

# **Standing Policy Committee on Transportation**

**August 9, 2021**

**OUTFRONT/**

# Archival Photos of the Sign Industry

OUTFRONT

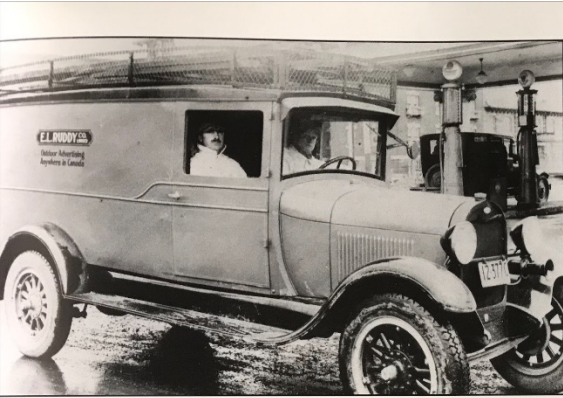
100

Years of Great  
Canadian Outdoor  
ans de publicité  
extérieure





# Archival Photos of the Sign Industry



319 Spadina Ave., Toronto, ca. 1920  
319 . avenue Spadina, Toronto, ca. 1920







This large format sign was built in **1936**, with no known incidents affecting traffic safety.

## Circle Drive & Airport Drive – built in 2015

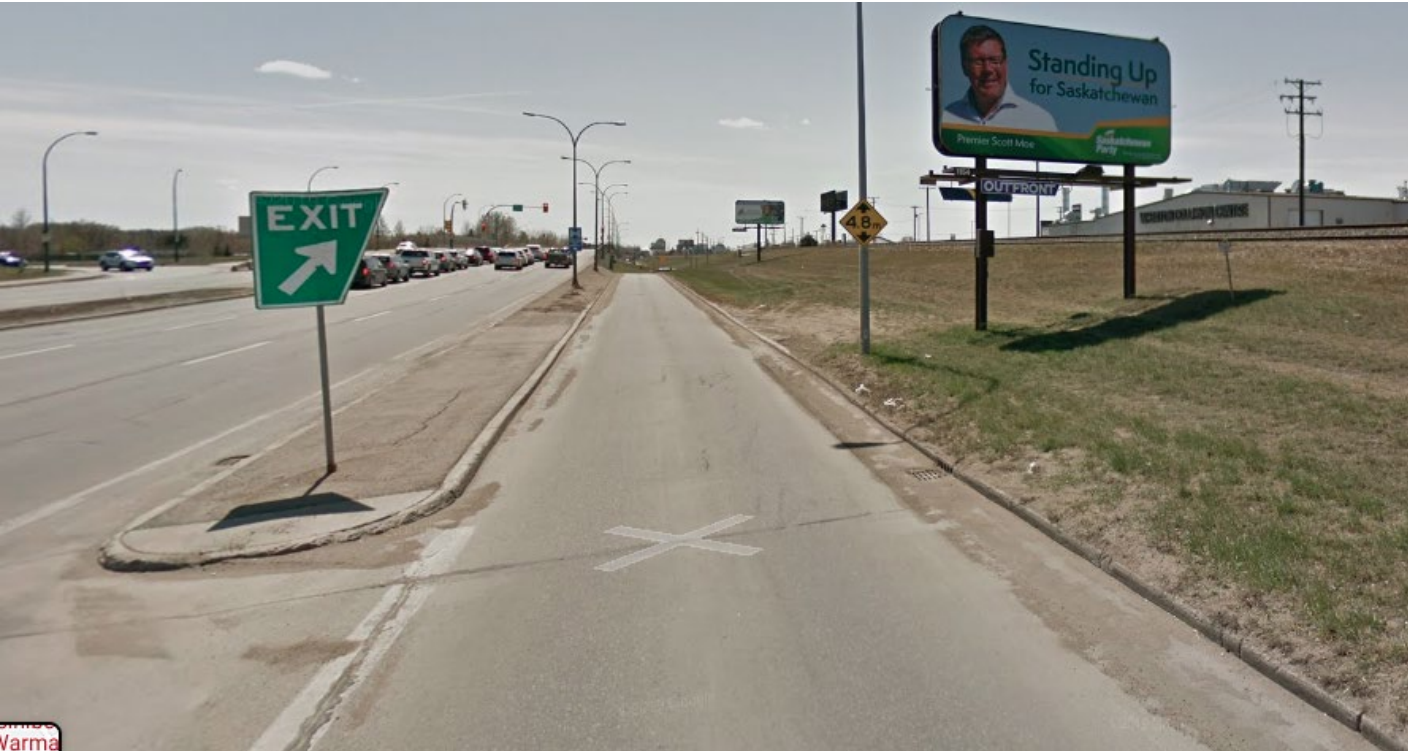


This sign was only permitted and built in 2015. Capex has barely been depreciated.  
A five year lease was signed in 2015, with a renewal in 2020 as well as for 2021, with a term until December 31, 2021.



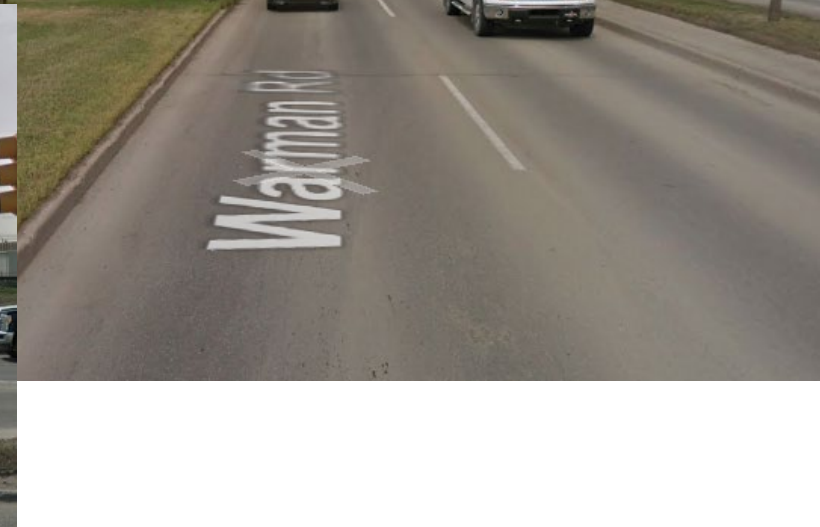
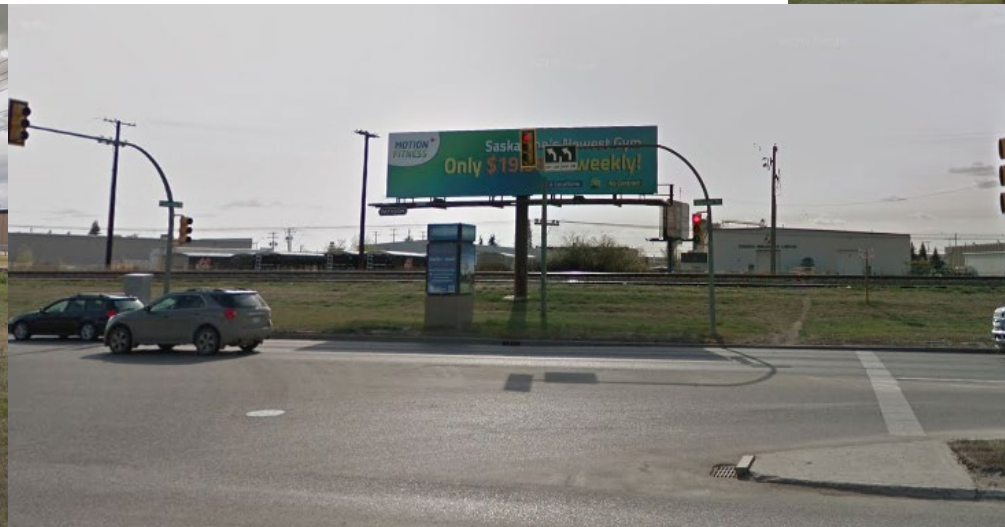
# Warman Road & Assiniboine Drive – built 1986

**OUTFRONT**



← OUTFRONT's location at Warman Road

Please see the distance from the road for our sign as compared to our competitor's inventory which is unaffected by this ROW, further South past our sign, as well as pictured below, North on Warman Road.





# Examples of Advertising in Saskatoon

## City Of Saskatoon Campaigns



**19<sup>th</sup> & Avenue A South** – used in 2020 during the Sid Buckwold Bridge Construction, As well as for City of Saskatoon Leisure Centre campaign



City of Saskatoon – Recycle Better





# Examples of Advertising in Saskatoon

*Taverna – local since 1969 – 50<sup>th</sup> Anniversary Campaign*



*Islamic Association Of Saskatoon*



*Wilson's  
Greenhouse  
Broadway  
Bridge location  
(19<sup>th</sup> and 4<sup>th</sup>)*





# Examples of Advertising in Saskatoon



## Saskatoon Food Bank





# Examples of Advertising in Saskatoon

**Hospice - Saskatoon**



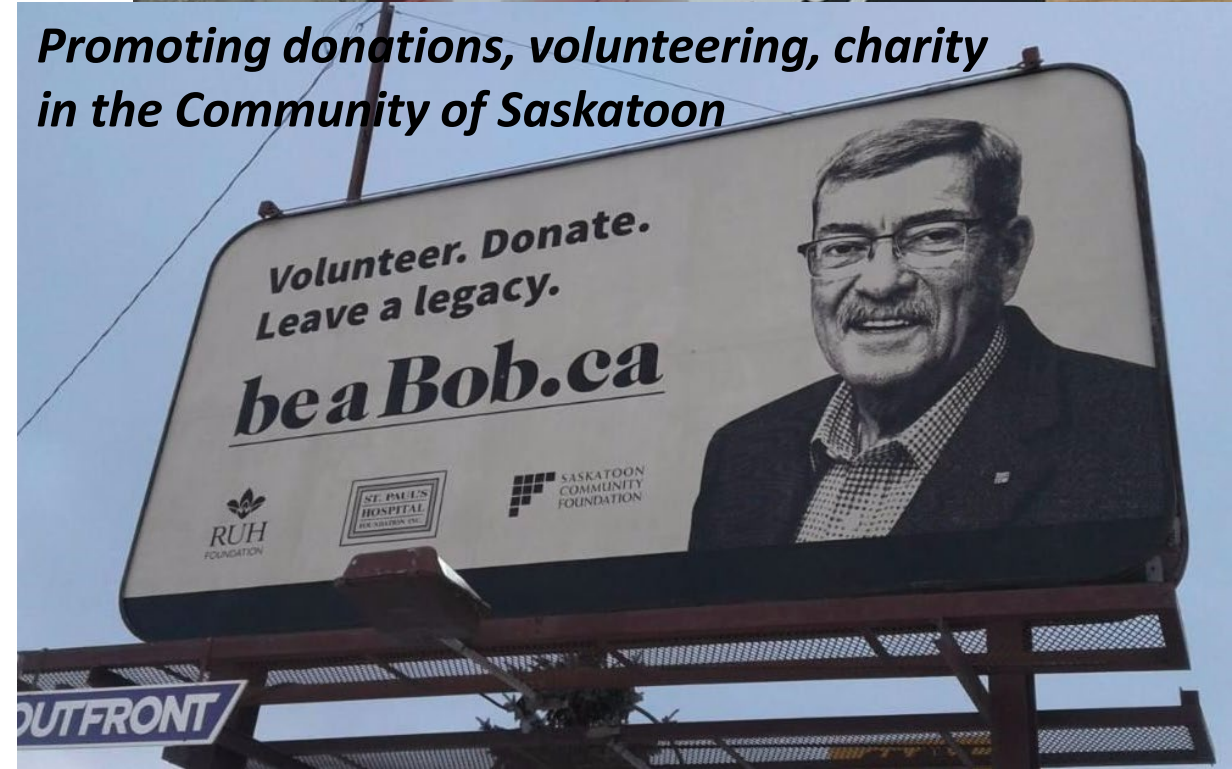
**Saskatchewan Wildlife Federation - Promoting Safe Driving**



**Royal University Hospital Saskatoon**



**Promoting donations, volunteering, charity in the Community of Saskatoon**





## Recent advertising at the 19<sup>th</sup> & 4<sup>th</sup> Location – base of Broadway Bridge



6/23/2021 10:46 AM



8/25/2020 12:36 PM

OUTFR



8/20/2020 8:02 AM

OUTFR

Promoting Local Businesses during changing COVID times



# Examples of Advertising in Saskatoon

## Saskatoon Public Schools



19<sup>th</sup> and 4<sup>th</sup> Location – base of Broadway Bridge



- Lease for 6 of the locations was renewed again in late 2018, for a 28 month term, bringing it to end of 2020. And then again in late 2020, for January 1, 2021 – December 31, 2021.
- Lease for the Circle Drive location was originally for a 5 year term in 2015. Renewed again in 2020, and again in for January 1, 2021 – December 31, 2021
- When the leases were renewed again for 2021, there was with no indication that it would be terminated in the middle of a global health pandemic, from which recovery is still ongoing.



*Taken from 2018 Admin Report*

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## Commercial Billboards on Public Right-of-Way

### Recommendation

That the Standing Policy Committee on Transportation recommend to City Council:  
That additional billboards on public right-of-way not be installed due to public safety reasons.

### Topic and Purpose

This report provides comments on the impacts of installing commercial billboards on public right-of-way (ROW), a concept proposed during the 30-Day Challenge.

## *As from Public Minutes – March 12, 2018 - Decision*

The Committee recessed at 3:41 p.m., and reconvened at 3:49 p.m.

### 7.2.2 Commercial Billboards on Public Right-of-Way [Files CK 6280-1, x4225-1 and TS 6320-1]

Moved By: Councillor Gersher

1. That the Standing Policy Committee on Transportation recommend to City Council that additional billboards on public right-of-way not be installed due to public safety reasons; and

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Public Minutes  
SPC on Transportation  
March 12, 2018  
Page 6

2. That the report of the General Manager, Transportation & Utilities Department dated March 12, 2018 be forwarded to the Traffic Safety Committee for information.

In Favour: (6): Councillor Jeffries, Councillor Dubois, Councillor Block, Councillor Donauer, Councillor Gersher, and Mayor Clark

**CARRIED UNANIMOUSLY**



## 2018 Recommendation and Decision

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- Decision from March 12, 2018 was that Council agreed that no ADDITIONAL billboards be installed on public right of way, which as far as OUTFRONT is aware is what has occurred. However it does not appear that the recommendation from Council was that existing signs not be renewed as well, which would cost a loss of revenue to the City of just under **\$25k annually**  
It appears from the minutes that Council may not have contemplated this impact
- This is a crucial media used by businesses in Saskatoon to promote their livelihoods, which is more important than ever because of the impacts of COVID.



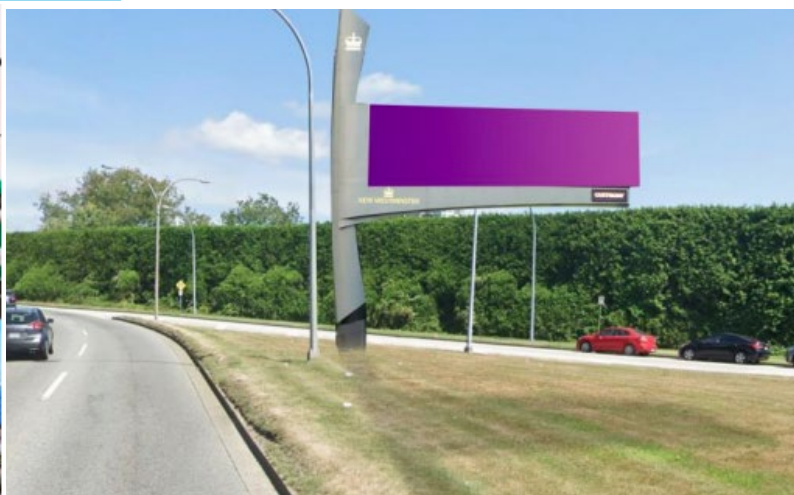
# OUTFRONT's position

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- The City is within its rights under the terms of the contract to put forth notice of cancellation. OUTFRONT has no objections to cancellation of the leases due to development/construction etc and OUTFRONT is not challenging the City's rights to terminate. We will work with the City to remove the signs if required
- However we are opposed to the notion that the signs are required to be removed as a result of a purported traffic or public safety issue.
- As far as OUTFRONT is aware there have not been any traffic safety issues that have arisen during the presence and operation of our signs. These locations in contention have existed for upwards of 85 years in the City of Saskatoon, so we are confused as to the push from Transportation for the removal of these 8 faces
- We have requested information from the Transportation department, and they have not been able to provide us with any actual proof of any traffic nor public safety issues caused by or affected by our signage.



# Examples of Signage in close proximity to roadways/ROWs in other Municipalities





# Correspondence from Jay Magnus - Transportation

OUTFRONT

## ***Letter of Termination received – March 3, 2021***

From: "Magus, Jay" <[Jay.Magus@Saskatoon.ca](mailto:Jay.Magus@Saskatoon.ca)>  
Date: 2021-03-03 10:47 a.m. (GMT-06:00)  
To: "McKnight, Mel" <[mel.mcknight@outfrontmedia.ca](mailto:mel.mcknight@outfrontmedia.ca)>  
Cc: "Helt, Christopher" <[Christopher.Helt@Saskatoon.ca](mailto:Christopher.Helt@Saskatoon.ca)>  
Subject: Cancellation of Billboard Leases

Good morning Mr. McKnight,

Please note that we will be cancelling Outfront's license for billboards within the public right-of-way in accordance with the 60 day notice described in the agreement between the City and Outfront. I will ask Chris Helt to prepare a formal letter notifying you of this cancellation.

Regards,

**Jay Magus, P.Eng. | tel 306.975.3171**  
Director of Transportation  
City of Saskatoon | 222 3rd Avenue North | Saskatoon, SK S7K 0J5  
[jay.magus@saskatoon.ca](mailto:jay.magus@saskatoon.ca)  
[www.saskatoon.ca](http://www.saskatoon.ca)

- ***Attempt at correspondence with Transportation resulted in a Teams Meeting with Jay Magnus and OUTFRONT on May 6<sup>th</sup>, regarding the termination intentions.***  
***Matter requested to be put before Committee at it's next meeting. (which was scheduled for August 9<sup>th</sup>)***
- ***Email received from Mr. Magnus, on Friday July 30<sup>th</sup>, 2021, stating their intentions to remove the advertisements.***

From: Magus, Jay <[Jay.Magus@Saskatoon.ca](mailto:Jay.Magus@Saskatoon.ca)>  
Sent: Friday, July 30, 2021 1:35 PM  
To: McKnight, Mel <[mel.mcknight@outfront.ca](mailto:mel.mcknight@outfront.ca)>; Wolowich, Steve <[steve.wolowich@outfront.ca](mailto:steve.wolowich@outfront.ca)>  
Cc: Helt, Christopher <[Christopher.Helt@Saskatoon.ca](mailto:Christopher.Helt@Saskatoon.ca)>  
Subject: RE: Cancellation of Billboard Leases

## EXTERNAL EMAIL

Good morning Steve and Mel,

Just a quick note advising that we will be removing the advertisements on the indicated locations the second week of August. We will attempt to preserve the advertisements and will store them in our yards for your pick up if you would like. Please advise if you would like the advertisements.

Regards,

**Jay Magus, P.Eng. | tel 306.975.3171**  
Director of Transportation  
City of Saskatoon | 222 3rd Avenue North | Saskatoon, SK S7K 0J5  
[jay.magus@saskatoon.ca](mailto:jay.magus@saskatoon.ca)  
[www.saskatoon.ca](http://www.saskatoon.ca)

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# Follow up from OUTFRONT

OUTFRONT

*OUTFRONT followed up July 30<sup>th</sup> as well as August 3<sup>rd</sup>*

[Reply](#) [Reply All](#) [Forward](#) [IM](#)



Fri 7/30/2021 1:31 PM

Wolowich, Steve

RE: Cancellation of Billboard Leases

To ☐ Magus, Jay; ☒ McKnight, Mel

Cc ☐ Helt, Christopher; ☒ Harding, Julia; ☐ Roscoe, Lisa

This message was sent with High importance.

I am sorry Jay I do not understand your message sent below? What are you removing? The signs? The copy? As you know this termination is being discussed at the August 9<sup>th</sup> meeting. Can you please call me ASAP and clarify your removal intent.

I have lifted the section from the termination notice which clearly states when the signs are required to be removed by which I have inserted below. I am very confused and need clarification as soon as you are able please.

As indicated under section 12 of the Agreements - Restoration of Land upon Termination:

"Within 6 months of termination Outfront shall at its own expense remove the billboard structure effected including the foundation and restore the sites to a clean and tidy condition to the satisfaction of the City. Should Outfront fail to remove the structure within this period, at their discretion, the City can arrange for the structure to be removed and seek compensation for all associated costs from Outfront."

Please have the billboard and any associated infrastructure removed and sites restored on or before **December 1, 2021.**

Thanks,

STEVE WOLOWICH  
Senior Director, Western Real Estate

Direct: 604-630-1090 Extension 1228 • Mobile: 416-528-9696  
1451 Adanac Street, Vancouver BC, V5L 2C4

OUTFRONT

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[Reply](#) [Reply All](#) [Forward](#) [IM](#)



Tue 8/3/2021 1:38 PM

Wolowich, Steve

RE: Cancellation of Billboard Leases

To ☐ Magus, Jay; ☒ McKnight, Mel

Cc ☐ Helt, Christopher; ☒ Harding, Julia; ☐ Roscoe, Lisa

Hi Jay,

Can you please contact me at your earliest opportunity as per my request sent last week.

Thanks,

STEVE WOLOWICH  
Senior Director, Western Real Estate

Direct: 604-630-1090 Extension 1228 • Mobile: 416-528-9696  
1451 Adanac Street, Vancouver BC, V5L 2C4

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In compliance with Canadian Anti-Spam Legislation (CASL), if you no longer wish to receive emails from OUTFRONT Media Canada L.P., please reply to this email with the word "Unsubscribe" in the subject heading.

----- Original message -----

From: "Magus, Jay" <[Jay.Magus@Saskatoon.ca](mailto:Jay.Magus@Saskatoon.ca)>

Date: 2021-08-06 3:26 p.m. (GMT-08:00)

To: "Wolowich, Steve" <[steve.wolowich@outfront.ca](mailto:steve.wolowich@outfront.ca)>

Subject: RE: Cancellation of Billboard Leases

## EXTERNAL EMAIL

Hi Steve,

Sorry I missed you this week. Some clarifying notes to your questions below:

- As per our March letter, we requested that the advertising be removed by June 1, 2021. As this did not occur, we are in the process of procuring a firm to remove the advertising only.
- Also as per our letter, we then request that the sign infrastructure be removed from the sites by December 1, 2021.
- Nothing will be done prior to Monday's Transportation Committee meeting, so if Committee/Council directs us differently we have time to change course.
- I believe I heard that someone from Outfront is going to speak to Committee on Monday, that is a good course of action.

I am off next week, but will give you a shout on Monday morning. I will also be on-line and participating virtually for the actual Committee meeting on Monday afternoon.  
(From a deck in Kelowna.)

Have a great weekend. Regards, Jay

**Jay Magus, P.Eng. | tel 306.975.3171**

Director of Transportation

City of Saskatoon | 222 3rd Avenue North | Saskatoon, SK S7K 0J5

[jay.magus@saskatoon.ca](mailto:jay.magus@saskatoon.ca)

[www.saskatoon.ca](http://www.saskatoon.ca)

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- We simply request for time from the Committee. To NOT have them removed by Transportation. To give us time to remove the billboards, and to relocate on private property, if Committee should decide to discontinue Existing Signs located on Right of Way
- To allow local Advertisers to continue to be able to benefit from using these locations to promote their businesses
- To allow the taxpayers of Saskatoon to keep the \$25,000 in revenue that these locations generate for the City of Saskatoon for additional time.
- OUTFRONT Media has no objections to ever removing structures due to requirements for City expansion, expropriation, development etc. However to remove with no justification, we struggle to understand.

Thank you.