

# DECISION/DIRECTION NOTE

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**Title:** Ground Sign Approval  
**Date Prepared:** August 13, 2019  
**Report To:** His Worship the Mayor and Members of Council  
**Councillor and Role:** Councillor Wally Collins  
**Ward:** 5

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**Decision/Direction Required:** For consideration of Council to approve a Ground Sign which exceeds the maximum allowable tolerances under the Sign By-Law.

**Discussion – Background and Current Status:** An application was made to Inspection Services for the installation of a ground sign to be installed at two locations, 16 Danny Drive and 35 Danny Drive which will advertise a portion of “The Shoppes at Galway”. The applicant is requesting a deviation of the Sign By-Law, proposing the maximum allowable height of 8 metres to be increased to 10.7 metres and the maximum allowable area of 20 square metres to be increased to 32.5 square metres.

A review of the submitted plans was conducted, and all other requirements of the Sign By-Law have been satisfied. A Professional Engineer has stamped the design drawings and will be certifying the installation of the sign.

Section 15 and 16 of the St. John’s Sign By-Law grants Council the flexibility to exceed the allowable tolerances at their discretion.

## **Key Considerations/Implications:**

1. Budget/Financial Implications: Not applicable
2. Partners or Other Stakeholders: Not applicable
3. Alignment with Strategic Directions/Adopted Plans: Not applicable
4. Legal or Policy Implications: Not applicable
5. Privacy Implications: Not applicable
6. Engagement and Communications Considerations: Not applicable

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7. Human Resource Implications: Not applicable

8. Procurement Implications: Not applicable

9. Information Technology Implications: Not applicable

10. Other Implications:

**Recommendation:**

It is recommended that Council approve the request to exceed the maximum allowable tolerances as stipulated in the Sign By-Law as proposed.

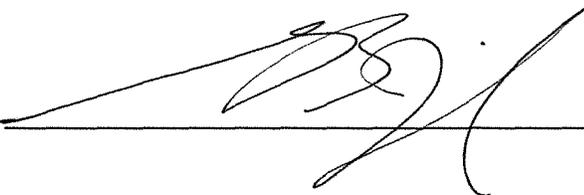
**Prepared by/Signature:**

Dennis Easton, Supervisor, Inspection Services

Signature:  \_\_\_\_\_

**Approved by/Signature:**

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

Signature:  \_\_\_\_\_

DEE/mrd