

Draft #: 2 Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22 :

Thank you for your email of October 14, 2011, regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the screen, the operating hours have been reduced to exclude the hours between 7:00 pm and 7:00 am, with the exception of event nights. Many of the concerns came during the preliminary testing period of the screen, during which it was initially brighter than planned or intended. As a result, the screen is currently dimmed to 50 per cent brightness in daytime, and 20 per cent prior to 9:00 am and after 6:00 pm. In addition, PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30
Date Typed: December 13, 2011 Prepared by: FSB:C.Hall:LH
Document Location: O:\CORRESPONDENCE\2011 Minister\Drafts\Management Services Division\ S22
S22 - Draft #2.docx

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Letter from Mayor Robertson re: Video Screens at BC Place
Attachments: Scan001.PDF

From: S22
Sent: Monday, October 24, 2011 5:06 PM
To: Minister, JTI JTI:EX
Subject: Fwd: Letter from Mayor Robertson re: Video Screens at BC Place

Honourable Minister Bell,

Thank you for your attention to this important matter.

I look forward to receiving your office's response on how the Ministry of JTI plans to redress the situation. PavCo's inexcusable and apathetic proposal to continue harassing residents in our glass homes with incessant advertising on major event nights and many hours past sundown on non-event nights continues to put in peril the health and well-being of residents facing the giant video screen.

Sincerely,

S22

----- Forwarded message -----

From: Bertrand, Dana <dana.bertrand@vancouver.ca>
Date: 24 October 2011 16:10
Subject: Letter from Mayor Robertson re: Video Screens at BC Place
To: S22
Cc: "JTI.Minister@gov.bc.ca" <JTI.Minister@gov.bc.ca>, "info@pacegroup.com" <info@pacegroup.com>

Dear S22

Thank you for your recent letter to Mayor Robertson. Please find the attached response.

Thank you,

Dana Bertrand
Office of the Mayor
City of Vancouver
453 West 12th Avenue
Vancouver, BC V5Y 1V4
dana.bertrand@vancouver.ca

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Letter from Mayor Robertson re: Video Screens at BC Place
Attachments: Scan001.PDF

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

From: Bertrand, Dana [<mailto:dana.bertrand@vancouver.ca>]
Sent: Monday, October 24, 2011 4:11 PM
To: S22
Cc: Minister, JTI JTI:EX; info@pacegroup.com
Subject: Letter from Mayor Robertson re: Video Screens at BC Place

Dear S22

Thank you for your recent letter to Mayor Robertson. Please find the attached response.

Thank you,

Dana Bertrand
Office of the Mayor
City of Vancouver
453 West 12th Avenue
Vancouver, BC V5Y 1V4
dana.bertrand@vancouver.ca

ni? et xatəmətəl, tə ʔnimət, tə təməxʷ ʔi? tə kʷaʔkʷə 1 *
We watch over the land and sea and in turn they watch over us.

October 18, 2011

S22

Dear S22

Thank you for your recent letter regarding the video screens at Terry Fox Plaza. As you may already know, construction and all work on this site is overseen by B.C. Pavilion Corporation (PavCo) which is a Provincial Crown Corporation of the Ministry of Jobs, Tourism and Innovation. No City permits were required for the work. As this matter falls within the jurisdiction of the Provincial Government, I am taking the liberty of forwarding your letter to PavCo and Minister Bell for their direct attention.

Thank you for bringing your concerns to our attention.

Sincerely,



Gregor Robertson
MAYOR

Cc: Hon. Pat Bell, Ministry of Jobs, Tourism and Innovation (JTI.Minister@gov.bc.ca)
Warren Buckley, President and CEO, PavCo (info@pacegroup.com)

Mayor Gregor Robertson
Vancouver City Hall
453 West 12th Avenue
Vancouver, BC V5Y1V4

October 14, 2011

Dear Mayor Robertson,

Re: Giant Video Screen at Terry Fox Plaza

As a resident of Yaletown in downtown Vancouver, I would like to express my extreme discontent with regards to the giant video screen recently commissioned at the Terry Fox Plaza. I live several blocks away (on the corner of Richards and Nelson), and do not comprehend the rationale behind the decision to have an incessant barrage of visual advertisements inundate my home and the homes directly adjacent to this giant video screen. This giant video screen serves no public good whatsoever, and the endless flashing of high intensity light directly into the glass residences of hundreds of people in our community is an assault on our health and well-being.

According to PavCo this giant video screen will operate every day from 7am to 7pm, despite the sun rising after 7am and setting at 4:30pm during the winter months. PavCo also informs us that they will operate the giant video screen as late as they wish on major event nights, which includes all Whitecaps games, Lions games, music concerts, monster truck shows, and any other event that they deem to be major. PavCo's complete disregard for the health and well-being of the high density adjacent community is abhorrent, and I ask that the City step in and play an active role in getting PavCo to take the giant video screen down now (or at least move the screen to a location where it is not directly facing hundreds of glass residential homes at close proximity).

Sincerely,

S22

Draft #: 2 Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

cc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22

Thank you for your email of October 13, 2011, regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the screen, the operating hours have been reduced to exclude the hours between 7:00 pm and 7:00 am, with the exception of event nights. Many of the concerns came during the preliminary testing period of the screen, during which it was initially brighter than planned or intended. As a result, the screen is currently dimmed to 50 per cent brightness in daytime, and 20 per cent prior to 9:00 am and after 6:00 pm. In addition, PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30

Date Typed: December 13, 2011 Prepared by: FSB:C.Hall:LH

Document Location: O:\CORRESPONDENCE\2011 Minister\Drafts\Management Services Division\ S22

S22 - draf #2.docx

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: the big flashing screen

From: S22
Sent: Thursday, October 13, 2011 10:53 AM
To: Minister, JTI JTI:EX
Subject: the big flashing screen

Dear minister Bell

The huge flashing screen at the new BC place is causing me and my family a lot of concern !
We are stressed out on a minute by minute basis by the flood of neon light coming through our window screens while we are trying to relax or get a nights sleep !
The light energy is bad for my health and an affront to any sane concern towards managing our environment .
Please turn it off .

S22

Draft #: 2 Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22 :

Thank you for your email of October 26, 2011, regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the screen, the operating hours have been reduced to exclude the hours between 7:00 pm and 7:00 am, with the exception of event nights. Many of the concerns came during the preliminary testing period of the screen, during which it was initially brighter than planned or intended. As a result, the screen is currently dimmed to 50 per cent brightness in daytime, and 20 per cent prior to 9:00 am and after 6:00 pm. In addition, PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

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Division' S22 - Draft #2.docx

Pearson, Barbera CSCD:EX

From: Minister. JTI JTI:EX
Subject: FW: S22 RE: Terry Fox

From: OfficeofthePremier, Office PREM:EX
Sent: Wednesday, October 26, 2011 1:44 PM
To:
Cc: Minister, JTI JTI:EX
Subject: S.22 RE: Terry Fox

Thank you for your email regarding BC Place stadium. We appreciate the time you have taken to share your concerns about advertising around the Terry Fox Plaza. Public input is encouraged and will help us in our efforts to improve policies and services. In that light, your correspondence has been shared with the Honourable Pat Bell, Minister of Jobs, Tourism and Innovation, for his review as well. Please be assured your comments will be included in any related discussions.

Again, thank you for writing.

From: S22
Sent: Wednesday, October 19, 2011 9:40 PM
To: OfficeofthePremier, Office PREM:EX
Subject: Terry Fox

Recently at BC Place stadium, you extolled the courage and determination shown by Terry Fox in his effort to cross Canada. An better example for our kids to emulate would be hard to find.

However, those of the audience who left via Terry Fox Plaza might well have wondered if BC Place Stadium shared your views. They would have seen the gigantic advertising LED screen mounted on the stadium wall overlooking the Plaza. And seen that the screen swamped and dominated the Plaza, and trivialized the memorial sculptures. Might they wonder how such a thing could happen to a beautiful building?

I think it's a bit of an insult, both to the memory of Terry Fox, and to the sculptor and her/his helpers who created the figures.

It's an unfortunate lapse of judgement on the part of the stadium admin. I hope it will be corrected at some point.

S22

Draft #: 2 Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22

Thank you for your email of November 7, 2011, regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the screen, the operating hours have been reduced to exclude the hours between 7:00 pm and 7:00 am, with the exception of event nights. Many of the concerns came during the preliminary testing period of the screen, during which it was initially brighter than planned or intended. As a result, the screen is currently dimmed to 50 per cent brightness in daytime, and 20 per cent prior to 9:00 am and after 6:00 pm. In addition, PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

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Document Location: O:\CORRESPONDENCE\2011 Minister\Drafts\Management Services Division\ S22
S22 - draft #2.docx

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Take down the giant screens NOW !

From: Bell.MLA, Pat [mailto:Pat.Bell.MLA@leg.bc.ca]
Sent: Monday, November 7, 2011 8:55 AM
To: Minister, JTI JTI:EX
Subject: FW: Take down the giant screens NOW !

Charlotte Groot

Constituency Assistant

PAT BELL MLA

Prince George-Mackenzie

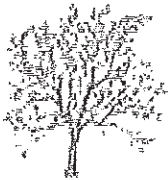
☎ Phone: (250) 612-4194

☎ Fax: (250) 612-4191

✉ E-Mail: charlotte.groot@leg.bc.ca

✉ Address: 103 – 770 Central St. E, Prince George, BC V2M 3B7

www.patbellmla.bc.ca



Think Green! Please do not print this email unless necessary

From: S22
Sent: November-04-11 5:56 PM
To: Bell.MLA, Pat
Cc: S22
Subject: Take down the giant screens NOW !

Dear Minister Bell,

I am in complete support of the requests, that the above community, is asking your help and support to, remove the giant signs, ASAP. I believe these overly lit, signs are another kind of pollution, light pollution. Like all pollution, we need to stop creating these kinds of situations in our cities.

Human beings need periods of dark, for proper , health restoring , sleep. This pollution removes any quality of life , affecting all of our well being , and in the urban environment, 21st century , this is a serious issue.

There are no shortages of commercial messages blasting, bombarding us from every possible direction. We do not need giant screens that cause light pollution.

Please remove the giant screens

S22

Draft #:2

Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22 :

Thank you for your email of October 11, 2011, regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the screen, the operating hours have been reduced to exclude the hours between 7:00 pm and 7:00 am, with the exception of event nights. Many of the concerns came during the preliminary testing period of the screen, during which it was initially brighter than planned or intended. As a result, the screen is currently dimmed to 50 per cent brightness in daytime, and 20 per cent prior to 9:00 am and after 6:00 pm. In addition, PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

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Division\ S22 - draft #2.docx

S22

Minister Pat Bell
Room 138
Parliament Bldgs
Victoria, BC
V8V 1X4

October 11, 2011

Dear ^{S22}
Re: Giant Screen at BC Place

As a resident of Yaletown in downtown Vancouver, I would like to express my extreme discontent with regard to the huge screen, which has basically been erected in our living room windows. I live several blocks away, on ^{S22} and the constant flashing of light is incredibly annoying. It is like having a strobe light flashing into my home. Was there absolutely no thought given to the fact that this is a residential area?? I have been told by Pavco that these screens will be operating during daylight hours. Apparently they do not realize that for a good part of the year, it is dark at 7 am and is dark well before 7pm. It is also meant to operate during event nights. So that would be for the Whitecaps, the Lions, concerts, home shows, monster truck shows etc. etc. I do not understand how Pavco can be allowed to pollute our homes with these flashing lights. These are not empty office towers, these are homes! This is totally unacceptable in a residential area. I would like this screen removed.

Sincerely,

S22

S22

Minister's Office of:					
OCT 20 2011					
Min Sig.	DM's Sig.	Info/ File	ADM Reply	FYI	
ROUTE TO:					

Please respond Mr Pat Bell, etz.

Draft #: 2 Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22 :

Thank you for your email of November 20, 2011, regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

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Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

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Division\ S22 draft #2.docx

Pearson, Barbera CSCD:EX

From: S22
Sent: Sunday, November 20, 2011 1:16 PM
To: Minister, JTI JT:EX
Cc: Herbert.MLA, Spencer P LASS:EX; McNeil.MLA, Mary LASS:EX
Subject: S22

Follow Up Flag: Follow up
Flag Status: Completed

Categories: Minister's Draft Required

Minister Bell,

I understand that PavCo has 'successfully concluded' its dealings about the Giant Screen in downtown Vancouver. Then why is this huge source of light pollution, contravening city by-laws, still blasting away? If this company has really been working with the City of Vancouver, then who there has given permission to contravene city by-laws? Is the City of Vancouver, or anyone in British Columbia, such as you, so strapped for money as to allow this glaring over-sized intrusion?

Yours truly,

S22

Draft #: 2 Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22 :

Thank you for your email of November 20, 2011 regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

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Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

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Date Typed: December 13, 2011 Prepared by: FSB:C.Hall:LH
Document Location: O:\CORRESPONDENCE\2011 Minister\Drafts\Management Services
Division' S22 draft #2.docx

Pearson, Barbera CSCD:EX

From: S22
Sent: Sunday, November 20, 2011 8:35 PM
To: Minister, JTI JTI:EX; McNeil.MLA, Mary LASS:EX
Cc: Herbert.MLA, Spencer P LASS:EX
Subject: S22 The Giant video screen at Terry Fox Plaza must be taken down NOW

Categories: Minister's Draft Required

Dear Minister Pat Bell:

I am writing to you to voice my indignation regarding these monstrous Giant video screens at the Terry Fox plaza.

These giant screens, which have been set up without any consultation either with the city of Vancouver or with the local downtown residents, are breaking the Vancouver City by-laws and **MUST** be taken down NOW. They are flooding residents' home with their overly bright lights and flashing advertisements, invading their living space and jeopardizing their physical, emotional and mental health. This environment pollution **MUST** stop NOW. Modifying the hours of this environmental pollution is **NOT** acceptable as these giant screens are breaking the law of the city of Vancouver **AT ALL TIMES**.

As an elected provincial MLA, I would expect that you would agree with me that your Ministry is not above the law. Therefore, the only choice there is since you are responsible for PavCo, is for you to direct PavCo to follow the Vancouver city by-laws and take those giant screens down NOW.

I await to hear from you, dear Minister Pat Bell, at your earliest convenience.

Yours truly,

S22

Extremely concerned resident

Draft #: 2

Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

Dear S22 :

Thank you for your letter of November 9, 2011, addressed to Honourable Christy Clark, Premier, concerning the video screens at BC Place. As Minister of Jobs, Tourism and Innovation, I am pleased to respond on behalf of the Premier.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

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Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Pat Bell
Minister

pc: Honourable Christy Clark, Premier

Page 2

Warren Buckley
President and Chief Executive Officer
BC Pavilion Corporation

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30
Date Typed: December 13, 2011 Prepared by: CO:CHall:
Document Location: O:\CORRESPONDENCE\2011 Minister\Drafts\Management Services Division S22
S22 draft #2.docx O:\correspondence\2011 minister\drafts\management services
division\ S22 draft #2.docx

WARREN BUCKLEY
PRESIDENT AND CHIEF EXECUTIVE OFFICER
BC PAVILION CORPORATION
BOX 16, SUITE 850
999 WEST HASTINGS STREET
VANCOUVER, BC V6C 2W2

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Please stop the video billboard at BC Place
Attachments: 2011-11-09 video screen officials.pdf; 2011-10-22_07-34-24 glare.JPG

From: S22
Sent: Wednesday, November 9, 2011 10:56 PM
To: Christy@christyclark.ca; McNeil.MLA, Mary LASS:EX; Minister, JTI JTI:EX; mayorandcouncil@vancouver.ca
Cc: Dix.MLA, Adrian LASS:EX; Herbert.MLA, Spencer P LASS:EX; will.johnston@vancouver.ca; clrmieggs@vancouver.ca; gregor.robertson@vancouver.ca
Subject: Please stop the video billboard at BC Place

Dear Premier Clark,
Ministers Bell and McNeil, and
Mayor and Council of the City of Vancouver,

Please read our attached letter urging you to work together to stop the video billboard at Terry Fox Plaza in Vancouver.

Sincerely,

--

S22

S22

09 November 2011

The Honourable Christy Clark, Premier of British Columbia
The Honourable Pat Bell, BC Minister of Jobs Tourism and Innovation
The Honourable Mary McNeil, MLA Vancouver-False Creek
Mayor and Council of the City of Vancouver

Dear Elected Officials,

We urge you to require the BC Pavilion Corporation to completely cease and desist from operating the enormous video billboard at Terry Fox Plaza in Vancouver.

As the resident owners of S22 we are directly and severely affected by the harmful nature of this new video screen. We believe that the screen should never be operated for the following reasons:

1. The video billboard contravenes the Vancouver Sign By-Law.
2. Glare from the screen trespasses onto many neighbouring properties and thereby disrupts private homes, businesses, and public spaces within the City of Vancouver.
3. This persistent disruption has a strong negative influence on property values throughout a large area in the vicinity of BC Place.
4. The bright strobing character of the screen has a strong negative impact on the health of a great many residents who are unable to escape from the glare of unwanted advertisements within their own homes. This glare cannot be eliminated by curtains or blinds.
5. The huge commercial advertisements on the video screen are insulting to the solemn nature of the Terry Fox memorial, which they dwarf and overshadow.
6. The screen wastes a tremendous amount of energy. Traffic near Terry Fox plaza is relatively light, and most of the people who see the advertisements are tormented captive residents rather than passersby. There appears to be very little justification for such an extreme level of light pollution.
7. The harm caused to the public by the billboard outweighs any advertising revenue it might generate for the BC Pavilion Corporation. BC Place has numerous other lucrative streams of revenue and does not depend upon that billboard for its fiscal viability.
8. Numerous residential towers neighbouring BC Place, including our own home, existed long before the billboard at Terry Fox Plaza was erected without due public process.

Since the negative impact of the video screen affects more than one jurisdiction we ask that all elected officials work together to protect our home, as well as the homes of all residents of the area surrounding BC Place.

We firmly believe that adjustments to the brightness of the screen or its daily operating schedule will not suffice to relieve the present suffering of residents. The BC Pavilion Corporation has demonstrated an obstinate disregard for the interests of neighbours and cannot be trusted to maintain brightness levels, scheduling, or programming appropriate to the well-being of the community. The billboard contravenes the laws of the City of Vancouver, and its operation should be halted entirely.

When we purchased our home, we did so with the intent of investing in the idea of Vancouver as a liveable city, a city worth investing in. For us that idea has now been destroyed. We hope that through your efforts our disillusionment will prove to be temporary.

Sincerely,

S22

Encl: Photo of video billboard at Terry Fox Plaza taken on 22 October 2011, after the BC Pavilion Corporation reported that they had reduced its brightness to a level they deemed appropriate for neighbours.

cc: Kim Carter, Ombudsperson for the Province of British Columbia
Adrian Dix, MLA Vancouver-Kingsway
Spencer Chandra Herbert, MLA Vancouver-West End
Will Johnston, Chief Building Official of the City of Vancouver

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Please stop the billboard at BC Place, to comply with Vancouver by-law

From: S22
Sent: Thursday, November 17, 2011 8:22 PM
To: Minister, JTI JTI:EX; McNeil.MLA, Mary LASS:EX
Cc: Herbert.MLA, Spencer P LASS:EX; Dix.MLA, Adrian LASS:EX; mayorandcouncil@vancouver.ca; clrmeggs@vancouver.ca; gregor.robertson@vancouver.ca
Subject: Please stop the billboard at BC Place, to comply with Vancouver by-law

Pat Bell, Minister of Jobs Tourism and Innovation
Mary McNeil, MLA Vancouver-False Creek

Ministers Bell and McNeil,

We again urge you to compel the BC Pavilion Corporation to respect the Vancouver Sign By-Law and completely cease and desist from operating the digital billboard at Terry Fox Plaza.

Further to the draft transcript below, from today's session of the BC Legislature, we strongly disagree with Minister Bell's assertion that PavCo is working "within the structure of the approved by-laws" and that their reported adjustments have "reached a successful conclusion".

The billboard continues to operate in complete contravention of the Vancouver Sign By-Law and has complied with no aspects of that law.

If PavCo has made any adjustments to the operation of the billboard then they have been absolutely insignificant adjustments, imperceptible to us residents. The brightness and hours of operation are as disruptive and harmful as they ever were.

We are surprised that Minister Bell would make such a statement in the Legislature, since we have recently sent a letter to him detailing the ways in which the billboard continues to cause suffering for neighbours at BC Place. We have also provided that same feedback to Mary McNeil's office repeatedly over the last several weeks, emphasizing the fact that there has been no improvement despite PavCo's claims.

The billboard at Terry Fox Plaza contravenes precisely those aspects of the Vancouver Sign By-Law that represent the common interests of all Vancouverites. No modifications to the screen's brightness or hours of operation could suffice to comply with that law. The screen's operation must be halted completely.

Please defend the interests of your constituents against the neglectful actions of the BC Pavilion Corporation.

Sincerely,

S22



**2011 Legislative Session: Fourth Session, 39th Parliament
HOUSE BLUES**

**DEBATES OF THE LEGISLATIVE ASSEMBLY
(HANSARD)**

HOUSE BLUES

**THURSDAY, NOVEMBER 17, 2011
Afternoon Sitting**

THURSDAY, NOVEMBER 17, 2011

**2011 Legislative Session: Fourth Session, 39th Parliament
HOUSE BLUES**

This is a DRAFT TRANSCRIPT ONLY of debate in one sitting of the Legislative Assembly of British Columbia. This transcript is subject to corrections, and will be replaced by the final, official Hansard report. Use of this transcript, other than in the legislative precinct, is not protected by parliamentary privilege, and public attribution of any of the debate as transcribed here could entail legal liability.

DEBATES OF THE LEGISLATIVE ASSEMBLY

(HANSARD)

HOUSE BLUES

THURSDAY, NOVEMBER 17, 2011

Afternoon Sitting

ELECTRONIC BILLBOARD AT B.C. PLACE

S. Chandra Herbert: B.C. PavCo decided to erect a giant electronic billboard right on Terry Fox plaza, destroying the quality of life for residents of nearby Vancouver condos, dishonouring the Terry Fox memorial and, most importantly, breaking Vancouver's city bylaw. My question to the minister responsible for PavCo: does he agree with PavCo breaking Vancouver's law?

Hon. P. Bell: There have been challenges with the technology implemented at the new B.C. Place Stadium. PavCo has been dealing with that, and I understand that they have now come to a successful conclusion on it.

Mr. Speaker: Member has a supplemental.

S. Chandra Herbert: Modifying how you break the law is still breaking the law. This billboard is nearly 2,000 square feet, when the law allows 200 square feet. It dominates Terry Fox plaza with Budweiser ads, and it dominates residents' homes with blinding and flashing lights. This billboard needs to be taken down now. Will this Liberal government listen to the city of Vancouver, which has requested that the sign be removed, and stop breaking the law today?

Hon. P. Bell: PavCo has been working with the city of Vancouver to ensure that we're working within the structure of the approved bylaws. They have ramped down the number of hours per day that the sign is lit, and I believe they've come to a successful conclusion.

Draft 2#:

Revised Date:

Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

pc: Honourable Christy Clark, Premier

Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22

Thank you for your email of October 26, 2011, addressed to Honourable Christy Clark, Premier, regarding the Robson Street video board. As Minister of Jobs, Tourism and Innovation, I am pleased to respond on behalf of the Premier.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the screen, the operating hours have been reduced to exclude the hours between 7:00 pm and 7:00 am, with the exception of event nights. Many of the concerns came during the preliminary testing period of the screen, during which it was initially brighter than planned or intended. As a result, the screen is currently dimmed to 50 per cent brightness in daytime, and 20 per cent prior to 9:00 am and after 6:00 pm. In addition, PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30
Date Typed: December 13, 2011 Prepared by: FSB:C.Hall:LH
Document Location:

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: S22 RE: BC PLACE LIGHTS

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

From: OfficeofthePremier, Office PREM:EX
Sent: Wednesday, October 26, 2011 1:37 PM
To: S22
Cc: Minister, JTI JTI:EX
Subject: s.22 RE: BC PLACE LIGHTS

Thank you for your email regarding the recently completed renovation of BC Place stadium. We appreciate the time you have taken to share your concerns about the brightness of the stadium's illumination at night. Public input is encouraged and will help us in our efforts to improve policies and services. In that light, your correspondence has been shared with the Honourable Pat Bell, Minister of Jobs, Tourism and Innovation, for his review as well. Please be assured your comments will be included in any related discussions.

Again, thank you for writing.

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

From: S22
Sent: Saturday, October 8, 2011 8:06 PM
To: OfficeofthePremier, Office PREM:EX
Cc: mayorandcouncil@vancouver.ca
Subject: BC PLACE LIGHTS

Hon. Premier Christy Clark

Really? Just seeing the full onslaught of the lightning bright light show emanating from the taxpayer funded renovations at BC Place Stadium. And the trees on our street are still holding onto their beautiful leaves, providing a few areas of protection against this light invasion. When the leaves fall it will be as if we were living under interrogation lights. So this monument to wasting some \$600,000,000 in taxpayer money is going to cause light pollution and sleeplessness for those of us unfortunate enough to be living in and around the center of Vancouver?

I know this monstrosity was not your doing. But it is going to be up to you to remove the screen and shut the lights off. Please no excuses about how PAVCO is an independent corporation and the provincial government has no control over what happens on property "it", actually "we" citizens and taxpayers, own. What a complete nightmare.

Help!!!!

Sincerely,

S22

Draft #: 2 Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

cc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22

Thank you for your email of October 14, 2011, regarding the lights and signage at BC Place. Please also find information relating to the questions raised in your follow up email of October 29, 2011.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about the video boards. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the Robson Street video board, the operating hours have been reduced to exclude the hours between 7:00 pm and 7:00 am, with the exception of event nights. Many of the concerns came during the preliminary testing period of the screen, during which it was initially brighter than planned or intended. As a result, the screen is currently dimmed to 50 per cent brightness in daytime, and 20 per cent prior to 9:00 am and after 6:00 pm.

The Cambie Street and Georgia Viaduct video boards operate daily from 6 am to 11 pm. These are the same hours as the previous screens operating in these locations for 25 years or so. As with the previous screens, automatic dimming software will reduce the intensity of the images prior to 9 am, and after 7 pm. The intention is to continue operating the new video boards in the same manner as the previous screens. Feedback received from neighbours was taken into account in the decision to continue dimming the boards outside of daylight hours.

.../2

All three screens are 30' x 50' and constructed by industry leader Mitsubishi DiamondVision using energy efficient components such as LED technology. Specific daily energy usage for each board is not tracked. Revenue earned by the boards is part of PavCo's overall sponsorship and advertising plan.

Please be assured that PavCo is working to respond to the concerns of its neighbours to operate the video boards as respectfully as possible. In addition, PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for writing.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30
Date Typed: December 13, 2011 Prepared by: LH:CHall:
Document Location: O:\CORRESPONDENCE\2011 Minister\Drafts\Management Services Division\ S22
S22 draft #2.docx

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Lights and signage at BC Place

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

From: Bell.MLA, Pat [<mailto:Pat.Bell.MLA@leg.bc.ca>]
Sent: Friday, October 14, 2011 2:20 PM
To: Minister, JTI JTI:EX
Subject: FW: Lights and signage at BC Place

Charlotte Groot
Constituency Assistant
PAT BELL MLA
Prince George-Mackenzie
P Phone: (250) 612-4194
□ Fax: (250) 612-4191
E-Mail: charlotte.groot@leg.bc.ca
Address: 103 – 770 Central St. E, Prince George, BC V2M 3B7
www.patbellmla.bc.ca

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

From: S22
Sent: October-14-11 2:07 PM
To: Bell.MLA, Pat; premier@gov.bc.ca; McNeil.MLA, Mary
Subject: Lights and signage at BC Place

Hi there,

I imagine that this is one of many requests coming to your offices on this issue, so I will be brief. I live in the South False Creek area of Vancouver, across from BC Place stadium. I'm sure you know the issues. I would request:

1. That Pavco be required to obey all City of Vancouver regulations with regard to signage, rather than operating under an exemption on the grounds that it is a provincial building.
2. That internal and cable lighting at BC Place be switched off when the facility is not hosting an event, with the exception of necessary lights required for maintenance workers and other staff. This is an unnecessary waste of electricity and an inappropriate expense for the taxpayers to bear.

3. That the large advertising signs be used as originally intended years ago when the building was first constructed - for BC Place events only. The use of the signs since then for general advertising is not appropriate and should no longer be permitted.

4. That until such time as the concerns raised by neighbours have been adequately dealt with, the signs at BC Place be turned off entirely, or used only for a period 2-3 hours before games in the stadium itself. The defence that the signs are part of the "game-day experience" sound a bit hollow when there is, in fact, no game.

These do not seem to be unreasonable requests, although the government has seemed to declare impotence in dealing with Pavco when this has been convenient.

Of course, if it would be possible for the government to travel back in time and choose not to spend \$500 million for a roof on the building, in favour of school earthquake upgrading, that would of course be lovely as well.

S22

False Creek South

Draft #: 2 Revised Date: Dec 13/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22

Thank you for your email of November 21, 2011 regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this installation at Terry Fox Plaza. I believe that PavCo is listening to the concerns, and is also investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30
Date Typed: December 13, 2011 Prepared by: FSB:C.Hall:LH
Document Location: o:\correspondence\2011 minister\drafts\management services
division\ S22 - draft#2.docx

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Your responses in the BC Legislature: Giant video screen at Terry Fox Plaza

From: S22
Sent: Monday, November 21, 2011 5:55 PM
To: Minister, JTI JTI:EX
Cc: McNeil.MLA, Mary LASS:EX; Herbert.MLA, Spencer P LASS:EX
Subject: Your responses in the BC Legislature: Giant video screen at Terry Fox Plaza

To: Dear Honourable Minister Pat Bell, respectfully:

(Cc: Dear Honourable MLA Mary McNeil, thank you for calling me at your earliest convenience; I eagerly anticipate your phone call on my S22)
(Cc: Honourable MLA Spencer Chandra Herbert)

Following your responses during the Question Period in the Legislative Assembly on the afternoon of Thursday November 17, 2011, I am writing you as a private resident of the False Creek North / Yaletown community and also as a spokesperson for locally affected residents, to kindly request that you reconsider your stated position regarding the giant video screen at Terry Fox Plaza. Please be informed that we residents in this community *still* have a giant video screen invading our living rooms, flashing across our dinner tables, and pumping ads into our children's bedrooms, and so it would be factually incorrect to state that this situation has "reached a successful conclusion".

Some of the residents of this community believe that you may have misspoken as a result of being misinformed by PavCo. Accordingly, please consider avoiding the repetition of the following errors:

- PavCo cannot possibly be "working within the structure of the approved bylaws" because the giant screen's very existence contravenes Bylaw (6510) Sections 10.3.4 and Section 11.1.3, as well as Appendix A of Zoning and Development Bylaw (3575) - 571AA.(1)(c);
- Vancouver City Councillor Geoff Meggs has said on CBC News that PavCo "ambushed" City Hall with this giant screen and therefore it cannot be said that "PavCo has been working with the City";

Please also consider refraining from discussions about reduced hours or brightness as this actually misses the point altogether and demonstrates a lack of listening to your constituency's complaints. *A City By-law contravention does not stop being a City By-law contravention when you reduce its daily duration from 12 hours to 10 hours or when you turn down the luminosity from 25000 watts to 24000 watts.* For a succinct explanation of what your constituents are demanding, I invite you to spend four minutes listening to the following radio clip which accurately summarises the feelings of those residents whose glass homes continue to be bombarded by PavCo's giant flashing advertising video screen at Terry Fox Plaza: <http://takethegiantscreendownnow.blogspot.com/2011/11/pavcos-shameful-betrayal-of-public.html>

Vancouver City Mayor Gregor Robertson has sent your office a letter requesting that PavCo comply with City By-laws; Mayor Robertson has also gone on record on CTV News stating that the City "wants <PavCo> to comply with the Sign By-law". As a testament to the support enjoyed by Mayor

Thank you for your prompt consideration of this important matter and for reasonably concluding that the rule of law must always be observed, *especially* by Provincial agencies.

With regards,

□ □

Send us an email: info@hugoboss.com S22

Comment on our Facebook Page: <http://www.facebook.com/pages/Take-the-Giant-Screen-Down-Now/159656580793829>

Follow us on Twitter: <http://twitter.com/TtGSDN>

View our Flickr partner photos: <http://www.flickr.com/photos/StopBillboard>

Draft #: 1

Revised Date: Dec 16/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22

Thank you for your email of December 5, 2011, regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about this new installation. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the screen, the operating hours have been reduced to exclude the hours between 7:00 pm and 7:00 am, with the exception of event nights. Many of the concerns came during the preliminary testing period of the screen, during which it was initially brighter than planned or intended. As a result, the screen is currently dimmed to 50 per cent brightness in daytime, and 20 per cent prior to 9:00 am and after 6:00 pm. In addition, PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30
Date Typed: December 16, 2011 Prepared by: FSB:C.Hall:LH
Document Location: o:\correspondence\2011 minister\drafts\management services
division S22 - draft#1 (2).docx

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Pavco and big advertisement blasting into people's homes

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

From: S22
Sent: Monday, December 5, 2011 8:02 AM
To: Minister, JTI JTI:EX
Subject: Pavco and big advertisement blasting into people's homes

Dear Honourable Minister Bell,

I am writing to urge you to remove the giant advertising screen that is projecting into the glass homes in Downtown/Yaletown.

Not only does it's glare block the statue of Terry Fox, which is disrespectful, but it makes these peoples homes unbearable to live in. The advertising itself is just plain offensive. To have it forced on individuals who did not buy their homes under these conditions shows a very clear disregard for the people these advertisers are trying to entice. As well, the resale value of their homes drops considerably.

Payco should be ashamed of their behavior and not be allowed to act with total disregard of their impact on others.

Once again, please remove the screen immediately.

Thank you for your consideration.

Sincerely,

S22

Draft #: 1

Revised Date: Dec 16/11

Typist/Editor Initials:

Ref: S22

S22

Email: S22

pc: Warren Buckley
President and CEO
BC Pavilion Corporation
info@bcpavco.com

Dear S22 :

Thank you for your email of December 1, 2011, regarding the video screens at BC Place.

I have been in contact with BC Pavilion Corporation (PavCo), and I have been told that members of the management team at BC Place have been communicating with neighbours who have contacted BC Place about the screens. I believe that PavCo is listening to the concerns, and is working to respond to the concerns of its neighbours while continuing to operate BC Place as the anchor for one of Vancouver's main entertainment districts.

In response to concerns about the screens, the operating hours have been reduced and the screens have been dimmed. In addition, regarding your comment about the lighting and need for brightness adjustment, I understand that PavCo is investigating ways to further reduce the intensity and impact of the signs.

Your comments are appreciated, and will be shared with PavCo in order that they, too, are aware of your concerns.

Thank you for bringing the matter to my attention.

Sincerely,

Pat Bell
Minister of Jobs, Tourism and Innovation

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30
Date Typed: December 16, 2011 Prepared by: FSB:C.Hall:LH
Document Location: o:\correspondence\2011 minister\drafts\management services
division\ S22 - draft#1.docx

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Signs at BC Place damage Vancouver's reputation as a world class city.
Attachments: pavco 6.jpg; pavco 4.jpg

From: S22
Sent: Thursday, December 1, 2011 11:56 PM
To: Minister, JTI JTI:EX
Cc: McNeil.MLA, Mary LASS:EX; Herbert.MLA, Spencer P LASS:EX
Subject: Signs at BC Place damage Vancouver's reputation as a world class city.

Minister Pat Bell,

I am a thirty year resident of Vancouver, city property owner and owner/operator of a company that employs Vancouver software professionals.

The signs at BC Place are bright beyond any precedent. I am deeply concerned that the brand of Vancouver is being damaged by the garish ads being blasted. Obviously there is a need to produce revenues by advertising, but damaging the view of the city from Fairview over False Creek is completely unnecessary in order to display these ads.

It has already been pointed out that the signs contravene the desires of the city implied in Vancouver's bylaws. This is disappointing. I am writing because, in addition to this, they are simply brighter than any other light in view. The signs need significant adjustment. I am stating this far after observing all brightness adjustments since they were turned on.

I have attached photos that I took wherein it is impossible to photograph Vancouver and the ads in the same capture. These images were taken after all brightness adjustments were made with professional camera hardware. In person, what you see is an ad that is extremely bright and disruptive to the view.

It is possible to reconcile the needs of Payco and not abuse the brand of Vancouver. The current approach is both tasteless and not indicative of the level of thinking that is required for Vancouver to maintain its position as a world class city. We must do better.

S22

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: Giant Screens at BC Place

From: Bell.MLA, Pat [mailto:Pat.Bell.MLA@leg.bc.ca]
Sent: Friday, November 25, 2011 11:29 AM
To: Minister, JTI JTI:EX
Subject: FW: Giant Screens at BC Place

Charlotte Groot

Constituency Assistant

PAT BELL MLA

Prince George-Mackenzie

☎ Phone: (250) 612-4194

☎ Fax: (250) 612-4191

✉ E-Mail: charlotte.groot@leg.bc.ca

✉ Address: 103 – 770 Central St. E, Prince George, BC V2M 3B7

www.patbellmla.bc.ca



Think Green! Please do not print this email unless necessary

From: S22
Sent: November-25-11 11:17 AM
To: Bell.MLA, Pat
Cc: McNeil.MLA, Mary; Chandra Herbert.MLA, Spencer
Subject: Giant Screens at BC Place

S22

25 November, 2011

MLA Hon. Patrick Bell
103 – 770 Central Street
Prince George, BC V2M 3B7

Hon. Patrick Bell,
Re: Giant Screens at BC Place

I am a resident of Crosstown in downtown Vancouver, and I would like to express my extreme discontent with regard to the huge screens recently erected outside of BC Place. I live several blocks away, on Keefer Place, and the constant flashing of light during the night is incredibly intrusive. The sign that I see from my home is not even the biggest screen - residents in other towers must have it even worse, though that is hard to imagine. Vancouver bylaws are very clear that advertising screens of this size and brightness are not permitted in a residential area. Why is this being allowed?

I have no issue with these signs being on during daylight hours, but it is totally unacceptable that they are operational at night in a residential area. The sign has come on at 5:30am, waking me up even though my blinds were closed and I live blocks away - that is how bright it is. If they were in fact dimmed as Pavco claims, they were not dimmed nearly enough. I do not understand how Pavco can be allowed to pollute our homes with these flashing lights. These are not empty office towers, these are homes! Even from the Fairview area across the water, these signs are by far the brightest thing visible at night. Our beautiful Vancouver city skyline is now marred by giant flashing ads.

I would like these screens to be operational only during daylight hours, drastically dimmed or removed entirely.

Sincerely,

S22

Pearson, Barbera CSCD:EX

From: Minister, JTI JTI:EX
Subject: FW: BC Place LED billboard

From: S22
Sent: Friday, November 25, 2011 5:52 PM
To: Minister, JTI JTI:EX
Subject: Fwd: BC Place LED billboard

Please note S22
Sent from my iPhone

Begin forwarded message:

From: S22
Date: November 25, 2011 5:50:09 PM PST
To: "iti.minister@gov.bc.ca" <iti.minister@gov.bc.ca>
Cc: "mary.mcneil.mla@leg.bc.ca" <mary.mcneil.mla@leg.bc.ca>
Subject: BC Place LED billboard

Pat Bell and Mary McNeil:

I saw your comments in the house re: the giant BC Place billboard at Robson St - and I was disappointed to hear you say the situation has been "resolved". Seriously?
I am disappointed that you think it is acceptable to allow BC Place to intrude on the peace and comfort of downtown residents simply to make advertising revenue.
If YOU lived in the affected area and had blazing neon advertising assaulting your personal living space 12 hours a day - I suggest you would not think this situation is "resolved".
This is a cash grab - corporate greed at the expense of hundreds of homeowners and it's breaking the law.
It is not acceptable and I urge you to reconsider your support for the blatant disregard of Vancouver bylaws.

S22

Please note S22
Sent from my iPhone

Pearson, Barbera CSCD:EX

From: S22
Sent: Saturday, December 17, 2011 7:51 AM
To: Minister, JTI JTI:EX; McNeil.MLA, Mary LASS:EX; OfficeofthePremier, Office PREM:EX; XT:Wagner, Alexandra BCPC:IN; XT:Harding, John CASE:IN; XT:Crosley, Howard CASE:IN; XT:Podmore, David CASE:IN; S.22
info@bcpavco.com; stadium@bcpavco.com; S.22
partnerships@bcpavco.com; webmktg@bcpavco.com; Herbert.MLA, Spencer P LASS:EX; S.22
Subject: S22 Remove the Giant Video Screen at Terry Fox Plaza
Categories: Minister's Draft Required

SUBJECT:
Take down the Giant Video Screen at Terry Fox Plaza

BODY OF MESSAGE:

To: The Honourable Christy Clark, Premier of British Columbia
To: The Honourable Pat Bell, BC Minister of Jobs Tourism and Innovation
To: The Honourable Mary McNeil, MLA Vancouver-False Creek
To: BC Pavilion Corporation (BC PavCo) Executives and Board of Directors
Cc: The Honourable Spencer Chandra Herbert, Official Opposition Critic for Tourism, Culture and the Arts

Minister Pat Bell,

As a BC resident, I wish to express my disapproval regarding BC PavCo's irresponsible decision to erect a 2000 square-foot high-definition LED video screen at Terry Fox Plaza in September 2011.

I believe that this giant screen at Terry Fox Plaza needs to be removed for one or more of the following reasons:

1. The giant video screen violates several sections of the City of Vancouver Sign Bylaw.
2. The Vancouver City Mayor has requested that BC PavCo comply with Vancouver City Bylaws and take the giant video screen down.
3. The giant video screen is 10 times the allowable billboard size and was irresponsibly positioned directly in front of hundreds of glass residential homes.
4. The bright flashing light from the giant video screen threatens the health and well-being of neighbouring residents.
5. The advertisement on the giant video screen greatly dishonours the legacy of Terry Fox by overshadowing the Terry Fox memorial with Telus, Budweiser and Pepsi slogans.
6. The giant video screen was secretly erected without any City consultation, community consultation or community impact assessment.
7. The giant video screen devalues Vancouver and damages the visual appeal of our beautiful cityscapes.
8. The giant video screen runs contrary to Vancouver's great efforts and progress towards becoming the Greenest City in the world.

I trust that you will immediately take action to rectify this situation and instruct BC PavCo to take the giant screen down now.

Sincerely,

S22

Concerned BC resident and Voter

MacInnis, Matthew JTI:EX

From: Heiman, Carolyn GCPE:EX
Sent: Thursday, November 17, 2011 2:10 PM
To: MacInnis, Matthew JTI:EX
Subject: RE: Please re-send pavco sign in
Attachments: IN_BC Place_Outside Video Boards_Oct 2011.docx

S.13

KEY FACTS:

Some residents who live around BC Place have complained about the light emanating from the video screen at the Terry Fox Plaza.

The issue has garnered some media attention and was raised by a Vancouver city councillor at a council meeting on October 4, 2011 and by the city's mayor.

To address the concerns of the residents, PavCo has taken action to dim the video board and it will only operate from 7:00am to 7:00pm.

Two more video screens will be installed, towards the Pacific Blvd. side of the stadium, prior to the Grey Cup. These two screens will also operate in a manner to mitigate neighbourhood concerns.

As BC Place is a Crown property, the City of Vancouver's bylaws and approval processes are not applicable.

Carolyn Heiman
Communications Manager
Ministry of Jobs, Tourism and Innovation
Phone: 250 387-2799
Cell: 250 888-3545
Email: Carolyn.Heiman@gov.bc.ca

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

From: MacInnis, Matthew JTI:EX
Sent: Thursday, November 17, 2011 2:06 PM
To: Heiman, Carolyn GCPE:EX
Subject: Please re-send pavco sign in

Sorry on bb without file access

Page 57 redacted for the following reason:

S13