



OLD NORTH BRIDGE

TOWN OF CONCORD

TOWN HOUSE - P.O. BOX 535
CONCORD, MASSACHUSETTS 01742

To: Mark Howell, Chair, Concord Select Board

From: Mimi Graney, Economic Vitality Manager

Date: December 31, 2025

Re: Public Art Proposal – **Creative Crosswalks – “Pride Crossing”**

Request for Preliminary Approval of Public Art - “Creative Crosswalks” - on town-owned property in West Concord and Concord Center

Sponsor:

The Concord Diversity, Equity and Inclusion Commission wishes to execute two crosswalks as part of the ConcordPride Celebrations in 2026.

- In Concord Center across Main Street at 28 Main Street (by Vanderhoofs)
- In West Concord across Commonwealth Avenue at 110 Commonwealth (by Eva’s Little Kitchen)

Purpose:

Sidewalk decals within the commercial areas are a bright, bold way for Concord to display its support of the LGBTQIA community and to amplify the festivities of Concord Pride taking place town-wide.

Public art creates a presence and awareness for folks who might otherwise be reached through event marketing. “Art Loop” of sidewalk decals in West Concord were well received. Proved to be cost effective means to execute temporary art installation.

This art fits within the goals of Concord’s cultural districts, desire to lift up unheard voices and make Concord a more welcoming and inclusive committee.

Site(s):

Within the voids of the white bands of the existing crosswalks large scale custom printed pavement floor graphics will be affixed to echo the colors of the Progress Pride

Flag. (The Progress Pride Flag updates the original eight-striped rainbow flag created in 1978. The Progress Pride of 2018 has six rainbow colors of red, orange, yellow, green, blue and purple accompanied by black, brown, light blue, pink and white to represent Black, Brown and transgender communities within the LGBTQ+ umbrella.)

The decals for this application will be the same as those installed in West Concord that held up well to foot traffic for months. They are skid resistant and easy to install and remove, leaving no residue on the surface.

Project Description:

Background: This project was inspired by creative crosswalk projects executed worldwide, especially Pride themed rainbow crosswalks world-wide to support LGBTQIA+ community members. The use of the materials was identified through the success of the decals project in West Concord.

Funding & Budget:

Decals, set-up fee and printing:	\$3,000
Installation, 1 day @ \$750/day:	\$750
Police details for roadway install:	\$400
Contingency	\$500
 Total Project Estimate:	 \$4,650.

Funding shall be provided by Concord Pride sponsors /fundraising

Site constraints:

The Concord Center crosswalk is within the Main Street Historic District and therefore, should the decals remain in place for a term longer than 48 hours, would require a certificate of appropriateness from the Historic Districts Commission.

Crosswalks are important for pedestrian safety in the two business districts. Close monitoring is needed to ensure there are no hazards created. Reviews will be requested of Public Works Highway Division as well as Concord Police.

Materials:

Communities approach creative crosswalks using a variety of materials.

- Oil-based traffic paints and exterior latex paints are commonly used but these decay unevenly under the vehicle movement. The designs begin to degrade within just days.
- Thermoplastic and epoxy materials resist wear and can look good for years but are appropriate only for more permanent applications and are expensive.
- Pavement Floor Graphics are intended for pedestrian areas and for concrete but can withstand short-term vehicle movement. This material allows for short-term installation and to be removed without trace.

This proposal engages the use of pavement floor graphics. The design preserves the existing white crosswalk striping with the colorful decals filling the gaps.

The decals, the same as used in West Concord successfully on sidewalks, are professionally printed on weather-proof floor wrap designed for outdoor use. The decal is produced with a non-skid heavy texture matte overlamine so that the surface is not slippery. The decals will be produced by [Sticker Genius](#).

A single test decal would be installed in mid-late April within one crosswalk to assess how the material responds to vehicle traffic.

Installation: A local independent contractor will be secured to do the work. Police details will be engaged to assist with traffic management.

Term & Maintenance: The intention is for the decals to remain in place for the celebration of Pride in the month of June. Depending on community feedback, the term could be for as little as three days for the weekend of local Pride events or for the entire month.

It is not yet known how they will respond to vehicle traffic. Removal can be executed within minutes. Decals that fall into poor condition can and would be removed quickly and leave no trace.

Schedule:

March 2026: Test decal ordered

Mid-Late April 2026: Test decal installed and assessed. If test is successful, Select Board meeting to request final approval for full installation. Fundraising executed.

May 2026: Full set of decals ordered

June 2026 – first week: Sidewalk Decals installed in two locations for Concord Pride. Installation weather dependent. Sometime between June 1 and June 5.

June 6, 2026: Community Celebrations for ConcordPride

June 2026 – last week: Decals removed no later than July 2. Exact date to be determined.

Community:

The project will involve collaboration with Concord-based partners to engage nearby businesses, cultural districts, and community organizations. Funding for installation will be secured through community sponsorships. Formal letters of support have been received from The Umbrella Art Center, Concord Flower Shop, First Parish in Concord, West Concord Union Church and Windhorse Counseling.

Administration and Town Responsibilities:

- The DEI Commission, with the assistance of the Economic Vitality Manager, will engage an outside contractor to install the decals.
- Aaron Miklosko of Highway & Grounds to advise on installation and contract related requirements.
- Public Works will be consulted when scheduling the date of installation to ensure there are no negative impacts on other work happening in the area.
- Ron Holsinger and Concord Police to advise on installation and for traffic management for installation and removal.