

## McDonald, Josie

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**Subject:** FW: Comments - Keith Moen - Sign Regulations Review - Zoning Bylaw Appendix A  
**Attachments:** Letter City of Saskatoon Sign Regulations Review.pdf

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**From:** Web NoReply <[web-noreply@Saskatoon.ca](mailto:web-noreply@Saskatoon.ca)>  
**Sent:** Friday, June 20, 2025 11:45 AM  
**To:** City Council <[City.Council@Saskatoon.ca](mailto:City.Council@Saskatoon.ca)>  
**Subject:** Comments - Keith Moen - Sign Regulations Review - Zoning Bylaw Appendix A

--- Replies to this email will go to [REDACTED]

Submitted on Friday, June 20, 2025 - 11:40

Submitted by user: [REDACTED]

Submitted values are:

**I have read and understand the above statements.:** Yes

**I do not want my comments placed on a public agenda. They will be shared with members of Council through their online repository.:** No

**I only want my comments shared with the Mayor or my Ward Councillor.:** No

**Date:** Friday, June 20, 2025

**To:** Her Worship the Mayor and Members of City Council

**Pronouns:** He/him/his

**First Name:** Keith

**Last Name:** Moen

**Phonetic spelling of first and/or last name:** [REDACTED]

**Phone Number :** [REDACTED]

**Email:** [REDACTED]

**I live outside of Saskatoon:** No

**Saskatoon Address and Ward:**

**Address:** [REDACTED] 45th Street West

**Ward:** Ward 5

**Name of the organization or agency you are representing (if applicable):** NSBA

**What do you wish to do ?:** Submit Comments

**What meeting do you wish to speak/submit comments ? (if known)::** Governance and Priorities Committee

**What agenda item do you wish to comment on ?:** Sign Regulations Review (Zoning Bylaw Appendix A)

**Comments:**

A letter from the NSBA and our membership regarding the Sign Regulations Review (Zoning Bylaw Appendix A).

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

June 17, 2025

**Her Worship Cynthia Block**  
**Mayor, City of Saskatoon**  
**City Hall**  
**222 3rd Avenue North**  
**Saskatoon, SK S7K 0J5**

**RE: Sign Regulations Review (Zoning Bylaw Appendix A)**

Dear Mayor Block and Members of City Council,

On behalf of the NSBA – Saskatoon's Business Association – I am writing to express concern regarding the proposed changes to the City's sign regulations, particularly as outlined in the recent draft of Appendix A to the Zoning Bylaw.

While the intent to modernize and clarify the City's sign regulations is understood and appreciated, several of the proposed changes present significant concerns for Saskatoon's business community, especially for local sign makers and their clients. In particular, two items have raised red flags with our members:

**1. Electronic Signs Becoming Discretionary Use**

This represents a major departure from the current framework where requirements are clearly defined in the bylaw. The move to a discretionary approval process removes predictability and introduces risk and uncertainty for both sign companies and businesses. Under this new system, businesses must invest in structural engineered drawings and a permit application **without any assurance** their proposed signage will be approved. This is an especially high barrier for small and medium enterprises, and could discourage investment in signage altogether – reducing visibility, wayfinding, and advertising capacity for Saskatoon businesses.

**2. 3-Metre Setback from All Property Lines**

This change would effectively prohibit electronic signage on most properties in the downtown core, where buildings are located at or near the property line and no space exists to accommodate a 3-metre setback. In addition to limiting future signage, it would also render many existing signs non-compliant – potentially requiring grandfathering provisions or triggering costly removals. It would also prevent any overhangs, even in cases where such overhangs have been previously permitted by the City.

Beyond these two key items, the proposed changes introduce new layers of red tape that may unintentionally harm Saskatoon's business environment:

- **Increased permit requirements** for temporary and minor signage;
- **More ambiguity** in approvals due to discretionary decision-making;
- **Additional costs** for compliance, drawings, and consultations – with no guarantee of approval.

The NSBA strongly encourages Council and Administration to consider the impact these changes will have on local businesses and the sign-making industry. Clear, consistent, and predictable regulations are essential for businesses to plan and invest with confidence.

We urge the City to re-examine these proposed changes with direct input from affected stakeholders, including sign makers, property owners, and the broader business community. In particular, we recommend maintaining objective criteria for sign approvals wherever possible, and ensuring that any new regulations do not unintentionally penalize established businesses or deter downtown revitalization efforts.

Thank you for your attention and your ongoing service to the people and businesses of Saskatoon.

Sincerely,



Keith Moen  
Executive Director, NSBA