



1000 Central Avenue, Saskatoon, SK S7N2G9  
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March 8, 2019

Ellen Wardell  
Urban Design Manager  
City of Saskatoon  
222 3<sup>rd</sup> Ave. North  
Saskatoon, SK S7K 0J5

Dear Ellen;

Re: Decorative Lighting Strategy - COS

We are writing this letter in support of the decorative lighting strategy – COS.

Over the years the Sutherland Business Improvement District (SBID) and the Sutherland business community and stakeholders have enjoyed the seasonal lighting that has been installed along Central Avenue each winter holiday season. We have received very positive comments.

We would like to see this seasonal lighting continue to be installed, and would like to ask that the date of installation and date of removal be extended (eg. December and January). As well, we ask that the lighting be left on from dusk to dawn.

With the streetscaping projects that are ongoing in our BID, the decorative lighting is one dimension that adds to the atmosphere of Central Avenue over the holiday season.

Yours truly,

*Lloyd Moker*

Lloyd Moker, Executive Director



January 4, 2019

His Worship Mayor Clark and City Councillors  
City of Saskatoon  
222 3<sup>rd</sup> Avenue North  
Saskatoon, SK S7K 0J5

Re: Standing Policy Committee on Environment, Utilities and Corporate Services  
January 7, 2019, Item 8.2.1-Proposed Decorative Lighting Rate Change, Bylaw 2685

Downtown Saskatoon is pleased to see this report in front of the Standing Policy Committee on Environment, Utilities, and Corporate Services. We requested changes to Bylaw 2685 a few years ago and are supportive of the plan to lengthen the hours in which decorative lighting will be visible and able to be enjoyed by people in our district.

In future, we would like to see more opportunities for lighting installations in our key commercial districts such as Downtown. There are numerous opportunities to improve decorative lighting after seeing what many other communities have been able to achieve. When done correctly, decorative lighting enhances the experience for people in an area and is integral to creating a vibrant nighttime atmosphere.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Brent Penner'.

Brent Penner  
Executive Director



December 14, 2016

His Worship the Mayor and Members of City Council  
City of Saskatoon  
222 3<sup>rd</sup> Avenue North  
Saskatoon, SK S7K 0J5

Your Worship and Councillors:

Re: Bylaw 2685, Electric Light and Power Bylaw

I understand that Christmas and winter decorative lighting installed by the City of Saskatoon is governed under Bylaw 2685 and it prescribes the times that lights shall be lit. Currently, the Bylaw states that lights are operated "between the hours of 07:00 to 09:00 and 18:00 to 24:00 in any day during the Christmas season, being from the first Monday in December to, and including, the 14<sup>th</sup> day of January."

Given the amount of darkness that occurs at this time of year, and in an attempt to light the streets, we would ask the City to consider amending this Bylaw to have all the lights on effective December 1 to January 14 and to extend the hours each day from dusk to dawn rather than only certain times while it is dark. Many businesses are open well past midnight and extending the times the lights are on will allow more people to enjoy them and add to animation in the district. Many people are moving about the City prior to 07:00 hours, giving rise to having the lights on then too. This measure would be a small step to increasing stated objectives by the City of Saskatoon to embrace our "winter city" status.

For the winter lighting (i.e. the lights on 3<sup>rd</sup> Avenue between 19<sup>th</sup> St. and 22<sup>nd</sup> St.) that remain on past January 14, their timing could be adjusted based on the time of sunset and sunrise to reflect the same dusk to dawn proposal for the Christmas lights.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Brent Penner', written over a white background.

Brent Penner  
Executive Director



March 29<sup>th</sup>, 2019

His Worship Mayor Clark and City Councillors  
City of Saskatoon  
222 3<sup>rd</sup> Avenue North  
Saskatoon, SK S7K 0J5

Re: Proposed Decorative Lighting Rate Change, Bylaw 2685

The Broadway Business Improvement District would like to offer our support of dusk till dawn winter lighting on Broadway Avenue between Saskatchewan Crescent East and 8<sup>th</sup> Street. The Broadway District has a vibrant night-time economy and is an active pedestrian realm throughout the night and into the morning. It is a dense street with many street lights, and neon business signage. The current winter decorations add limited additional lumens to the corridor. The potential is great for more decoration and illumination.

Currently, Broadway Ave is decorated with 24 rusty, falling apart snowflake decorations that are almost invisible during the day, and appear to be losing their symmetry at night when the lights are more visible. Mostly they are hardly noticeable with all the other lighting in the area. Contrast that to the 60 vibrant, colourful banners that are put up around March 15<sup>th</sup> and it is easy to see that our winter city décor is lacking on one of the best streets in all of Canada.

Broadway needs to stay competitive with other retail areas which also decorate for the busy winter shopping months. There is much innovation in lighting retail districts which can contribute to creating a unique and enhanced destination. Broadway would also like that opportunity.

We want people to stay and linger on Broadway, to make it a place that is a "must-see" no matter what season or time of day they are visiting. By elevating winter lighting design this will meet the objective of becoming a more livable and attractive winter city.

Sincerely,

A handwritten signature in black ink that reads "D. Mercier". The signature is written in a cursive, flowing style.

DeeAnn Mercier  
Executive Director  
Broadway Business Improvement District