



**City of Kingston
Report to Council
Report Number 25-015**

To: Mayor and Members of Council

From: Paige Agnew, Commissioner, Growth & Development
Services

Resource Staff: Brandon Forrest, Director, Business, Real Estate &
Environment

Date of Meeting: December 3, 2024

Subject: Renewal of Four Billboards on City-Owned Property

Council Strategic Plan Alignment:

Theme: Corporate business

Goal: See above

Executive Summary:

This report seeks Council's approval for the extension of four billboard licences in various locations on City-owned property, which are currently held by OUTEDGE Media. The locations of the billboard signs are approximately shown on Exhibit A to this report. These billboards display non-City related third party advertising.

The existing static off-premise billboard signs are proposed to retain the same sign structure and sign area in the existing locations and are permitted to be repaired and maintained. Replacement or removal of the signage would require a building permit and compliance with the City's current Sign By-Law.

The City is planning to explore more locations for opportunities on City property and will be issuing requests for proposals (RFPs) to establish similar agreements. This could lead to new revenue streams that benefit the community.

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City staff are proposing to enter into licence extension agreements with OUTEDGE Media for the continued use of the City's properties for placement of the billboard signs, until such time as the City may require the properties.

Recommendation:

That Council approve the extension of the four billboard licences described in Exhibit A to Report Number 25-015 for an additional five years, plus one five-year extension option; and

That the Mayor and City Clerk be authorized to execute all necessary legal documents and agreements to effect the extension agreements in a form satisfactory to the Director of Legal Services or their designate.

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Authorizing Signatures:

ORIGINAL SIGNED BY COMMISSIONER

**Paige Agnew, Commissioner,
Growth & Development Services**

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Jennifer Campbell, Commissioner, Community Services	Not required
Neil Carbone, Commissioner, Corporate Services	Not required
David Fell, President & CEO, Utilities Kingston	Not required
Peter Huigenbos, Commissioner, Major Projects & Strategic Initiatives	Not required
Brad Joyce, Commissioner, Infrastructure, Transportation & Emergency Services	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	

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Background

The City of Kingston's agreement with OUTEDGE Media regarding the billboard infrastructure located on City lands, as approximately shown on Exhibit A to this report, is quite comprehensive. The following is a summary of the key points:

- **Existing Agreement:** The City has a long-standing agreement with OUTEDGE Media, the owner of the billboard infrastructure, for use of the City's properties.
- **By-Law Compliance:** The signs can be maintained and repaired, but not replaced or moved without adherence to the City's sign by-law.
- **Licence Extension:** City staff are proposing to enter into licence extension agreements with OUTEDGE Media for the continued use of the properties for placement of the billboard signs until the properties are needed for City use.
- **Sign Modifications:** Any increase in the dimensions of the sign faces requires written authorization from the City. Electronic or digital billboards are not permitted as replacements.
- **Vegetation Management:** OUTEDGE Media is allowed to trim or remove vegetation that is obstructing the signs, within reasonable limits.
- **Utilities and Nuisance Regulations:** OUTEDGE Media is responsible for hydro charges for the signs. Lighting must not be a nuisance, and there are restrictions on sound and intermittent lighting from the signs.
- **Content Restrictions:** The City has strict guidelines on the content of the signs. This includes prohibitions on political advertising, and any content deemed unacceptable by the City, such as messages promoting violence, nudity, or racism.
- **Conflict of Interest:** OUTEDGE Media cannot post advertising that conflicts with the City's interests or those of its other licensees.

This framework is designed to balance the interests of the City, the billboard owner, and the community while ensuring compliance with local regulations.

Existing Policy/By-Law

The Revenue Leasing Policy and the Delegated Authority By-Law Number 2016-189 have been complied with in the formulation of this recommendation. Lease or licence terms over 10 years must be approved by Council as per the limits of Delegated Authority By-Law Number 2016-189. Given the City's longstanding agreement with OUTEDGE Media, Council approval is required for any further extension of the agreements.

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Financial Considerations

The extension rates for the billboard licences have increased by 5-15% above the previous term, reflecting the following:

- Additional Annual Increases: A 3% increase each year has been implemented to address the lack of previous adjustments.
- Commercial Tax: The City is now liable for commercial taxes, which was not a requirement in the last agreement. This change further justifies the increase in renewal rates.

Contacts:

Steve Biro, Property Specialist, Business, Real Estate & Environment, 613-546-4291 extension 3169

Other City of Kingston Staff Consulted:

Heather Cole, Director Legal Services & City Solicitor

Lana Foulds, Director Financial Services & Deputy Treasurer

Lisa Capener-Hunt, Director, Building Services & CBO Building Services

Exhibits Attached:

Exhibit A Map of Billboard Locations

#1 bath road-1748

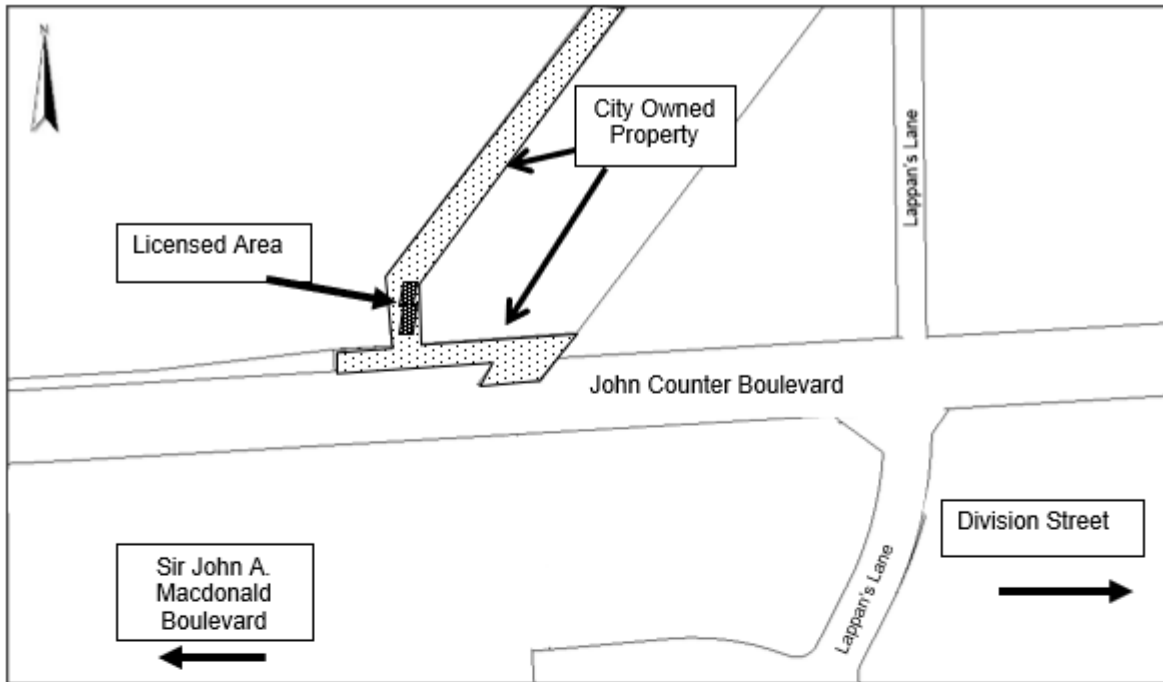


Panel 3281, facing west, viewed from Bath Road headed east towards Queen Mary Road



Panel 3282, facing east, viewed from Bath Road headed west

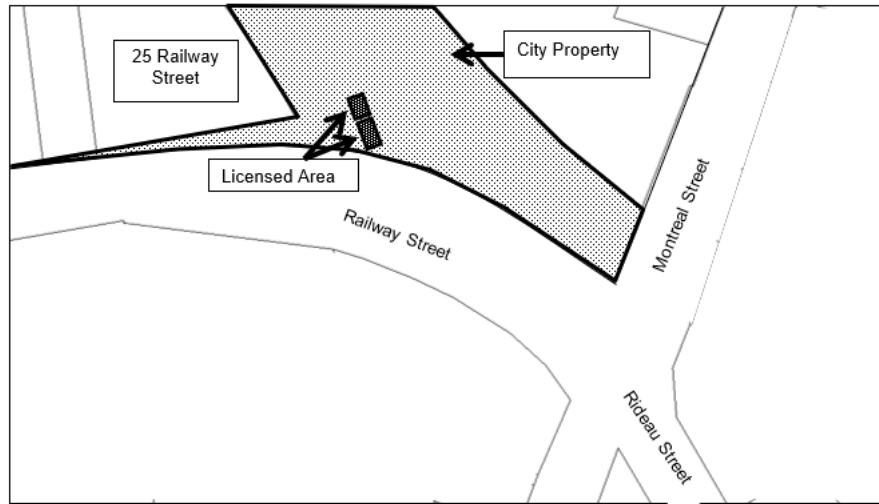
#2 JCB-1181



Panel 2789, facing west, viewed from John Counter Boulevard headed east towards Lappan's Lane

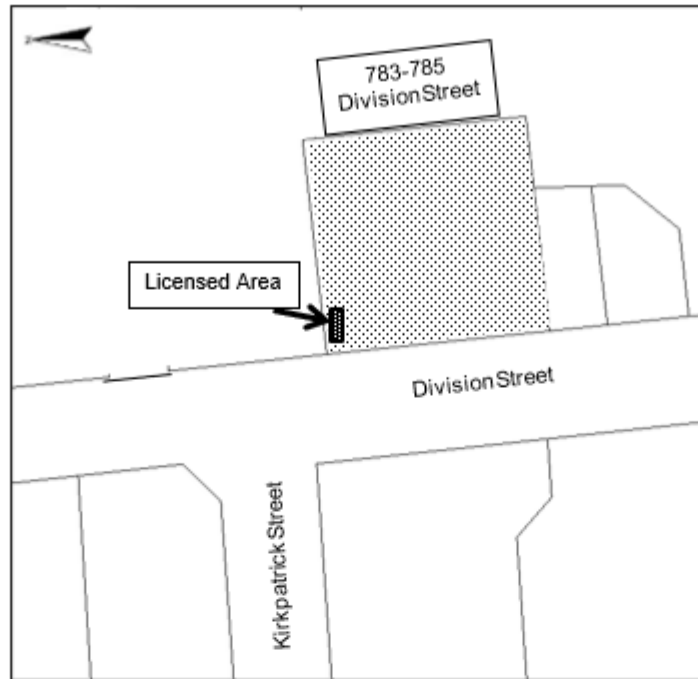


Panels 2790 and 2791, facing east, viewed from John Counter Boulevard headed west towards Sir John A. Macdonald Boulevard



Panels 2817 and 2818, facing west, viewed from Railway Street headed east towards Montreal Street

#3 railway -0990



Panel 2792, facing south, viewed from Division Street headed north towards Kirkpatrick Street



Panel 3803, facing north, viewed from Division Street headed south past Kirkpatrick Street

#4 division- 0784

#1 bath road-1748

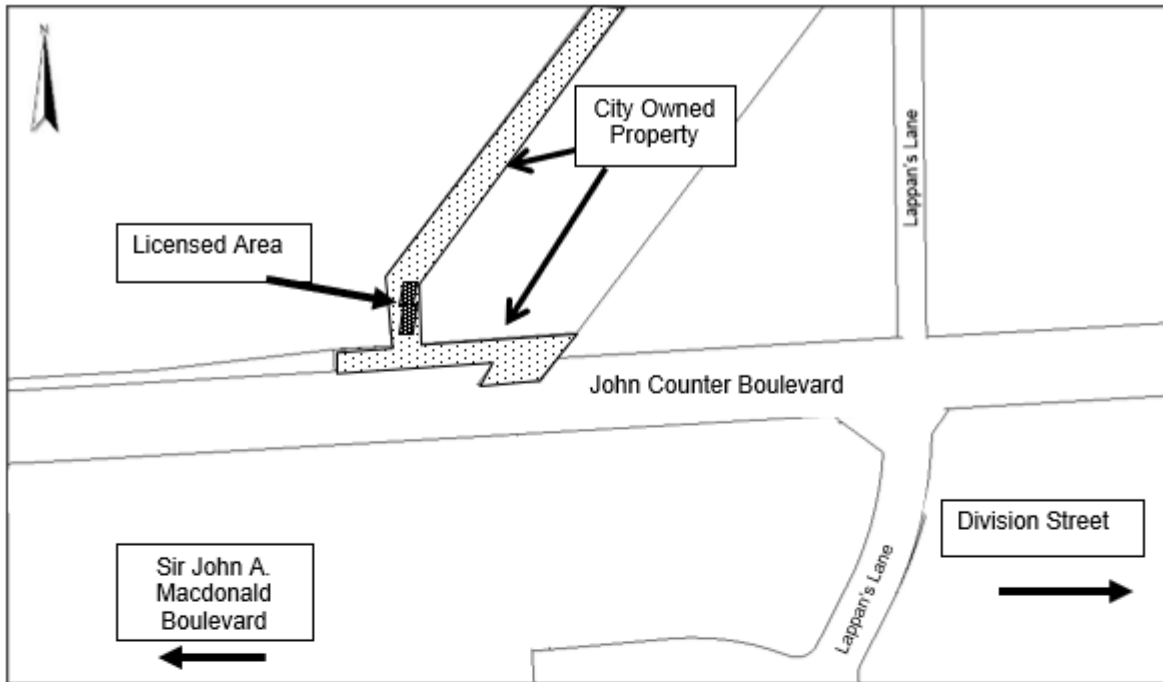


Panel 3281, facing west, viewed from Bath Road headed east towards Queen Mary Road



Panel 3282, facing east, viewed from Bath Road headed west

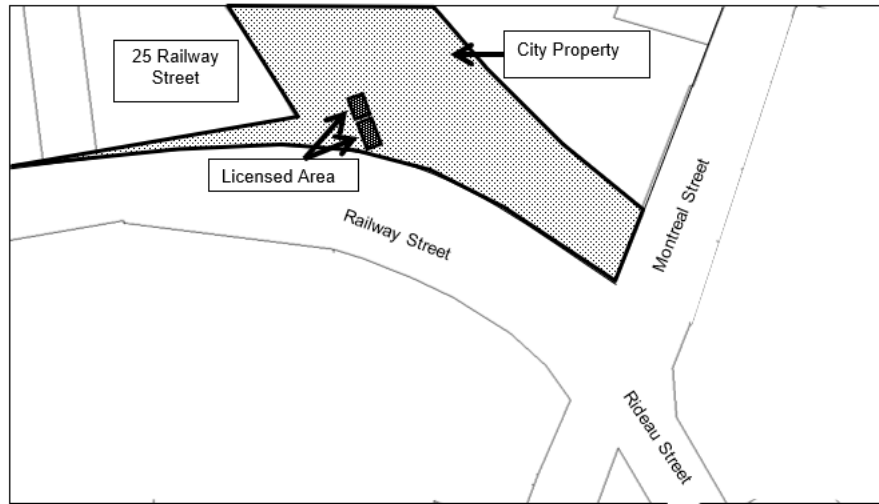
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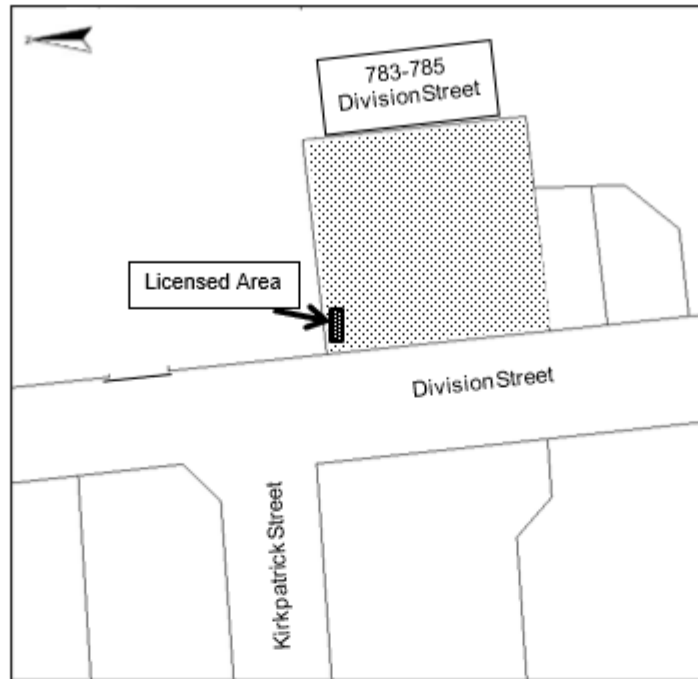


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