

Digital Billboard Guidance Review Note:

Waka Kotahi received feedback from industry on the Digital Billboard Guidance previously appended to the Traffic Control Devices Manual. We have decided to withdraw this guide to enable further consultation to take place. So that Waka Kotahi can complete this process in good faith, we request that the guide is not relied upon as representing the Waka Kotahi position. There may be changes to the guide as a result of this consultation.

Waka Kotahi will continue to oppose applications where we consider there is a safety risk. Each of these applications will be considered on a case-by-case basis. Waka Kotahi will set out our concerns for the specific billboard in the opposition.

The types of factors Waka Kotahi will look at when deciding whether to oppose an application will include:

- Is it a high-speed environment?
- Are there other distractions in the immediate area (such as other billboards)?
- What is the dwell time at the location?
- Does the roading infrastructure require attention from the driver (ie near intersections or pedestrian crossings)?
- Does the road have appropriate safety infrastructure?
- Are there unprotected users (pedestrians or cyclists) on or adjacent to the road?

Where we oppose an application, we will include our reasons in our notice of opposition.

We will post a terms of reference for the review on our website when this is developed.