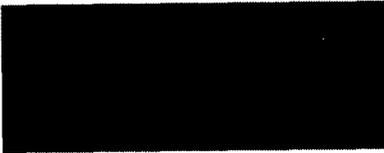


**Submission to the Inquiry into Billboards Standing Committee
on Planning and Urban Renewal Submission from:**

Derek Lark



	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
SUBMISSION NUMBER	31
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Summary of submission

- The attraction of Canberra and it's key differentiator to other cities has and should always be it's open and green spaces and general lack of advertising in public areas. This must be maintained.
- Encroachments of advertising into public space has been occurring despite regulation. This needs to be reversed.
- The public space is for the public, contracting it out to private interests is to be condemned.
- There is more than enough methods for communicating with the public without resorting to billboards and the like.
- Streetscapes need to be preserved as places that are pleasant and calming.

Terms of Reference:

1. Current Rules and Practices

The current rules and practices have served Canberra well. There is no "burning platform" that calls for the rules and practices to be changed.

Those living and those visiting Canberra have numerous mechanisms to be informed. The emergence of digital channels has instantiated a new and ready form of communications for both individuals and organisations. Billboards will in no way enhance the local environment nor better inform the public.

Canberra is known for its beauty, it's open spaces and the green environment. This is what sets Canberra apart from other major cities, what draws tourists and what draws new permanent residents. The addition of billboards will immediately detract from these positives.

Clean, green and visually pleasant surroundings can only serve as good for the community, their mindset and mood. Billboards must detract from this and can



only ultimately cause harm and detract from contentment. Canberra does not want to move towards an appearance such as Las Vegas or the Gold Coast.

There has been an emergence of fixed advertising despite the current regulations. For example on public transport and it's associated infrastructure such as on bus shelters. Whilst advertising on moving vehicles is less than ideal it is much more preferable to fixed signage. Fixed signage should be removed to meet the current regulations.

Billboards also effectively privatise public space. The public effectively own this space; there is no rationale, other than purely commercial outcomes, for the public to rent out 'their' space.

A number of jurisdictions in overseas countries have been reversing their previous approach billboards and similar style advertising. These include a number of states within the United States of America, Paris, Grenoble and Chennai.

2. Placement and construction of billboards

For the reasons stated above I am totally opposed to the placement and construction of any billboards.

3. Merits and challenges

3 (c): potential to enliven urban areas;

The notion that billboard advertising could enliven urban areas is laughable.

Billboards would do nothing to enliven an area but would indeed cheapen the appearance and significantly reduce the calming, natural, green sensory impact that Canberra currently enjoys.

Should you require any additional information on this submission please do not hesitate to contact me.

Yours sincerely



Derek Lark