

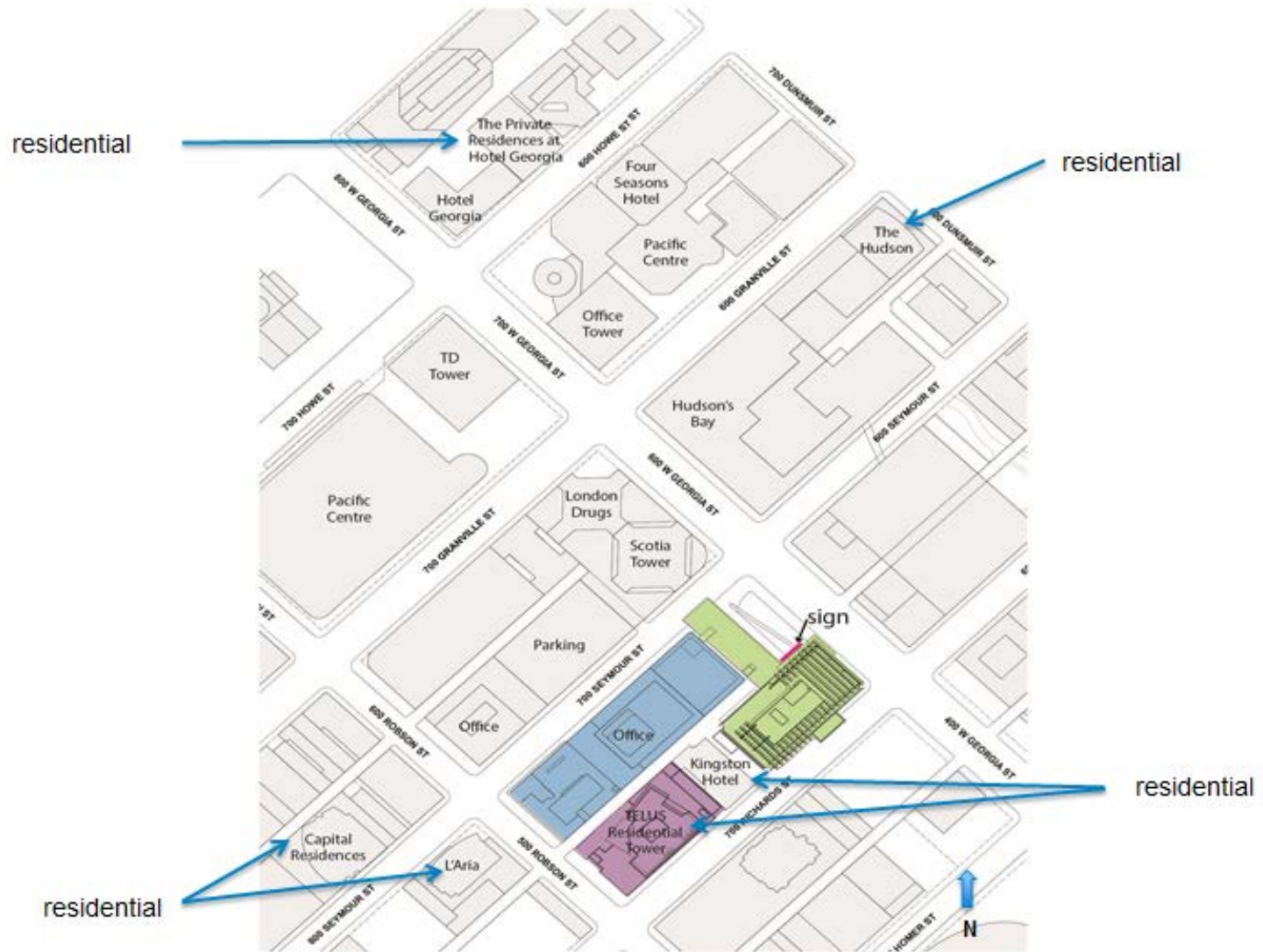


Proposed Amendments to the Sign By-law: TELUS Garden Screen

Public Hearing
June 25, 2015

- In 2012, site rezoned to CD-1 to permit a mixed use development
- Rezoning included support in principle for a retractable projection screen between the 16th and 18th floors of TELUS Garden building:
 - Head office for TELUS, a pre-eminent technology provider
 - Screen to be integrated into the design of the building and animate it
 - Screen to be used for artistic and civic uses, no third party advertising

Site Context

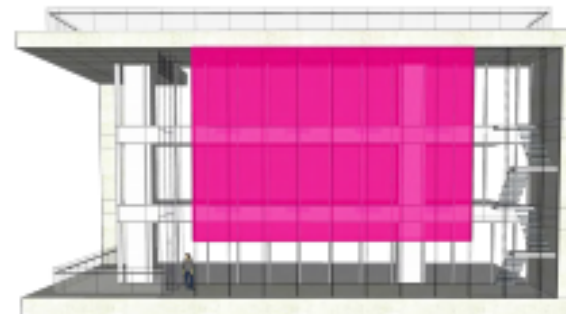


- Size: 7.5 m (24.6 ft) high by 11 m (36 ft.) wide
- Located in 3-storey sky garden (between 16th and 18th floors):
 - housed in the ceiling and will not be visible when retracted



Inactive Screen

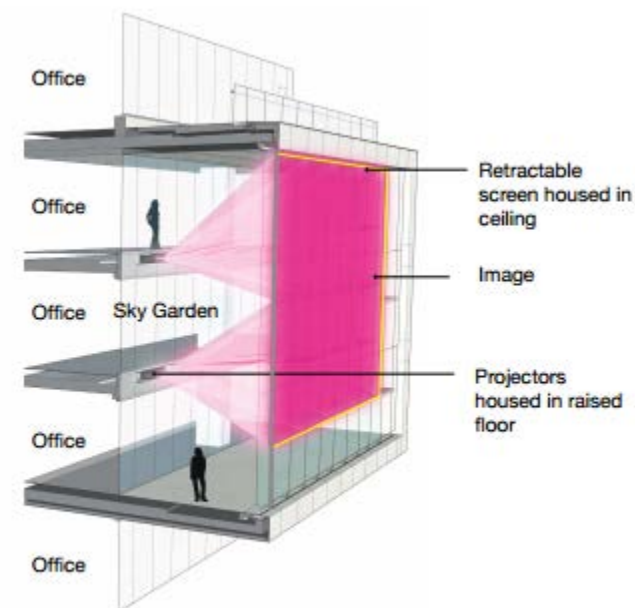
The screen when not in use retracts into the ceiling



Active Screen

The screen descends as required from a motorized roller shutter located behind the glass at the top of the Sky Garden

- Projectors located between raised floors in the building, behind the screen
 - powered by photovoltaic panels on roof
- Back projection visible in low light only
 - screen to be retracted during the day and lowered at dusk



NW Sky Garden - Sectional Axonometric

- Create new definitions for:
 - Retractable Screen Sign
 - Electronic Copy
- Regulations for size and height
- Restrict hours of operation to between dusk and 11 pm
- Require sign to be retracted when not in use
- Restrict brightness to a maximum of 330 candelas per m²
- Restrict size of a tenant logo to 8.25 m² (10% of screen area)

- Cultural content, community programming and City-sponsored public service announcements
- No advertising for goods or services
- Video to generally run in 20 minute loops
- Administered by TELUS and Westbank, content secured through a legal agreement

- 90% of screen time will be dedicated to cultural/community programming (18 minutes of a 20 minute loop):
 - Minimum 60% must be existing or commissioned professional art, licensed art, and student film, video and art
 - Remainder can be community programming and TELUS TV produced content (includes local events); no advertising for TELUS products or services

- A maximum of 25% of the cultural/community programming content (4.5 minutes) may include a logo or slogan of a TELUS Garden tenant in association with video clip they have sponsored
 - logo size is not to exceed 10% of screen area
 - will not overlay professional, licensed or student art content or appear on screen at same time



- 10% of screen time to be reserved for City public service announcements and programming (2 minutes of a 20 minute loop):
 - Advertising of upcoming events and performances by non-profit arts organizations
 - Video artwork
- Content to be coordinated by Cultural Services
- Similar to agreements for signs at Robson and Granville and CBC

Example of City of Vancouver Content



- Legal agreement to secure:
 - 10% air time for City public service announcements and video art
 - Cultural content and programming of screen
 - Annual review of screen programming, content, operation and administration can be required by City
 - A content review committee that includes a recognized art professional and independent video/film professional (approved by the City)
 - Maintenance, operation of screen
 - Provisions regarding liability, indemnity and default

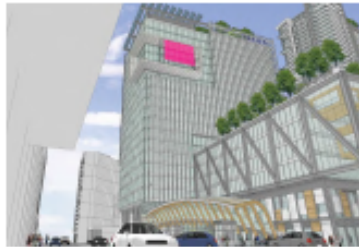
Georgia Street – Public Views



1 View from Howe Street

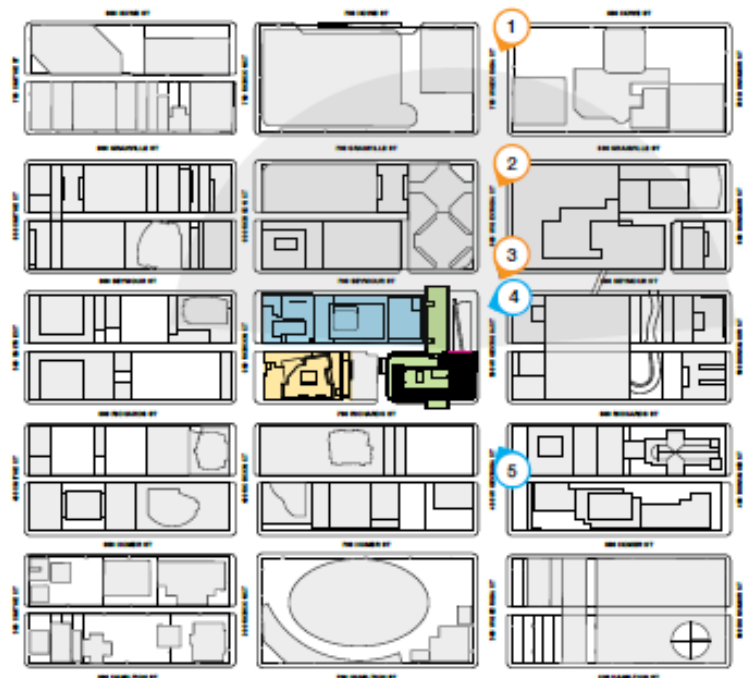


2 View from Granville Street



3 View from Seymour Street

Looking East
Approach taken from different vantage points along North side of Georgia Street



Context Plan



4 View from Seymour Street

Looking East
Media Façade is visible from this approach



5 View from Richard Street

Looking West
Media Façade is not visible from this approach

Seymour Street – Public Views



1 View from Dunsmuir Street



2 View at Mid block from Between Georgia & Dunsmuir Street



3 View from Georgia Street

Looking South
Approach taken from different vantage points along West side of Seymour Street



Context Plan



4 View from Georgia Street

Looking East
Media Façade is visible from this approach

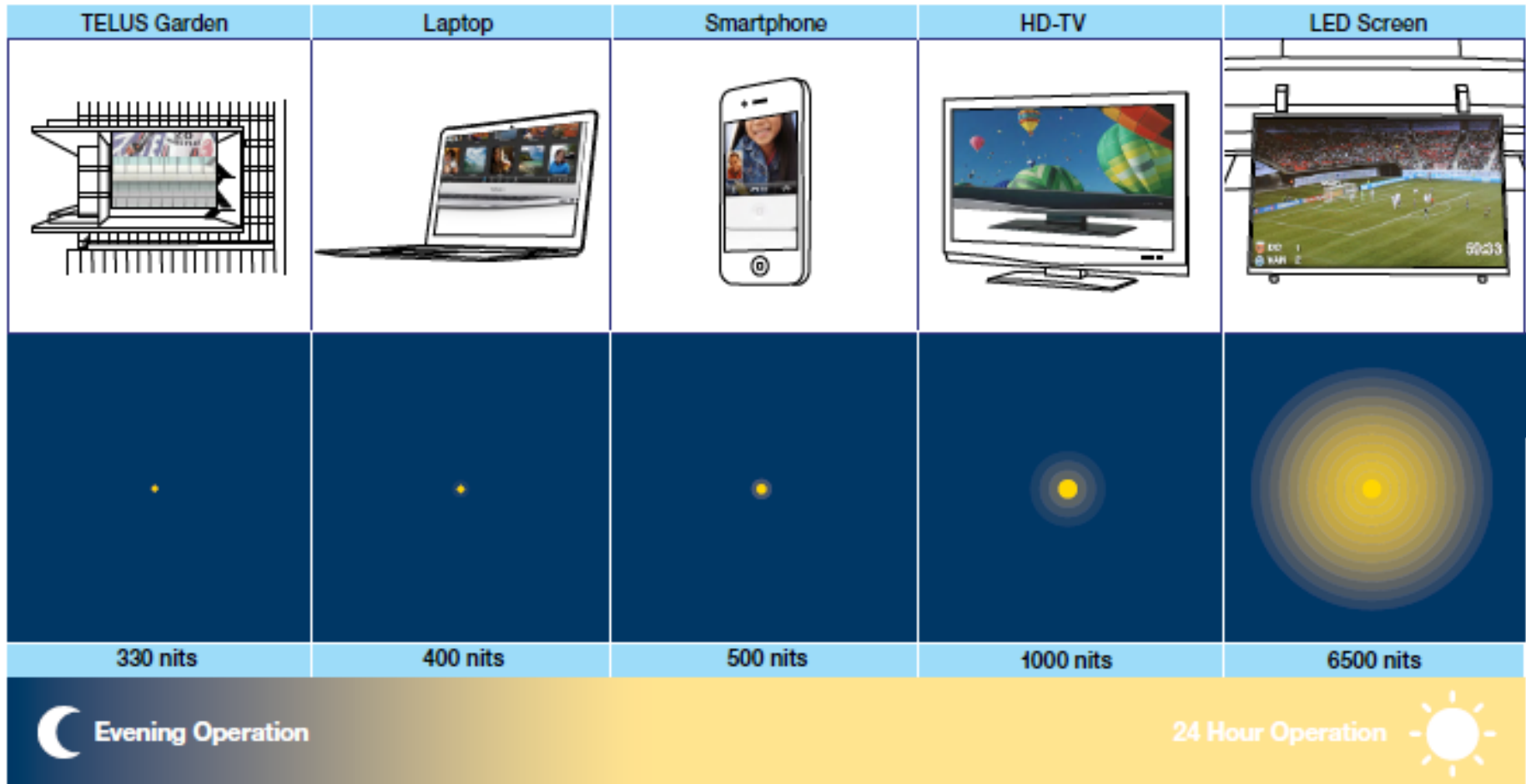


5 View from Robson Street

Looking West
Media Façade is not visible from this approach

City	Max. Illumination – dusk to dawn (cd/m ² or nits)
Calgary	300 in all zones except commercial and industrial 350 in commercial zones 500 in industrial zones
Toronto	500 (considering reduction to 300)
Edmonton	400
Ottawa	220 for digital billboards 300 for electronic message centres
Seattle	500
Phoenix	300
Boston	500

Illumination Examples



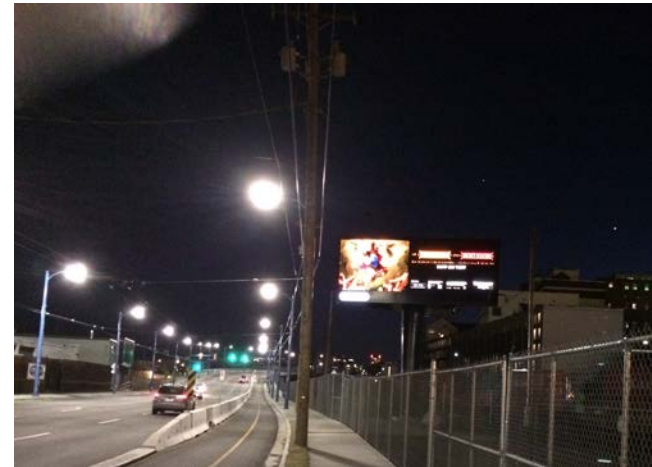
Illumination Examples

Screens at Robson and Granville – 1000 nits

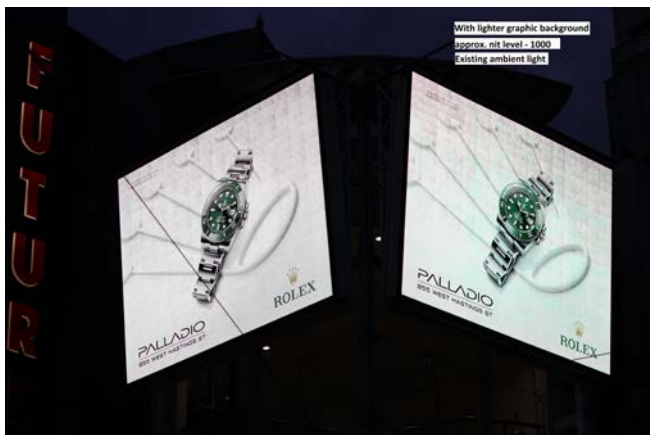


Source: Cieslok Media

Port Metro Vancouver/Powell Street Digital Billboard - 300 nits



Abbotsford Digital Billboard – 100 nits



Source: Cieslok Media



Source: Cieslok Media

Examples –Projection Screens

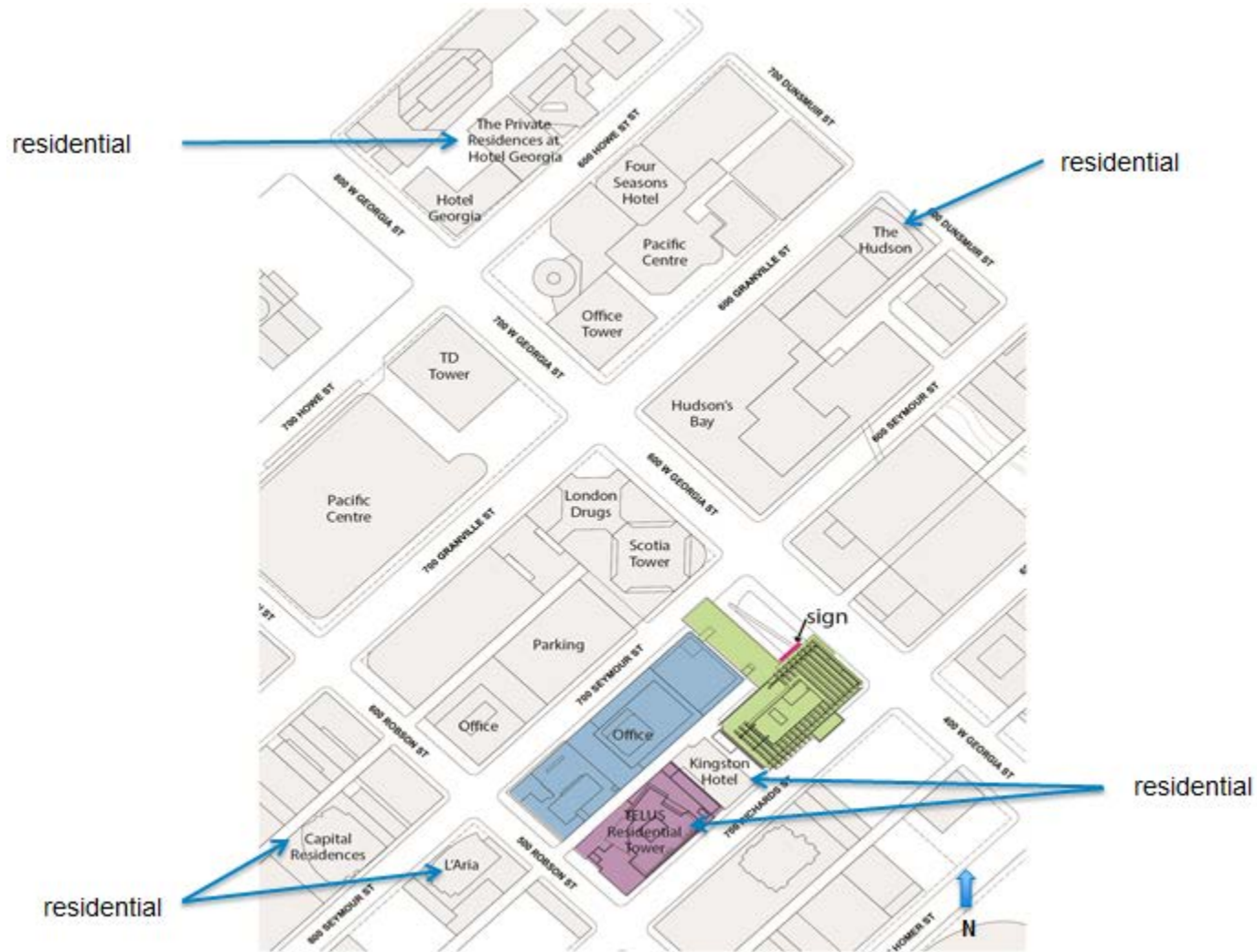


Surrey Urban Screen



Bikini Berlin (Shopping Mall)

Residential Impacts



- Distance from screen and angle of views reduces impact for residential buildings
- Hours of operation restricted to dusk to 11 pm



View from +/- 25 storey

Capitol Residences (42 stories)



View from +/- 19 storey

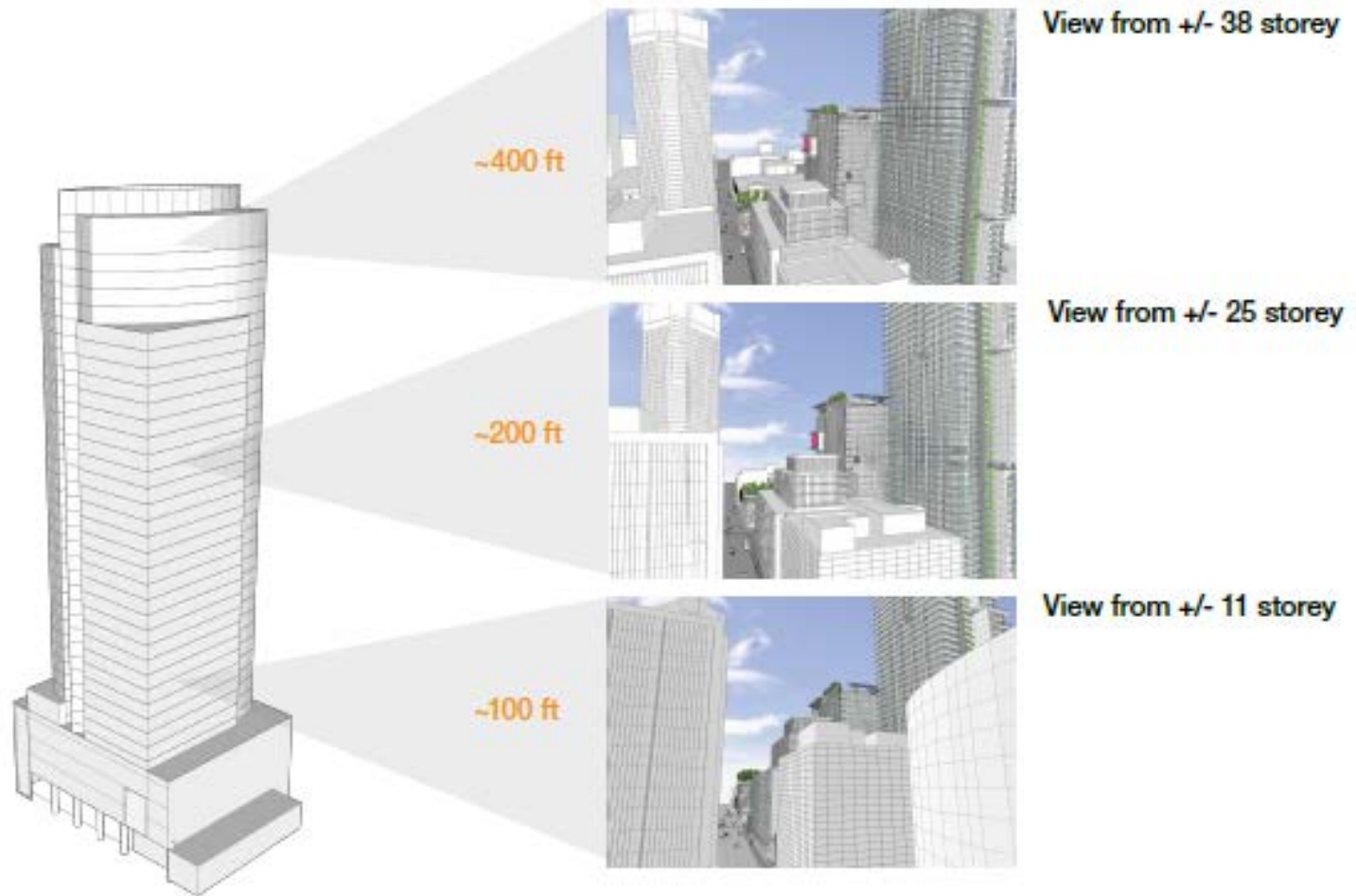
The Hudson (32 storeys)



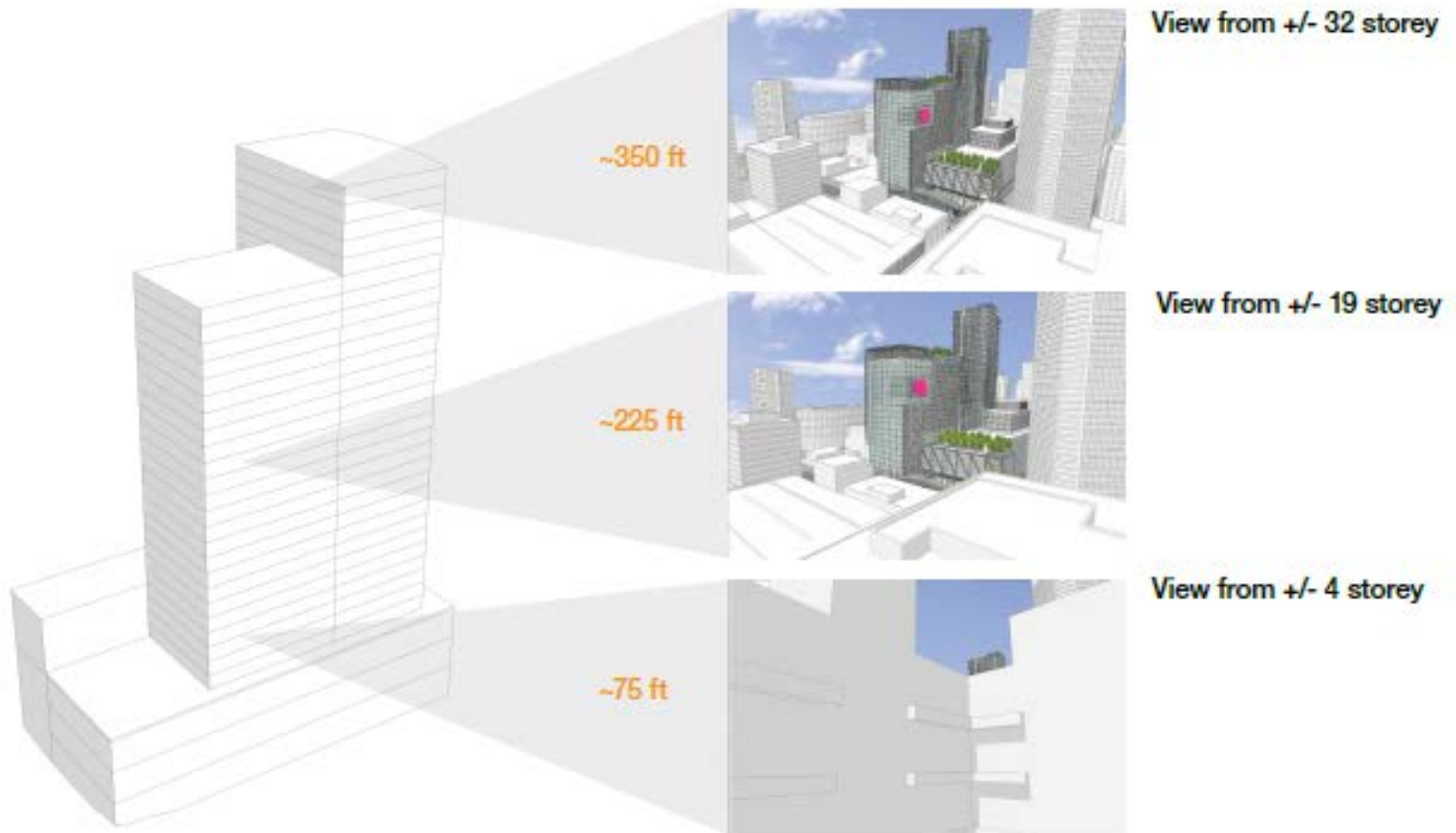
View from +/- 32 storey

The Private Residences at Hotel Georgia (48 stories)

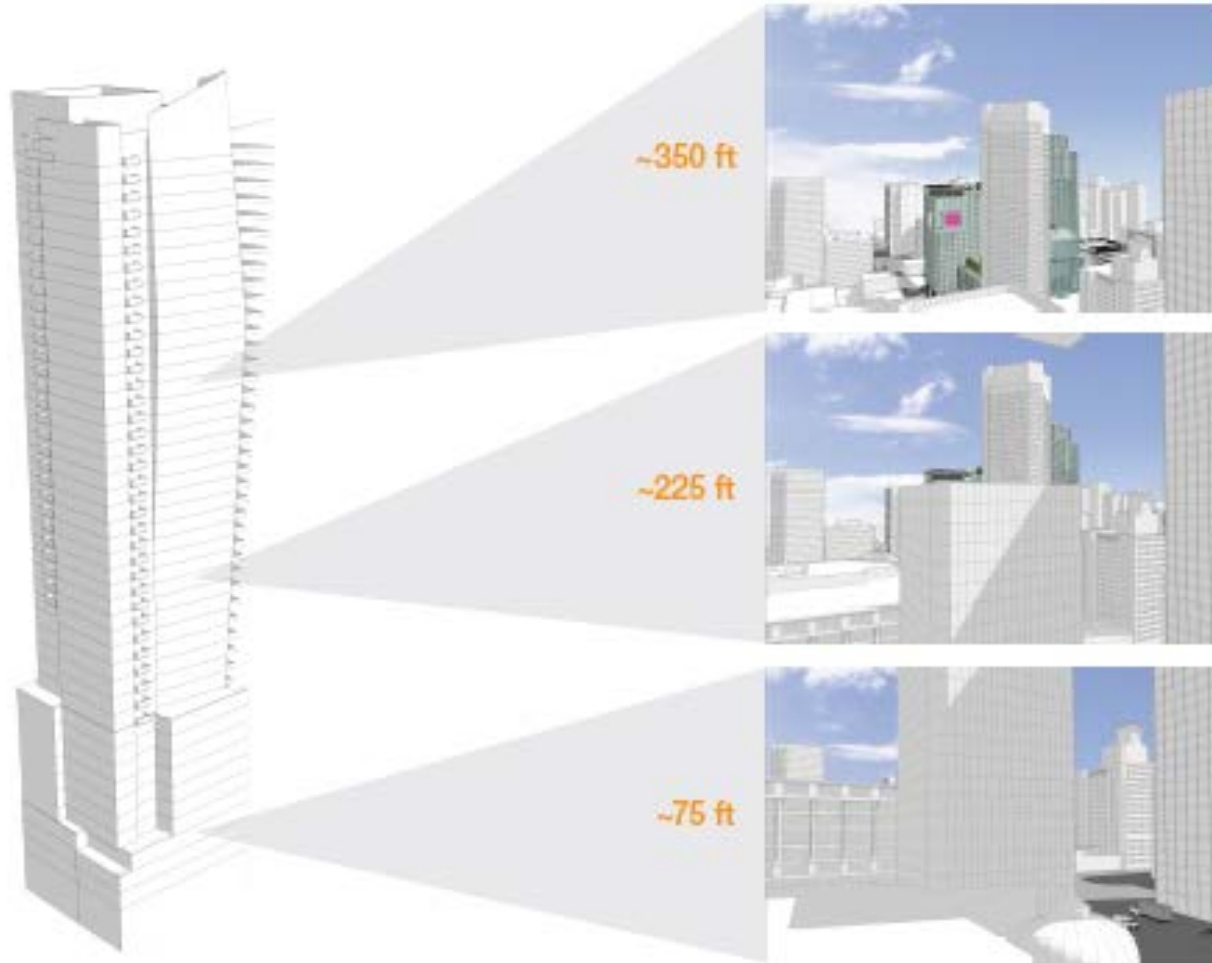
View Impact - Capitol Residences (42 stories)



View Impact – The Hudson (32 stories)



View Impact – Private Residences at Hotel Georgia (48 stories)

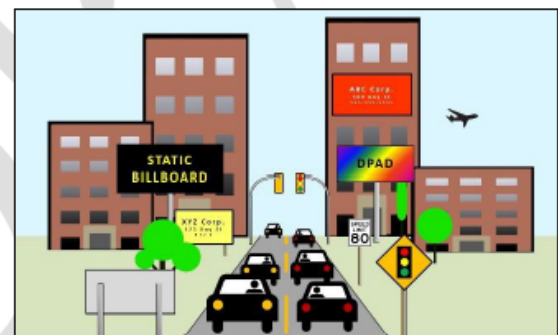
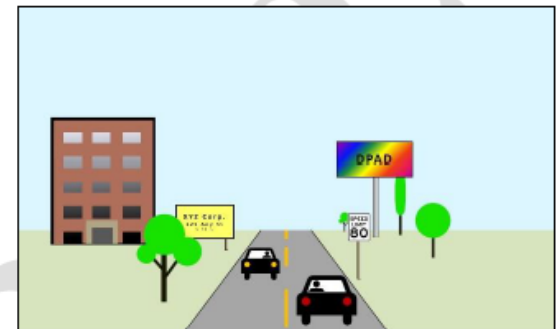
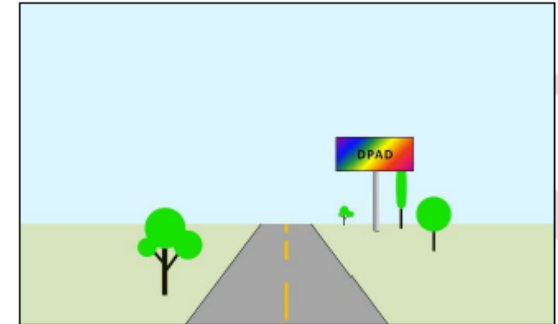


View from +/- 32 storey

View from +/- 19 storey

View from +/- 4 storey

- Studies reviewing the impact of digital signs on the rate of traffic accidents inconclusive
- Digital displays increase glance frequency and duration of glance
- Impact of digital screens varies with sign location, surrounding environment and visual clutter



Source: Digital and Advertising Display: Regulatory and Road Safety Assessment Guidelines, TAC

- Screen unlikely to interfere with visibility of traffic signals or intersection due to its 16th floor location
- Traffic data will be monitored to determine impacts on road safety



1 View from Intersection of Howe & West Georgia Streets



2 View from Mid-block of 600 West Georgia Street



3 View from Intersection of Seymour & West Georgia Streets

- Community open house held February 11th, 2015
- 56 response forms received:
 - 25% support screen as venue for art and to animate building
 - 65% had concerns about illumination, content being used for advertising rather than art, the impact on public realm and driver safety
 - 10% tentatively support if screen turned off at 11 pm and content controlled to prevent advertising
- Proposed regulations and legal agreement include measures to restrict brightness, hours, and content to address concerns



The immediate context of the Media Façade is primarily commercial buildings.

The orientation of the TELUS Garden Media Façade is westward towards the Central Business District and away from the residential and hotel uses to the South and East.

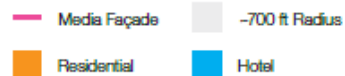
Only The Hudson and Capitol Residences have a direct line of sight to the façade and only at high level. The Four Seasons is not considered due to its distance and negligible impact.

Nearest Residential Properties

- 1 Capitol Residences 833 Seymour Street, 42-storey tower ~675 ft distance
- 2 L'Aria 822 Seymour Street, 13-storey tower ~550 ft distance
- 3 Robson & Richards 488 Robson Street, 20-storey tower ~590 ft distance
- 4 Atelier 833 Homer Street, 29-storey tower ~710 ft distance
- 5 The Hudson 610 Granville Street, 32-storey tower ~577 ft distance

Nearest Hotels

- 6 Kingston Hotel 757 Richards Street, 4-storey building ~190 ft distance
- 7 L'Hermitage 788 Richards Street, 22-storey tower ~290 ft distance
- 8 The Westin Grand 433 Robson Street, 26-storey tower ~480 ft distance
- 9 Four Seasons Hotel 791 West Georgia Street, 30-storey tower ~780 ft distance



Unaffected Neighbours



Affected Neighbours