



High-visibility signage — In-street stop/yield signs

Definition

A regulatory sign mounted in the center of relatively low speed streets at uncontrolled marked crossings, which reminds motorists of the law stating that they must stop for pedestrians in crosswalks.

Objective

To provide additional notice to motorists that they are approaching a pedestrian crossing, and to encourage them to slow down and stop for pedestrians in a crosswalk.

Advantage

Increases compliance with the law requiring motorists to stop for pedestrians in crosswalks.

Provides a more visible warning of the presence of a crosswalk.

Calms/slows traffic.

Designed to bend over and then bounce back to its normal vertical position when struck by a vehicle.

Challenge

Effectiveness may decrease as drivers become habituated to them (resulting from pervasive use and familiarity).

Are subject to damage from being hit by motor vehicles, and therefore must be replaced relatively often.

Resources

Manual on Uniform Traffic Control Devices <http://mutcd.fhwa.dot.gov/> (See Section 2B.12).

Pedestrian Safety Engineering and ITS-Based Countermeasures Program for Reducing Pedestrian Fatalities, Injury Conflicts, and Other Surrogate Measures: Final System Impact Report http://safety.fhwa.dot.gov/ped_bike/tools_solve/ped_scdproj/sys_impact_rpt/index.cfm#toc (Chapter 2).

Non-Motorized User Safety: A Manual for Local Rural Road Owners (FHWA) http://safety.fhwa.dot.gov/local_rural/training/fhwasao10413/nonmotorize.pdf.

Crosswalk Signing and Marking Effects on Conflicts and Pedestrian Safety in UIUC Campus <http://ict.illinois.edu/groups/tol/reports/TOLseries22.pdf>.

ITE Safe Routes to School Briefing Sheet—School Area Traffic Control <http://www.ite.org/safety/SRTS/07.SchoolAreaTrafficControl.pdf>.

Pedestrian and Bicycle Information Center—Effect of In-Street Crosswalk Signs <http://www.walkinginfo.org/faqs/answer.cfm?id=3455>.

Images (clockwise from main image):

Example of high-visibility in-street signage.
Source: Peter Speer, pedbikeimages.org.

Additional examples:

Sources: Dan Burden, pedbikeimages.org; Dan Burden, Dan Burden, pedbikeimages.org; Lyubov Zuyeva, pedbikeimages.org; Dan Burden, pedbikeimages.org.