

# New sign obscures vision

The new roundabout at the Airport is finished... or is it?

Jack Treffner — aka the Drive Doctor — is amazed the designers have intentionally placed a sign so motorists approaching the roundabout on Airport Road can not see any traffic coming from the right.

Dr Treffner has more than 30 years experience in scientific research and the psychology of human perception, motor control and driving.

In his business he provides scientifically-proven techniques on the best way to drive more smoothly, more attentively and with more stability, which he feels results in improved enjoyment and safety.

Part of his teaching is around



the importance of attentiveness and good decision making while behind the wheel.

So when he sees what he describes as 'a stupidly placed sign' it makes him angry.

"The sign is exactly at eye-level height such that it completely blocks a driver's field of view of any oncoming traffic from the right," says Dr Treffner.

"On approach to the Give Way sign, when one must check and anticipate, one can see nothing — just a sign.

"The designers must have realised this ... surely?"

Dr Treffner says if not it is negligence and he believes it needs to be removed immediately and repositioned at a greater height, like others at the new roundabout, before a tragedy due to bad visibility occurs.

"This is not rocket science — it is simply brain science."

Dr Treffner says according to the New Zealand AA, the main cause of crashes is lack of awareness and inattention.

"Roundabout signage at eye-level disrespects how crucial good visibility is."



## Freepost for community

Applications are open all this month for the 2016 round of Community Post, when New Zealand Post donates postal services to not-for-profit groups.

Community Post is available to national and regional organisations for special projects that fall into three broad categories: health and wellbeing, culture and heritage, and developing business partnerships.

Last year NZPost supported 1700 groups through Community Post.

"It is our way of supporting community groups, big and small, and the good work they do throughout New Zealand," says Tina Morgan, NZPost head of brand, marcomms and sponsorship.

NZPost has one million postage included envelopes to donate to groups undertaking special projects in their communities.

"For the first time, groups will also be

**BEFORE**



**AFTER  
(lowered)**

