


Billboards Enquiry
Submission

To:
The Committee Secretary
Standing Committee on Planning and Urban Renewal
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	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
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Where has the pressure to change the rules come from? What is the reason behind this review? If the intent was to rein in advertising in the public space I would look forward to the committee's recommendations.

It appears that the regulations pertaining to the use of billboards have not been enforced for some years. Consequently, certain commercial areas have experienced problems with the placement of billboards in public spaces to the detriment of pedestrians and road users. Action buses and public bus stops have become apparent sources of advertising revenue. Large, backlit signs, which can be distracting for drivers, have begun to occupy prominent positions on major thoroughfares around the city. These changes have occurred in an era when more and more advertising is online and targeted.

Noting various media articles in recent months, I assume the intent of those who have initiated this review is, in fact, to broaden the use of billboard advertising throughout the city. However, this city is the National Capital, a "city like no other". And, one of the many defining characteristics of the National Capital is the tight restriction on all forms of advertising in the public space. That central area of our city which is administered by the National Capital Authority (NCA) continues to be sensitively regulated. If billboards were to proliferate beyond the NCA area another unfortunate wedge would be driven between the National Area and the remainder of the city. **The National Capital's point of difference is to be valued and fought for. It transcends terms of local government!**

I would appreciate being kept informed of the ongoing deliberations of the Committee of Inquiry.

AnneForrest
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