

May 21, 2020

Mayor Michael Fougere and City Council,

Thank you for hearing me again today. 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.

At the April council meeting several motions and reports requested by council were brought forward for consideration. They are as follows and were agreed with and supported by the city administration at the last meeting. The mayor and majority of council approved them in an 8 – 3 vote.

The first point addressed was the distance regulation for a portable sign from a permanent billboard would be fixed at 10 Metres. This distance is to be measured from the centre of the billboard supporting post to the actual ad face of the portable.

The second proposed regulation addressed was the distance for the placement of a second portable sign on a lot will be 70 Metres. Again the measurement be from ad face to ad face.

An exemption or accommodation was agreed upon during our discussions with the administration members. It is as follows. Lots that cannot host one portable sign along their property line due to the combination of driveway or corner sightline regulations and the 10 meter distance requirement for a permanent billboard whether it be on or near their property will be exempt from the permanent billboard 10 Metre regulation.

I would also add that we are in agreement with the proposed small sign regulations. I notice this agenda includes addressing minor errors in the regulations. I am not privy to those at the time of this submission but will make enquiries and be informed before appearing. As well as reviewing the past meeting my purpose for appearing here today is to answer any questions that the Mayor and Council may have before this matter moves forward.

Doug Hudgin Regina Portable Sign Association