

APRIL 25, 2021

Mayor Sandra Masters and City Council,

Thank you so much for hearing me 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.

It would be prudent for all to review the circumstances that lead to our request for a billboard moratorium on December 16, 2019. In August of that same year council in a 6 -5 vote council had approved a sign bylaw that decimated our industry. The bylaw dictated that a second portable sign could be placed on a same traffic flow street at 90 meters. That was exactly the same separation for permanent billboards. In addition all portables would have to be 30 meters from a billboard which eliminated 10 kilometers of street frontage for our industry. That number is based on our count of 163 permanent billboards at the time. It didn't matter if the billboard was on a separate property and the portable sign advertised a merchant's own product on their own property. They were all to be removed. The reason for the regulations given by the city managers in our first appearance in June of 2019 had been other stake holder comments. That had switched to visual integrity by August. The provincial government rejected the sign bylaw and we had one more chance to change it on December 16, 2019. In the meantime 5 new billboards went up 3 of them digital.

On December 16 we had no reason to believe the outcome would not be the same as August and requested the billboard moratorium in order to cut our future losses. Council voted 8 – 3 to reject the previous regulations and after negotiations with the city managers a compromise was reached and endorsed by them for 70 meters before a second portable could be placed and a reduction for the distance from a billboard for a portable to be 10 meters instead of 30. These regulations were passed by city council in my 5th appearance almost a year ago. Saskatoon is represented as a comparison to Regina in the administrations report. My understanding of this report is their separation distance regulation for billboards is 200 meters compared to Regina's current 90 meters. Static or standard billboards are often being increased in size and converted to digital

monitors here. I am not sure about the former but the latter being something not allowed in Saskatoon. Three new billboards have gone up in Regina since the beginning of the year. Two of these new billboards are on Albert Street and one digital on Vic East. At my request planning verbally told me three more have been approved. Since the reduction of our industries distance from billboards to 10 meters or 3.25 kilometers of street frontage our members have softened their stance on this matter and have no requests relating to the outcome. We leave those decisions in your capable hands.

Our association had requested council look into bus bench billboards in Regina at that same December meeting. A report was asked for by council. We compete directly with these billboards and went through the freedom of information act to find out their numbers and any size regulation. Their numbers had been growing dramatically. The contract with the city showed there were just over 350 of them and the supplier was obligated to place 10 new benches per year on city property back of the sidewalk and provide 10 per year for city use at no charge. Note there are about 150 portable billboards in the city. Our concern is there is no regulation regarding the size of the benches or the angle of their placement. The original 6 ft x 2 ft back rest for ads was suddenly increased by a board beneath the seat to increase the size from 12 square feet to 17. Eventually we noticed the backrest size had increased on some 1 foot in length and 6 inches in height now giving them 23 square feet of advertising space. By comparison the standard portable billboard has 50 square feet of advertising space. Next we noticed some of the bus bench billboards had been turned to an excessive angle to face the traffic flow. Like all other outdoor billboards and signage in Regina we are requesting regulations for this product. I measured Saskatoon and Moose Jaw bus bench billboards in June of 2019 and their ad space was actually less than 12 square feet and no board beneath the bench. The board beneath the seat serves no public service and I am requesting it be removed. I would also request the size of the back bench be regulated to no larger than 7 feet x 2.5 feet which is 17.5 square feet of ad space. We are also requesting the benches not be turned more than 2 feet from square to the street or back of the sidewalk. We think this is very fair.

Thank you for your attention to this matter. Doug Hudgin