

# DECISION/DIRECTION NOTE

**Title:** 124 Water Street – Mural – REN2200503  
**Date Prepared:** November 3, 2022  
**Report To:** Regular Meeting of Council  
**Councillor and Role:** Councillor Maggie Burton, Heritage  
**Ward:** Ward 2

---

## Decision/Direction Required:

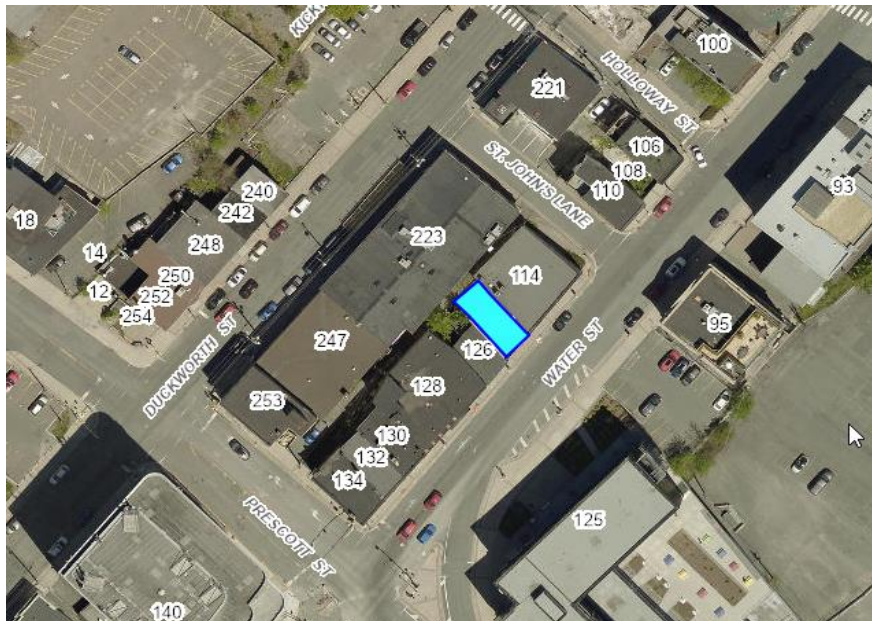
To approve a proposed mural on the front façade of 124 Water Street.

## Discussion – Background and Current Status:

The City has received an application for a mural on the front façade of 124 Water Street. The subject property is within the Commercial District of the St. John’s Municipal Plan, zoned Commercial Downtown Mixed (CDM) and is within Heritage Area 2.

From the St. John’s Sign By-Law, murals may only be permitted upon the recommendation of the Heritage Advisory Committee (now the Built Heritage Experts Panel) and at the discretion of Council. The property previously had a mural on the front façade of the building, however it was painted over in 2019, therefore the applicant must apply again for the new mural. The proposed mural design is attached.

The mural was reviewed at the November 2, 2022 Built Heritage Experts Panel (BHEP) meeting and the Panel recommended approval of the mural because the façade is already painted. They noted they would discourage against painting over brick, but as the façade is already painted, the mural would have no negative impact on the character defining elements of the building. Staff agree with this recommendation.



124 Water Street



**Previous Mural**  
~late 1990s/early 2000s to 2018



**Current Facade**

**Key Considerations/Implications:**

1. Budget/Financial Implications: Not applicable.
2. Partners or Other Stakeholders: Not applicable.
3. Alignment with Strategic Directions:

A Sustainable City: Plan for land use and preserve and enhance the natural and built environment where we live.

A Sustainable City: Facilitate and create the conditions that drive the economy by being business and industry friendly; and being a location of choice for residents, businesses and visitors.

4. Alignment with Adopted Plans: St. John's Sign By-Law
5. Accessibility and Inclusion: Not applicable.
6. Legal or Policy Implications: Not applicable.
7. Privacy Implications: Not applicable.
8. Engagement and Communications Considerations: Not applicable.
9. Human Resource Implications: Not applicable.
10. Procurement Implications: Not applicable.
11. Information Technology Implications: Not applicable.
12. Other Implications: Not applicable.

**Recommendation:**

That Council approve the mural on the front façade of 124 Water Street, as proposed.

**Prepared by: Ann-Marie Cashin, MCIP, Planner III – Urban Design & Heritage**

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