

[REDACTED]

From: Reuben Ingall [REDACTED]
Sent: Thursday, 15 June 2017 10:41 AM
To: Committees
Subject: Inquiry into Billboards submission

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TO The Committee Secretary, Standing Committee on Planning and Urban Renewal
RE Inquiry into Billboards

FROM Reuben Ingall
[REDACTED]

Billboards are ugly, and distract commuters. A ban on billboard advertising is in keeping with Canberra's unique character and great legacy of planning.

The ACT government has failed to enforce the regulations, or the terms of the existing regulations themselves are too weak. Currently there are multi-storey advertisements on the side of the Canberra Centre, even some for products unrelated to the stores within. The community is not interested in whether it is legal on a technicality or not, *we see a billboard*, and we don't like it.


In recent years, billboard advertising has effectively been introduced by stealth, with 'full-wrap' advertising on ACTION buses. This can obscure the view for passengers causing them to miss their stop - tourists and the vision-impaired are affected the most. The revenue raised from this advertising is a drop in the ocean of ACTION's budget, and so cannot be justified on economic grounds. I am strongly against advertising being included on the light rail for the same reasons.

It must be a joke to suggest billboards might "enliven urban areas". An increase in the number of billboards would have a large negative aesthetic impact (plus flow-on mental health effects), which far outweighs any small economic gain.

Keeping Canberra beautiful is more than just an economic question. I hope to see the committee take a principled stand on this issue.

Sincerely,

Reuben Ingall

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