H7 14-10-2026.

Statement

1 My full name is Michael Andrew Smith.

2 I hold the position of Senior Principal Transportation Engineer and Australasia Road Safety Practice Lead, at Stantec, who I have been with since 1996. Prior to my current role, I held the position of Senior Road Safety Engineer at MWH Global for 12 years from 1984 to 1996.

3 I have over 35 years' experience in road safety, traffic control, health and safety, safety inspections, safety audits, crash reduction studies, traffic engineering, maintenance contract and construction projects. I am an international expert in Road Safety. I am an ICA CPTED Practitioner.

4 I note that there are three main points of contention

5 Rule SIGN-R3.1a: **Dwell Time**. Mr Harries contests a value of 8 second minimum, whereas my position is 10 seconds as a requirement. The adoption of 10 seconds does not exclude a site specific application for a lesser value provided that the assessment considers the safe and effective operation of the transport network. I do also note that the value of 10 seconds was bound to the 30% variance matter in AS/NZS 4282: 2019. I further note that the Outdoor Media Association of Australia also supports a minimum dwell time of 10 seconds, and acknowledged that various states within Australia have local specific dwell time regulations ranging from 10 seconds minimum to 35 seconds for road speed less than 80 km/h

6 Rule SIGN-S8.6: **Letter Height Requirements**

7 In my evidence I demonstrated examples of digital sign content, analysing word count, primary text word count, Secondary text word count and character count.

8 The Traffic Control Devices Manual, Part 3, Advertising signs provides details of font size for the posted speed limit. Table 6.2 states the minimum letter size for the main message and the secondary message. This document is a primary document in New Zealand.

9 Rule SIGN-R3.1 a) ix **Exclusion of signs that are visible from, or within 100m of an on-ramp or off-ramp**

10 On and Off Ramps are complex, and typically consider provisions for vulnerable users interfacing, or crossing the side road legs, or the main trafficable lanes, as provisioned at Fergusson Drive as an example.

11 I have presented that any form of distraction at complex locations will have a detrimental effect on vulnerable users.

12 Rule SIGNS-R3.1 a) x **- Visibility of Signs from State Highway**

13 The proposed rule (R3.1 a) x) establishes a threshold for the purpose of the application, that is consistent with the requirements for NZTA's Planning Policy Manual.

14 I am aware that a digital billboard requires an application for a Resource Consent. I am further aware that under the requirements for a resource consent, and applicant must undertake an assessment of the effects of the digital billboard on user safety, amongst other requirements. I defer to Councils Planners to outline the exact mechanisms and requirements for this.

15 Lighting – **30% variance control** –

16 Will refer to Mr Ian Campbell for discussion

If it pleases the Commissioners, I will take my Statement of Evidence as read.