

From: Graham Rayner
Sent: Tuesday, 20 June 2017 3:54 PM
To: Committees
Cc:
Subject: Standing Committee on Planning and Urban Renewal



Follow Up Flag: Follow up
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Re: Current inquiry into billboards for outdoor advertising.

I strongly urge the committee NOT to relax the current restrictions on billboard advertising.

One of Canberra's outstanding attributes is the lack of visual pollution around its residential areas, community centres and all access roads. This is because of two features (or lack of them) – little or no overhead power and communication lines and no billboard signage. As other towns and cities in Australia move towards limiting their overhead electrical cabling, Canberra is **UNIQUE** in its lack of billboard signage, and we should treasure this fact, not destroy it. Once lost it will never be regained. Visitors to Canberra comment on the beauty of the whole city, not just of the usual tourist attractions, and until told, they are usually unaware of why they are attracted. Once being made aware of the lack of overhead cabling and billboards the usual response is "of course! Yes!".

I cannot see what benefit there would be in reducing restrictions. There is little evidence to suggest such advertising actually increases revenue for the companies advertising, and the income for the owners of the properties upon which the billboards are mounted is small, so relaxing our billboard restrictions will have marginal benefit on the economy of the Territory whilst destroying the visual cleanliness of the state.

Please do not relax the restrictions.

Thank you

Graham Rayner

PS – My wife and I only found out about this public submission invitation via RiotACT yesterday. If it was advertised in the Times (which we read daily – hardcopy), local radio (we only listen to 2CCC) or via social media, we missed it. The fact that there have been so few public submissions, many, like ours, being submitted on the very last day, speaks volumes about the ACT Government's awareness campaign – or lack of it. Please extend the timeframe. There is absolutely NO reason not to. The wish to table the outcome of the enquiry in a couple of months is purely arbitrary. There is no urgency at all.

Also, we have had no time to find out (a) what the current regulations are on this subject, and (b) what is being suggested/proposed to the Standing Committee for change. Furthermore, the Committee's Inquiry web page ought to have provided these documents/webpages as information to inform those who might make a submission.

	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
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Current rules and practices concerning billboard advertising, including:

- a. the rationale for existing regulations in the ACT;
 - b. the terms of the existing regulations in the ACT;
 - c. the effectiveness of the existing regulations and enforcement measures in the ACT;
 - d. a comparative analysis of billboard regulation in other jurisdictions; and
 - e. the definition of 'billboard' when compared with definitions for other signage;
2. Community views on placement and construction of billboards;
3. Merits and challenges of establishing designated areas for billboard advertising, including:

- a. impact on business and community organisations;
- b. use of new billboard technology; and
- c. potential to enliven urban areas;

4. Ways in which elements of billboard advertising could be regulated in the ACT to limit environmental or aesthetic impact, including number, size, location, advertising periods and content; and

5. Any other relevant matter.