

# DECISION/DIRECTION NOTE

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**Title:** 331 Water Street, Fascia and Wall Signs, SGN2000051

**Date Prepared:** August 13, 2020

**Report To:** Built Heritage Experts Panel

**Councillor and Role:** Maggie Burton, Built Heritage Experts Panel

**Ward:** Ward 2

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## **Decision/Direction Required:**

To seek approval for the proposed fascia and wall signs at 331 Water Street.

## **Discussion – Background and Current Status:**

The City received an application for fascia and wall signs at 331 Water Street. The subject property is located in Heritage Area 1, the Commercial Downtown District of the St. John's Municipal Plan and is zoned Commercial Central Retail (CCR). The building is under construction and is not a designated Heritage Building.

The sign application is brought to the Built Heritage Experts Panels because the proposed signs exceed the maximum size set out in the Heritage Area Sign By-law. Pursuant to Section 20 of the By-law, the Heritage Advisory Committee may recommend to Council the acceptance of certain non-conforming signs whose particular design or situation merit such consideration and Council may accept or reject the recommendation, provided that the sign does not contravene the provisions of the St. John's Sign By-Law. Note, the proposed signage here does not contravene the Sign By-Law.

The attached renderings include signs for BMO (the Bank of Montreal) and for a future main tenant and other tenant. However, the applicant has indicated that they are seeking approval only for the four BMO signs at this time. Once the other tenants are confirmed, they will seek a separate sign approval at that time.

For fascia signs, the sign shall not exceed 24 inches in height. The letters of the proposed BMO fascia sign (shown as S3) on Water Street meet this requirement, however the logo measures 34.75 inches high. Wall signs are not permitted to be placed above second storey windows and shall not exceed 3 square metres (32 square feet). The proposed wall signs are located at the top of the third storey and are larger than permitted. Signs S1 and S2 are almost twice the permitted size, while S3 is within the size requirements but is still located above the second storey windows. During discussions, consideration should be given to the massing of the building and that the signs are located on the modern-style portion of the building.

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**Key Considerations/Implications:**

1. Budget/Financial Implications: Not applicable.
2. Partners or Other Stakeholders: Applicant, citizens and downtown organizations.
3. Alignment with Strategic Directions/Adopted Plans:  
*St. John's Strategic Plan 2019-2029 – A Sustainable City* – Plan for land use and preserve and enhance the natural and built environment where we live
4. Legal or Policy Implications: Heritage standards of the St. John's Development Regulations and provisions of the Heritage Area Sign By-law.
5. Privacy Implications: Not applicable.
6. Engagement and Communications Considerations: Not applicable.
7. Human Resource Implications: Not applicable.
8. Procurement Implications: Not applicable.
9. Information Technology Implications: Not applicable.
10. Other Implications: Not applicable.

**Recommendation:**

That the Built Heritage Experts Panel review the proposed signage at 331 Water Street and make a recommendation to Council on this matter.

**Prepared by: Ann-Marie Cashin, MCIP, Planner III – Urban Design & Heritage**  
**Approved by: Ken O'Brien, MCIP, Chief Municipal Planner**

**Location of Subject Property**  
331 Water Street



**Report Approval Details**

Document Title:	331 Water Street, Fascia and Wall Signs, SGN2000051.docx
Attachments:	- 331 Water Street - Attachment.pdf
Final Approval Date:	Aug 14, 2020

This report and all of its attachments were approved and signed as outlined below:

**Ken O'Brien - Aug 14, 2020 - 9:08 AM**

**Jason Sinyard - Aug 14, 2020 - 12:04 PM**