

PARKING LOT SAFETY AND TRAFFIC FLOW

Are your customers heading in the right direction?

Your parking lot makes a first impression on your customers, vendors, and employees, and helps form their overall opinion of your restaurant. Is your parking lot neat and well-maintained? Is it well-lighted? Is it safe? These are just a few questions to ask yourself about this heavily used area of your operation.

Parking Lot Striping and Markings

Highly visible striping and other markings that identify parking spaces, non-parking spaces, and height differences help keep your customers and employees safe.

- **White** painted lines, a minimum of four inches wide, can be used to delineate spaces in off-street parking lots.
- **Yellow** paint is used to make height differences more visible in the parking lot (e.g., curbs, wheel stops, speed bumps, pedestrian pathways, storm drains, entrance ramps, no parking areas, etc.) and can be used for striping.
- **Blue** paint can be used to identify parking spaces for handicapped persons.
- **Red** paint can be used to identify fire lanes and no parking areas.

Traffic Flow Guides

Use appropriate, strategically placed signage to maintain or improve traffic flow in your parking lot.

- **Directional arrows** can be used to guide traffic flow into parking lots with both one-way and two-way access.
- **Stop signs** should be installed to stop traffic before exiting onto a street or at a heavily-used pedestrian crossing in a busy parking lot.
- **Yield signs or pavement markings** are typically used at the end of parking rows before exiting into a drive lane with priority traffic flow.
- **Pedestrian crossing signs or pavement markings** should be used to indicate all pedestrian crosswalks leading to and from entrances.
- **All pavement markings** containing words such as "Yield," "Fire Lane," and "No Parking" should be highly visible, with letters at least 36 inches high.

Traffic Barriers

Bollards or concrete poles can be placed in front of parking spaces positioned next to the restaurant to protect the building and your customers. Bollards are especially important for handicap parking spaces directly in front of the building. Parking bumpers and curbs will not stop a moving vehicle. For instance, if a customer is parking in front of the building and accidentally pushes on the gas pedal instead of the brake, the vehicle can hop the curb and strike a person or the building.

Did you know? Parking spaces at a 90 degree angle to the drive lane (versus 45 and 60 degree angles) take up less space, allow two-way traffic, and induce drivers to enter parking spaces at a **reduced rate of speed**.