

December 12, 2019

City Clerk,

Please consider this letter a request to appear in front of city council at the upcoming December 16 meeting. My name is Douglas Hudgin and I own Classic Portable Sign Rentals and as the president I represent the interests of the seven members of the Regina Portable Sign Association.

To be clear on definition a portable billboard advertises goods and services at a location away from the business. Permanent billboards and bus benches are also by definition billboards. A portable sign advertises at a business's home location.

Under the previous bylaw both portable billboards and portable signs had their own separate identity and regulations. The new bylaw combines the regulations for both. Now all portables will have to be 30M from a billboard instead of just the 150 current portable billboards. There are 380 portable signs in Regina used to advertise on local businesses home locations.

The distance required to set up a second portable billboard has been doubled from 45M to 90M. If there is any portable already on the lot a second portable could be added at over 90M. That distance of 90M is exactly the same separation distance required for the large permanent billboards.

Zone forwards original rationale for the proposed changes at the June council meeting was other stakeholders comments. They would never say which stakeholders. By the August 6 council meeting that rationale had changed to visual integrity.

Our requests for change for our industry in relation to amendments for the new bylaw are as follows. We are asking that the distance regulations be returned to what they were under bylaw 9250. With the elimination or reduction of the 30M distance regulation for portable billboards. That was our position when this process started in January of this year.

We do have a compromise amendment request/scenario in relation to the new bylaw. The first amendment request is the elimination of the distance regulation from a billboard. The second is a reduction for the placing of a second portable sign on lot from 90M to 70M. This would still cause our industry to remove signs but sometimes you have to go along to get along.

In a statement to the Leader Post published in an August 6<sup>th</sup> article the city managers were quoted as follows. The new regulations will help ensure that all signs will be displayed in a manner that minimizes negative impact to the esthetic quality of our streets. That would be visual integrity. Only the portable sign industry was targeted for change by the city managers. The permanent billboard industry was never mentioned for any changes. A template or standard has been set. The city does not know how many billboards were erected previous to the year 2000. What we do know is there are now 76 digital billboards in Regina. I would guess about 200 large billboards in total. Five new billboards have gone up in the last couple of months, three of them digital. Only one went up all year previous to September. That one is located at Park Street and Victoria Avenue. Pattison Outdoors provides maps of their offered locations for advertising for various cities. I compared Saskatoon to Regina and found that Regina has more than double the locations for permanent billboards and bus bench billboards. There appears to be about 15 digital billboards in total in Saskatoon as compared to the previously mentioned 76 in Regina. Outfront Media does not provide a map on their websites.

The new 2019 bylaw has not changed the regulations to erect a new permanent billboard. An application is submitted and if the 90M separation distance is met as well as other criteria it is automatically approved. There is also an appeal process if the applicant wishes to deviate from the normal standards. I am requesting a moratorium in relation to any further applications in relation to permanent billboards.

I was in Saskatoon and Moose Jaw in the last number of months and examined their bus benches. In both these centers their bus benches have an advertising panel of 10 Square feet. In contrast advertising space on Regina's benches has

grown from original backrest of 12 square feet, to 17 square feet with the addition of the plate below the knees and finally to 22 square feet with some of them. Pattison Outdoors simply added 6 inches to the height of the back rest and a foot to the length. They are now billboards you can sit on. In the 61 page contract between Pattison and the city there is only one line that addresses advertising. It says that bus benches may have advertising panels on them. Panels being plural because the word benches is plural. On behalf of our sign association I would like to request council to order the removal of what is referred to by Pattison Outdoors as the kick plate beneath the bus bench billboards. It's only purpose is for advertising. Pattison also markets the Saskatoon bus benches for advertising and this panel is not displayed in that city. I suppose the increase of the back rest on the benches from 12 square feet to 17.5 square feet is acceptable to our industry.

Thank you for your time and consideration to our requests.

Douglas Hudgin

Classic Signs / Regina Portable Sign Association 536 -4039