

February 27, 2024

Subject: Request for Deferral of Item PH10.8 – Improvements to the Sign By-Law Amendment and Sign Variances Process

Dear Chair and Members of the Planning & Housing Committee,

I am writing to you on behalf of OUTFRONT Media to request deferral of item PH10.8 – Improvements to the Sign By-Law Amendment and Sign Variance Process to the Committee's next scheduled meeting on April 5, 2024.

OUTFRONT, having actively participated in the industry consultation session in January, met with City Sign By-law Unit staff again last Thursday to discuss the details of the proposed changes outlined in the report. Despite our engagement in the consultation process, the complexity and potential impact of the newly recommended provisions, which were not introduced in January, mean that the four business days since our recent briefing have not been sufficient to fully understand and assess the implications.

As leading stakeholder in the industry, we firmly believe in the necessity of a comprehensive review of such changes to ensure they serve the best interests of all parties involved. It is essential to us, and indeed to the industry at large, to have sufficient time to understand, evaluate and provide informed feedback on the proposed amendments. Allowing for a deferral to the next committee meeting would enable us, and other industry representatives, the necessary time to conduct a thorough review and contribute constructively to the discussing surrounding these significant amendments.

We appreciate your understanding and consideration of our request for deferral. We are committed to working collaboratively with City staff, and we look forward to contributing to a well-informed and balanced discussion on these matters. Please do not hesitate to contact me should you information or wish to discuss this matter in more detail.

Sincerely,



Michele Erskine
CEO, OUTFRONT Media