

MEMORANDUM

To:	Anthony Blomfield - Bentley & Co.	From:	Brett Harries
cc:		HTE Ref:	cen002
cc:		Date:	8 August 2024
Re:	PRR00041653: Jaafar Holdings Limited Digital Billboard Dwell Times - 440 Mt Wellington Highway, Mt Wellington		

1. Introduction

This memorandum relates to a proposal by Jaafar Holdings Limited to amend the dwell time that applies to the northern of two existing digital billboards that are located on the Mt Wellington Highway frontage of a site at 440 Mt. Wellington Highway.

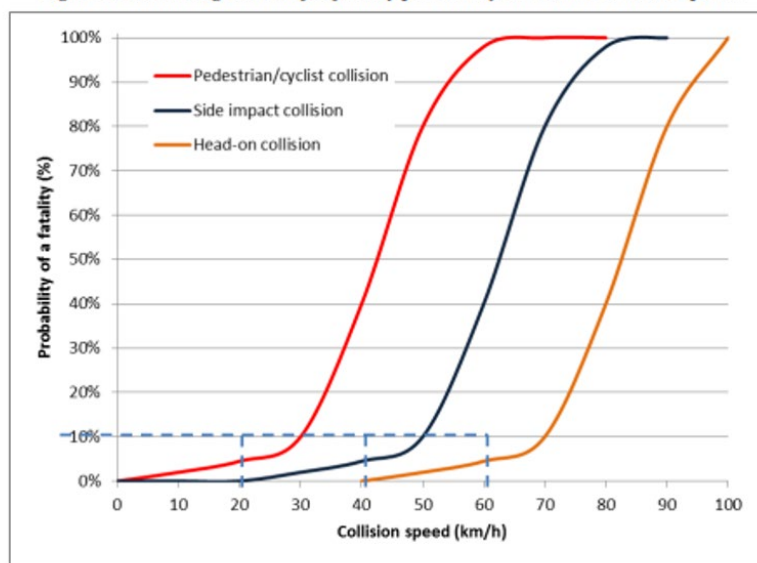
A pre-application meeting was held with representatives of Jaafar Holdings Limited, Auckland Council and Auckland Transport at the Council offices on 18 July 2024. At that meeting, a request was made for further information regarding two traffic-related matters being:

- The source of the crash survivability information presented in the memorandum dated 17 July 2024; and
- Other examples of digital billboards operating with 8 second dwell times at comparable intersections.

2. Source of Survivability Information

The survivability information came from visual interpolation of the Wramborg curves, a copy of which is provided below. It can be confirmed that “survivability” relates to whether the crash is a fatality or not.

Figure 1. Wramborg's model for fatality probability vs. vehicle collision speeds



3. Other examples of similar billboard locations

There are of course no other examples that are exactly the same as occurs for the subject billboard. However, there are a number of examples of major arterial road sites where there is a digital billboard that is located on the downstream side of a busy signalised intersection, and where there is some degree of visual overlapping with a traffic signal lantern that occurs on the upstream side of the intersection. A representative selection of similar such examples that have been operating for at least the past several years is provided as follows:

- NW Motorway (SH16) westbound off-ramp / Hobsonville Road



- George Bolt Memorial Drive (SH20A) / Tom Pierce Drive



- Kyber Pass Road / Boston Road / SH1 Khyber interchange



- Manukau Road / Owens Road



- Parnell Rd Rail Overbridge



A review of CAS for this sample of similar sites reveals none where the presence of the billboard has been cited as a potential factor in any of the crashes that have occurred at the intersection. Further, and while the commencement dates of some of the above billboards are unknown, there is nothing from the CAS data to indicate any apparent change in the pattern of crashes that may be indicative of an influence by the billboards, or any other road safety effect that could be attributed to the billboards.

Print-outs of CAS data summaries for any or all of the above sites can be provided if required.

Brett Harries
9 August 2024