

SIGNAGE PROPOSAL - SASKATOON JAZZ SOCIETY

The Saskatoon Jazz Society
202 Fourth Avenue North
Saskatoon, SK S7K 0K1
www.saskatoonjazzsociety.com



January 11, 2018

Dear Mr. Phiel,

The purpose of this letter is to inform you that the Saskatoon Jazz Society is interested in erecting a sign for our live music venue The Basement at 202 Fourth Avenue. The Saskatoon Jazz Society presents an average of 170 live music events per year. As a community based non-profit organization, we are committed to enriching the lives of the residents of Saskatoon.

As we move into our second decade as tenants of Saskatoon Civic Square East, our board has identified the erection of a street level sign on Fourth Avenue as one of our immediate goals.

While we have a sign in the parking lot above the side entrance, this sign is not easily visible from Fourth Avenue. We have found that many of our patrons have difficulty finding the club.

Below are the features that we would like to see as part of our proposed sign:

- The sign would be located on Fourth Avenue close to the north-west corner of the building.
- We would like to erect an over-hanging sign that would be visible to pedestrians, cyclists, and motorists approaching the club from both directions. In order for the sign to be visible, we propose that the bottom of the sign be no less than 10' feet above the sidewalk.
- The sign would be built to and will be certified to UL specifications.
- The sign would be illuminated with LEDs.
- Kova Engineering will be contracted to design the mounting requirements for the sign.

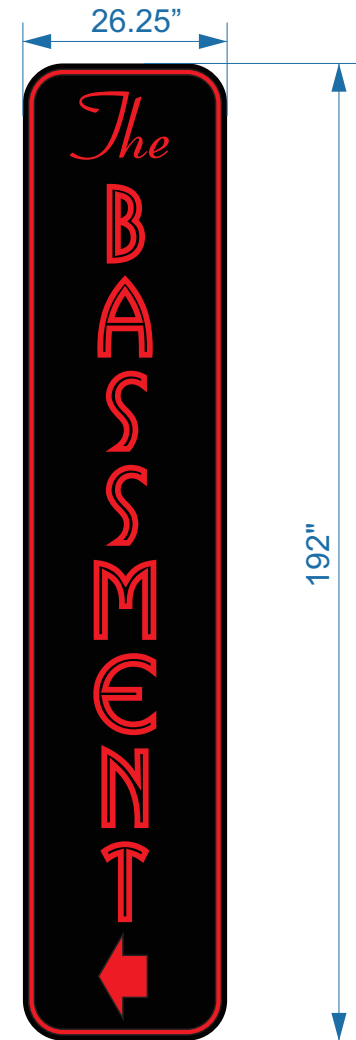
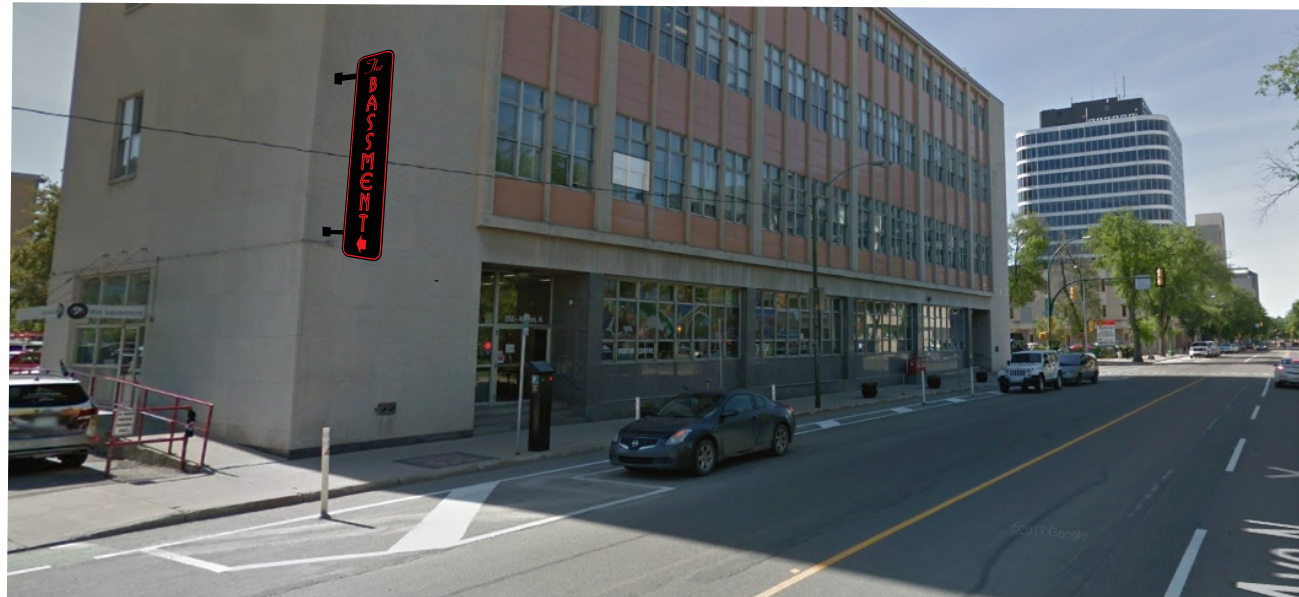
I have attached two versions of the sign prepared for us by Laser Impressions. These versions are intended to provide you with the general concept of what we have in mind for the sign.

We are committed to working with the city of Saskatoon to ensure the sign matches the aesthetics of the building and its other signage.

Thank you for your consideration. I look forward to hearing from you about this matter at your earliest convenience.

Sincerely yours,

Don Griffith - Artistic Director SJS



SIGNATURE _____
 DATE _____

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#4 - 1540 ALBERTA AVENUE SASKATOON SK S7K 7C9

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DATE
JAN 11, 2018

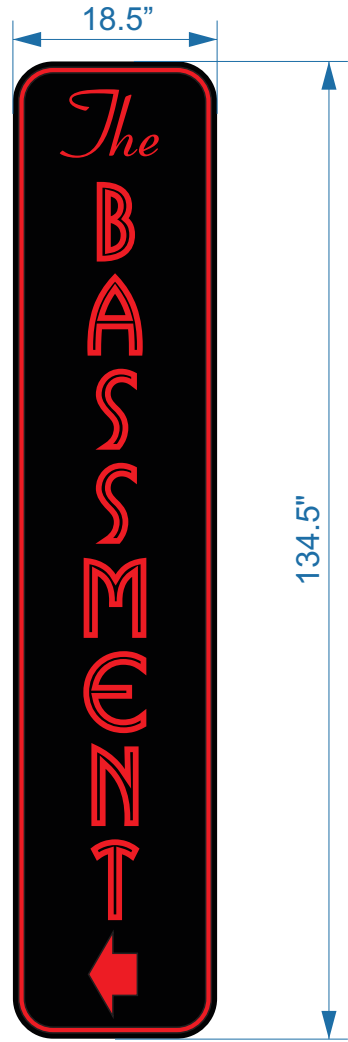
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