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|   | Description of MPCAS Operation | <ul style="list-style-type: none"> <li>• The Mount Pleasant Community Art Screen (MPCAS) will be an art-only video screen on the exterior Kingsway facade of the Rize Alliance building being developed at 285 East 10th Avenue in Vancouver, BC</li> <li>• MPCAS will be a non-commercial, urban video screen programmed for the display of media-based artwork in fulfillment of the City of Vancouver’s Public Art Program for Private Development obligation for the 285 East 10th Avenue development project</li> <li>• Since the 1960’s, the Mount Pleasant neighbourhood in Vancouver has been home to nationally-recognized non-profit arts organizations that have been innovators in the field of contemporary art, and in particular, the development of media-based artwork such as video art</li> <li>• The development of the Mount Pleasant Community Art Screen is in recognition and celebration of the local non-profit arts organizations that have led the advancement of media-based artwork in Canada and to provide a platform to display this artwork for the enjoyment of the public</li> </ul> |
|   | MPCAS Mission                  | <ul style="list-style-type: none"> <li>• The Mount Pleasant Community Art Screen Screen will provide a wide range of content representing different parts of the community on the screen. Through commissions, exhibitions, co-productions and partnerships the MPCAS will present exciting and dynamic programming from and for the community</li> </ul>  |
|   | Temporary Approval             | <ul style="list-style-type: none"> <li>• Temporary approval for the Mount Pleasant Community Art Screen is being sought for a 5-year period</li> <li>• If programming funding permits, the intention is to re-apply for renewal of the approval after the initial 5 years</li> </ul>   |
|   | Name of MPCAS Operator         | <p>grunt gallery<br/>           350 East 2nd Avenue<br/>           Vancouver, BC V5T 4R8<br/>           Tel: 604.875.9516<br/>           Email: <a href="mailto:screencoordinator@grunt.ca">screencoordinator@grunt.ca</a><br/>           Website: <a href="http://www.grunt.ca">www.grunt.ca</a><br/>           Attn: Kate Berry, Screen Coordinator<br/>           Glenn Alteen, Director</p>  |

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|   | About the MPCAS Operator | <ul style="list-style-type: none"> <li>• The grunt gallery is a non-profit arts organization that has been active in the Mount Pleasant neighbourhood since 1984 (34 years). They are an integral and valued member of the Mount Pleasant community having forged many successful and productive partnerships with other non-profit arts, cultural and community organizations in the neighbourhood and throughout Vancouver</li> <li>• The grunt gallery will program, curate, develop and coordinate content for the video screen with the intention to have the screen reflect the Mount Pleasant community</li> <li>• In their capacity as operator, the grunt gallery will also partner with other non-profit arts and cultural organizations in the neighbourhood and within Vancouver to develop content for the screen</li> <li>• The grunt gallery are in consultation with Urban Screen Productions in Melbourne Australia, who have planned, installed, launched and programmed many urban video screens throughout Australia and the world. Urban Screen Productions: <a href="http://www.urbanscreens.tv">http://www.urbanscreens.tv</a></li> <li>• Funding for the video screen equipment, installation and maintenance is being provided from the public art obligation generated by the Rize Alliance (Kingsway) Properties Ltd. 285 East 10th Ave development project</li> <li>• Funding for 5 years of video screen programming by the grunt gallery is being provided by the development project’s remaining public art obligation funds, a City of Vancouver Public Art Boost grant, a City of Vancouver Public Art grant, a Creative BC Interactive Fund grant and a Digital Strategy Fund grant from the Canada Council for the Arts</li> <li>• In 2018, Glenn Alteen, the Director of the grunt gallery was the recipient of the Governor General’s Award in Visual and Media Arts for Outstanding Contribution</li> </ul> |
|   | Video Screen Ownership   | <ul style="list-style-type: none"> <li>• The first two storeys of the 285 East 10th Avenue building comprise commercial units, both retail and office use; the residential units start on the third storey and above</li> <li>• Ownership of the first two storeys of the 285 East 10th Avenue building is being retained by the developer, Rize Alliance (Kingsway) Properties Ltd.</li> <li>• The video screen will be attached to the exterior Kingsway facade, mid-block, within the second commercial storey of the building, and as such, the screen, all its hardware and playback equipment will be owned by Rize Alliance Properties</li> <li>• Rize Alliance Properties and the grunt gallery are entering into a lease agreement which gives the grunt gallery exclusive access and use of the video screen for art-only content programming and development</li> <li>• Rize Alliance Properties will not be involved in developing or programming content for the screen</li> </ul>   |

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|   | Video Screen Site on Building Facade                 | <ul style="list-style-type: none"> <li>The video screen is situated within the second storey of the building's Kingsway facade, about mid-block between East Broadway and East 10th Avenue</li> <li>The screen is located within a recessed niche area of the Kingsway facade which limits the oblique views of the screen from either side</li> </ul>  |
|   | Video Screen Dimensions & Weight                     | <ul style="list-style-type: none"> <li>WIDTH: 21'-11 1/8" (6684 mm)</li> <li>HEIGHT: 12'-3 15/16" (3758 mm)</li> <li>DEPTH: 0'-7 15/16" (201 mm)</li> <li>ACTIVE SCREEN SIZE: 12' x 21.6' (3657 x 6582 mm)</li> <li>ACTIVE SCREEN AREA: 259.2 ft<sup>2</sup> (24.08 m<sup>2</sup>)</li> <li>WEIGHT: 2,340 lbs (1,061.4 kg)</li> </ul>   |
|   | Video Screen Materials and Ingress Protection Rating | <ul style="list-style-type: none"> <li>This video screen is made up of 180 individual modules, 10 modules high by 18 modules wide</li> <li>Each module is 14.4" x 14.4" (365.76 x 365.76 mm)</li> <li>Modular cabinet construction is in steel and aluminum (corrosion resistant)</li> <li>The video screen components have an Ingress Protection Rating of <b>IP-66</b> which is "dust tight" and protected against heavy seas or powerful jets of water from any direction shall have no harmful effects (<a href="http://www.dsmt.com/resources/ip-rating-chart/">http://www.dsmt.com/resources/ip-rating-chart/</a>)</li> </ul> |
|   | Proposed Hours of MPCAS Video Screen Operation       | <ul style="list-style-type: none"> <li>Spring / Summer Hours (01 April to 30 September):                             <ul style="list-style-type: none"> <li>Monday to Thursday: 9:00 AM to 10:00 PM</li> <li>Friday &amp; Saturday: 9:00 AM to 11:00 PM</li> </ul> </li> <li>Autumn / Winter Hours: (01 October to 31 March)                             <ul style="list-style-type: none"> <li>Monday to Thursday: 9:00 AM to 9:30 PM</li> <li>Friday &amp; Saturday: 9:00 AM to 10:30 PM</li> </ul> </li> </ul>   |
|   | City of Vancouver's Public Art Program               | <ul style="list-style-type: none"> <li>The installation and programming of the art-only Mount Pleasant Community Art Screen represents fulfillment of the City of Vancouver's Public Art Program obligation for the Rize Alliance Properties' 285 East 10th Avenue development project</li> <li>The plan for the art-only Mount Pleasant Community Art Screen with grant gallery as the operator has been reviewed and approved by the City of Vancouver's Public Art Program and Public Art Committee</li> </ul>   |

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|   | City of Vancouver’s Public Art Program Staff Contact | Karen Henry, Cultural Planner II<br>Public Art - Cultural Services<br>City of Vancouver<br>Tel: 604.673.8282 (direct)<br>Email: karen.henry@vancouver.ca   |
|   | 285 East 10th Avenue Public Art Consultant           | Maureen Smith<br>Maureen Smith Consulting<br>Email: <a href="mailto:maureen@ms-consulting.ca">maureen@ms-consulting.ca</a>   |
|   | Video Screen Operational Technical Specifications    | <ul style="list-style-type: none"> <li>• This is an LED video screen</li> <li>• The pixel configuration of this screen is RGB 3-in-1 SMD</li> <li>• The maximum brightness capability of the screen is 6,000 nits (cd/m<sup>2</sup>)*</li> <li>• The video screen will have an ambient light sensor built in to the border frame around the screen that will feed ambient light levels to the screen as part of the automatic adjustable brightness functionality</li> <li>• The screen will be set to a minimum and maximum range of brightness values for operation; these brightness levels are infinitely adjustable within the overall range of 0 to 6,000 nits (cd/sm) of brightness</li> <li>• In addition to the operational minimum and maximum range of brightness values settings, the video screen is dimmable to 256 levels</li> <li>• Because the orientation of the screen is facing northeast, it will fall into shadow by about 11:00 AM and remain in shadow the rest of the day throughout the entire year. As such, this screen will not need to be operated at full brightness because for most of the day, it will not have the sun shining directly on it.</li> <li>• The individual modular cabinets that make up the screen are both front and rear serviceable and easily swappable</li> <li>• Working operation temperature: -40° to 122°F (-40 to 50°C)</li> <li>• * NOTE: A nit is the amount of light output equal to one candela per square meter (cd/m<sup>2</sup>)</li> </ul> |
|   | Projected Number of Clients                          | <ul style="list-style-type: none"> <li>• There are no anticipated clients</li> <li>• The art-only MPCAS content is for the enjoyment of the general public as they are passing by</li> </ul>   |

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|   | Number of Staff            | <ul style="list-style-type: none"> <li>• There will be no staff working at the video screen site</li> <li>• The grunt gallery team will do their work to program content for this screen from their gallery office which is located at 350 East 2nd Avenue</li> <li>• Occasionally, a technician will attend on site to change content in the playback equipment closet located one level below grade.</li> <li>• Occasionally, a technician will attend on site to perform periodic maintenance on the video screen equipment (see below)</li> </ul>  |
|   | Names of Staff             | <ul style="list-style-type: none"> <li>• Kate Berry, Screen Coordinator, grunt gallery</li> <li>• Glenn Alteen, Director, grunt gallery</li> </ul>   |
|   | Parking & Loading Strategy | <ul style="list-style-type: none"> <li>• After it is installed, there will be no deliveries or pick-ups associated with this video screen</li> <li>• Occasionally, there will be maintenance equipment required on site including a small lift to access the screen within the second storey (see below)</li> </ul>  |
|   | Video Screen Maintenance   | <ul style="list-style-type: none"> <li>• It is anticipated that this screen will be cleaned two times per year; this will involve obtaining a temporary partial sidewalk closure permit to bring a small lift in to get the cleaning crew up to the screen within the second storey of the building; access for the lift will be from the East 10th Avenue curb let down at the corner with Kingsway. This periodic maintenance will be much like other maintenance work to the building facade such as window washing and glass canopy cleaning.</li> <li>• Occasionally, one of the modular units which comprise the video screen will have to be swapped out with a replacement unit, this will also involve obtaining a temporary partial sidewalk closure permit to bring a small lift in to get the technician up to the screen within the second storey of the building to swap out the module</li> </ul> |
|   | Noise Mitigation           | <ul style="list-style-type: none"> <li>• There are no loudspeakers planned for the daily programming and use of this video screen</li> <li>• In the future, if funding permits, special events-related programming may include the use of temporary loudspeakers; in these cases, temporary event-related permits would be sought from the City of Vancouver and plans would comply with the Sound Policy for Outdoor Special Events and the Noise Bylaw.</li> </ul>   |
|   | Relaxation Rationale       | <ul style="list-style-type: none"> <li>• There are no requests for by-law relaxation associated with the installation, daily programming and use of this video screen</li> </ul>   |