

From: Jeannette Jordt
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To:
Subject: Submission to Inquiry into Billboards

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I wish to argue against any changes to laws governing billboard advertising in the ACT. In referring to "billboards", I include large electronic advertising signage and any other new technology which might be used for advertising purposes. I believe billboards interfere with the enjoyment of our natural environment and are a dangerous distraction to drivers.

Billboards are obtrusive and most certainly do NOT "enliven" urban areas; people and human activity will do this. To enliven an area, planners should focus on creating attractive and stylish public spaces for people to enjoy. We should be developing our city by building on our strengths, including our beautiful, natural environment and sense of spaciousness. Billboards will detract from this strength of our city, to the detriment of our future development.

I do not think we should be forced to view advertising in our daily lives. When interested in purchasing services or goods, we can, by choice, tap into advertising in a variety of media and online. In most areas of our lives, we can also opt out of viewing advertising when we choose to. Billboards remove that choice from us because they are specifically designed to intrude into our view and attract our attention.

Drivers have enough to attend to without having large, distracting advertisements prominently placed to attract their attention. Billboards and electronic signs should not be permitted to compete for drivers' attention on the roads.

I urge the committee not to change these laws.

- Allow residents & visitors to our city to continue to enjoy the peace and beauty of our environment, free from the blight of billboards.
- Leave drivers to focus their attention on legitimate road signage, on the traffic and on their driving, without the unnecessary distraction of billboards.

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