



September 6, 2006
File No.: 05.1610.01/014.000

The Hon. Jim Prentice, P.C., M.P.
Minister of Indian Affairs and Northern Development and
Federal Interlocutor for Métis and Non-Status Indians
Ministry of Indian and Northern Affairs Canada
House of Commons
Ottawa, Ontario K1A 0A6

Chief Bill Williams and Squamish Nation Council
Squamish Nation
P.O. Box 86131
320 Seymour Boulevard
North Vancouver, BC V7L 4J5

Mr. Toby Baker
Department Head of Projects, Negotiations and Development
for Squamish Nation
320 Seymour Boulevard
North Vancouver, BC V7J 2J3

Dear Sirs:

**Subject: Canadian Environmental Assessment Registry
Squamish Nation Application for Advertising Pylons –
Vancouver's North Shore**

On August 28, 2006 North Vancouver District Council passed the following resolution:

“WHEREAS the Council for the District of North Vancouver has taken a firm position against the placement of billboards;

AND WHEREAS a large number of District residents have expressed opposition to any billboards in the District of North Vancouver;

AND WHEREAS a negative visual effect will be created, and traffic safety will be of great concern due to visual distraction;

THEREFORE BE IT RESOLVED THAT the Council for the District of North Vancouver forward a letter to the Honourable Jim Prentice, Minister of Indian Affairs and Northern Development, Chief Williams and Squamish Nation Council and Toby Baker, Department Head of Projects, Negotiations and Development, Squamish Nation, strongly opposing any billboards in the District of North Vancouver with a copy to all North Shore MPs, MLAs and Councils, and also to the company that will be erecting the advertising signage, AllVision Canada.”



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In passing this motion, the District emphasizes that the positive relationship developed over many years between the Squamish Nation and the District is deeply important to us as members of Vancouver's North Shore community.

The Squamish Nation has well positioned land and increasing opportunities for economic development, and the District looks forward to working closely with and assisting the Squamish Nation in its continuing efforts to provide opportunity and prosperity for its members. We believe that ongoing consultation and consideration of mutual concerns will help achieve this. There has never been a more promising time for collaboration on projects within our broader community.

Over the years, however, North Vancouver's principal suburban commuter routes – including Capilano Road, Upper Levels Highway, Mt. Seymour Parkway and Dollarton Highway - have remained relatively clear of advertising signage. The eight electronic billboards proposed are 360 square feet each with rotating panels illuminated 24 hours a day. North Vancouver District Council is very concerned about the distraction that signage of this size would cause along high volume traffic areas at bridge access routes and interchanges, and also the visual impact along key entrances to our community.

In 2002, North Vancouver District Council rejected the idea of revenue producing billboards along principal arteries leading into and through the community. Public response was immediate and overwhelmingly opposed. This summer North Shore residents have again indicated that these signs are most unwelcome. Indian and Northern Affairs Canada has confirmed that the breadth of the Canadian Environmental Assessment Act's Terms of Reference may include the "visual impact" of the billboards and "traffic safety". The District therefore asks for broad community consultation on these issues prior to any approvals being granted.

The District is asking the Squamish Nation to reconsider its commitment to introducing large advertising signage positioned along the key entrance roads to the North Shore, and also that the Minister of Indian and Northern Affairs Canada takes into consideration the strongly expressed objections toward this project when reviewing the application process for the proposed signage.

The District looks forward to continuing in a positive dialogue to find a resolution to these concerns on behalf of all our communities.

Yours sincerely,



Richard Walton
MAYOR

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cc: Ralph Sultan, MLA - West Vancouver Capilano
409 - 545 Clyde Avenue
West Vancouver, BC V7T 1C5

Daniel Jarvis, MLA - North Vancouver Seymour
#311 - 1200 Lynn Valley Road
North Vancouver, BC V7J 2A2

Katherine Whittred, MLA - North Vancouver Lonsdale
#303-126 East 15th Street
North Vancouver, BC V7L 2P9

Don Bell, MP – North Vancouver
120 East 14th Street
North Vancouver, BC V7L 2N3

Blair Wilson, MP – West Vancouver --Sunshine Coast - Sea to Sky Country
402-545 Clyde Avenue
West Vancouver, BC V7T 1C5

Mayor Darrell Mussatto and Members of Council
City of North Vancouver
141 West 14th Street
North Vancouver, B.C. V7M 1H9

Mayor Pamela Goldsmith-Jones and Members of Council
District of West Vancouver
750-17th Street
West Vancouver, B.C. V7V 3T3

Jennifer Guscott
A/Regional Director General
Indian and Northern Affairs
600 – 1138 Melville Street
Vancouver, B.C. V6E 4S3

Blair Murdoch
President
AllVision Canada
2550 Argentia Road
Mississauga, ON L5N 5R1