

Park Law

by Heather M. Eichenbaum, Esquire



Signs, signs, everywhere there's signs

Sometimes it seems there are just too many signs. Many communities restrict billboards because they are thought to be unsightly. Others prohibit posting of signs on public property. When driving in urban areas, it's not uncommon to see so many road signs that they can't all be read before you're past them. Throughout the industry, whether theme parks, family entertainment centers, waterparks, travelling carnivals, or any other number of amusement and recreational venues, we see too many signs to easily count. Because we see them daily, we can become immune to the "pollution" too many signs can cause.

Signs advertise products, inform guests of the availability and pricing of everything imaginable, and identify points of interest. Arguably the most important signs at any amusement venue, however, are those that instruct and warn patrons.

So, how do we make sure that guests don't miss the more significant signs when there are so many others? How do we make our best effort to ensure guests recognise important safety information within our facilities?

First, signs that provide actual warnings – such as those restricting entry to a dangerous area – should be larger than any other signs in the area and printed in distinctive font and color. If at all possible, there shouldn't be any other signage in the immediate vicinity of the warning sign. This makes it much more likely that the specific warning will be noticed by guests. Warning signs should also be printed in red; the most common colour for "stop" and "danger."

Next, post signs conveying the most important instructive information, such as ride rules and restrictions, at eye level of the average patron for the ride. The print should be large enough that the words can be easily read even if there are a number of patrons simultaneously reading the sign so everyone is not directly in front of it. At popular rides, post the same sign in two locations so patrons have ample opportunity to read one of them even in a crowd. Use color, instead of only black print, to draw attention to particularly significant rules. Descriptive pictures and simple diagrams depicting the rules are also very beneficial for patrons who have difficulty reading overall or can't read the language in which your signs are printed.

Finally, signs that provide instruction and warnings should never be worded lightly. While light-hearted language and jokes may make more of your patrons read your signs, it also sends the message that safety can be taken lightly. For obvious reasons, this is not the message you want to convey.

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FUN & SAFETY GUIDE

New York State law requires us to advise you that there are inherent risks in using or riding amusement devices. Safety guidelines are posted by each ride. You must inform yourself of the warnings and obey them if you decide to participate. Participation is at your own risk.

RIDE DESCRIPTION

This is a spinning roller coaster ride. Riders are seated back to back in a vehicle that takes them down steep drops, around sharp corners and 360-degree rotation. Riders will encounter gravitational forces, side and forward and backward motions, rotation, and sudden changes in direction.

RIDING INSTRUCTIONS

- Please remain seated during the ride and until the ride comes to a complete stop.
- Keep hands, arms and feet inside the car at all times.
- All loose items must be secured.
- Limit 1 person per seat, 4 per car.

RIDE REQUIREMENTS

- You must be at least 48" tall to ride this ride.
- Riders must be able to sit up unsupported, hold on and be restrained by an overhead restraint.
- Rider must have 2 full legs and the ability to hold on.

MEDICAL RECOMMENDATIONS

This ride is not recommended for those with:



ADDITIONAL INFORMATION

- No smoking while in line or during this ride.
- No food or drinks allowed on the ride.
- No picture-taking while on the ride.
- The park is not responsible for articles left while riding.
- Line jumping may be cause for ejection from the park.

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