

June 11, 2019

Mayor and City Council
City of Regina
Queen Elizabeth II Court
2476 Victoria Avenue
Regina, SK S4P 3C8

Dear Mayor Fougere and City Councillors,

Re: BYLAW NO. 2019-20 -THE SIGN BYLAW

Directwest is committed to connecting businesses within Saskatchewan with their customers, and we have done so for over 100 years. With the ongoing evolution of technology and consumer behaviour, meaningful interactions between buyer and seller are an integral part of the value we bring to our customers and consumers.

Our mission builds upon our history of "connecting buyers and sellers" while incorporating the fact that over time we have evolved to enable businesses to interact dynamically with their customers through Digital Out of Home advertising.

The proposed Bylaw No. 2019–20 has raised a few questions and concerns about possible changes that would affect Digital Sign owners and businesses in Regina.

We wish to present the following concerns and suggested revisions to Council at the June 17, 2019 meeting.

Proposed bylaws related to Digital or Illuminated Sign – (Section 41)

(f) for digital signs, be equipped with an automatic dimmer function

Requesting that wording be updated to include - “or automatically scheduled for brightness adjustments between dusk and dawn”

(h) on the sign copy area, not contain full-motion video or otherwise give the appearance of animation or movement, including flashing lights or lights programmed to change colours in a pattern or sequence;

(n) not have sign copy shown in a manner that requires the copy to be viewed or read over a series of sequential messages on a single digital sign, or sequenced on multiple digital displays;

Requesting that (h) and (n) be revised to limit animation “no more than 1 basic animation per 6 sec play” or “Animation limited to a percentage of sign surface area”

(0) if any component of the sign fails or malfunctions such a way that it impacts the image quality of the display, the sign shall be turned off until the display is operating as intended.

Requesting more clarity /definition for application

To that end, I am writing to request that you consider this matter at the upcoming City of Regina Council meeting on June 17, 2019 where you will be reviewing Bylaw 2019-20 - The Sign Bylaw.

It is our sincere desire that you do not proceed with Bylaw 2019 -20 as written.

Sincerely,

A handwritten signature in dark ink that reads "Dave Kindred". The signature is fluid and cursive, with the first name "Dave" being more prominent than the last name "Kindred".

Dave Kindred
Director - Business Development
Directwest

Directwest Representative Attending:

Dave Kindred
Director - Business Development

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