

MAR 3 1999

Reference: 70145

s.22

Dear s.22

Re: Billboards Adjacent to Controlled Access Highways

I am writing in response to your letter received January 25, 1999, regarding billboards along controlled access highways.

The *Motor Vehicle Act* contains a reference to signing in Section 214. As opinions on signing within the stated 300 metres of a highway are extremely varied, a uniform provincial approach does not seem achievable. My Ministry has therefore concentrated on sign removal only within the right-of-way along numbered Provincial routes. Ministry staff advise that the signs in question are outside of the highway right-of-way and on private property.


Section 908 of the *Municipal Act* provides the mechanism for a municipality or regional district to make appropriate by-laws suitable to the local needs. I am confident that local governments will be in a better position to determine sign control for their own areas of the Province.

Thank you for taking the time to write.

Sincerely,

**ELECTRONIC
SIGNATURE**

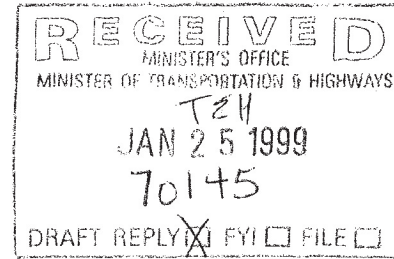
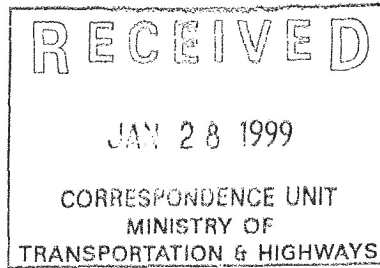
Harry S. Lali
Minister

bcc:  District Highways Manager, Central Island, Nanaimo ✓
Neville Hope, Regional Director, Vancouver Island, Nanaimo ✓

Prepared by: Peter Wightman, DHM, Central Island District, (250) 390-6249
Approved by: Neville Hope, Regional Director, Vancouver Island

Minister of Highways
Parliament Buildings
Victoria, B. C.

s.22



Dear Sir;

It is my understanding that it is illegal to erect billboards along controlled access highways. If this is so, I would like to know why this policy is not being enforced along Highway 4 between Qualicum and Port Alberni.

This highway is used by over a million tourists every summer and these signs provide a very poor introduction to Beautiful British Columbia.

Yours truly

s.22

JUN 17 1999

Reference: 71277

Jim McManus, Director of Planning
Alberni-Clayoquot Regional District
3008 Fifth Avenue
Port Alberni BC V9Y 2E3

Dear Jim McManus:

Re: Billboards Adjacent to Highways 4 and 4A

I am writing in response to your letter of March 31, 1999, regarding billboards adjacent to Highway 4 and 4A near the City of Port Alberni. Please accept my apologies for the lateness of my reply.

My Ministry recognizes the need for regulation of signs on private property adjacent to highway rights-of-way. However, this is a very difficult issue as opinions on what is acceptable vary widely from one area of the province to another. I have convened a public/private Stakeholder Advisory Committee to identify options that may help the government achieve the required balance between business needs and aesthetics. The Advisory Committee will take local needs and interests into account.

As chair of the Stakeholder Advisory Committee, my Parliamentary Secretary, Ed Conroy, has received letters from other Regional Districts with concerns similar to yours regarding the management of private signs near provincial highways. As a result, MLA Conroy and my Associate Deputy Minister, Claire Dansereau, will be meeting with a number of Regional Districts to discuss potential changes to the Service and Attraction sign program. I have now asked that they meet with you as well.

If you require further information Peter Wightman, District Highways Manager, would be pleased to assist you. He can be reached at (250) 390 6100, or at 3rd Floor, 6475 Metral Drive, Nanaimo, British Columbia, V9T 2L9.

.../2

Jim McManus
Page 2

Thank you for taking the time to write.

Sincerely,

JUN 17 1999

SIGNED BY

Harry S. Lali
Minister

Copy to: Ed Conroy
MLA, Rossland-Trail - copy of incoming attached.

Claire Dansereau
Associate Deputy Minister - copy of incoming attached.

bcc: District Highways Manager, Central Island, Nanaimo ✓/L
Neville Hope, Regional Director, Vancouver Island, Nanaimo ✓/L

Prepared by: Peter Wightman, District Highways Manager, 390-6290

Approved by: N. Hope, Regional Director



ALBERNI-CLAYOQUOT
REGIONAL DISTRICT

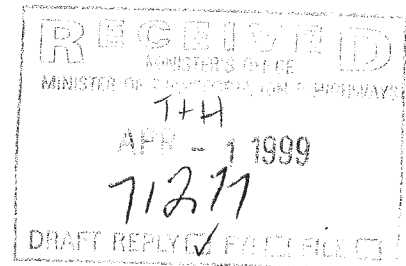
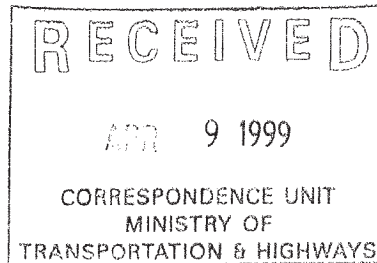
R6
Signs

3008 Fifth Avenue, Port Alberni, B.C. CANADA V9Y 2E3

Telephone (250) 720-2700 FAX: (250) 723-1327

March 31st, 1999

The Honourable Harry S. Lali,
Minister of Transportation & Highways,
Parliament Buildings,
Victoria, BC
V8V 1X4



Dear Minister Lali,

RE : Erection of Billboards Adjacent to Intersection of Highways 4 & 4A

It has come to our attention that eight billboards are in the process of being erected on vacant private property, adjacent to the intersection of two controlled access highways (4 and 4A) on the east side of the City of Port Alberni. A second property owner in the vicinity is also in the process of erecting at least one billboard. This trend is a concern, both from the point of view of aesthetics and also from a safety perspective, as there are already a significant number of directional signs in proximity to this major highway intersection.

This issue was discussed at the March 24th meeting of the Regional District's Planning Committee. It is the Regional District's understanding that control of signage within 300 metres of provincial highways is the responsibility of the Ministry of Transportation & Highways. The Planning Committee have therefore asked that this situation be brought to your attention with a request for clarification on your ministry's enforcement policy and appropriate action.

Thank-you for your assistance.

Yours truly,

Jim McManus,
Director of Planning

JUN 24 1999

Reference: 72914

Terence G. Ison, LL.D
Barrister and Solicitor
2265 North End Road
Salt Spring Island BC V8K 1A7

Dear Terence Ison:

Re: Billboards Adjacent to the Pat Bay Highway

My colleague, Honourable Ian Waddell, has forwarded me your letter of April 14, 1999, in which you express concerns regarding the visual impact of the billboards along Highway 17.

The support structures for the signs are located on Indian Reserve land administered by the federal government. As such, they are beyond the jurisdiction of my Ministry. However, I will forward your letter and Honourable Ian Waddell's response to Indian and Northern Affairs Canada for their information and consideration.

If you wish to pursue this matter further please contact Peter Humphrys, Land Management and Leasing Officer, Area West, Lands and Trust Services, Indian and Northern Affairs Canada. He can be reached at 340-1550 Alberni Street, Vancouver, British Columbia, V6G 3C5, or by telephone at (604) 666-3931.

.../2

Terence Ison

Page 2

Thank you for taking the time to write.


Sincerely,

JUN 25 1999

SIGNED BY
Harry S. Lali
Minister

Copy to: Honourable Ian Waddell
Minister of Small Business, Tourism and Culture
MLA, Vancouver-Fraserview - copy of incoming attached.

Peter Humphrys, Land Management and Leasing Officer
Area West, Lands and Trust Services
Indian and Northern Affairs Canada
340-1550 Alberni Street
Vancouver BC V6G 3C5- copy of incoming attached.

bcc:  Neville Hope, Regional Director, Vancouver Island, Nanaimo ✓
District Highways Manager, South Island, Saanich ✓

Prepared by: Dan Saari, Area Manager, 952-4478
Approved by: N. Hope, Regional Director



Ref: 15624

JUN. -2. 1999

Terence G. Ison, LLD
Barrister & Solicitor
2265 North End Road
Salt Spring Island, British Columbia
V8K 1A7

Dear Mr. Ison:

Thank you for your letter regarding the visual impact of billboards located along the Pat Bay Highway on Vancouver Island

Not Responsive

Not Responsive

As you indicated in your letter, you are aware these issues are not within my jurisdiction as Minister of Small Business, Tourism and Culture.

The issues you raised regarding the proliferation of billboards along the Pat Bay Highway rest with the Ministry of Transportation and Highways, providing the billboards are situated on provincial land. If, however, they were situated on federal land or on Indian Reserve land, this matter would fall within the jurisdiction of the federal government.

Not Responsive



Not Responsive

To that end. Ministry staff will speak with the Ministry of Transportation and Highways
Not Responsive to address concerns such as yours.

Again, thank you for your letter. I appreciate the time you have taken to forward your concerns.

Sincerely,

Original
Signed By

Ian G. Waddell
Minister

pc: ✓ The Honourable Harry Lali
Minister of Transportation and Highways

Not Responsive

Terence G. Ison, LL.D

Barrister & Solicitor

2265 North End Road, Salt Spring Island, British Columbia, Canada, V8K 1A7
Phone and fax (250) 537-1988 E-mail: tison@saltspring.com

The Hon. Ian Waddell, M.L.A.,
Legislative Building,
Victoria,
B.C., V8V 1X4.

MINISTER OF SMALL BUSINESS, TOURISM AND CULTURE	
RECEIVED	
APR 16 1999	
TACP	
FILE <input type="checkbox"/>	DRAFT REPLY <input checked="" type="checkbox"/> FNA <input type="checkbox"/> FYI <input type="checkbox"/> REPLY DIRECT <input type="checkbox"/>
BRIEFING <input type="checkbox"/> NO #	

14th April, 1999

Dear Ian,

Re. Discouragements to Tourism

We are familiar with the problem of one government department or agency tending to frustrate the objectives of another. I thought it might be helpful to mention two actions, or inactions, of other departments that tend to discourage tourism.

One is the unsightly array of billboards that is proliferating along the Pat Bay highway. Apart from being offensive to residents, it is a gauntlet through which tourists have to run on their way from Swartz Bay, the airport, or the Anacortes ferry to Victoria. Even in the U.S., this type of visual pollution was prohibited in many areas decades ago. The attraction of Victoria (compared with other cities) is its elegance. But this gauntlet of billboards is equivalent to an announcement that "You are now entering the tackiest area in North America". Of course I appreciate that the solution lies outside your portfolio, but I am hopeful that you might be able to persuade whoever can provide the remedy.

Not Responsive

I hope that it might be possible for you to give someone a nudge on these points.

Sincere regards,

Terry

T. G. Ison.

OCT 29 1999

Reference: 74477

Gary Swann, Chair
Alberni-Clayoquot Regional District
3008 Fifth Avenue
Port Alberni BC V9Y 2E3

Dear Gary Swann:

Re: Signs on Highway 4

I am writing in response to your letter of July 12, 1999, regarding signs along Highway 4. Please accept my apologies for the lateness of my reply.

My Ministry recognizes the need for regulation of signs on private property adjacent to highway rights-of-way. This is a very difficult issue as opinions on what is acceptable vary widely from one area of the province to another. I have therefore convened a public/private Stakeholder Advisory Committee to identify options that to help the government achieve the required balance between business needs and aesthetics. The Advisory Committee will take local needs and interests into account.

As chair of the Stakeholder Advisory Committee my Parliamentary Secretary, Ed Conroy, has received letters from other Regional Districts with concerns similar to yours regarding the management of private signs near provincial highways. As a result, MLA Conroy and my Deputy Minister, Claire Dansereau, have been meeting with several Regional Districts to discuss potential changes to the Service and Attraction sign program. In fact, Claire Dansereau will be meeting with Jim McManus on Friday, September 17, 1999, in Victoria to discuss the program.

.../2

Gary Swann
Page 2

If you require further information Peter Wightman, District Highways Manager, would be pleased to assist you. He can be reached at (250) 390-6100, or at 3rd Floor, 6475 Metral Drive, Nanaimo, British Columbia, V9T 2L9.

Thank you for taking the time to write and express your concerns.


Sincerely,

OCT 29 1999

SIGNED BY
Harry S. Lali
Minister

Copy to: Ed Conroy
MLA, Rossland-Trail - copy of incoming attached.

Claire Dansereau
Deputy Minister - copy of incoming attached.

bcc:  District Highways Manager, Central Island, Nanaimo ✓
Neville Hope, Regional Director, Vancouver Island, Nanaimo ✓

Prepared by: Pat Trippell, A/District Highways Manager 250-390-6100
Approved by: M. Koyle, A/Regional Director



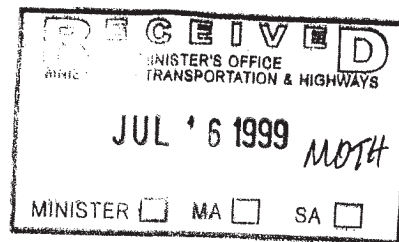
ALBERNI-CLAYOQUOT
REGIONAL DISTRICT

3008 Fifth Avenue, Port Alberni, B.C. CANADA V9Y 2E3

Telephone (250) 720-2700 FAX: (250) 723-1327

July 12, 1999

The Honourable Harry S. Lali, MLA
Minister of Transportation and Highways
Parliament Buildings
Victoria, B.C.
V8V 1X4



Re: Unauthorised Signage/Billboards on Highway 4

Dear Minister Lali,

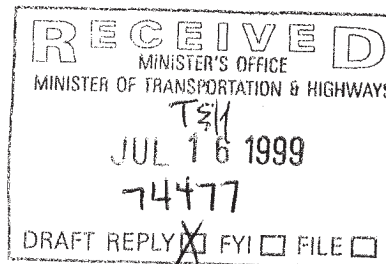
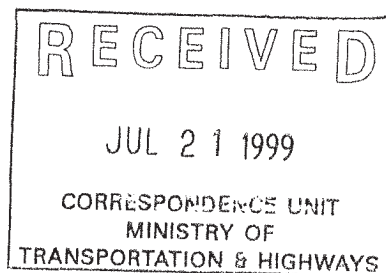
It has come to the attention of the Regional District that a significant number of billboards have been erected along Highway 4 where the Highway enters the Alberni Valley seemingly without the authority of the Ministry of Transportation and Highways.

We are concerned with the number, size and impact of these unauthorised signs. Of particular concern is the section of Highway 4 as you enter the Alberni Valley at the junction of Highway 4 and 4A. In addition to several directional and tourist information signs, there are now several billboards which, collectively, are creating a hazard to driving as well as a visual "blight". We are concerned with billboards in general and specifically these billboards as this is a controlled access highway.

We are requesting your Ministry's assistance in dealing with this issue as we understand your Ministry has jurisdiction over the permitation and removal of signs along highways.

Yours truly,

Gary Swann,
Chairperson



Reference: 77548

s.22

Dear s.22

Re: Pat Bay Highway and West Saanich Road Signs

Linda Michaluk, Mayor of the District of North Saanich, has forwarded me your recent letter in which you express concern regarding the quantity and types of signs along the Pat Bay Highway and West Saanich Road.

My Ministry recognizes the need small businesses have for highway exposure, as well the need to address safety concerns and avoid unsightliness caused by the excessive proliferation of signs. The interests of the travelling public, tourists seeking a view of beautiful British Columbia, and small businesses seeking clients must all be balanced. This is a difficult and sensitive issue with a wide variation across the province as to what is considered attractive and acceptable.

I have convened the Service and Attractions Sign Program (SASP) Stakeholder Advisory Committee to assist government in identifying options to achieve the required balance between safety, business needs and aesthetics. This committee has a mandate to take local needs and interests into account. Please be assured that public input is important to this process and as such, I have forwarded your concerns to the committee.

The recommendations being developed by the committee consider more suitable locations and standards for private business signs in order to address the number and size of signs, safety and aesthetic concerns. Once these recommendations are approved and become policy, an enforcement mechanism will be established, and illegal signs on or adjacent to the highway rights-of-way will be removed.

.../2

s.22


Page 2

Thank you for taking the time to write.

Sincerely,

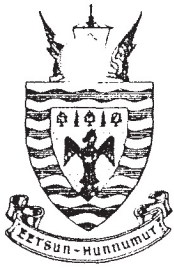
FEB 15 2000
ELECTRONIC
SIGNATURE
Harry S. Lali
Minister

Copy to: Linda Michaluk, Mayor
District of North Saanich – copy of incoming attached
1620 Mills Road
North Saanich BC V8L 5S9

bcc:  District Highways Manager, South Island, Saanich ✓
Neville Hope, Regional Director, Vancouver Island, Nanaimo ✓

Original Draft Prepared by: Dan Saari, Area Manager, 952-4478 – Revised Using Standard Correspondence Language

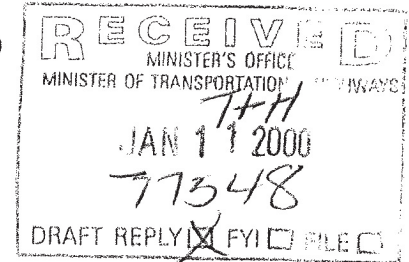
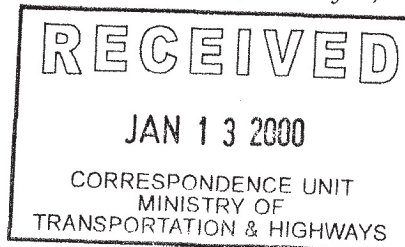
Approved by: Neville Hope, Regional Director



DISTRICT OF NORTH SAANICH

1620 Mills Road, North Saanich, B.C. V8L 5S9
Phone: (250) 656-0781 Fax: (250) 656-3155 e-mail: admin@district.nsaanich.bc.ca

January 7, 2000



s.22

Dear s.22

Thank you for your letter (undated, received January 4, 2000) regarding signage along arterial approaches to Victoria. Although in your letter you refer to West Saanich Road and to the Pat Bay Highway specifically, I take it your concerns pertain to all arterials throughout the Capital Regional District.

As the signage along the Pat Bay Highway falls within the jurisdiction of the Ministry of Transportation and Highways, as does that portion of West Saanich Road from McTavish Road south, I have taken the liberty of forwarding your letter to that agency for their attention.

I share your concerns about the visual pollution that can result from poorly placed signs. I know you will be pleased to know that the North Saanich Sign Bylaw does in fact address at least one of your concerns, that being multiple signs for a single business at a single site. As well, our Sign Bylaw specifies that only signs of a certain size are permitted. This bylaw, as other similar bylaws in North Saanich, is enforced on written complaint. If there is a particular sign that you question, please provide Mr. T. McColm, Director of Services and Parks, with your comments.

Thank you for taking the time to set out your concerns.

Yours truly,

Linda Michaluk
Mayor

LM/dm

cc: Ministry of Transportation and
Highways, Harry S. Lali

A

Mayor Linda Michaluk
The District of North Saanich
Box 2639, Sidney, V8L 4C1

Dear Mayor Linda Michaluk:

Congratulations on being elected to steward the municipality for the first years of the new millennium. Compared to elected representatives in other B.C. municipalities, you also have the unique responsibility of being a steward of the Provincial Capital region and making sure that all British Columbians have great pride in their capital.

In this context, I would like to request immediate action on our cluttered streetscape due to the proliferation of *stand-alone* and *sandwich board* signs. These *in-your-face* signs are destroying our region's distinct ambiance, the *raison d'être* for our successful tourism industry. If action is not taken, we may soon deserve the moniker of Clutter Capital of Canada. We need a stronger sign by-law and a more vigilant enforcement by all area municipalities.

Area municipalities' laudable efforts, over the years, in enhancing our Provincial Capital region through various beautification projects, are being undermined by this visual pollution. And first impressions are always lasting ones.

The main arterial approaches to our capital are being littered with signs. With first impressions being lasting ones, the steady increase of stand-alone and sandwich-board signs along Pat Bay Highway (specifically the industrial/commercial area to the east) and West Saanich Road in North Saanich are destroying the views. They ensure an unpleasant drive, jarring your vision every few seconds. They are distracting and subconsciously pump up your stress level. Signs on the facades of buildings should be enough. Multiple signs for a single business at a single site should be prohibited.

Please exert strong leadership and take concerted action, as a conscientious steward of our Provincial Capital region, to eliminate this visual pollution in our region. Unless we halt the slow wringing of the neck of the goose that lays the golden egg — tourism — for the region, we will become another unattractive, homogeneous North American community lacking any sense of pride by all British Columbians.

Yours sincerely,

RECEIVED

JAN 04 2000

Reference: 78376

s.22

Dear s.22

Re: Signs on the Patricia Bay Highway

I am writing in response to your letter of February 8, 2000, regarding the quantity of signs along the Patricia Bay Highway.

The Province does have legislation in place to regulate the placement of signs on provincial highway rights-of-way, and within 300 metres of the right-of-way, to provide for driver safety and to protect the scenic landscape. However, First Nations land falls under federal government jurisdiction and, as a result, provincial legislation does not apply to First Nations land. I am forwarding this response and your original correspondence to the federal Minister of Transport, David Collenette.


Thank you for taking the time to bring your concerns to my attention.

Sincerely,

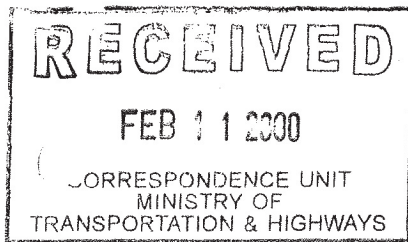
**MAR 16 2000
ELECTRONIC
SIGNATURE**

Harry S. Lali
Minister

Copy to: Honourable David Collenette
Minister of Transport - copy of incoming attached.
House of Commons
Ottawa ON K1A 0N5

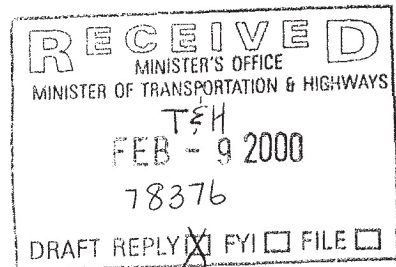
bcc:  District Highways Manager, South Island, Saanich ✓
Neville Hope, Regional Director, Vancouver Island, Nanaimo ✓
Melanie Courchene, Director, Corporate Policy and Planning ✓
Mary Koyl, Director, Aboriginal Relations ✓

Prepared by: Jacqueline Gintaut, Senior Policy Advisor
Approved by: Melanie Courchene, Director



s.22

08 FEB 00



Honourable Harry LALL,
Minister of Transportation and Highways,
940 Blanshard Street,
VICTORIA, B.C.,
V8W 3E6

RE: Billboard Blight - First Nation
Sign Pollution - PAT BAY Hwy

Dear Minister,-

s.22

s.22 I have long been concerned
by the desecration of our beautiful landscapes by signboards
erected on First Nations property, in spite of highway signage
regulations that restrict the erection of commercial signs on
the main highways of BC!.

These regulations have been legislated
for the purpose of "Highway Safety" quite aside from the "sign
pollution" which one encounters where the highway "right-of-
way" passes through "aboriginal land". First time visitors to
VICTORIA must be distracted by the proliferation of commercial
signage - on both sides of Hwy 17 - SOUTH of MOUNT NEWTON X-
Rds - which signage is NOT ONLY distracting to all vehicle
drivers heading to VICTORIA - but a blight on the highway
right-of -way for several kilometers in BOTH directions!

Perhaps our lawmakers in this beautiful
province can tell me why HIGHWAY SIGNAGE REGULATIONS do not
apply equally to ALL property owners; I always understood that
under our Canadian Charter of Rights the laws of this country
applied equally to "aboriginals" and "Non-aboriginals"?

Let's keep our BRITISH COLUMBIA pristine
by starting to restore the landscape along this sign- polluted
stretch of the PAT BAY Highway!!!

Yours for highway safety,

s.22

January 19, 2009

Hira Chopra, Chairperson
Alberni-Clayoquot Regional District
3008 Fifth Avenue
Port Alberni BC V9Y 2E3

Reference: 173844

Dear Hira Chopra:

Re: Advertising in Port Alberni

Thank you for your letter of October 20, 2008, regarding advertising on private property near Port Alberni. Please accept my apologies for the lateness of my reply.

I understand your concerns and agree that visitors to our beautiful province should be afforded a scenic and enjoyable drive through places like Port Alberni. However, as indicated to you at this years UBCM conference, it's important to note that my ministry only requires permits for signs on highway rights-of-way.

The signs near Port Alberni have been installed on privately owned land. Given the fact that they pose no safety risk to the travelling public, my ministry is not in a position to exercise authority over the landowner's decision. That being said, if you have further questions about specific signs along Highway 4 please continue to contact Barbara Thomas, my ministry's District Manager for Vancouver Island. She can be reached by telephone at 250 751-3282 or by e-mail at Barbara.Thomas@gov.bc.ca.

I was interested to learn that the Regional District has now enacted a bylaw to address this issue and I anticipate these new regulations will be useful in realizing local objectives regarding the placement of signs within your communities.

Thank you again for taking the time to write.

Sincerely,

Original Signed By:

Kevin Falcon
Minister

Copy to: Barbara Thomas, District Manager
Vancouver Island



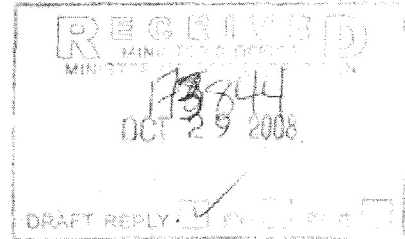
**ALBERNI-CLAYOQUOT
REGIONAL DISTRICT**

3008 Fifth Avenue, Port Alberni, B.C. CANADA V9Y 2E3

Telephone (250) 720-2700 FAX: (250) 723-1327

October 20, 2008

Honourable Kevin Falcon
Minister of Transportation and Infrastructure
PO Box 9055
Station Provincial Government
Victoria, B.C.
V8W 9E2



Re: Unauthorized Billboards on Highway 4

Dear Minister Falcon,

An ever increasing number of billboards are being erected in our Regional District along Highway 4. This situation has become a significant concern to the Alberni-Clayoquot Regional District. We are concerned with the number, size and impact of these unauthorized signs. Of particular concern is the section of Highway 4, as you enter the Alberni Valley. In addition to several directional and tourist information signs, there are now several billboards which, collectively, are creating a hazard to driving as well as a visual "blight".

The Regional District has recently adopted a sign bylaw which includes regulations for billboards. While the Regional District sign bylaw is new, the Ministry of Transportation has regulations that do not allow the billboards along Highway 4. The billboards in question predate our sign bylaw, are within 300 metres of Highway 4 and do not have approval from your Ministry as required under section 214 (5) of the *Motor Vehicle Act*.

Through the process of adopting our sign bylaw, the Regional District received input from the City of Port Alberni and the Alberni Valley Chamber of Commerce requesting the billboards be removed. In addition, the public feedback was overwhelmingly in support of removing the billboards.

On behalf of the Regional District Board of Directors, I am requesting the Ministry of Transportation enforce its regulations set out in the *Motor Vehicle Act* which prohibits billboards that are within 300 metres of Highway 4.

Yours truly,


Hira Chopra,
Chairperson

**FAX****ALBERNI - CLAYOQUOT REGIONAL DISTRICT**3008 - 5TH Avenue

Port Alberni, BC V9Y 2E3

Phone: (250) 720-2700 Fax: (250) 723-1327

TO:	Honourable Kevin Falcon	<div data-bbox="1117 363 1521 611" data-label="Form"><table border="1"><tr><td>RECEIVED</td></tr><tr><td>MINISTER'S OFFICE MINISTER OF TRANSPORTATION</td></tr><tr><td>173844</td></tr><tr><td>JAN 07 2009</td></tr><tr><td>2nd incoming</td></tr><tr><td>W/FT REPLY <input type="checkbox"/> FYI <input checked="" type="checkbox"/> FILE <input type="checkbox"/></td></tr></table></div>	RECEIVED	MINISTER'S OFFICE MINISTER OF TRANSPORTATION	173844	JAN 07 2009	2nd incoming	W/FT REPLY <input type="checkbox"/> FYI <input checked="" type="checkbox"/> FILE <input type="checkbox"/>
RECEIVED								
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173844								
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2nd incoming								
W/FT REPLY <input type="checkbox"/> FYI <input checked="" type="checkbox"/> FILE <input type="checkbox"/>								
FAX #:	250-356-2290							
FROM:	Mike Irg, Manager of Planning and Development							
# OF PAGES:	2 (including cover page)							
SUBJECT:	Letter of October 20, 2008							

COMMENTS:

Following is a letter that was sent to you in October of last year. As we have not yet received a response from you, I am sending this fax as a follow up to make sure that it was received by your office. Please accept this fax if, for some reason, you did not receive our original letter. Please contact me at 250-720-2710 if you have any questions.

Thank you.



**ALBERNI-CLAYOQUOT
REGIONAL DISTRICT**

3008 Fifth Avenue, Port Alberni, B.C. CANADA V9Y 2E3

Telephone (250) 720-2700 FAX: (250) 723-1327

October 20, 2008

Honourable Kevin Falcon
Minister of Transportation and Infrastructure
PO Box 9055
Station Provincial Government
Victoria, B.C.
V8W 9E2

Re: Unauthorized Billboards on Highway 4

Dear Minister Falcon,

An ever increasing number of billboards are being erected in our Regional District along Highway 4. This situation has become a significant concern to the Alberni-Clayoquot Regional District. We are concerned with the number, size and impact of these unauthorized signs. Of particular concern is the section of Highway 4, as you enter the Alberni Valley. In addition to several directional and tourist information signs, there are now several billboards which, collectively, are creating a hazard to driving as well as a visual "blight".

The Regional District has recently adopted a sign bylaw which includes regulations for billboards. While the Regional District sign bylaw is new, the Ministry of Transportation has regulations that do not allow the billboards along Highway 4. The billboards in question predate our sign bylaw, are within 300 metres of Highway 4 and do not have approval from your Ministry as required under section 214 (5) of the *Motor Vehicle Act*.

Through the process of adopting our sign bylaw, the Regional District received input from the City of Port Alberni and the Alberni Valley Chamber of Commerce requesting the billboards be removed. In addition, the public feedback was overwhelmingly in support of removing the billboards.

On behalf of the Regional District Board of Directors, I am requesting the Ministry of Transportation enforce its regulations set out in the *Motor Vehicle Act* which prohibits billboards that are within 300 metres of Highway 4.

Yours truly,


Hira Chopra,
Chairperson

Underwood, Victor TRAN:EX

From: Transportation, Minister TRAN:EX
Sent: Tuesday, November 13, 2012 2:38 PM
To: s.22
Cc: Pearson, Michael TRAN:EX
Subject: 206078 – Highway 4 Billboards
Attachments: Billboards along Highway 4 in the vicinity of the junction with the Port Alberni Highway

s.22

206078 – Highway 4 Billboards

Dear s.22

Thank you for your e-mails of September 12 and 20, 2012, expressing your concerns about billboards along Highway 4 near Port Alberni.

Please be assured the ministry takes its commitment to the safety of our transportation network very seriously, and we recognize the importance of appropriate highway signage along our provincial rights-of-way. The ministry reviews and approves requests for signs to ensure they are appropriate, do not obstruct sight distance and are not distracting to the travelling public.

The billboards that you identify, although adjacent to the highway, are located on private property. As such, this is a land-use/bylaw issue under the jurisdiction of local government, the Alberni Clayquot Regional District (ACRD). I understand the ministry's local District Engineer, Michael Pearson, contacted you to discuss your concerns about the billboards and the work the ministry is doing with the ACRD to determine next steps. Should you wish to contact ACRD officials directly, you can do so by e-mail at mailbox@acrd.bc.ca or at 250 720-2716.

Should you wish to discuss the ministry's policies regarding highway signs, please do not hesitate to contact Mr. Pearson. He can be reached at 250 952-5562 or by e-mail at Michael.Pearson@gov.bc.ca and would be pleased to assist you further.

Thank you again for taking the time to write.

Sincerely,

Mary Polak
Minister

Copy to: Michael Pearson, District Engineer
Saanich Area Office

From s.22
Sent: Wednesday, September 12, 2012 10:14 AM
To: Transportation, Minister TRAN:EX
Subject: Public safety issue - billboards along Highway 4 intersection with Port Alberni Highway

To: The Honourable Minister,

I am writing you in regards to a public safety concern at the intersection of Highway 4 and Port Alberni Highway located immediately to the east of the City of Port Alberni. The safety issue is the proliferation of billboards that have been erected along the highway adjacent to and leading up to this major intersection. My research on the Ministry's website reveals that "The Ministry of Transport views billboards as a distraction to through traffic, and will not approve of their presence near the right-of-way. Billboards must be placed a minimum of 300 m. away from a provincial highway." and further that "If a billboard is causing a distraction to motorists, the Ministry official has authority to ensure removal of the billboard as per section 16 of the transportation act.

I would ask you to consider the following relevant points:

The intersection of Highway 4 and the Port Alberni Highway is a major intersection. It is an uncontrolled intersection in that it is not controlled by stop lights but only by yield and merge signs.

There are now 27 billboards on the NW side of Highway 4 leading up to the intersection. These billboards are a distraction to motorists entering this intersection. There are also 8 billboards on the SE side of the highway.

The intersection is located on the crest of a hill and along an arc of a curve on Highway 4. This results in limited visibility. Motorists entering this intersection need to concentrate on the roadway, the intersection and other vehicles approaching and using the intersection. Being distracted by a sea of billboards poses a significant safety concern.

If the Ministry finds merit in my concerns and requires any further information please feel free to contact me by email.

Respectfully submitted by

s.22

Underwood, Victor TRAN:EX

From: s.22
Sent: Thursday, September 20, 2012 2:40 PM
To: Transportation, Minister TRAN:EX
Subject: Billboards along Highway 4 in the vicinity of the junction with the Port Alberni Highway

To: The Honourable Minister Mary Polak,

I first emailed my public safety concerns to you in regards to the billboards along Highway 4 on Sept. 12, 2012. s.22

s.22 and have come up with additional considerations that I believe are relevant to the discussion. In my first email I pointed out that the 27 billboards leading up to the junction of Highway 4 and the Port Alberni Highway are a distraction to motorists and therefore pose a safety concern. I would ask you to consider the following additional information:

Highway 4 is not only the main artery linking the East Coast of the Island to the West Coast Communities of Port Alberni, Ucluelet and Tofino; it is the only Highway. This highway serves the transportation needs of residents of our communities and our businesses and commercial transport needs. In addition it is heavily used by visitors. Tourism makes up a large part of our local economy. Consider that in any given year 700,00 to 900,00 people use this highway to access Pacific Rim National Park. Many more tourists come in by Highway 4 to fish, camp, hike, kayak and take advantage of our growing local eco-tourism opportunities. My point here is that Highway 4 is heavily used and many of those motorists are unfamiliar with the highway. Many tourists have a need for information on local businesses, services, lodging and attractions. Are billboards the best way to supply them with the information they need? If you are reading a billboard while driving, your attention is not on the road or other traffic – multiple billboards clustered together compound the risk.

At the Junction of Highway 4 and the Port Alberni highway is a brand new visitor centre that was just recently opened. It is a large attractive structure with ample parking and good access. I have visited it and it is well staffed with knowledgeable people. This is where tourists and others new to our area should be getting their information. There is a large nice looking wood sign identifying the visitor centre. I contend that this should be the only signage allowed (other than highway signage).

I would suggest that the proliferation of billboards along Highway 4 and the Port Alberni Highway junction be deemed a distraction to motorists and a public safety concern. I would further suggest the Ministry use section 16 of the Transportation Act to have them removed. My opinion is that if this was to be done the landowners should be given a reasonable length of time to remove the signs (6 to 8 months?).

Respectfully submitted by s.22

s.22

s.22

Information Paper

Electronic Billboards

DATE: September 30, 2009

TO: Ed Miska, Chief Traffic, Electrical, Highway Safety and Geometric Standards Engineer

FROM: Jennifer Hardy, EIT

SUBJECT: Summary of Guidelines from Literature on the Placement and Display Characteristics of Electronic Billboards

Background

The relationship between electronic billboards and traffic safety is a complex issue and the topic has been the result of considerable research and investigation. Recent studies, such as the VTTI 100 Car Naturalistic Driving Study, have found strong linkages between crashes and external driver distraction. Other research has found that electronic billboards are a significantly greater distraction than fixed billboards and can attract and hold a driver's attention for an amount of time considered unsafe.

A recently completed comprehensive report for the National Cooperative Highway Research Program (NCHRP) made a number of recommendations concerning electronic billboard placement and display characteristics to mitigate driver distraction. The report, written for NCHRP Project 20-7 (256), entitled "Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs" involved an extensive review of available literature and existing jurisdictions' guidelines (Wachtel, 2009). These recommendations as well as research from Queensland, Australia, Victoria, Australia, the U.S. Federal Highway Administration (FHWA), and the Transportation Research Board (TRB) were reviewed in the preparation of this document.

Applicable B.C. Regulations

British Columbia does not have any regulations or guidelines dealing specifically with electronic billboards. However, there are regulations relating to signage in general which may be applicable.

As per Section 214 of the BC Motor Vehicle Act, a sign or other advertising device cannot be erected within a distance of 300 m of a highway right-of-way without the approval of the Minister of Transportation.

In addition, as per Section 16 of the Transportation Act, the Minister may require remedial action if there is a sign or other device that in the minister's opinion "is a nuisance that might distract the operator of a vehicle" or "impair the operator's ability to drive safely", regardless of whether or not the sign is near provincial property.

Summary of Guidelines

The following guidelines represent a summary of recommendations from existing literature, particularly the NCHRP report "Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs" (Wachtel, 2009).

In addition, a summary of other jurisdictions' guidelines is provided in Appendix A.

Minimum Message Display Duration

It is widely understood that bright lights and visual change can draw the eye to a stimulus that is brighter than its surroundings, and/or exhibits movement or apparent movement. In addition, the Zeigarnik Effect suggests that drivers will focus longer on a display whose message changes in an effort to "complete" the viewing experience. The way to minimize both of these potentially distracting effects is to reduce the chance that a driver will see more than one display.

The minimum display duration should be 8 seconds, or as determined by the formula below, whichever is greater.

$$\text{Minimum Display Duration (s)} = \frac{\text{Sight Distance to Electronic Billboard (m)}}{\text{Speed Limit (m/s)}}$$

Transition between Successive Displays

The transition between successive displays should appear seamless and be imperceptible to approaching drivers. The interval between successive displays should be less than or equal to 0.1 second. No visual effects of any kind (such as fade, dissolve, or animation) should be used during the transition.

Message Sequencing

Message sequencing refers to when a single message or advertisement is divided into segments and presented over two or more successive display phases on a single electronic billboard or across two or more billboards. Advertising of this nature is based on the premise of capturing and holding the viewer's attention throughout the time or distance needed to complete the message.

Electronic billboards should not use message sequencing over successive display phases on a single electronic billboard, across multiple electronic billboards, or across any combination of electronic and static billboards.

Amount of Information Displayed

All other factors being equal, the more information that is presented on an electronic billboard, the longer it will take to read the message. Approximately 1 second is required for a road user to read 1 word.

Therefore, the number of words displayed on a sign should never be more than the number of seconds of the display duration. Character height should be sufficient that the message is clearly legible over the entire viewing distance. A minimum character height of 18 inches would be considered appropriate for most situations.

Interactive billboard messages that permit, support or encourage personalized or interactive communication with drivers in real time should not be permitted. An example of this would be an electronic billboard that responds to text messages, phone calls, or e-mails from passing drivers.

Sign Animation/Motion

No animation, flashing, movement, or appearance of movement should be allowed.

Sign Brightness and Luminance

Brightness is the perceived intensity of a source of light whereas luminance describes the amount of light leaving a surface in a particular direction or deflected off that surface. Luminance can be thought of as measured brightness.

Through what is often referred to as the “moth effect”, the human eye is drawn to the brightest objects in a field of view. A brightly illuminated electronic billboard could draw attention away from the road, official traffic devices or other vehicles. This effect is of particular concern at night, dawn or dusk, or in inclement weather such as rain or fog. In dark conditions, the electronic billboard could not only distract drivers, but could also compromise drivers’ dark adaptation.

The brightness of electronic billboards should be a maximum of:

- 280 cd/m² during nighttime
- 5000 cd/m² during daytime

Luminance measurement methodology:

- Luminance measurements should be made directly in front of a sign.
- Because LEDs have higher light output at lower temperatures, measurements should be made within predefined, and consistent ambient temperature ranges.
- A luminance meter aperture of 1 deg or less should be used.
- Because LED billboards are composed of arrays of LEDs, their surfaces are not uniform. If viewed from very close distances, they will appear as an array of bright points against a dark background. Thus, a viewing distance of approximately 15 m is suggested, since a 1-deg meter aperture would subtend approximately 25 cm at this distance, sufficient to ensure uniformity of the display.
- Since light from the ambient environment adds to the recorded luminance, measurements should not be taken at distances greater than that suggested above.
- Measurements should be made while the sign display is white to present the maximum luminance values.

In addition, electronic billboards should be equipped with sensors that measure ambient brightness and dimmers that can control the sign output based on ambient conditions.

Longitudinal Spacing between Electronic Billboards

Electronic billboards should not be placed such that there is more than one electronic billboard display visible to an approaching driver at the same time.

Electronic Billboard Placement in Relation to Traffic Control Devices and Driver Decision and Action Points

The cognitive demands on drivers are greatest at locations where they must make decisions or actions such as merging onto a freeway, changing routes, or negotiate a tight curve. Recognizing that driver workload is higher at decision and action points and that key highway signage is important for making those decisions and actions, distracting stimuli such as electronic billboards should not be placed near these areas.

Major traffic signs are considered to be any warning, guide, or regulatory sign or any changeable message sign (CMS). Driver decision and action points include merge areas, any intersection with a public road, on-ramps, off-ramps, interchanges, signed curves, and railway crossings.

For highways where the posted speed limit is less than 80 km/h, an electronic billboard should not be within:

- 120 m of a major traffic sign or driver decision/action point

For highways where the speed limit is 80 km/h or greater, an electronic billboard should not be within:

- 250 m of a major traffic sign
- 500 m of a driver decision/action point

The distance between an electronic billboard and major traffic sign or driver decision/action point should be measured from the edge of right-of-way nearest to the driver decision/action point or major traffic sign, not from the edge of roadway or major traffic sign.

Discussion

There is now considerable research concluding that electronic billboards are distracting to a degree that may be unsafe. In addition, research recommendations and guidelines from various jurisdictions on the use of electronic billboards are relatively consistent. The recent NCHRP report provides a comprehensive evaluation of existing research and guidelines to provide guidance on the safety implications of electronic billboards.

Although research reports sponsored by the outdoor advertising industry often conclude electronic billboards do not adversely affect safety, conclusions reached in government or insurance company sponsored studies regularly demonstrate that electronic billboards adversely affect safe driving performance.

Electronic billboard technology is changing and it is becoming easier and cheaper for advertisers to install signs with increasingly complex and attention grabbing messages. The expanding use of LED and LCD technology has lead to innovations such as truck or bus mounted moving billboards. New signs in some areas are designed to interact in real-time with drivers. These new applications of electronic billboards add to the potential distraction of the sign and highlight the importance of developing guidelines to reduce driver distraction.

References

Stutts, Jane, Donald Reinfurt, et al. (2001). *The Role of Driver Distraction in Traffic Crashes*. Prepared for AAA Foundation for Traffic Safety. University of North Carolina: Highway Safety Research Center. Chapel Hill, NC.

Farby, J., K. Wochinger, et al (2001). *Research Review of Potential Safety Effects of Electronic Billboards on Driver Attention and Distraction*. Prepared for the Federal Highway Administration.

Federal Highway Administration (2009). *The Effects of Commercial Electronic variable message Signs (CEVMS) on Driver Attention and Distraction: An Update*. Publication No. FHWA-HRT-09-018.

Wachtel, Jerry (2009). *Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs*. Submitted under NCHRP Project 20-7 (256).

Department of Main Roads (2002). *Guide to the Management of Roadside Advertising*. Queensland Government, Australia.

Smiley, A., Bhagwant Persaud et al. (2005). *Traffic Safety Evaluation of Video Advertising Signs*. Transportation Research Record: Journal of the Transportation Research Board, No. 1937, pp. 105-112, Washington, D.C.

Road Safety Committee (2006). *Inquiry into Driver Distraction*. Parliament of Victoria, Parliamentary Paper: No. 209 Session 2003-2006, Australia.

Wisconsin Department of Transportation (2003). *Electronic Billboards and Highway Safety*. Transportation Synthesis Report.

Appendix A:
Summary of Other Jurisdictions' Electronic Billboard Guidelines

Jurisdiction	Placement	Content	Brightness	Motion	Display Duration
NCHRP Report's Recommendations	<ul style="list-style-type: none"> Minimum spacing requirements should be established so that drivers do not see two or more digital billboards at once Recommend using Queensland, Australia's guidelines for digital billboard placement in relation to traffic control devices and driver decision and action points Agencies should consider granting digital billboard owners a permit to operate which must be renewed annually as per Oakdale, Minnesota 	<ul style="list-style-type: none"> Message sequencing should be prohibited Limits on the amount of information presented should differ depending on sight distance, speed limit Phone numbers, internet addresses, etc are potentially harmful to traffic safety 	<ul style="list-style-type: none"> Suggest using Victoria, Australia limits of 300 cd/m² to 500 cd/m² Digital billboards should be capable of automatically adjusting brightness based on ambient conditions 	<ul style="list-style-type: none"> No visual special effects of any kind 	<ul style="list-style-type: none"> Minimum acceptable display duration = Sight distance to the sign / Speed Limit Changeover time between successive displays should be essentially zero
Queensland, Australia	<ul style="list-style-type: none"> Provide comprehensive series of flow charts and tables to determine types and operational characteristics of advertising signs permissible under different road and speed conditions Speed limit should be 80 km/h or less Environment should be free from driver decision points or competition from traffic signs 	N/A	<ul style="list-style-type: none"> Maximum permitted luminance levels: 300 to 500 cd/m² depending on ambient lighting 	<ul style="list-style-type: none"> No sign motion allowed Maximum flash rate for devices visible from state-controlled roads is 2 flashes/sec 	<ul style="list-style-type: none"> Min 8 seconds for graphic signs Min 2.5 to 3.5 sec for message length of 3 to 6 words Time taken for display to change < 0.1 sec
Victoria, Australia	<ul style="list-style-type: none"> Must not be visible from a freeway Must not obstruct the view or reduce clarity or effectiveness of a traffic device Cannot obstruct a driver's line of sight at an intersection, curve, etc Cannot be within 100 m of a rural railway crossing 	N/A	<ul style="list-style-type: none"> Have specific brightness limits on advertising signs 	<ul style="list-style-type: none"> No animated or moving images or flashing or intermittent lights permitted 	<ul style="list-style-type: none"> Sign must remain unchanged for a minimum of 30 seconds
New South Wales, Australia	<ul style="list-style-type: none"> Specify minimum distances to various traffic devices and road characteristics based on road type For freeways, should be located 150 m from lane drops, official traffic signs, ramps and merges 	N/A	<ul style="list-style-type: none"> Maximum luminance ranges from 400 cd/m² to unlimited depending on sign size and ambient lighting 	N/A	<ul style="list-style-type: none"> Maximum changeover time between images < 0.1 sec

Jurisdiction	Placement	Content	Brightness	Motion	Display Duration
South Africa	<ul style="list-style-type: none"> Cannot be placed so as to distract the attention of drivers Cannot be erected in the vicinity of signalized intersections if red, yellow, green display will constitute a road safety hazard Distance requirements from specific roadway features and signs 	<ul style="list-style-type: none"> No message may exceed 6 bits of information in a visual zone and 10 bits on a road other than a freeway No numbers longer than 8 digits No message may be spread across more than one advertisement 	<ul style="list-style-type: none"> Cannot be illuminated to the extent that it causes discomfort to or inhibits the vision of approaching pedestrians or drivers 	N/A	N/A
The Netherlands	<ul style="list-style-type: none"> Prohibited within 50 m of the road edge Not permitted at merges, exits and entrances, close to road signs or in curves 	<ul style="list-style-type: none"> Signs should contain a maximum of five "items" No telephone numbers No fluorescent colours Cannot mimic road signs in colour or layout 	N/A	<ul style="list-style-type: none"> No moving or changing pictures or images 	N/A
Brazil	<ul style="list-style-type: none"> Should be located at a tangent to approaching drivers Should be no closer than 1000 m from one another on the same side of the road and no closer than 500 m from the nearest advertising sign on the opposite side of the road 	<ul style="list-style-type: none"> No message or image that could be mistaken for a traffic control signal should be displayed Messages should be simple and concise 	N/A	<ul style="list-style-type: none"> No animation, flashing or moving lights should be allowed 	<ul style="list-style-type: none"> Display time of each image should be long enough to appear static to 95% of approaching drivers
New York State	<ul style="list-style-type: none"> Only one sign face be visible to the driver at one time on either side of the highway Should not be located within an interchange Should not be positioned at locations with high driver information load Should not be located in areas where drivers frequently perform lane changing manoeuvres 	N/A	<ul style="list-style-type: none"> Maximum brightness of 5000 cd/m² in daylight and 280 cd/m² at night 	N/A	<ul style="list-style-type: none"> Minimum message duration of 6 sec Message transition time should be instantaneous

Jurisdiction	Placement	Content	Brightness	Motion	Display Duration
San Antonio, Texas	<ul style="list-style-type: none"> • A digital sign may not be within 2000 ft of another off-premise digital sign facing the same traveled way • Owners of digital billboards must apply for a permit 	<ul style="list-style-type: none"> • Sign shall not resemble a warning or danger signal • The city may require emergency information to be displayed 	<ul style="list-style-type: none"> • Maximum intensity of 7000 cd/m² during daytime and 2500 cd/m² at night • Must be able to automatically adjust display intensity according to natural ambient lighting 	N/A	<ul style="list-style-type: none"> • Message duration shall be at least 10 sec • Change interval shall be < 1 sec
Oakdale, Minnesota	<ul style="list-style-type: none"> • Owners of digital billboards must apply for an annual license to operate their sign(s) 	N/A	<ul style="list-style-type: none"> • Limit of 2500 cd/m² during daylight and 500 cd/m² at night • Signs must be capable of adjusting brightness based on ambient conditions 	<ul style="list-style-type: none"> • No moving text or images, flashing, or other special effects 	<ul style="list-style-type: none"> • Minimum display duration of 60 sec
Tucson, Arizona	<ul style="list-style-type: none"> • General minimum distance between billboards shall be 660 ft measured in all directions • Within 250 ft of a freeway, minimum distance between billboards shall be at least 1980 ft 	N/A	<ul style="list-style-type: none"> • Sign intensity cannot constitute a nuisance or hazard to vehicular traffic, pedestrians or adjacent properties 	<ul style="list-style-type: none"> • No sign shall be permitted that is animated by any means 	N/A

Referral # 20836

Refer to: Tram

Received: APR 11 2008

MIN Response ☐Reply Direct ☐InfoFile ☐ N/A ☒DM Response ☐Briefing Note ☐Speaking Notes ☐

Other:

Strawson, Deb TSA:EX**From:** s.22**Sent:** Thursday, April 10, 2008 11:41 PM**To:** Minister, TSA TSA:EX**Cc:** Cooper, Tracy J TRAN:EX; O'Brien, Bob TRAN:EX; Webb, Bob E TRAN:EX;

s.22

Subject: BILLBOARD SIGNAGE EN ROUTE TO PORT ALBERNI

April 10, 2008

Dear Mr. Hagen and Ms. Cooper!

On CHEK6 television station tonight I saw a story about the billboards at the entrance to Port Alberni put on the private land of an owner of whose foreign name I can't remember (possibly East Indian). Apparently he is paid \$350 per month per billboard by the advertisers, but all of the boards require permits from the Ministry, or is it the Department, of Highways yet he doesn't have a permit for any of them even though they are within the 300 metre limit from the highway. How is it that a foreigner is allowed, without any of the necessary permits to obliterate the views in one of the most beautiful areas and embarrass the residents of, and visitors to, Port Alberni. That man should be jailed for his arrogance and he should pay restitution to all of the non-business owning residents of Port Alberni who he has offended, let alone some pretty hefty fines.

I have seen these billboards myself and was shocked with the realization that someone would destroy a scenic view with such ugliness. ONE MAN is the problem. Why does this one man have more rights than certainly thousands of people who live in Port Alberni and visitors and tourists who are assaulted by this garish and unnecessary ugliness.

I will write to all of the advertisers telling them that I will boycott

their businesses on account of their destruction of the visual beauty of the area.

Where is our government? It's brings to mind a saying, "The lights are on but nobody's home."

We have fought similar battles over signage here in Vancouver with morons who don't care whether or not they destroy a view. Without a pretty view, who is going to visit? That is what visitors are coming to see.

Sometimes I am appalled by the ignorance and greed of businessmen, and that landowner, and the apathy of government.

Do something about it! NOW!

s.22

Brown, Sierra TRAN:EX

From: Palin, Kim TRAN:EX
Sent: Wednesday, January 16, 2013 8:52 AM
To: Palin, Kim TRAN:EX
Subject: FW: 166688 - Advertising in Port Alberni
Attachments: 166688.pdf

-----Original Message-----

From: Transportation, Minister TRAN:EX
Sent: Wednesday, July 23, 2008 1:34 PM
To: s.22
Cc: Minister, TCA TCA:EX; AL, Minister PREM:EX; Cooper, Tracy J TRAN:EX; Thomas, Barbara R TRAN:EX; Webb, Bob E TRAN:EX; O'Brien, Bob TRAN:EX
Subject: 166688 - Advertising in Port Alberni

s.22

166688 - Advertising in Port Alberni

Dear s.22

I received a copy of your correspondence from my colleague, the Honourable Stan Hagen, Minister of Agriculture and Lands, former Minister of Tourism, Sport and the Arts, and MLA for the Comox Valley. Minister Hagen has asked me to respond on his behalf to your e-mail of April 10, 2008, regarding advertising on private property near Port Alberni.

I understand your concern, and agree that visitors to our beautiful province should be afforded a scenic and enjoyable drive through places like Port Alberni. However, it's important to note that my ministry only requires permits for signs on the highway right-of-way.

The signs near Port Alberni have been installed on privately owned land. Given the fact that they pose no safety risk to the travelling public, my ministry is not in a position to exercise authority over the landowner's decision.

If you have further questions or concerns, please feel free to contact Barbara Thomas, my ministry's District Manager for Vancouver Island. She can be reached at 250 751-3126 or by e-mail at Barbara.Thomas@gov.bc.ca. She would be pleased to assist you further.

Thank you for taking the time to write.

Best regards,

Kevin Falcon
Minister

Copy to: Honourable Bill Bennett
Minister of Tourism, Culture and the Arts
MLA, East Kootenay

Honourable Stan Hagen

Minister of Agriculture and Lands
MLA, Comox Valley

Tracy Cooper
Regional Director, South Coast

Barbara Thomas
District Manager, Vancouver Island

Bob Webb
Operations Manager, Saanich

Bob O'Brien
Operations Manager, Courtenay

Brown, Sierra TRAN:EX

From: Palin, Kim TRAN:EX
Sent: Wednesday, January 16, 2013 8:34 AM
To: Palin, Kim TRAN:EX
Subject: FW: 206078 – Highway 4 Billboards
Attachments: Billboards along Highway 4 in the vicinity of the junction with the Port Alberni Highway

-----Original Message-----

From: Transportation, Minister TRAN:EX
Sent: Tuesday, November 13, 2012 2:38 PM
To: s.22
Cc: Pearson, Michael TRAN:EX
Subject: 206078 – Highway 4 Billboards

s.22

206078 – Highway 4 Billboards

Dear s.22

Thank you for your e-mails of September 12 and 20, 2012, expressing your concerns about billboards along Highway 4 near Port Alberni.

Please be assured the ministry takes its commitment to the safety of our transportation network very seriously, and we recognize the importance of appropriate highway signage along our provincial rights-of-way. The ministry reviews and approves requests for signs to ensure they are appropriate, do not obstruct sight distance and are not distracting to the travelling public.

The billboards that you identify, although adjacent to the highway, are located on private property. As such, this is a land-use/bylaw issue under the jurisdiction of local government, the Alberni Clayquot Regional District (ACRD). I understand the ministry's local District Engineer, Michael Pearson, contacted you to discuss your concerns about the billboards and the work the ministry is doing with the ACRD to determine next steps. Should you wish to contact ACRD officials directly, you can do so by e-mail at mailbox@acrd.bc.ca or at 250 720-2716.

Should you wish to discuss the ministry's policies regarding highway signs, please do not hesitate to contact Mr. Pearson. He can be reached at 250 952-5562 or by e-mail at Michael.Pearson@gov.bc.ca and would be pleased to assist you further.

Thank you again for taking the time to write.

Sincerely,

Mary Polak
Minister

Copy to: Michael Pearson, District Engineer
Saanich Area Office

From: s.22
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To: Transportation, Minister TRAN:EX
Subject: Public safety issue - billboards along Highway 4 intersection with Port Alberni Highway

To: The Honourable Minister,

I am writing you in regards to a public safety concern at the intersection of Highway 4 and Port Alberni Highway located immediately to the east of the City of Port Alberni. The safety issue is the proliferation of billboards that have been erected along the highway adjacent to and leading up to this major intersection. My research on the Ministry's website reveals that "The Ministry of Transport views billboards as a distraction to through traffic, and will not approve of their presence near the right-of-way. Billboards must be placed a minimum of 300 m. away from a provincial highway." and further that "If a billboard is causing a distraction to motorists, the Ministry official has authority to ensure removal of the billboard as per section 16 of the transportation act.

I would ask you to consider the following relevant points:

The intersection of Highway 4 and the Port Alberni Highway is a major intersection. It is an uncontrolled intersection in that it is not controlled by stop lights but only by yield and merge signs.

There are now 27 billboards on the NW side of Highway 4 leading up to the intersection. These billboards are a distraction to motorists entering this intersection. There are also 8 billboards on the SE side of the highway.

The intersection is located on the crest of a hill and along an arc of a curve on Highway 4. This results in limited visibility. Motorists entering this intersection need to concentrate on the roadway, the intersection and other vehicles approaching and using the intersection. Being distracted by a sea of billboards poses a significant safety concern.

If the Ministry finds merit in my concerns and requires any further information please feel free to contact me by email.

Respectfully submitted by s.22

s.22

s.22

Brown, Sierra TRAN:EX

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To: The Honourable Minister Mary Polak,

I first emailed my public safety concerns to you in regards to the billboards along Highway 4 on Sept. 12, 2012. s.22 and have come up with additional considerations that I believe are relevant to the discussion. In my first email I pointed out that the 27 billboards leading up to the junction of Highway 4 and the Port Alberni Highway are a distraction to motorists and therefore pose a safety concern. I would ask you to consider the following additional information:

Highway 4 is not only the main artery linking the East Coast of the Island to the West Coast Communities of Port Alberni, Ucluelet and Tofino; it is the only Highway. This highway serves the transportation needs of residents of our communities and our businesses and commercial transport needs. In addition it is heavily used by visitors. Tourism makes up a large part of our local economy. Consider that in any given year 700,00 to 900,00 people use this highway to access Pacific Rim National Park. Many more tourists come in by Highway 4 to fish, camp, hike, kayak and take advantage of our growing local eco-tourism opportunities. My point here is that Highway 4 is heavily used and many of those motorists are unfamiliar with the highway. Many tourists have a need for information on local businesses, services, lodging and attractions. Are billboards the best way to supply them with the information they need? If you are reading a billboard while driving, your attention is not on the road or other traffic – multiple billboards clustered together compound the risk.

At the Junction of Highway 4 and the Port Alberni highway is a brand new visitor centre that was just recently opened. It is a large attractive structure with ample parking and good access. I have visited it and it is well staffed with knowledgeable people. This is where tourists and others new to our area should be getting their information. There is a large nice looking wood sign identifying the visitor centre. I contend that this should be the only signage allowed (other than highway signage).

I would suggest that the proliferation of billboards along Highway 4 and the Port Alberni Highway junction be deemed a distraction to motorists and a public safety concern. I would further suggest the Ministry use section 16 of the Transportation Act to have them removed. My opinion is that if this was to be done the landowners should be given a reasonable length of time to remove the signs (6 to 8 months?).

Respectfully submitted by s.22

s.22

Brown, Sierra TRAN:EX

From: Palin, Kim TRAN:EX
Sent: Wednesday, January 16, 2013 8:44 AM
To: Palin, Kim TRAN:EX
Subject: FW: BILLBOARD SIGNAGE EN ROUTE TO PORT ALBERNI

> From:Hickman, Bob D TRAN:EX s.15
s.15
> To:Thomas, Barbara R TRAN:EX s.15
s.15
> Received-Date:2008-04-11
> Received-Time:2:15 PM (LocalTime)
> Sent-Date:2008-04-11
> Sent-Time:2:15 PM (LocalTime)
> Subject:RE: BILLBOARD SIGNAGE EN ROUTE TO PORT ALBERNI I will let you
> vet this for Tracy .
>
> Billboards are NOT on MoT R/W.
> The Regional District could control this by passing a bylaw but are
> reluctant, (Bob Harper is the Administrator for Alberni Clayquot
> Regional District). City of Port Alberni has been trying to get the
> ACRD to do something for at least the last 10 years.
> Area of concern is from Coombs Candy to City of Port Alberni Boundary.
> New area has recently been cleared on the north side of Alberni
> Highway at the Junction and more billboards are being installed.
>
>
>
> Motor Vehicle Act Part 3, Signs 214
> Signs
> 214 (1) Subject to this section, a person must not erect or maintain,
> or cause to be erected or maintained, a sign, advertisement or guide
> post on or over
>
> (a) an arterial highway or a highway in rural area, except with the
> approval of the Minister of Transportation and Highways, or
>
> (b) a highway, other than an arterial highway in a municipality,
> except in accordance with the bylaws of the municipality.
>
> (2) The Minister of Transportation and Highways may cause a sign,
> advertisement or guide post erected or found on or over a highway,
> whether erected with or without the minister's approval, to be
> altered, repainted, torn down or removed from the highway without
> compensation to any person for loss or damage resulting from the alteration, removal or
> destruction.
>
> (3) Except as provided in subsection (2), a person must not tear down,
> remove, displace, deface or in any way interfere with a traffic
> control device or guide post erected on a highway by or with the
> approval of the Ministry of Transportation and Highways.
>
> (4) A person must not erect or replace signs or sign boards, and must
> not paste or paint signs, notices or advertising devices, within a

> distance of
> 300 m from the boundary line of a highway in the rural area of British
> Columbia.
>
> (5) A person, who is the owner, occupier or lessee of land, must not
> permit or allow the erection or maintenance of a sign, sign board or
> advertising device on the land owned, occupied or leased by the person
> if the sign, sign board or advertising device is erected or maintained
> within a distance of 300 m from the boundary line of a highway in the
> rural area of British Columbia, except with the approval of the
> Minister of Transportation and Highways or a person authorized by the minister in writing.
>
> GOOD LUCK!
>
>
> R.D. Hickman
> Area manager/District Operations Technician Vancouver Island District
> Ministry of Transportation
>
> Phone:250-751-3277
> Toll Free: 1-866-377-0177
> Fax: 250-751-3289
> email:Bob.Hickman@gov.bc.ca
>
> -----Original Message-----
> From: Thomas, Barbara R TRAN:EX
> Sent: Friday, April 11, 2008 8:13 AM
> To: Hickman, Bob D TRAN:EX; Pool, Joyce TRAN:EX
> Cc: Cooper, Tracy J TRAN:EX
> Subject: Fw: BILLBOARD SIGNAGE EN ROUTE TO PORT ALBERNI
>
> Bob, would you please give me some bullets for a response for Tracy.
>
> Joyce, is Bob in today?
>
> Barb
>
> ----- Original Message -----
> From: O'Brien, Bob TRAN:EX
> To: Thomas, Barbara R TRAN:EX
> Sent: Fri Apr 11 07:57:08 2008
> Subject: FW: BILLBOARD SIGNAGE EN ROUTE TO PORT ALBERNI
>
> fyi
>
>
> _____
>
> From: s.22
> Sent: April 10, 2008 11:41 PM
> To: Minister, TSA TSA:EX
> Cc: Cooper, Tracy J TRAN:EX; O'Brien, Bob TRAN:EX; Webb, Bob E
> TRAN:EX; s.22
> Subject: BILLBOARD SIGNAGE EN ROUTE TO PORT ALBERNI
>
>
> April 10, 2008
>

>
 > Dear Mr. Hagen and Ms. Cooper!
 >
 >
 > On CHEK6 television station tonight I saw a story about the billboards
 > at the entrance to Port Alberni put on the private land of an owner of
 > whose foreign name I can't remember (possibly East Indian). Apparently
 > he is paid
 > \$350 per month per billboard by the advertisers, but all of the boards
 > require permits from the Ministry, or is it the Department, of Highways
 > yet he doesn't have a permit for any of them even though they are
 > within the
 > 300 metre limit from the highway. How is it that a foreigner is
 > allowed, without any of the necessary permits to obliterate the views
 > in one of the most beautiful areas and embarrass the residents of, and
 > visitors to, Port Alberni. That man should be jailed for his arrogance
 > and he should pay restitution to all of the non-business owning
 > residents of Port Alberni who he has offended, let alone some pretty hefty fines.
 >
 >
 > I have seen these billboards myself and was shocked with the
 > realization that someone would destroy a scenic view with such
 > ugliness. ONE MAN is the problem. Why does this one man have more
 > rights than certainly thousands of people who live in Port Alberni and
 > visitors and tourists who are assaulted by this garish and unnecessary ugliness.
 >
 >
 > I will write to all of the advertisers telling them that I will
 > boycott their businesses on account of their destruction of the visual
 > beauty of the area.
 >
 > Where is our government? It's brings to mind a saying, "The lights are
 > on but nobody's home."
 >
 > We have fought similar battles over signage here in Vancouver with
 > morons who don't care whether or not they destroy a view. Without a
 > pretty view, who is going to visit? That is what visitors are coming to see.
 >
 > Sometimes I am appalled by the ignorance and greed of businessmen, and
 > that landowner, and the apathy of government.
 >
 >
 > Do something about it! NOW!

s.22

>
 >



File: 28300-01

September 24, 2008

Alberni-Clayoquot Regional District
3008 Fifth Avenue
Port Alberni BC V9Y 2E3

Attention: Hira Chopra, Chairperson

Dear Hira Chopra:

Thank you for your letter of September 12, 2008 regarding billboards on Highway 4.

I do understand your concerns, however the Ministry of Transportation and Infrastructure (BC MoT) only requires permits for signs on highway right-of-way. The billboards placed at the entrance to the Alberni Valley have been installed on privately owned land. In that these signs do not restrict visibility or pose a safety risk to the traveling public, BC MoT is not in a position to exercise authority over the landowner's decision.

If you have any further questions or concerns, please do not hesitate to contact me again.

Yours truly,

Barbara R. Thomas, P. Eng.
District Manager, Transportation
Vancouver Island District

cc: Tracy Cooper, Regional Director – South Coast Region



September 12, 2008

Barbara Thomas
District Manager
Ministry of Transportation
3rd Floor 2100 Labieux Road
Nanaimo, B.C.
V9T 6E9

Re: Unauthorized Billboards on Highway 4

Dear Ms. Thomas,

There has been an ever increasing number of billboards being erected along Highway 4, specifically at the entrance to the Alberni Valley. This situation has become a significant concern and the Regional District has recently adopted a sign bylaw which includes regulations for billboards. While the Regional District sign bylaw is new, the Ministry of Transportation has regulations that do not allow the billboards along Highway 4. We are concerned with the number, size and impact of these unauthorized signs. Of particular concern is the section of Highway 4, as you enter the Alberni Valley. In addition to several directional and tourist information signs, there are now several billboards which, collectively, are creating a hazard to driving as well as a visual "blight".

Through the process of adopting our sign bylaw, the Regional District received input from the City of Port Alberni and the Alberni Valley Chamber of Commerce requesting the billboards be removed. In addition, the public feedback was overwhelmingly in support of removing the billboards.

On behalf of the Regional District, I am requesting the Ministry of Transportation enforce its regulations set out in the *Motor Vehicle Act* which prohibits billboards that are within 300 metres of Highway 4.

Yours truly,


Hira Chopra,
Chairperson

