

From: Helen Braund
Sent: Tuesday, 20 June 2017 1:25 PM
To:
Subject: inquiry into billboards


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Dear Annemieke and whoever else this concerns,

introducing billboards would be a terrible idea. Canberra's aesthetic would be negatively impacted which not only makes Canberra a less appealing place to live in, it also makes it a less appealing place to visit, lets face it a huge part of canberra's appeal is it's natural beauty and once you start slapping ads all over the place you dial that right down, not good for tourism. Advertising space is also just encouraging a much more homogenised and generic experience of the city in terms of sending people and their money to the big chains that can afford to buy up this advertising space. This will adversely affect the small businesses, who give canberra more points of interest and unique urban experiences, which enrich day to day lives of locals, and again make canberra a more appealing place to visit. encouraging the entire place to turn into a chain store mall, is not in terms of playing the long game, a smart economic move. I sincerely hope this idea is rejected and instead of merely grabbing money in the short term we actually consider it's long term implications.

sincerely,
Helen Braund

	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
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