



April 26th, 2016

The City of Vancouver
515 West 10th Ave
Vancouver, BC

Attention: City Staff

Re: Burke Billboards in the City of Vancouver

- Burke Billboards contacted several departments within the City from 2014 to 2015 to obtain guidance and permission, and were told by many individuals that there were no rules governing or preventing this type of operation as False Creek did not fall under the jurisdiction of the City of Vancouver.
- To even further determine our ability to operate in False Creek, we expended \$10,000 to have an Opinion Letter created by a Lawyer verifying the business's viability.
- Burke Billboards obtained a Business License from the City of Vancouver and described in detail at this time the location of their business venture.
- Burke Billboards is a locally owned business and we have put two years of our time and every single dollar we have into the planning and development of this business
- Burke Billboards is operating in accordance with the City of Vancouver's Sign By-Law as best as can be expected.
- Burke Billboards is operating in accordance with the Rules and Regulations of Transport Canada
- Burke Billboards operates no earlier than sunrise and no later than sunset
- Burke Billboards is striving to be green and is in the process of partnering with renewable resource companies to provide an alternate power source for the billboard such as solar or wind.
- Burke Billboards respects the reasonable comments of some of the citizens about the presence of the billboard on the waterways of False Creek and intends to address this by adding landscaping to the barge
- Burke Billboards is operated by fully trained and certified Captains, capable of safely navigating the waterways of False Creek
- Burke Billboards offers free advertising to promote local charities and non-profit organizations such as the BC Stroke foundation, Canadian Diabetes Association, BC Children's Hospital, The Red Cross
- Burke Billboards has always intended to conduct their operations under the regulations of the City of Vancouver and have made every reasonable effort to do so. We are more than willing to work with the City moving forward to ensure that operations meet all Sign-By Law Standards as well as any other applicable regulations.



b u r k e B I L L B O A R D S

We thank you for the opportunity to share our comments and hope that you will take this into consideration when making a decision on this amendment to the By Law.

Kind Regards,

s.22(1) Personal and Confidential

Tara Burke, C.E.O

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, May 13, 2016 3:18 PM
To: Public Hearing
Subject: Floating Sign Amendment

From: Dallas **s.22(1) Personal and Confidential**
Sent: Friday, May 13, 2016 9:11 AM
To: Correspondence Group, City Clerk's Office
Subject: Rezoning Application for 5021-5079 Quebec Street

I thought Burkes billboards was an amazing idea, I don't understand why you would want to boost the local economy. It's hard enough trying to make a living for our families without these ridiculous bylaws being set in place.

Dallas Crist
Paramount Projects

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, May 13, 2016 3:24 PM
To: Public Hearing
Subject: FW: Burkes Billboards

From: John Harder s.22(1) Personal and Confidential
Sent: Friday, May 13, 2016 2:37 PM
To: 'Kari Hamilton'; Correspondence Group, City Clerk's Office
Subject: Burkes Billboards

To Whom it May Concern

Paramount Projects is a design build inner city contractor presently working exclusively in Calgary. We have been discussing the process of expansion to Vancouver and as such have contracted with Burke Billboards to see what type of interest there was in Vancouver. At no time were we expecting the billboard to be the point of discussion coming out of Vancouver yet here we are. We feel that we have the right to advertise as we see fit within the parameter of the city's bylaws and were quite happy with the feedback we were receiving from the Burke Billboard. I find it disheartening that such a trivial thing as a billboard can detract the council from running a city the size of Vancouver. Surely there must be more pressing issues than should this billboard be allowed to run in the harbour. We have seen these types of advertising in Seattle, San Francisco and Hong Kong and even to a lesser degree on the water taxis presently trolling the same Vancouver harbour that is in question regarding Burke Billboards. We fail to understand the pressing issue that is squelching our advertising efforts. We chose this avenue due to its ability to attract an audience which is what we believed advertising should do. We are asking you to allow Burke Billboards to continue the business that they are licensed to do which is promote our business along with others in the harbour of Vancouver.

Regards

John Harder

PARAMOUNT PROJECTS INC

s.22(1) Personal and Confidential

From: Kari Hamilton s.22(1) Personal and Confidential
Sent: May-13-16 10:04 AM
To: s.22(1) Personal and Confidential
Subject: Email Support

When you have some time

I'm not sure if you are aware of the new proposed bylaw, but if the current bylaw gets amended, we will no longer be able to operate the billboard on the water. We would *really* appreciate if you could take a few minutes to send an email to the City of Vancouver expressing your support (personally or corporately) of Burke Billboards and it's concept. The more positive feedback the City received, the better our chances are. Below is the instructions from Council on how to do so.

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, May 13, 2016 3:22 PM
To: Public Hearing
Subject: FW: Sign By-law on Floating Signs-Support for Burkes Billboards

From: Samantha Hackel s.22(1) Personal and Confidential
Sent: Friday, May 13, 2016 1:46 PM
To: Correspondence Group, City Clerk's Office; Public Hearing
Subject: Sign By-law on Floating Signs-Support for Burkes Billboards

Good afternoon,

I am writing this email in support for Burke Billboards and giving individuals the opportunity to create careers/jobs in our city. Please let me know how I can further my support of this company in the upcoming public hearing.

Thank you very much

Samantha Hackel | Financial Analyst & Accounts Receivable | Granville Island Brewing

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Tuesday, May 17, 2016 2:51 PM
To: Public Hearing
Subject: FW: Burke billboards

From: Matt Korchmar s.22(1) Personal and Confidential
Sent: Monday, May 16, 2016 6:20 PM
To: Correspondence Group, City Clerk's Office
Subject: Burke billboards

I wanted to reach out regarding Burke billboards. We were going to use them for advertising as I think it would be a great tool to help local businesses grow. Which will also help the city and those who have businesses here!

Kind regards,

Matt Korchmar

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Tuesday, May 17, 2016 3:11 PM
To: Public Hearing
Subject: FW: Burke Billboards

From: Lisa Gerritsen **s.22(1) Personal and Confidential**
Sent: Tuesday, May 17, 2016 12:38 PM
To: Correspondence Group, City Clerk's Office
Subject: Burke Billboards

I am writing this email to express my personal support for Burke Billboards. As a close friend to the owners I can speak to the time and effort they have put into this building this business. They spent many personal unpaid hours researching this concept with nothing to show that it wasn't feasible until business was underway and the complaints started to arise. However, doing anything these days is hard, and someone is always going to loudly object. There will always be nay-sayers and negative feedback but I think it is human nature to launch a complaint before giving praise. Please don't base your regulations on feelings alone. I believe entrepreneurial spirits should be rewarded and not punished and this business has also promised to do many things that are great for the city such as broadcasting amber alerts, weather warnings etc. and giving back to the community. Floating billboards are a form of advertising that it already being used in other parts of the world as well as many other new forms of outdoor advertising, such as drones, it's almost inevitable that something like this will come to Vancouver at some point. Why not work together? Please, don't hold new thinkers who could bring money and advancements to the city back because some people are opposed to change.

Regards,

Lisa Gerritsen

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Tuesday, May 17, 2016 3:11 PM
To: Public Hearing
Subject: FW: Burke's Billboards

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

From: Johal [REDACTED] 5.22(1) Personal and Confidential
Sent: Tuesday, May 17, 2016 1:04 PM
To: Correspondence Group, City Clerk's Office
Subject: Burke's Billboards

To whom it may concern,

I am writing in my personal support for Burke's Billboards.

Thanks,
PJ

Sent from my iPhone

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Tuesday, May 17, 2016 2:51 PM
To: Public Hearing
Subject: FW: Sign By-Law Amendment - Floating Signs

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

From: Derek Fabbro s.22(1) Personal and Confidential
Sent: Monday, May 16, 2016 11:35 PM
To: Correspondence Group, City Clerk's Office
Subject: Sign By-Law Amendment - Floating Signs

To the Vancouver city council,

I am writing to you this evening to express my concerns with the possibility of council amending the Sign by-law. It is to my understanding that this amendment will to include banning of all floating billboards.

First I'd like to state that I am in favour of the floating billboard. As the law stands today it is in Burke Billboards every right to operate that sign. If you decide to strip that right your government becomes very undemocratic and that is not why you were elected nor is it why I'm sure you got into politics in the first place. I am also always in favour of local business created by young entrepreneurs. Especially young aboriginal ones.

Next I'd like to remind you of the water act and the Canadian Charter of Rights and Freedoms. Maybe you've heard of them? Both are Federal by the way. If you were to ban the use of a specific water vessel on federal waters does that mean that our government will get to chose which boats they want in the city limits? Does this not open the doors to possible corruption? How will this affect my rights and freedoms as a Canadian?

You must not forget that the people who complain usually complain about everything, if you give into this you're just adding fuel to the church of the perpetually offended. You as public servants must know this?

I'm all for the floating billboard. If you ban this I hope the holy mother of law suits lands on your desk. This is unconstitutional. You can not make up laws as you go because a couple people complained their view (of hundreds of generic poorly built foreign owned condos) was temporarily compromised for a matter of seconds.

As a citizen of Canada (if that even matters to you) my recommendation to make both parties happy would be to allow the billboard with certain limitations. These limitations include:

- a curfew of 10pm
- colour restrictions. I noticed the white is very bright and could be a reason for complaints.
- daily % of free advertising for the city including upcoming events.

These are just some examples. To be clear my issue is not with Burke Billboards it's with the democratic rights and freedoms of the owners. It's also with municipal governments going over federal laws. That is illegal.

Please feel free to contact me with any further questions.

Sincerely,
Derek Fabbro

Sent from my iPhone

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, May 18, 2016 10:14 AM
To: Public Hearing
Subject: FW: Burke billboards

From: s.22(1) Personal and Confidential

Sent: Tuesday, May 17, 2016 9:12 PM
To: Correspondence Group, City Clerk's Office
Subject: Burke billboards

Hello there, this email is to support Burke billboards. I know these peoples for a couple years now and I can tell you they have devoted a lot of time to get this business started (time, money and energy). When i heard that the city was giving them a hard time about making this work I couldn't really undersand?! I've seen publicity on truck, buses, cars...so why not on a boat? I think this is an ingenious idea!

I support 100% Burke billboards. If I had a business I would for sure look into this kind of marketing to grow my business and as a vancouver citizen I have no objections of why this would be a problem for our city.

Thank you
Katherine Lavoie

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, May 18, 2016 1:45 PM
To: Public Hearing
Subject: FW: Burke Billboards and the Posthoc Bylaw

From: Aaron Phillips **s.22(1) Personal and Confidential**
Sent: Wednesday, May 18, 2016 12:42 PM
To: Correspondence Group, City Clerk's Office
Subject: Burke Billboards and the Posthoc Bylaw

To Whom it May Concern,

I hope that the well-publicized complaints of a few people is not capable of influencing the City of Vancouver's position on a innovative new business model that is no more illegal than aerial advertising. The City should be rewarding young entrepreneurs who are willing to take a risk and invest considerable money in the local economy to operate a legitimate business. Isn't it time Vancouver encouraged diversification from a Real Estate economy? I hope the City of Vancouver does not appease a few complainers at the expense of society at large, similar to the comedic-level delay in implementing Uber.

Sincerely,
Aaron Phillips

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, May 04, 2016 3:59 PM
To: Public Hearing
Subject: Citizen Comments, Dubois, K.; Refers to P.1 - Sign Bylaw Amendment - Floating Signs, Regular Council Mtg, Tues May 03, 2016, Referred to Public Hearing

Citizen: Karen Dubois

Contact Info: s.22(1) Personal and Confidential

Comments:

I read with disbelief the City's reply to the "complaints about this new form of advertising" ... "Staff are proposingbylaw amendments to clarify rules and to "allow floating signs in a limited manner."

It seems to me Green Vancouver is losing its way to appease those whose sole purpose is to increase its revenue with no regard to what makes Vancouver - Vancouver. Its greatest draw to tourist (local, domestic and foreign) is its natural beauty. Take this away along with over development Vancouver becomes just another city - no longer unique.

I strongly encourage the Council to 'bite it in the bud' before it even gets the go ahead. Allowing any form of advertisement on the waters of Vancouver is opening the door to those who will push the boundaries.

Although I am not a resident of Vancouver but like many of us who live in Metro Vancouver, I am connected to the city in many ways and I am concerned about its 'welfare'.