



**synectics**  
SAFETY SPECIALISTS

In October 2001 Synectics was retained by Canadian Niagara Hotels to address safety concerns regarding a proposed signature sign for the Hard Rock Café on Falls Avenue in the Clifton Hill tourist district of the City of Niagara Falls. Constructed to look like a Gibson Les Paul guitar, illuminated, and inscribed with the words “Hard Rock CAFÉ” in flashing neon, the 13-metre high sign was proposed to project four metres out over the travel lanes of Falls Avenue in the vicinity of a proposed mid-block signalized pedestrian crossing.



Synectics examined issues of driver distraction, misinterpretation as a traffic control device (due to the predominant use of red in the sign), the possibility of sight line conflicts with traffic control devices, and pedestrian safety issues. Synectics concluded that current and future operations would be no “less safe” with the sign in place. On the strength of this recommendation, the sign was approved for installation.