

## City of Pasadena, Department of Transportation

## Roadside Memorial Sign Program Policy

DRAFT - July 27, 2022 - DRAFT

1. **Purpose:** The purpose of the Roadside Memorial Sign Program is to elevate awareness of traffic safety with the goal of reducing the number of and severity of traffic collisions. Roadside memorial signs can function as a way to memorialize the victim of a fatal crash, while at the same time raising awareness of traffic safety.
2. **Policy:** It is the policy of the City of Pasadena to allow for placement of memorial signage for victims of roadway crashes, in conformance with the State's Victim Memorial Sign Program, on City streets.
  - a. A sign can be requested for the victim(s) of a fatal crash. Victims can be pedestrians, bicyclists, motor cycle riders, and/or motorists.
  - b. A minimum of six months must pass after the collision before a request for a sign can be made to the City for consideration to allow time for the City to conduct the necessary traffic investigations.
  - c. The victim's family, or a representative of the family with consent of the family, must initiate the request for a sign.
    - i. In the case that the victim is an unhoused individual and, through collective efforts, a next of kin cannot be identified or located, a request can be made by a Council District office.
  - d. The request should be submitted to the Director of Transportation, or their designee.
  - e. The sign shall comply with the latest edition of the California Manual on Uniform Traffic Control Devices (MUTCD). Currently, signs are required to be rectangular with a blue background and white lettering.
  - f. Sign layout and location will be determined by City staff to ensure such signage does not interfere with other traffic controls and does not adversely impact the surrounding area and community, but will be located in the vicinity of the incident. Should the roadside memorial sign become a maintenance or safety concern, it may be removed by the City.
3. **Approval/Appeal:** The Director, or their designee, has approval authority to approve the installation of a roadside memorial sign. If a request is denied by the Director, and if an applicant wishes to appeal the decision of the Director, the appeal shall be submitted to the City Manager's Office for consideration.
4. **Process:** Signs can be requested through an application submitted to the Director of Transportation or their designee (see attached application). If the Director approves the installation of the sign, DOT staff will determine the specifics of the sign, including design and location.
5. **Sign Design:** Department of Transportation staff will develop a mockup of the sign. The sign will include a traffic safety message related to the circumstances of the crash (see attached for

sample sign mockups). A letter of consent to the final design and location must also be signed and returned by the applicant before installation (see attached sample consent letter).

Additional language on the memorial sign consistent with the MUTCD and best practices, and options for providing information about the victim can also be considered.

6. **Cost:** The material cost of the initial sign will be borne by the Department of Transportation. Administrative and installation labor costs will be borne by the Department of Transportation and Department of Public Works. Administrative and labor costs include staff time to run the program, design the sign, and installation by field crews. The effective lifespan of the sign is five to seven years, and will be maintained by the City during this period at no cost to the applicant. Following the effective lifespan of the initial sign installation, if it needs to be replaced and if the family of the victim wishes for the sign to be replaced, the Director will determine if the memorial sign should remain in place. The costs related to fabrication and installation of any replacement signs shall be borne by the City.

Attachments (3):

Attachment A - Sign Mockups

Attachment B - Application

Attachment C - Consent Letter



# FOR DEMONSTRATION PURPOSES ONLY





# Roadside Memorial Sign Program Application

Please complete all information fields in the following application form.  
Your application cannot be processed if incomplete.

## APPLICANT INFORMATION

Your Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Relationship to Victim: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

## CRASH INFORMATION

Date of Crash: \_\_\_\_\_ Victim's Mode of Crash:  
 Location of Crash: \_\_\_\_\_  
☐ Walking ☐ Bicycling  
☐ Driving (vehicle)  
☐ Other:

*(Please provide nearest address, cross streets of an intersection, or street name and nearest intersection)*

Incident Number and/or Divisional Report Number:

## MEMORIAL SIGN INFORMATION

Victim's Name:  
 (as it should appear on the sign)

Victim's Name:  
 (as it appears on the collision report)

Select the **message** and **icon** to be included on the Roadside Memorial Sign (Please choose **one** of each):

MESSAGE	ICON
<input type="checkbox"/> WATCH YOUR SPEED	<input type="checkbox"/> Bicycle <input type="checkbox"/> Pedestrian <input type="checkbox"/> No Icon
<input type="checkbox"/> DON'T TEXT AND DRIVE	<input type="checkbox"/> Bicycle <input type="checkbox"/> Pedestrian <input type="checkbox"/> No Icon
<input type="checkbox"/> DON'T DRINK AND DRIVE	<input type="checkbox"/> Bicycle <input type="checkbox"/> Pedestrian <input type="checkbox"/> No Icon
<input type="checkbox"/> RIGHT/LEFT TURNS YIELD TO BIKES	<input type="checkbox"/> Bicycle
<input type="checkbox"/> GIVE THREE FEET IT'S THE LAW	<input type="checkbox"/> Bicycle
<input type="checkbox"/> DON'T DRIVE IN BIKE LANE	<input type="checkbox"/> Bicycle
<input type="checkbox"/> YIELD TO BICYCLISTS	<input type="checkbox"/> Bicycle
<input type="checkbox"/> LOOK FOR BICYCLISTS	<input type="checkbox"/> Bicycle
<input type="checkbox"/> YIELD TO PEDESTRIANS	<input type="checkbox"/> Pedestrian
<input type="checkbox"/> LOOK FOR PEDESTRIANS	<input type="checkbox"/> Pedestrian

☐ Check this box to give Pasadena DOT permission to share your contact information with safe streets advocacy and/or support groups for survivors of fatal traffic crashes



# Roadside Memorial Sign Consent Letter

Please complete all information fields in the following consent letter

Pasadena Department of Transportation  
221 East Walnut St., Suite 210  
Pasadena, CA 91101

Dear Pasadena Department of Transportation,

I write this letter to formally request a Roadside Memorial Sign to honor the death of

Name of Victim

on

Date of Crash

As a family member of the victim, I consent to the production and posting of a memorial sign with the confirmed safety message referenced in Attachment A and at the proposed location shown in Attachment B.

Sincerely,

Signature

Printed Name

Relation to Victim

Date

Attachment A Preview

Attachment B Preview