

DECISION/DIRECTION NOTE

Title: 336 Water Street (corner of Adelaide Street),
Mary Brown's restaurant, Mural
REN 1900205

Date Prepared: July 23, 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 on the front of the building 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).

This application was previously presented to the BHEP by e-vote on July 2, 2019, however at that time the submitted drawings only showed a mural at the side of the building facing Adelaide Street. The City proceeded with referring the design to the BHEP in an effort to assist in meeting the applicant's timelines. The applicant has now formally applied for a mural and the complete application displays a mural on both the front of the building facing Water Street, and the side of the building facing Adelaide Street (see attached).

The mural at the south-facing side of the building facing Adelaide Street has been recommended for approval by the BHEP and has been approved by Council through an e-vote on July 23, 2019. This Decision Note is in respect to extending the mural to the front of the building facing Water Street.

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. The mural at the side of the building was recommended for approval on the basis that the Water Street façade would not be impacted. Concerns have been raised with respect to covering brick with paint and it is felt that natural stone should not be covered in order to maintain the historic feel of downtown. While the Water Street façade of the building is currently painted beige, the neutral palette.

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blends with the historic character of natural brick facades. Therefore, to preserve the historic mercantile facades along Water Street, it is recommended to refuse the application for a mural along the top brick portion of 336 Water Street. This decision will not impact the mural at the Adelaide Street façade approved by Council on July 23, 2019 by e-vote.

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. 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:

It is recommended to refuse the mural along the Water Street façade 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/dlm

Attachments:

Location of Subject Property
Applicant's Submission

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**Location of Subject Property
336 Duckworth Street**





FOR LEASE
SULLYVILLE
BRANDS
COMMERCIAL
PRO CO
722-8993
Paul McDonald
590-0000



SECOND CUP

