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**From:** Committees  
**Sent:** Monday, 19 June 2017 10:31 AM  
**To:** [REDACTED]  
**Subject:** FW: Inquiry into billboards - submission [SEC=UNCLASSIFIED]

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**From:** Jacqui M [REDACTED]  
**Sent:** Friday, 16 June 2017 4:55 PM  
**To:** Committees; [REDACTED]  
**Subject:** Inquiry into billboards - submission



Standing Committee on Planning and Urban Renewal  
ACT Legislative Assembly

Dear Members of the Assembly


I am writing this brief submission to state my support for the current policy on billboards in the ACT.

Local business and industry can advertise through many other media, and through forms of signage apart from billboards. Billboards are not necessary to make the city navigable or to clearly identify the location of major facilities.

It is always a relief to come home to Canberra from other capital cities because of the much lower level of visual 'noise'. Our natural environment is subtle but stunning, and as 'the bush capital', it sets us apart. Our built environment is also distinctive. Given that the purpose of billboards is to attract the attention of passing traffic, generally fast-moving motorists, it is difficult to imagine how design regulation would work effectively to make them lower in aesthetic impact while still being effective.

Thank you for the opportunity to contribute my views.

Yours sincerely,  
Jacqui Malins

	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
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