

DECISION/DIRECTION NOTE

Title: 336 Water Street (corner of Adelaide Street),
Mary Brown's restaurant, Mural

Date Prepared: June 25, 2019

Report To: Chair and Members, Built Heritage Experts Panel

Councillor & Role: Councillor Maggie Burton, Planning and Development Lead

Ward: 2

Decision/Direction Required:

To seek approval for a mural located at 336 Water Street.

Discussion – Background and Current Status:

The City has received a request from Rooftop Agency on behalf of Mary Brown's to paint a mural on the new Mary Brown's building located at 336 Water Street (the former Second Cup coffee shop). The company has selected a local artist to complete the work and submitted a draft design concept (attached).

The mural is proposed to be located on the side of the building, facing Adelaide Street. The mural will contain a small Mary Brown's logo within the design, but it is so small that staff are comfortable to classify this as a mural, not as advertisement. This year marks Mary Brown's 50th anniversary and the company wants to highlight this location as their flag ship store where Mary Brown's started.

The subject property is located in Heritage Area 1, the Commercial Downtown District of the Municipal Plan and is zoned Commercial Central Retail (CCR). The property is not designated by Council as a Heritage Building.

Under the St. John's Heritage Area Sign By-law, murals fall under Section 15 Discretionary Signs which include signs and design elements. As per Section 15, murals may be permitted upon the recommendation of the Panel and at the discretion of Council. As per Section 19, registered trademarks of a specific product may occupy no more than 50 per cent of the area of a sign face. In this case, the Mary Brown's logo is much less than 50 per cent of the total area – perhaps less than 5 per cent.

There are other similar examples, both past and present as displayed below, where private businesses have installed murals on their buildings. As murals are at the discretion of Council, they are dealt with on a case-by-case basis. This proposed mural will be located on the side of the building and will be an ocean scene featuring fisherman, native wildlife, historical elements

ST. JOHN'S

and mythical creatures. The proposed mural will not be located on the front of the building facing Water Street.

Concerns have been raised with respect to covering brick with paint. It is felt that natural stone should not be covered in order to maintain the historic feel of downtown. However, requests for murals on brick are limited and can be permitted or refused at the discretion of Council. Should there come a point where it is felt that too much brick is being covered over, Council could refuse mural applications. Further, there are currently no regulations limiting the use of paint on brick or the colour of paint. Therefore, it is recommended to approve the mural at 336 Water Street, as proposed.

Key Considerations/Implications:

1. Budget/Financial Implications: Not applicable.
2. Partners or Other Stakeholders:
Property owners, area businesses and Downtown St. John's Inc.
3. Alignment with Strategic Directions/Adopted Plans:
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 Area Sign By-law
5. Engagement and Communications Considerations: Not applicable.
6. Human Resource Implications: Not applicable.
7. Procurement Implications: Not applicable.
8. Information Technology Implications: Not applicable.
9. Other Implications: Not applicable.

Recommendation:

It is recommended to approve the mural at 336 Water Street, as proposed.

Prepared by/Signature:

Ann-Marie Cashin, MCIP – Planner III, Urban Design and Heritage

Signature: _____

Approved by/Date/Signature:

Ken O'Brien, MCIP – Chief Municipal Planner

Signature: _____

AMC/smc

Attachments:

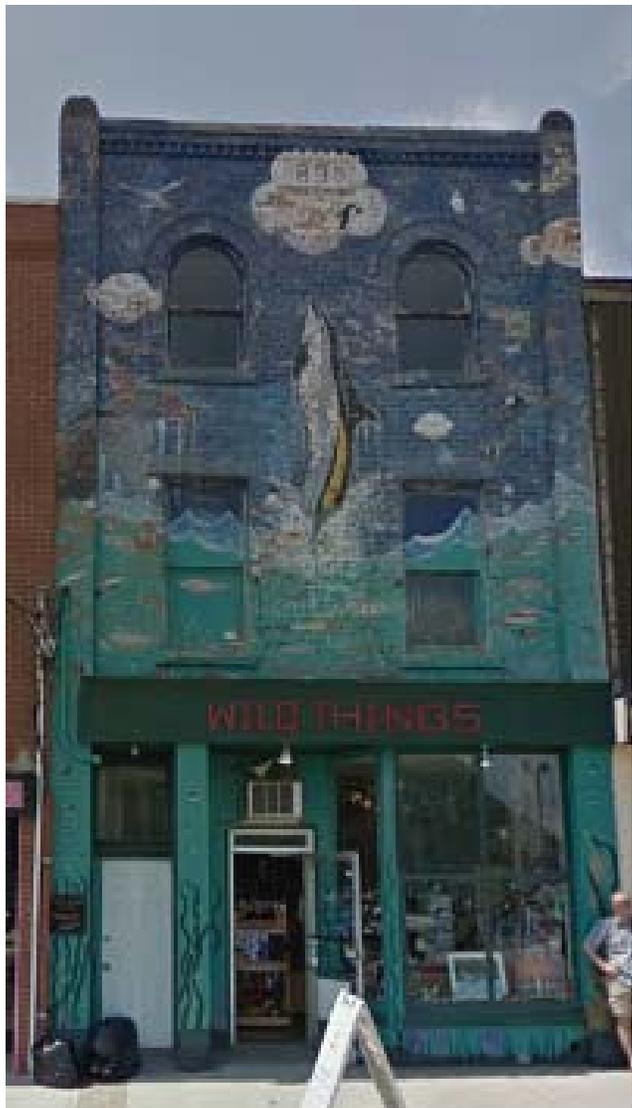
- Location of Subject Property
- Examples of Other Murals on Private Property
- Applicant's Submission

Location of Subject Property
383 Duckworth Street



Examples of Other Murals on Private Property

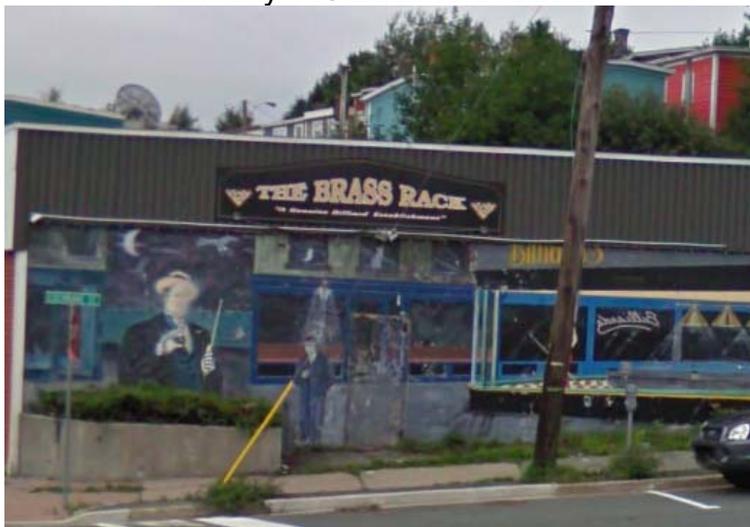
Wild Things
124 Water Street



Newfoundland Chocolate Company
166 Duckworth Street



The Brass Rack
formerly 148 Duckworth Street





Mary BROWN'S
CHICKEN TATERS



ST. JOHN'S MURAL PROJECT ARTIST SELECTION



ROOFTOP

Kyle Bustin: ARTWORK



Kyle Bustin: CREATIVE OVERVIEW

The whole mural would be an ocean scene featuring local wildlife native to NFLD, historical moments (i.e. Vikings remains, Pirate Treasure), some adventurous chickens, and a few mythical/fantastical creatures (scuba diving moose etc.).

The third story of the building would be the surface of the water (boat image). Then the second story would be creatures swimming in the water (whale & Sub). With the first floor/ground level being the ocean floor.

All images and creatures would be shifted to accommodate for the window.

The final mural would be more filled out towards the bottom (think “Where is Waldo”). The detailed painting would give pedestrians something to stop and ponder when walking by.

Kyle Bustin: CREATIVE

