

Dec 10th, 2019

City Clerk, Please consider this letter a request to appear in front of city council at the upcoming December 16th meeting. My name is Chris Hauck and I represent The Sign Guys and am one of the members of the Regina Portable Sign Association. I want to address to council the concerns I have regarding the new sign bylaws, as well as the concerns of local business and commercial property owners in relation to those proposed sign bylaws. More specifically in relation to portable billboards and portable signs. To be clear a billboard advertises a service for a business at a location away from the business. A sign advertises on site at the businesses home location

Three Major changes will happen if the new sign bylaws pass.

Number 1, The portable billboards and portable signs are to be grouped together as 1 entity. So what that means now is all signs whether it's for your own personal business or if it's for a 3rd party business will have the same regulations and will have to abide by the proposed new distances I will cover in a minute and thus taking a lot of advertising away from our local businesses.

Number 2, Currently ONLY the portable billboards have to be 30Meters from a large billboard. Now all the portables will have to be 30Meters from large billboards. And with the constant amount of new permanent billboards popping up, this takes a lot of portable signs out of commission for small business owners. This proposed change goes hand and hand with the first change I spoke to in regards to the grouping of portable signs and portable billboards.

Number 3, Currently, portable billboards need to be 45Meters apart from another portable billboard. The new sign bylaw proposes now that the distance be doubled to 90Meters apart. Now if you take that 90Meter distance and add it to the now 30Meter distance from a PERMANENT billboard for portable SIGNS as well as portable BILLBOARDS, you make it nearly impossible for a lot of businesses to have a portable sign, as many of Regina's storefront businesses are grouped together in strip malls or share the same property.

These new sign bylaws will take (at a conservative estimate) 15-20 signs out of my fleet that are currently in place. Not to mention the countless business owners I may have to turn away as they will no longer be permitted to have a sign based off the new bylaw regulations. To put that in perspective, that's \$3-4,000 a month or \$36-48,000 a year in revenue lost to me as well as the provincial taxes I pay on that.

Now, I am obviously upset regarding the changes for my own personal business, but the biggest effect these bylaw changes will have will be to small business, as we are the affordable advertising route for small business owners. Large permanent billboards are starting at \$1000+ per side per month. Radio ads are starting at \$1200 per month. We are around \$200-\$250 per month. The difference is quite large.

We had over 440 local businesses sign our online petition to stop the new sign bylaws from moving forward in under a 6 week period. And I'm sure if we would've had it up longer, that number would've continued to grow exponentially. 440 local businesses is something that I think we can't ignore.

Another, big thing that I don't think everyone is factoring in, is how much revenue the portable signs and portable billboards bring in to our city. Our permits cost \$44 each. With 530m

permits purchased in 2018. Revenue generated was \$23,320 and that is a perpetual number. Each year we have to renew. So each year, we contribute another \$22-25,000 dollars. The larger permanent billboards go up, and have to a pay ONE time fee and they're grandfathered forever.

Another way money is brought in is through taxes. We all pay taxes on our businesses and income or assets earned. The more signs removed means the taxes brought in go down as well. And, lastly, let's not forget how, by our local businesses being able to advertise products or promotions or even send a holiday message to the people of our fair city, it grows there business and keeps income coming in to their store's when they're may not be another way to do so for them, that is economical. The more our local business flourishes here in Regina, the better our economy will continue to get.

These bylaws have been in place for 25 years and have had no backlash or issues. We abide by the laws and bylaws, pay our dues and taxes and help local business grow including our own. We don't ask much of our city usually, but we do ask you to re-consider the new bylaw changes and to leave them as they were for the past quarter century and allow us AND our City's local businesses to keep moving forward and to keep growing together. With the way the economy is in this day and age, I'd like to see our city back local businesses rather than dampen their chances of running a successful company.

Thanks

Chris Hauck
The Sign Guys
306-522-7446