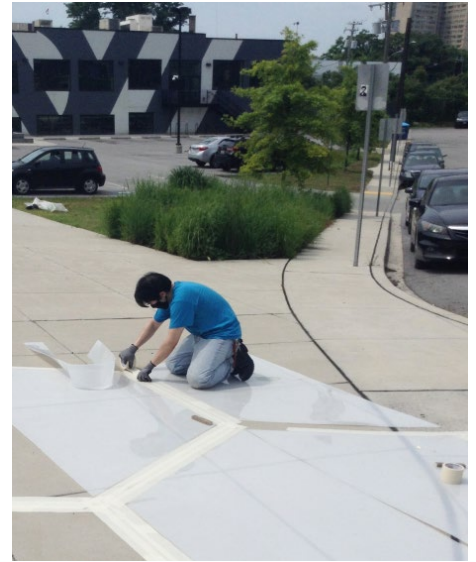
## Other equipment needed:

- Paint
- Shark grip or other anti-slip additive.
- Stencils
- Scale drawings of your mural for people to follow
- Chalk for marking the ground
- 1.88 - 3" masking tape (number of rolls depends on the size of the design)
- 9" (1-1/4" knap) roller sleeves
- 5" angled paint brushes
- Roller frames 9inch
- Paint roller extension poles
- 5 gallon buckets for water - to wash paint off hands and rollers. Bring your own water if no water source is nearby.
- Paint trays
- Rolling seat, or gardening chair
- Traffic cones
- Push broom
- Safety vests
- Plastic drop cloths
- Cups to scoop paint
- Plastic grocery bags to wrap paint rollers in to prevent drying
- Trash bags
- Scrap cardboard to put paint trays on to prevent spilling
- Paint gloves
- First aid kit
- 2-4 rolls of paper towels
- White and black paint to cover up paint spills on concrete or asphalt. You can mix the white and black to match the pavement.
- 12-24" craft paper to mask off large areas
- Food, snacks and water for hungry volunteers
- Sun screen!

## CREATE AN INSTALL PLAN

Create and review an hour-by-hour work plan with community partners. Your artwork will need three coats of paint, one coat normally dries within 30-60 minutes. If it takes you two hours to do one coat for your artwork, the total painting time is 6 hrs.

As part of your plan, make sure to recruit help and plan work shifts. Older kids (9 and up) are usually very good workers and should be allowed to be involved. Younger children may also assist so long as their guardian is by their side to help. A group of six people will be able to work together efficiently. It is a good idea to work in shifts. Have volunteers sign up for 2 hour shifts during your install weekend.



# Step 5

# Install

**Congratulations, you've made it to install! Time to bring your design to life.**

## CLEAN AND PREP THE STREET



- Use a shop broom or air blower to sweep the surface area to make sure all small rocks, leaves, and dirt are out of the way.
- If the area is particularly dirty, wash with a pressure washer. Use a degreaser agent to help remove noticeable oil stains. Paint will not stick to oily surfaces.
- Remove weeds from cracks in the pavement and trim back any branches or bushes obstructing the public right-of-way.
- Use a tape measure and chalk to make final exact measurements for spacing and scale.



## MASK AND PAINT

- Tape the boundaries of the painted sections according to the plan with masking tape. Be sure to mask anything that might accidentally get paint on it, such as curbs and poles.
- Mark with chalk what color goes where.
- Cut in the edges with a paint brush, then fill the rest of the area with a roller.
- Apply three coats of paint to each section.
- Remember to document your work! We encourage you to get action shots during the installation process.



## COMPLETE FINISHING TOUCHES

- After you remove the masking tape on the ground, there will be some paint spills and uneven edges. Touch up the edges and cover paint spills using a mixture of your white and black paint to match the sidewalk or street color.
- This is when you finish the detail work. If you have lines or icons going on top of the color layer, remask your surfaces and complete your design.

Paint any stencils by spraying with a paint sprayer/spray paint or with a thin “stippling” brush.

### TIP: Add Signage

Create a simple sign explaining the project to laminate and hang up near the space using zip ties.



## CELEBRATE AND DOCUMENT

Well done! You will now have contributed to making Baltimore a safer place for pedestrians. Make sure to celebrate this achievement with your neighbors and capture photographs of the finished installation to share. Does someone in the neighborhood have a drone that can take aerial photos? Getting photos of residents and pedestrians using the space is valuable for spreading awareness around the neighborhood and promoting the space.

Tag @MadeYouLookBmore on Instagram. We look forward to seeing your creative traffic calming installations.





# Appendix

To access the appendix, visit [bit.ly/MadeYouLookToolkit](https://bit.ly/MadeYouLookToolkit)

1. [Resource List](#)
2. [Sample Letter of Support](#)
3. [Sample Budget](#)
4. [Fundraising Resources](#)
5. [Observation Tool](#)
6. [List of Approved Paint](#)
7. [Sample Insurance Certificate](#)
8. [Block Party Application](#)
9. [Special Event Application](#)
10. [ROWArt Evaluation Example](#)
11. [Made You Look Toolbox](#)
12. [Maintenance of Traffic Plan](#)

# Thank you!

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## **Project Partners:**



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