

DECISION/DIRECTION NOTE

Title: Mobile Sign Approval

Date Prepared: October 19, 2020

Report To: Regular Meeting of Council

Councillor and Role: Councillor Ian Froude, Public Works & Sustainability

Ward: Ward 4

Decision/Direction Required:

For consideration of Council to approve a Mobile Sign to be placed on City property in Churchill Square adjacent to Elizabeth Avenue.

Discussion – Background and Current Status:

Churchill Square Dental is requesting a Mobile Sign be placed on City property near the northwest entrance to Churchill Square, adjacent to Elizabeth Ave. The purpose of this sign is to advertise its business.

Mobile sign permits are valid for 60 days with the option to renew.

A review of the submitted plan was conducted and all other requirements of the Mobile Sign By-Law have been satisfied.

Section 15 of the St. John's Mobile Sign By-Law grants Council the authority to allow signs to be placed on City property.

Key Considerations/Implications:

1. Budget/Financial Implications: Not applicable
2. Partners or Other Stakeholders: The Churchill Square Business Association wrote an email to Councilor Froude to express its opinion on the matter. It advises that the signage is nothing short of "visual pollution" and does not in any way serve to enhance the aesthetics of the Churchill Square shopping and business area. The Association further advises that it does not support merchant signs to be placed at this location.
3. Alignment with Strategic Directions/Adopted Plans: Not applicable
4. Legal or Policy Implications: Not applicable
5. Privacy Implications: Not applicable

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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 Council approve the request and grant permission for the placement of the mobile sign as submitted.

Prepared by:

Susan Kane, P. Tech, Supervisor of Inspection Services

Approved by:

Jason Sinyard, P. Eng., MBA, Deputy City Manager, Planning, Engineering & Regulatory Services