



Stop storefront crashes!

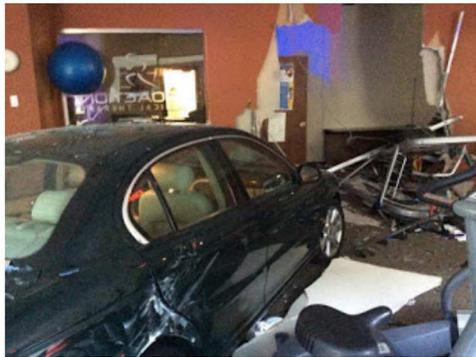
It happened to me. It can happen to you. It's time to prevent vehicle-into-building crashes.

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August 5, 2015

Easy Lessons

Editor's Note: This post is co-published on the Storefront Safety Council blog.



Car crashed into office, Parklawn Drive, Rockville, Md.
(Source: Montgomery County Fire Dept., May 2015)

It's so easy to think we'll be coming back when we walk out the door in the morning, isn't it? As we grab our keys and turn that lock, we say to ourselves, "Oh, I'll do that later," or "I'll make that phone call when I get home tonight."

That's what I thought, too, when I left to start what I assumed would be a normal day in August 2008. Little did I know that just a few hours later, I'd get hit by a car as it crashed through the doors of my favorite nearby

7-Eleven. I didn't come through my own front door again until many weeks later, after spending time in two hospitals and two nursing homes.

It would be nice now, seven years later, to just chalk that experience up to a life-lesson learned or a weird fluke that just a few of us experience. But when I heard in the news about a car that crashed into a building recently just down the street from where I once worked, I was reminded that this problem is not a rare fluke. In fact, it's all too common.

This particular incident wasn't very different from those you can read about throughout the pages here of storefrontcrashes.com or on storefrontsafety.org: "An elderly woman smashed her car through a Rockville, Maryland, parking garage and into a physical therapy office," according to one of the [TV news reports](#).

Unfortunately, she injured herself as well as others, particularly a receptionist at the PT office — sitting at her desk doing her work like any other seemingly normal day — who was pinned under a desk and debris by the crash.

Two things grabbed my attention about this incident.

First, on a personal level, it was right in my old stomping grounds, maybe a hundred yards from my former office. So, do I feel like these crashes are hitting pretty close to home? Yeah. Going through it once was one time too many — no need for a repeat.

Second, and more importantly, the fire department public information officer made a seldom-voiced observation to the news media while he was on scene.



(Source: Montgomery County Fire Dept., May 2015)

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HOW THIS AFFECTS YOU

Vehicles crash into restaurants, stores, salons and other types of businesses [all the time](#), often injuring and sometimes killing customers and employees. I discovered this the hard way [when I got hit](#) in 2008.

—Mark Wright

QUICK TIPS

- **Business:** You and your landlord can protect your employees and customers with proper barriers and other strategies.
- **Shopper:** Look before you exit. Keep your eye on moving vehicles, especially as they pull in to park.
- **Driver:** Pay attention. Focus on correct pedal use. Confusing brake & gas pedals is a common cause of storefront crashes.

STOREFRONT CRASH NEWSFEED

[Truck Crashes Into Nostrand Avenue](#)

Sheepshead Bites

The driver of a truck that smashed into a vacant storefront on Nostrand Avenue Sunday evening said he swerved to avoid a bicyclist and lost control of his vehicle. "The guy just shot across and I tried to avoid him and the car went out of control ...

[drunk driver crash ends up in church](#)

Bay News 9

According to Tampa police, 44-year-old Bruce Powers was driving drunk on southbound Florida Avenue when he crossed the center line, crashing into a car in the opposite lanes, pushing that car and his own into the front of the church, which is along the ...

[Car slams into Manchester storefront](#)

WMUR Manchester

He said he went to help the driver of the car in the store, but was unable to reach her. "The car was too far in the store," said Blais. Fortunately, he said he could hear her calling

He said, "There's not much of a barrier," as he looked at the vehicle's path. "There's a parking space, a little cement, the sidewalk, a grassy area and then the building. It didn't take much effort to get in there."

If by some miracle you, dear reader, happen to be a commercial property owner or an architect, please...read his remarks again. Very little stood between a moving vehicle and an innocent receptionist on the other side of a glass window.



(Source: Montgomery County Fire Dept., May 2015)

I'll refrain from getting preachy here. Suffice it to say that one of the common elements in most vehicle-into-building crashes (especially those that lead to injuries or deaths) is the lack of any sufficient barrier to protect pedestrians and building occupants from an out-of-control car.

Putting bollards or other appropriate standards-based barriers between people, buildings, and parking spaces is

easy. Almost as easy as walking out the door in the morning thinking we'll be coming back later.

Learn more at the Storefront Safety Council website.

Labels: [Bollards](#), [Crashes](#), [Pedal confusion](#), [Perspective](#) by Mark Wright 

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out that she was fine. Turcotte, meanwhile, said the accident has ...

[SUV crashes into Dunkin' Donuts storefront in NorthJersey.com](#)

GLEN ROCK — A 16-year-old student driver accidentally hit the accelerator of his family's Volkswagen SUV, crashing into the front of a Dunkin' Donuts shop in Glen Rock on Sunday around lunchtime, according to police Sgt. Dean Ackermann.

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[Comprehensive primer on storefront crash issues and solutions \(PDF\)](#)

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 [AAA Foundation for Traffic Safety | Saving lives through research and education](#)

 [Amputee Mommy Blog](#)
We Need Your Help! - My friend Dave and I are trying to be rallying the community, hoping to gain more momentum in the fight against these horrific proposals. After a lengthy ...
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L.A. Café Crash Serves as Sobering Reminder of Poor Parklet Design - The post L.A. Café Crash Serves as Sobering Reminder of Poor Parklet Design appeared first on Blockaides, Inc. - Bollards and Other Safety Products.
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 [Ideal Shield | The Bollard Cover, Handrail, and Guardrail Company](#)
test - safdsgrfdsgdsdgsdGegRG The post test appeared first on Ideal Shield.
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[Planning Tool Brings Hope for Transit Users](#) - Paul Supawanich and his colleagues want to make transit better. They see transit as a powerful force for good because it is efficient at moving lots of peo...
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 [The Bollard: Crash- and Attack-Resistant Models | Whole Building Design Guide](#)

[The Parking Matters® Blog](#)
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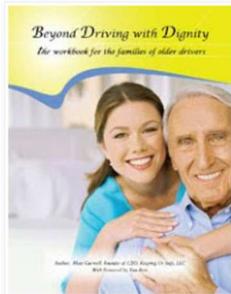
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