
Subject: Email - Request to Speak - Steve Wolowich - OUTFRONT Media - Regarding our Existing Sign Privileges for Third Party Signs on the Right of Way - CK 6280-1

From: Web NoReply <web-noreply@Saskatoon.ca>

Sent: Thursday, December 1, 2022 12:49 PM

To: City Council <City.Council@Saskatoon.ca>

Subject: Email - Request to Speak - Steve Wolowich - OUTFRONT Media - Regarding our Existing Sign Privileges for Third Party Signs on the Right of Way - CK 6280-1

--- Replies to this email will go to steve.wolowich@outfront.com ---

Submitted on Thursday, December 1, 2022 - 12:48

Submitted by user: Anonymous

Submitted values are:

Date: Thursday, December 01, 2022

To: His Worship the Mayor and Members of City Council

First Name: Steve

Last Name: Wolowich

Phone Number : [REDACTED]

Email: steve.wolowich@outfront.com

Address: 1451 Adanac Street

City: Vancouver

Province: British Columbia

Postal Code: V5L 2C4

Name of the organization or agency you are representing (if applicable): OUTFRONT Media

Subject: Request to speak

Meeting (if known): Standing Policy Committee on Transportation

Comments:

Regarding our existing sign privileges for third party signs on the ROW

Attachments:

Will you be submitting a video to be vetted prior to council meeting?: No

Hi Jay,

Sorry for our delay in response. This is a very challenging situation for our company. Our VP of sales, Mr. Josh Barber was closely involved in this discussion and has sent a response below which outlines our position and recommendations. Please see below.

We have many critical factors involved. Moving a sign from the ROW to private property requires that we secure a land lease with the private property owner as example. Its not always possible to secure the sign privileges we seek with a property owner so that is one variable that we cannot control or predict. Another ROW location is surrounded by our competition with existing signs with the same setback from the road that are not within the ROW and that will remain. Offering to relocate the sign onto private property would place our sign well behind our competitors signs making the new sign location unsellable. Future development has been proposed on alternate site which could impact the lifespan of the sign if we relocate and being that we have offered to pay for the removal and relocation, having a reasonable future term is essential. As stated, this is a complicated and we would like to try and find solutions and are not trying to be difficult.

See Below. It might be time well spent for us to have a friendly conference call and further discuss. Let me know if that might be possible, please.

Thanks,

STEVE WOLOWICH

Senior Director, Western Real Estate

Direct: 604-630-1090 Extension 1228 • New Mobile: [REDACTED]
1451 Adanac Street, Vancouver BC, V5L 2C4



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From: Barber, Josh <josh.barber@outfront.com>

Sent: Thursday, October 06, 2022 8:02 AM

To: Wolowich, Steve <steve.wolowich@outfront.com>; Harding, Julia <julia.harding@outfront.com>

Subject: RE: Saskatoon ROW

Hi Jay,

I hope you're well. Thanks for your note. We really do appreciate the open dialogue here, and we will gladly address the specific locations as requested. First, we would like to kindly reiterate our position through the following points:

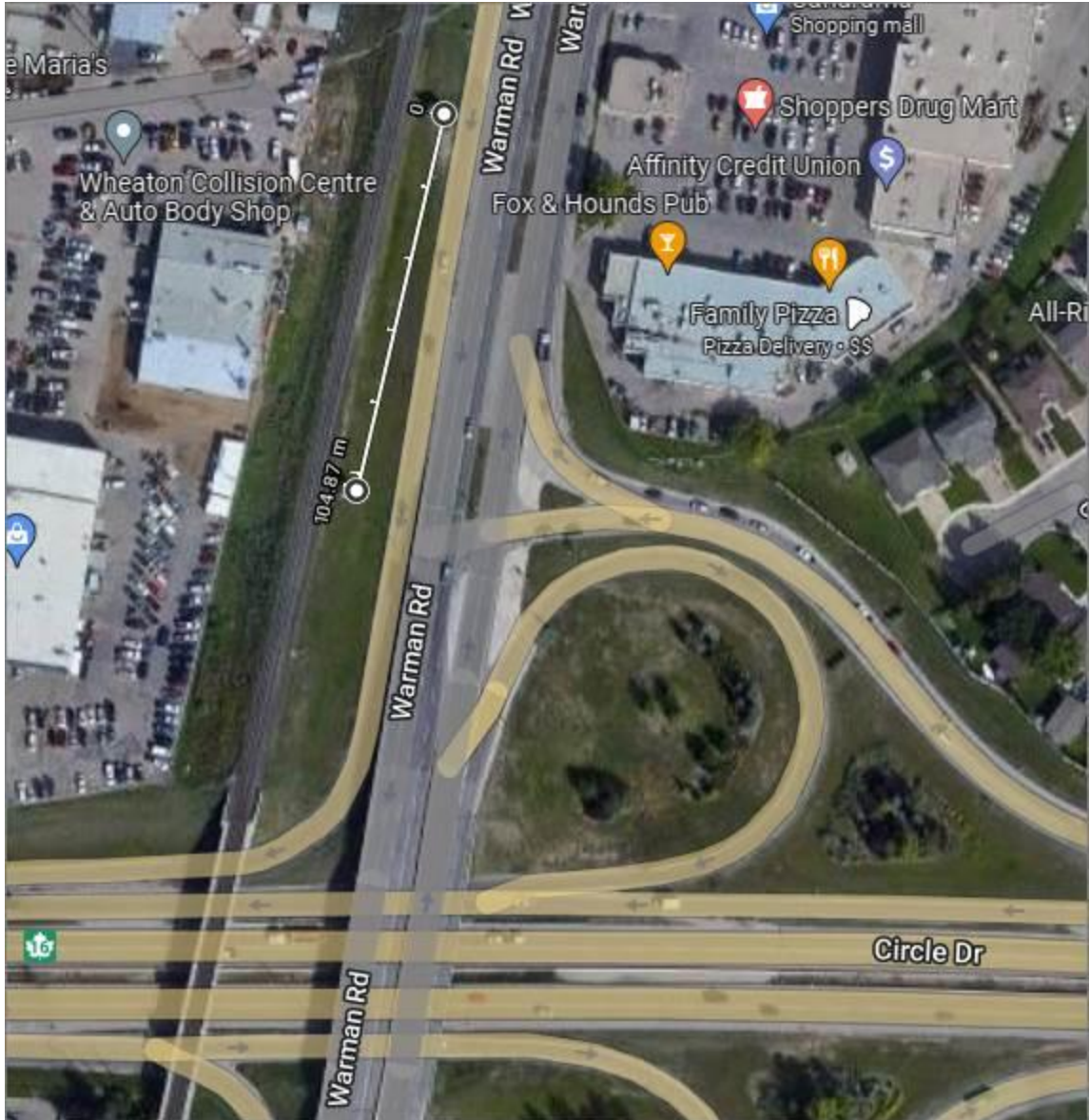
1. The signs on the ROW do not represent a traffic safety issue or liability to the City.

2. Our desire would be to keep all the signs on the ROW for as long as possible and continue to generate revenue to the City and a valuable media for businesses to promote products and services.
3. We would like to improve some of the signs on the ROW by converting them to new modern digital sign displays, which would allow us to increase the lease fees paid to the city, such as the sign located at Idylwyld and 19th.

As an offering to try and reduce the overall number of the signs on the ROW specifically, we would be willing to remove and relocate, at our sole expense, the following locations to private property (where feasible) based upon support from council for minor variances such as spacing requirements between signs and the method of display.

- **Circle and Airport Road** – We would be willing to relocate this back to city property with a single sided 14' X 48' paper Billboard, on the City owned parcel further setback on the lot as previously discussed. We would need the larger size so that the ad is still visible.
That being said however, we were curious if you could please advise on the future of the property where the sign is currently situated. When it was approved to be built in late 2014/early 2015, it was approved by Transportation with the understanding that it would have to be removed at our cost when the parcel was needed for an interchange project, which we understood the location was being held for future development of such. Can you advise if this is still a possibility ? And if so, would we not be able to allow it the same as for the 19th and 4th location, where we could continue to operate the sign until construction is closer to commencing, at which point we would remove and evaluate relocation options?
- **Idylwyld and 19th** – We would be willing to pursue moving this structure to the property 10 meters to the north, provided we're allowed to keep our existing sign while we try to engage that landlord in a new lease agreement
- **Warman Road** – This is the toughest one for us. As outlined previously, our competitor has a sign 100 meters south of here with the exact same setback to the road. It should be noted too that our competitors sign is located right at the off ramp for Circle drive, and thus, right on the intersection (see map below). Relocation up an embankment, across the tracks, and down an embankment, is not viable. Competitor's signs can also be found at similar setbacks to the road further North on Warman as well, which are all permitted to remain as existing even with the same setback, simply because they are not within the ROW jurisdiction. For this location, our position is that it be allowed to stay
- **19th & 4th** – I believe we already have a way forward here. You suggested we could continue to operate this sign until construction begins, at which point we would evaluate options for relocation on the property. This is acceptable to us.

Let us know if you have any questions or would like to pick this up via virtual conference. Thank you kindly.



JOSH BARBER
VP Sales, Central Canada

613.668.0973

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