

Subject: [Fwd: NVD Meeting: PPP & Billboards]

Date: Sat, 27 Apr 2002 18:03:10 -0700

From: Brian Platts <brian_platts@telus.net>

To: Corrie Kost <kost@triumf.ca>

Subject: NVD Meeting: PPP & Billboards

Date: Thu, 18 Apr 2002 15:38:58 -0700

From: "Dave Sadler" <davesadler@telus.net>

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Dear Mayor & Council: April 18, 2002

Public Meeting: Billboards & PPP Initiatives

I see the potential for public/private partnerships, but I do not support the initiative of installing billboards on public property. They are ugly, crass & a form of visual pollution. Billboards are not in keeping with a 'Super Natural' District of North Vancouver.

Rather than expanding the profusion of billboards, the trend in upscale communities is to prohibit their use altogether. Such an initiative was recently narrowly defeated in Vancouver.

District citizens already have to tolerate advertising on the exterior of their buses & in their bus shelters and quite frankly I certainly don't want to see any more.

We're all familiar with the profusion of billboards as we drive into Victoria from the ferry terminal. The Burrard & Squamish Bands should be congratulated for not making a similar cash grab on their reserves.

For the District to suddenly allow billboards on public land would definitely send the wrong message to neighbouring jurisdictions. I believe the entire North Shore should remain a billboard free zone.

There are other more tasteful & less imposing initiatives, which could be explored. For instance, in today's Vancouver Sun, there is an article concerning a PPP project between the Surrey School Board & Bell Canada.

The new 1,100 seat Bell Centre for the Performing Arts is the result of a sponsorship agreement and is a tasteful asset to the community. In the photo which accompanies the article, students are seen painting a mural on the exterior wall of the facility. They are not painting a huge Bell corporate logo, but rather a tasteful mural representing the cultural diversity of the community.

There are lots of similar opportunities, both big & small. For instance, members of the public attending Council or watching on TV see Councillors regularly displaying bottles of Evian mineral water. For this kind of free publicity, I think it would be worthwhile asking the company to a) supply their product gratis and b) ask for a donation to our library for the purchase of new books.

There's lots of potential and ideas but to have 35 unsightly billboards adorning the District's landscape is definitely not one of them.

Yours truly, Dave Sadler