

THE RED LINE

The Red Line is a site access strategy that uses clear boundaries, scalable protocols, and designated contact points to manage entry into active construction sites. A continuous perimeter line with marked contact zones, standardized signage, and a single point of authority, all work together to contribute to a safer workplace for the workers and the public alike.

Rather than improvisation, the system encourages predictable behavior. The line directs, the sign instructs, the site contact manages. Access becomes legible and lawful by default, reducing miscommunication and guarding against escalation.

By integrating cultural markers of labor into safety infrastructure, the system links dignity, protection, and access control into a standardized, legible protocol.

The Tradition

Inspired by global traditions of cloth as protection, solidarity, and unity, including Japanese hachimaki headbands, polka-dot scarves of wartime factory workers, and the red bandanas worn by coal miners and the Zapatistas in Mexico, tied fabric has long marked dignity and collective strength among laborers. Across cultures, tying cloth signals the beginning of work, the acceptance of challenge, and a declaration of intent. As it absorbs sweat and effort, the fabric becomes a visible emblem of labor and pride.

Here, red ribbons tied to a rope becomes a living boundary. Like collective labor itself, rope draws its strength from the joining of many individual strands, each dependent on the others to hold. It is a gesture of care that protects the space and honors those who work within it. The color red, associated with visibility and resistance, defines a barrier meant not only to keep others out, but to safeguard those inside as they labor.

Why Implement

As labor intersects with daily life, media attention, and increasingly, political scrutiny, workers are often asked to absorb risk that does not belong to them.

The Red Line shifts responsibility for access away from individual workers and onto management, where it belongs. It establishes the boundaries of a private site of work that are to be respected. It corrals potential danger away from entry points and provides rules and procedures to ensure all are well at the end of the work day.

Safety is made visible without making workers visible targets, allowing crews to focus on their work while access and enforcement are handled through clear, standardized procedures. In doing so, the system affirms the value of jobsites defined by dignity, care, and protection.

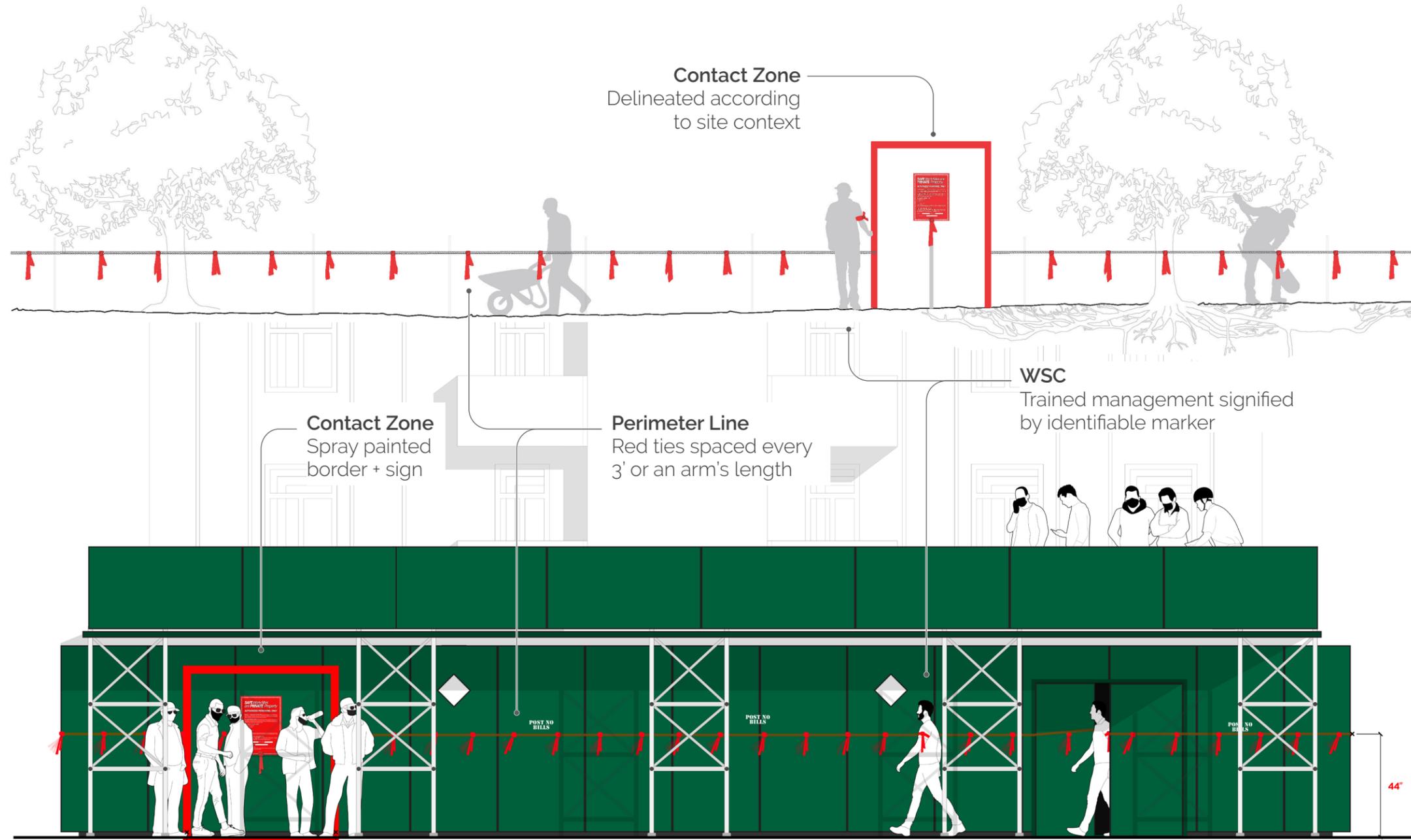


The Logic of the Safety System

The system works by linking three parts into a single operational chain that prevents random entry and keeps intruder contact away from active work: The **Perimeter Line**, the **Contact Zones**, and the **Work-Site Contact (WSC)**.

The bright and kinetic Perimeter Line, a high-visibility designator, establishes a continuous, legible boundary that visually directs outsiders toward visible Contact Zones away from the site's entrances and communicates that crossing the line is a safety issue, not something to be negotiated anywhere but at the gate. Instead of spreading instructions everywhere, the system concentrates all procedural information at those same Contact Zones through posters and clear wayfinding, so all unexpected visitors are funneled to a predictable place for questions, deliveries, or requests. These inquiries should be addressed by the WSC, management personnel who visually continue the line with their own identifiable marker— they anchor the protocol by being the only person authorized to engage, using a standardized script to verify identity and purpose, request documentation, and grant or delay access if needed. This keeps every exchange outside and away from site hazards.

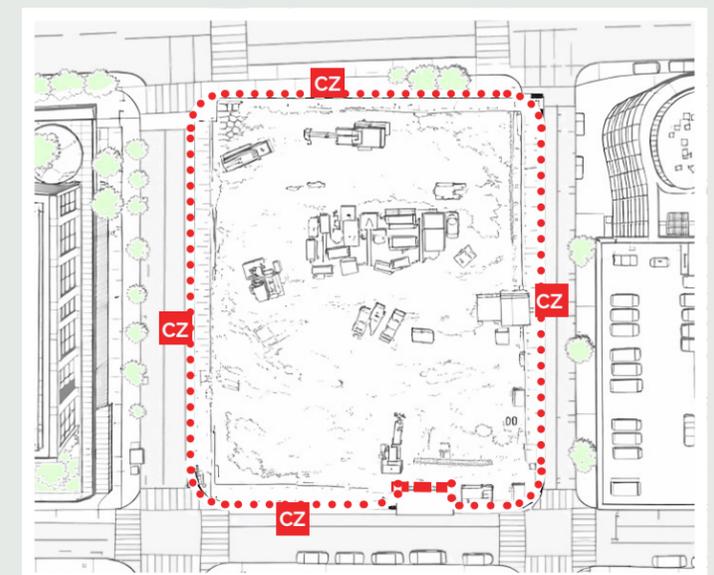
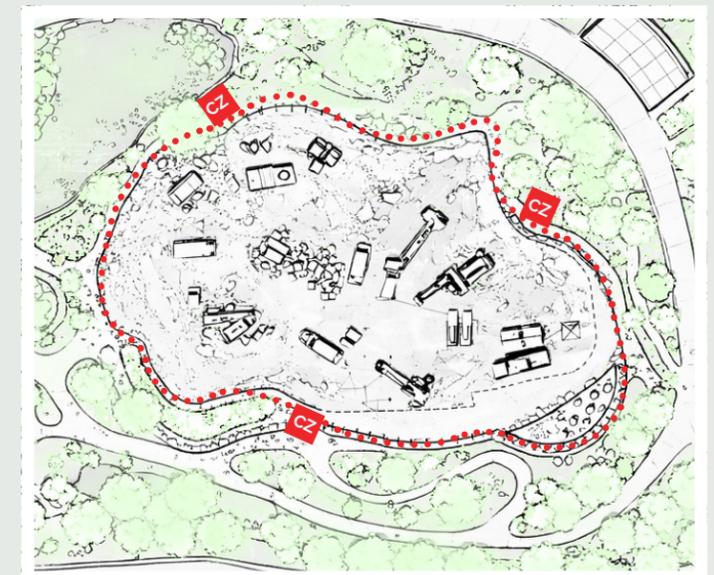
In practice, the Perimeter Line guides behavior, the Contact Zone organizes interaction, and the WSC executes decisions, so the crews can keep working while access is managed consistently, safely, and without escalation.



Contact Zone Placement Logic:

- Place the Contact Zone off the direct entry path and far enough from the gate that an impatient person must intentionally walk to it: typically 10–20 paces (30'–60' / 9–18 m) beyond the entrance.
- Position it ideally out of direct line of sight, while still visible from the gate.
- Locate the Zone away from active work areas and vehicle swing zones within the site.
- Ensure the area is well lit and not within the public right-of-way.
- The goal is to require anyone attempting to “push through” to leave the entrance, follow signage, and slow down at a controlled, safer point of contact.

CZ Contact Zone **.....** Perimeter Line



What You Will Need



1/2" - 3/4" Ø Sisal Rope

Made from Agave Sisalana or biodegradable alternative



Red Fabric

or Flagging Tape, each strip at 4"x36"



Sign

Printable on next page
Place in Contact Zone

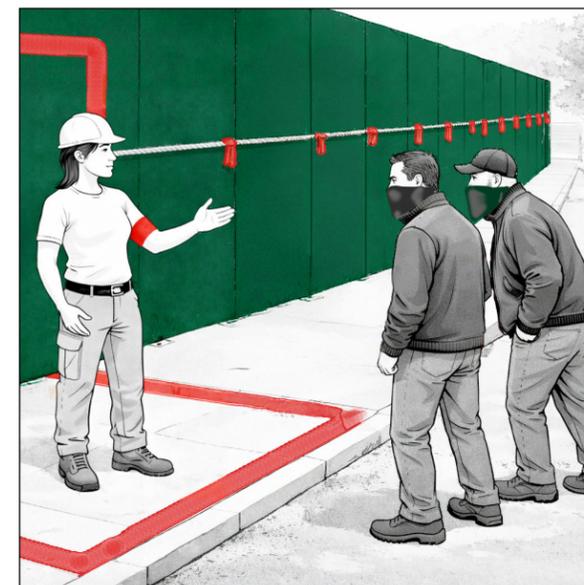
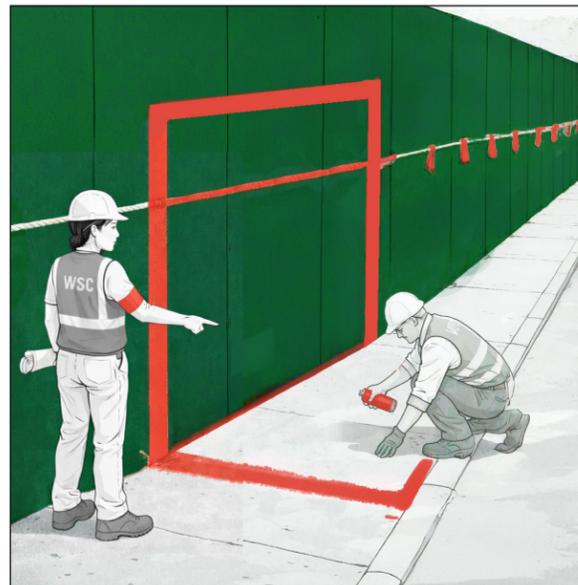
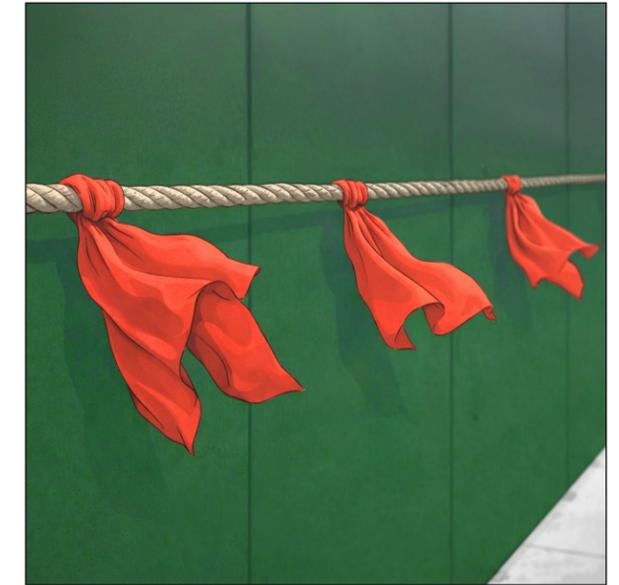
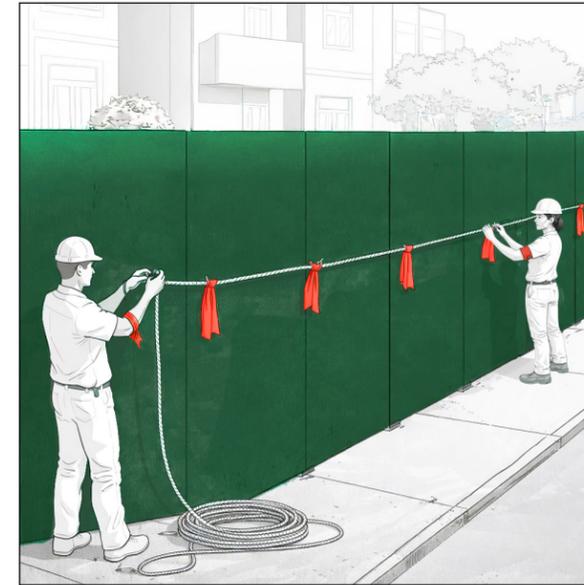
How to Implement

Start by walking the site with your site management team and deciding the exact boundary you're defining as "the jobsite perimeter." Make sure the whole crew knows this boundary and why it matters: inside that line is an active work zone; crossing it without permission or judicial warrant is not allowed and may be considered both trespassing and a safety violation. Once the route is set, measure it, cut a rope to length, and lay or hang it continuously along the perimeter, including across entrances so the edge of the site is unmistakable.

Mark the rope with red fabric to make the rule visible. Tie red flagging tape or cloth every 3 feet (about one arm's length) around the full run. This can be incorporated into a morning routine so the crew physically reviews the boundary before work begins. The consistent spacing creates a clear, high-contrast line that signals "stop here—controlled entry only."

Establish Contact Zones at each likely approach point (gates, sidewalk edges, elevator banks, and hallway junctions), but place them off to the side and outside active work and vehicle routes. These zones are the only places where visitors can request attention, so should be visible and easy to supervise. Directing all interactions there prevents anyone from crowding an entrance, pressuring workers, or drawing staff into hazardous areas. Label each zone (e.g., CZ-1, CZ-2) and place procedural signage only at those zones, not at operational gates.

Within each Contact Zone, post the sign and write the phone number(s) that visitors should call. Use the site superintendent's number (or site office number) as the main contact and one backup if you have it. Keep the same numbers on all signs so there's no confusion. The message should be simple: stop at the Contact Zone and call—do not enter the work zone to find someone. Finally, assign a Work-Site Contact (WSC) for each shift as the only person authorized to handle visitors, deliveries, inspectors, and questions at the perimeter. Mark the WSC with a clear red identifier so the crew and the public can immediately recognize who is permitted to engage



Train the WSC on a basic script:

- (1) keep people outside the perimeter;
- (2) bring them to the Contact Zone;
- (3) verify who and why they are there;
- (4) ask for required paperwork/ID;
- (5) safely manage entrance into the site based on authorization standards;
- (6) and call the superintendent or upper management if the situation escalates.

The main objective is to prevent workers from getting pulled into gate conflicts—the rope sets the boundary, the Contact Zones control where conversations happen.

SAFE Worksites are PRIVATE Property AUTHORIZED PERSONNEL ONLY

DANGER – HAZARDOUS OPERATIONS: This site contains heavy equipment, mechanical operations, and other hazardous conditions that can cause injury or death. To protect workers and the public, entry is strictly limited to authorized personnel who meet all entry protocols.

NO UNAUTHORIZED ENTRY: Any person who enters without completing all entry protocols is trespassing and interfering with lawful operations. Those entering without permission or presenting a valid judicial warrant are subject to immediate removal and may face arrest, civil & criminal prosecution, and liability for damages under applicable laws.

MANAGEMENT & ENFORCEMENT:

Construction Manager:

General Contractor:

Architect:

Landscape Architect:

Safety Manager:

These parties and their authorized agents will enforce site access restrictions and will prosecute and fine violators to the fullest extent permitted by the law.

REQUESTING ENTRY DURING OPERATIONS:

Notify the Worksite Contact (**WSC**) and wait here in this outlined Contact Zone (**CZ**). Entry is not permitted until authorization is given by worksite management. Please refer to:

WSC Phone: **WSC** Email:

You are currently in **CZ**:

Cut off white tab
& punch hole
at bottom to tie
fabric/tape

(Laminate &
Hang on Site)

dim: 11" x 14.75"

SIGN DESIGN

The sign uses highly visible, hazard-coded graphics and dense procedural language to affirm the site as an active danger zone. The block typography and layered instructions intentionally push for a longer read—slowing approach and redirecting attention away from the gate and toward controlled contact areas. The sign carries the same red tie as the Perimeter Line and WSC, anchoring the system within the zone. This sign, ideally within its entire system, still functions on its own as a clear safety communicator, to be accompanied by the WSC's standardized script for safely managing access.

Designed by:
- Topophyla
(Nahal Sohbaty & Eric Arneson)
- Gabriel Castro-Andrade

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- The Architectural League of
New York (archleague.org)
- The Workers Justice Project
(workersjustice.org)

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Please reach out any with
and all inquiries.