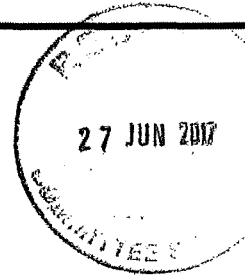


**From:** [REDACTED]  
**Sent:** Tuesday, 27 June 2017 11:39 AM  
**To:** Committees  
**Subject:** Billboards



Dear committee

I think I heard on the radio that submissions about the ACT policy about billboard advertising were being accepted up until today.

As a Canberra resident of 43 years, my submission is: don't change anything, unless you make the ban stronger and allow resources to increase enforcement. There are also too many 'grey areas', particularly regarding the size of 'shop signs' on leased premises, for example the First Choice Liquor store in 'The G' shopping centre in Gungahlin. It is extremely large (in fact larger than roadside billboard sized) and is the first thing you notice when approaching the Gungahlin town centre along Flemington Road. It is bigger than the town clock! Although the businesses which erect this type of sign will protest that they are simply shop identification, they are advertising billboards in all but name. The impression created by this particular one is that liquor is the biggest thing in Gungahlin, and it is offensive. This is but one example - these signs, whilst technically not advertising, need to be restricted to a much smaller size.


Additionally, signs advertising new apartment buildings during the construction phase should be limited in size and prompt removal upon full sale of the building or completion of construction, whichever comes first, should be strictly enforced. The companies concerned get away with far too much in relation to these signs.

The absence of billboards adds significantly to the pleasant aesthetics of Canberra. There is enough pressure to consumerism already. Small signs notifying us of community events are helpful and should be just large enough to read whilst driving past without being too distracting for drivers.

Please do not visually litter our lovely city.

Kind Regards  
Linda Steadman



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