

Summary of Communications

June 30, 2022 – The Administration provided Outfront an email:

- Following up on their presentation to SPCT on August 9, 2021.
- Provided the five potential options.
- Provided the feasibility assessment of applying these options.
- Provided our draft recommendations:
 - That the two commercial billboards at the intersection of 19th Street and 4th Avenue be removed at the time of the re-construction of the intersection, or at the time of the adjacent private lands.
 - That the commercial billboard at the intersection of 19th Street and Avenue A be permitted to remain until September 1, 2023 to allow the vendor time to relocate to either adjacent property or elsewhere in the City.
 - That the commercial billboard at the intersection of Warman Road and Assiniboine Drive is permitted to remain until September 1, 2023 to allow the vendor time to relocate most likely elsewhere in the City.
 - That the commercial billboard at the intersection of Circle Drive and Airport Drive is permitted to remain until September 1, 2023 to allow the vendor time to relocate to either adjacent property or elsewhere in the City.
 - That the City enter into agreements that align with the details in the report.
 - That the City pay for the commercial billboard removal, and the vendor pay for any re-installation costs.
- Provided the rationale considered in developing the recommendations.

July 25, 2022 – Outfront responded to the Administration in an email:

- Re-iterated that they disagree with the draft report's reasoning for the removal of the billboards – i.e., that the removal of the signs will increase public safety.
- Requested actual statistical crash or accident history
- Noted that there was no comment on the economics of removing the signs.
- Requested that we include as an option converting these signs to digital.
- Provided 2 options:
 - "Council put forward a motion to provide direction to the staff in the City Real Estate Division, to provide OUTFRONT with viable and mutually agreeable city owned land options for sign relocation. We would agree to absorb all costs related for relocation and this option should include the potential for signs with electronic / digital method of display. This will allow the city to extend our sign privileges with increased revenue opportunity and allow the city to benefit from the land lease arrangement long into the future with all signs being removed from the ROW.

OR

 - Council put forward a motion to consider and support sign relocation applications by OUTFRONT from the ROW onto private property that may require reasonable variances that are minor in nature to the sign bylaw, and this shall include signs that use a digital method of display. The requirement to remove the existing signs from the ROW shall not be required until such time that new approvals are granted

provided that all applications for such by OUTFRONT shall be filed within one year. Outfront would absorb all costs related for the removal and relocations costs.”

September 29, 2022 – The Administration responded to Outfront via email:

- Asking if they had specific locations in mind?
- Can they expand on the minor variances?

October 13, 2022 – Outfront responded to the Administration via email:

- Reiterated their position
- Willing to remove and relocate, at their expense, the following locations to private property based upon support from council for minor variances such as spacing requirements between signs and the method of display.
 - Circle Drive and Airport Road – They also noted that this location is planned for an interchange in the future and could this be treated the same as the 2 billboards at the intersection of 19th Street and 4th Avenue?
 - Idylwyld Drive and 19th Street – Would be willing to pursue moving this structure to the property 10 metres to the north provided they are allowed to keep existing sign while we try to engage that landlord in a new lease agreement.
 - Warman Road – Difficult situation as there is not a lot of options there in terms of relocation due to the topography, railway, and competitors’ signage.
 - 19th Street and 4th Avenue – Proposed administrative recommendation is acceptable to them.
- Several other additional emails discussing the timing of the report provided to SPCT.

November 24, 2022 – The Administration responded to Outfront via email:

- Providing details on how to arrange to speak at SPCT.
- Updating the previously provided recommendations as follows:
 - That the Circle Drive and Airport Drive location could be treated the same at 19th Street and 4th Avenue.
 - The Administration can not support recommending relaxations to the zoning bylaw.
 - The other administrative recommendations were going to stay as is, with the exception of the lease end dates moving to October 31, 2023.