


Standing Committee on Planning and Urban Renewal

Inquiry into Billboards

Author:
Christopher Smith



	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
SUBMISSION NUMBER	101
DATE AUTH'D FOR PUBLICATION	27/6/17

I am strongly opposed to allowing billboards into our city. Canberra is the epitome of having great things that are so easy to take for granted. It's something you don't notice until you travel to Sydney or other big cities. You really appreciate how much of a difference it makes to the natural beauty of the city.

Keep this place as it is, billboards are an eyesore and an unavoidable and invasive form of advertising. They won't be used by local business as the signs go to the biggest bidder. There's little value in billboards too, with so little time no information is offered apart from large corporations shouting their names at us. QANTAS! COCA COLA! What's the point? Do I need to see another giant rolex watch as I drive or another supermodel selling who knows what? I don't think so.

I'd like to bring your attention to Ian Mcauley's website (<http://www.ianmcauley.com/cras/cras.html>) where he states,

You thought this was public space, but we're taking it over. You come to this street, park or mall not as a citizen enjoying what you own collectively -- your public space -- but as a customer, a potential source of profit. We're taking over this space.

and,

Outdoor advertising is about enclosing public space -- trying to shape your life so that you come to live as a consumer in a market, rather than as a citizen in society.

Please keep my home a home, billboards have no place here.