

## 7. EFFECTS OF ROADSIDE ADVERTISING ON ROAD SAFETY

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Corporate Plan Output: Resource Management	

The purpose of this report is to advise the Committee on research that has been undertaken on the effects of roadside advertising on road safety. This issue has been raised at a number of resource consent hearings in relation to Billboard applications. The research confirms that there is no identified causal effect, however, a cautionary approach in accordance with the assessment matters contained in the proposed City Plan is still considered appropriate.

Copies of this report have been circulated to Committee members with the agenda, and Ray Edwards will be available at the meeting to answer any questions.

**Recommendation:** That the information be received.

**Chairman's Recommendation:** Not seen by Chairman.