



## HAVE YOUR SAY - TELSTRA BILLBOARDS

### **AILA Victoria Advocacy**

Telstra plans to roll out around 80 new payphone-billboard structures in the CBD.

The City of Melbourne is currently seeking community feedback until 18 September. The Victorian Chapter of the Australian Institute of Landscape Architects (AILA) supports the City of Melbourne in its pursuit of halting the roll-out of Telstra billboards.

AILA applauds Council's sustained investment in street design over many decades to improve the quality and activation of the CBD. Improvements include widening footpaths, laying bluestone pavement and installing well-designed public furniture. The new Telstra pay phone/billboards undo these efforts by creating physical and visual clutter, damaging pavements and imposing advertising within the public realm.

AILA firmly believes there is no public benefit from increasing the number of pay phones given the saturation of mobile use in Australia. The installation of two new pay phones/billboard structures at the corner of Elizabeth and Bourke Streets is particularly egregious, taking up much needed space where pedestrians congregate in high numbers and creating an unavoidable visual distraction next to a busy tram stop and roadway.

We would welcome a review of Federal legislation governing the installation of 'low-impact facility' telecommunication infrastructure in support of protecting the public realm from further undue incursions.

We encourage members to have your say until Monday 18 September by clicking [here](#).

AILA Victoria will advise members of our full response next week and of course any progress that is made.

Adrian Gray

AILA Victorian Chapter President