

Transport Assessment on Change of Conditions Resource Consent Application

09 May 2022

Service Request No: 513399

Site Address: 2 Jervois Quay, Wellington Central.

1. Introduction

1.1. The proposal is to install digital billboard.

2. Legislative Requirements (i.e., District Plan / Standards / Design Guides)

Billboard Detailed Assessment

2.1. Applicant has provided a few photographs showing the location of the billboard superimposed and they comment that the billboards will not present a visual obstruction to drivers in different direction. They also explain that the messaging on the billboards will not mimic an official traffic sign or direct drivers to undertake manoeuvres.

2.2 The proposal is to install new digital billboard above the existing building.

TDM-3 Guidelines

2.3. The proposed billboard will comply with the technical guidelines in the Traffic Control Devices Manual Part 3 which is a key set of guidelines and recommendations produced by the NZ Transport Agency for local road controlling authorities to use when assessing the suitability of advertising signs.

2.4. The proposed billboard will follow district plan requirements except the sign is located within 100m of an intersection. The proposed location is in CBD & urban environment. Most digital billboards existing around Wellington is within 100m of an intersection, so, it is consistent with other digital billboards.

2.5. Road safety records shows that digital billboards are not inherently hazardous to drivers and do not result in a deterioration in road safety.

Summary and Conclusions

2.6. Traffic report proposes several consent conditions which they suggest will ensure acceptable levels of traffic operations and road safety.

3. WCC Assessment

3.1. The information/evidence provided in support of the proposed digital billboard is acceptable.

3.2. Jervois Quay posted speed limit is 50 Km/hr. It is a two-way movement with three lanes in each direction.

3.3. The sign is visible only for the southbound traffic.

3.4. The applicant has mentioned about crash history at this location. The crashes occurred at this location are not due to digital billboard.

3.5. The dwell time change recommended by the applicant is consistent with other digital billboards around Wellington. 8 sec is an appropriate dwell time for Jervois Quay as the speed limit is 50 Km/hr.

3.6. A few draft conditions are proposed below.

4. Suggested Conditions

1. The digital billboard must be programmed to automatically go dark/black background in the event of a malfunction.
2. Images shall have a minimum dwell time of 8 seconds.
3. Images shall transition from one to the next via a 0.5 second dissolve.
4. The luminance of the digital units shall be controlled and automatically adjusted to ensure they do not exceed typical ambient light conditions and do not exceed 250cd/m² during night-time, 600cd/m² during dawn/dusk and 5000cd/m² during daytime. They should not result in the illuminance of a roadway by over 20 lux in the Central Area.

5. Image content must be static and must not incorporate flashes, movement, scrolling, animation, full motion video, sequential advertising over multiple frames or successive billboards along a length of road, multiple advertisements in one frame and must not emit any sound.

The digital billboard must not imitate traffic signs or any traffic control device (either wholly or partially) or give instructions to motorists that conflict with any traffic sign or traffic control device.

6. As per the Traffic Control Device (TCD) rules for signs the minimum letter height for a main message displayed on the sign 150mm, the property name is 100mm and the secondary message is 75mm.

Note: The minimum letter height only applies to standard text. Text within images is excluded from meeting this requirement.

7. Once operation of the digital billboards has commenced; the consent holder must provide the Council's Compliance Monitoring Officer (CMO) with a Traffic Safety Reports at the following frequencies:

- 12 months
- 24 months

The reports must:

- Review operation of the billboards in relation to traffic safety.
- Include data on reported crashes and any other issues specifically identified as being related to the digital billboards. These must be compared to the figures for the similarly preceding period to conversion of the billboards from static to digital. Any assessment of comparative data must be limited to material number changes in incidents.

- Be undertaken by an independent Traffic Engineer/CPEng that is experienced in preparation of traffic safety reports.

The costs of the Traffic Safety Reports and implementation of any mitigation measures must be met by the consent holder.

If the Traffic Safety Reports find that further mitigation measures are considered necessary, then these must be implemented to the satisfaction of the CMO.

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T/L Transport Consents