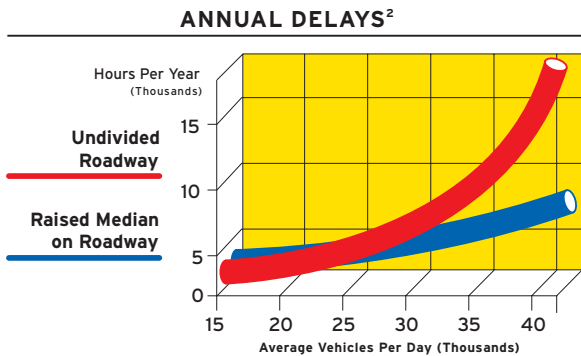




A raised median treatment is a physical barrier in a roadway designed to safely separate traffic traveling in opposite directions. Raised medians are usually concrete formed to create a curb. Median islands are bounded by the curbing, and island interiors may be landscaped. Raised medians are typically placed as a result of high accident locations and where left turns need to be limited. Medians are commonly used to enhance traffic efficiency in high volume areas and on multilane roads.

WHEN TRAFFIC FLOWS, BUSINESS GROWS

Studies have shown that medians actually help move traffic more efficiently than on undivided roadways! By channeling left-



As traffic increases, delay in traffic flow increases significantly on roads without medians.

turning vehicles out of the main traffic flow and preventing unsafe turns, raised medians keep the traffic moving while increasing the safety of both drivers and pedestrians in the area.

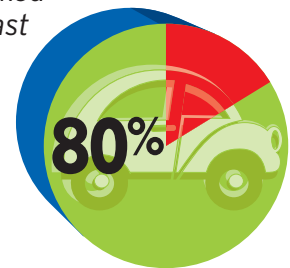
With traffic congestion playing such a large role in consumers' decisions to shop in certain areas, any improvement in local traffic patterns tends to prove beneficial to local businesses.

While medians reduce traffic congestion, they are not seen as a barrier to shoppers. In a Utah study, 83 percent of customers surveyed regarding a new median in Provo said they were just as likely to patronize a business as before the median was built. In fact, customers ranked accessibility as the *least* important of six factors when choosing to visit a business.³

Further studies have shown that drivers make little connection between raised medians and business access,



83 percent of motorists say medians have no influence over their shopping decisions

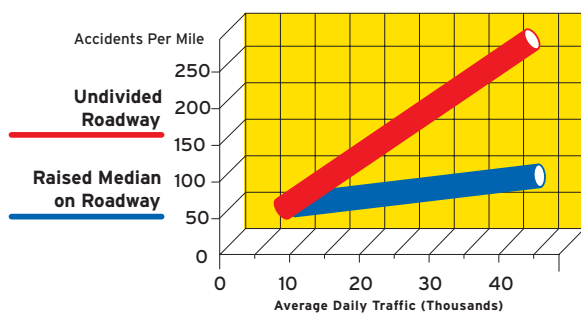


8 out of 10 drivers avoid shopping in congested areas



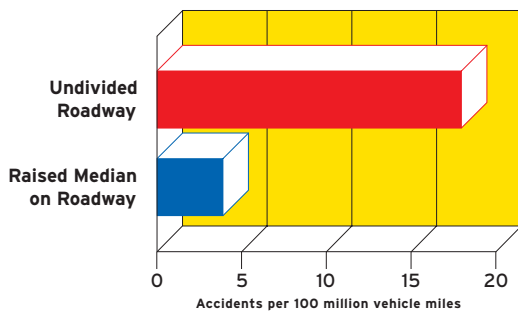
seeing them only as a minor inconvenience and necessary safety feature. Raised medians have been shown to have minimal impact on planned destination shopping, while 8 out of 10 drivers say they avoid shopping in congested areas.²

ANNUAL ACCIDENTS²



As traffic increases, accidents increase significantly on roads without medians.

AUTO - PEDESTRIAN ACCIDENTS²



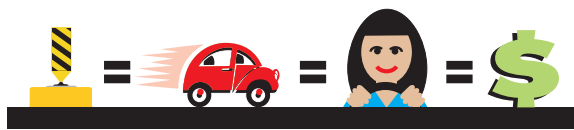
As traffic increases, auto-pedestrian accidents increase significantly on roads without medians.

9" OF CONCRETE: A MEASURE OF SAFETY

Of course, safety is also a major reason for installing raised medians. In national studies, medians have proven greatly beneficial to community areas seeing a high volume of auto and pedestrian traffic, providing a markedly safer environment for all involved.¹ By controlling the flow of traffic and limiting turns to specific locations, random movement is eliminated and overall safety is vastly improved both for drivers and pedestrians.

GOOD FOR BUSINESS, AND NOT BAD LOOKING EITHER

While function often has proven to be of greater concern than looks, many steps can be taken to help raised medians actually improve aesthetics in certain areas. With regular maintenance and reflective striping, as well as the addition of landscaping when appropriate, medians are often a welcome addition to their locations.²



Medians lead to improved traffic flow, which leads to decreased frustration, and improved business.

