

DECISION/DIRECTION NOTE

Title: 27 New Gower Street, Exterior Renovations, REN2100307

Date Prepared: September 1, 2021

Report To: Committee of the Whole

Councillor and Role: Councillor Maggie Burton, Planning & Development

Ward: Ward 2

Decision/Direction Required:

To seek approval for exterior renovations at 27 New Gower Street, the former Sundance.

Discussion – Background and Current Status:

The City has received an application for exterior renovations at 27 New Gower Street (formerly the Sundance nightclub and restaurant). The applicant is removing the exterior cladding to expose the original concrete. A development application has been submitted but this decision note considers the exterior renovations only. The applicant aims to get the building enclosed before winter weather. Exterior renovations do not require development approval.

The subject property is located in Heritage Area 2, is in the Commercial Downtown District of the St. John's Municipal Plan, and is zoned Commercial Central Mixed Use (CCM). Section 5.9.4 of the St. John's Development Regulations applies to any renovations to buildings within Heritage Areas. For Heritage Area 2, renovations should be in keeping with the period streetscape and period style of the structure.

Prior to the Sundance, the building was home to Adelaide Motors Ltd. and W. Tiller Ltd. car dealerships. The applicants wish to restore the building to echo the original design. They intend to expose the garage doors along George Street, replace the windows with more industrial-looking windows, and restore the façade and garage door along New Gower Street. The New Gower façade will include restoration of the curved glass window as well as black tiling above the windows and doors to replicate the original design. The renovations will include the development of a deck between the existing building and the properties at 9 New Gower Street and 16 George Street. The applicant has proposed "Studebaker" car signage on New Gower Street and restoring the "Wm. Tiller" painted sign on Adelaide Street, respecting the past businesses.

The applicant presented to the City's Built Heritage Experts Panel (BHEP) on August 25, 2021 and described the renovations in two phases; Phase 1 would be restoration of the original building and Phase 2 would be the extension along the east façade and deck. Generally, the BHEP were very supportive of Phase 1 renovations but asked for more information prior to making a recommendation on Phase 2. (Note that the same applicant is renovating the former

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Dusk nightclub at 16 George Street attached to the former Sundance; it will be dealt with separately.) The BHEP made the following recommendation on Phase 1:

Approval for the window and door sizes as provided by the applicant, with the caveat that the design does not deviate from the curved window, and the ramping and railing tie in with the proposed design of the building. The Panel requests that plans be submitted showing both 16 George Street and 27 New Gower Street on all elevations to indicate how the two buildings would complement each other. Details on design and material of the addition (Phase 2) to be considered by the Panel in due course giving full consideration to heritage and art-deco style of the building.

The Panel asked what would happen on the façade of the brick and concrete massing of the extension on the New Gower Street elevation. The applicant replied that this may be a private room having windows with 6- or 8-foot glass, but the plans are still being developed. They hope to engage the street with glass as much as possible where the building use allows. Another possibility in this space is a mural or with a brand or logo. As details of the extension are still being created, it is recommended to bring information on Phase 2 back to the BHEP once details are finalized.

The Panel asked for confirmation that the windows on New Gower Street would be curved and not faceted, and the applicant responded yes, depending on budget. The Panel noted that it is an important piece of the building's art deco style. Staff agree that the curved window should be restored to realize the style of the building, however Council previously approved the faceted window. Therefore, staff recommend encouraging the restoration of the curved window but do not recommend requiring it.

Key Considerations/Implications:

1. Budget/Financial Implications: Not applicable.
2. Partners or Other Stakeholders: Neighbouring residents and property owners; the George Street Association.
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.
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 Council:

- 1) Approve the restoration of 27 New Gower Street (Phase 1), as proposed.
- 2) Encourage the applicant to reinstall the curved glass window on the New Gower Street façade.
- 3) Request revised drawings that show how the ramping and railing tie in with the proposed design of the building.
- 4) Request plans showing both 16 George Street and 27 New Gower Street on all elevations to show how the two buildings would complement each other.
- 5) Refer renovations related to the building extension (Phase 2, once finalized) to the Built Heritage Experts Panel for a recommendation to Council.

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Approved by: Ken O'Brien, MCIP, Chief Municipal Planner

Report Approval Details

Document Title:	27 New Gower Street, Exterior Renovations, REN2100307 (COTW).docx
Attachments:	- 27 New Gower Street - Attachments.pdf
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This report and all of its attachments were approved and signed as outlined below:

Ken O'Brien - Sep 1, 2021 - 3:42 PM

Jason Sinyard - Sep 2, 2021 - 3:50 PM