

APRIL 28, 2020

City Clerk,

Please consider this letter a request to appear and speak in front of city council at the upcoming April 29 meeting. My name is Doug 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. As requested my phone number is 306 536 4039 and I would like to speak at the meeting via teleconferencing.

On January 14 two of our members met with Fred Searle and Jordan Reid to discuss the reports requested by council from the December 16 meeting.

In reference to points one and two of Councils motion December 16 a suggestion was made by the administration members at the January 14 meeting that the distance required for a portable sign be reduced to 10 Metres from the previous suggested regulation of 30 Meters. The 10 Metres separation is acceptable by the Regina Portable Sign Association. That said the actual measurement would be consistent with the current enforcement agreement. There must be 10 Metres separation from the center of the support post of the permanent billboard to the actual advertising face of the portable sign/billboard. As now portables facing a different traffic flow would not require this separation distance.

An accommodation or exemption was discussed for the few properties that could not host a portable due to the presence of a permanent billboard even at this reduced distance. This is what we suggested. Lots that cannot host one portable sign along their property line due to the combination of driveway or corner sightline regulations and the 10 Metres distance requirement for a permanent billboard whether it be on or near their property will be exempt from the billboards 10 Metre distance regulation.

Point three of Councils Dec 16 requested reports is the following. The placement of a second portable sign on a lot be reduced from 90 Metres to 70 Metres. In two verbal conversations following the January 14 meeting Fred Searle has stated that the recommendations by the Portable Sign Association in relation to this

matter and others mentioned previously are acceptable to the city managers/administration.

Once again thank you for your time and attention to this matter.

Doug Hudgin Regina Portable Sign Association