

FACTS ABOUT CONTROLLING TRAFFIC

"Won't a Children at Play' Sign Help Protect Our Kids?"

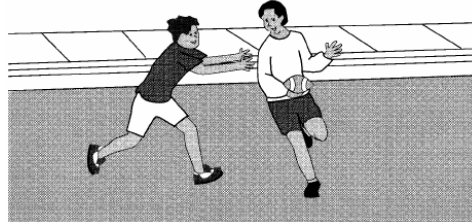
Signs are used to guide...

...and direct motorists. However, unnecessary signs can confuse, distract and irritate motorists. Use of unnecessary signs can promote disrespect for all signs. The best example is the "CHILDREN AT PLAY" sign.

While it might seem that this sign would provide protection for youngsters playing in a neighborhood, it does not. Federal standards (The Manual on Uniform Traffic Control Devices) strongly discourage the use of "CHILDREN AT PLAY" signs. Although some communities have posted these signs in residential areas, there is no evidence of having reduced pedestrian collisions, vehicle speeds, or legal liability. In fact, studies have shown many types of signs which were installed to warn of normal conditions in residential areas failed to achieve the desired safety benefits.

Pedestrians can get a false sense of security...

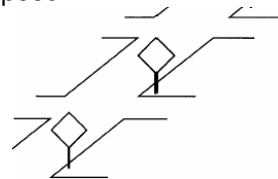
...since drivers often disregard these signs. These signs encourage parents or children to believe they have an added degree of protection (which they do not and cannot provide). This false sense of security would be a great disservice to both motorist and parents alike. Obviously, children should not be encouraged to play in the street. The "CHILDREN AT PLAY" sign is a direct and open suggestion that it is acceptable.



Since children live on nearly...

...every residential block, if used, the signs would have to be placed on each street. Blocks with no signs might imply that no children live there, so it is all right to speed.

Because of these serious concerns, many state and local laws do not recognize "CHILDREN AT PLAY" signs. Specific warnings for school, playgrounds, parks, and other recreational facilities are available for use where clearly justified.



"CHILDREN AT PLAY" SIGNS

- ARE GENERALLY DISREGARDED BY MOTORIST
- GIVE A FALSE SENSE OF SECURITY
- ARE STRONGLY DISCOURAGED BY FEDERAL STANDARDS