

Submission
No 14

DRIVER AND ROAD USER DISTRACTION

Name: Mr Denis Grant

Date Received: 20/04/2012

Chairman,
Staysafe Committee,
Parliament House,
Macquarie Street,
SYDNEY NSW 2000

Dear Sir,

DRIVER DISTRACTION FROM ROADSIDE ADVERTISING

An area of road safety concern is driver distraction resulting from the numerous advertising signs on bus shelters on many roads in the Mosman, North Sydney and other local government areas.

The signs are of a size and type that appear to be specifically designed to divert driver attention to them, and ultimately, away from the road. In many instances the signs are lit at night and are often located in areas of relatively low street illumination. This increases the risk of driver distraction and ultimately road safety. Some of the signs are made more attention grabbing by utilizing a motorized system to display two different advertisements on a short rotation period.

It is understood that local Councils have approved the signs on the basis of supply and maintenance of the bus shelters. However, the advantages to the local community from this tradeoff are, arguably, lost by issues including the increased risk of driver distraction and ultimately road safety as spending on modest, effective, bus shelters (without attention diverting signage) is the type of Council expenditure that is justified and one of the reasons we all pay rates on our properties.

I would like to see the Staysafe Committee consider the issue of driver distraction caused by the signs and develop rules for signage of this type with a view to banning their use along our roadsides.

Yours faithfully,

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Denis Grant



