

DECISION/DIRECTION NOTE

Title: Mobile Sign Approval

Date Prepared: October 28, 2019

Report To: Regular Meeting of Council

Councillor and Role: Councillor Sandy Hickman, Transportation and Regulatory Services

Ward: Ward 4

Decision/Direction Required:

For consideration of Council to approve a Mobile Sign to be placed on City property in a green space fronting Churchill Square.

Discussion – Background and Current Status:

Sign Guru is proposing to install a Mobile Sign on City property in the green space fronting Churchill Square (see attached location). The sign will promote Shoppers Drug Marts upcoming flu shot campaign and is intended to be in place until January 31, 2025.

A review of the submitted application was conducted, and all other requirements of the Mobile Sign By-Law have been satisfied.

Section 15 of the St. John's Mobile Sign By-Law grants Council the authority to allow signs to be placed on City property.

Key Considerations/Implications:

1. Budget/Financial Implications: N/A
2. Partners or Other Stakeholders: N/A
3. Is this a New Plan or Strategy: No

If yes, are there recommendations or actions that require progress reporting?

If yes, how will progress be reported? (e.g.: through the strategic plan, through Cascade, annual update to Council, etc.)

4. Alignment with Strategic Directions: N/A

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5. Alignment with Adopted Plans: N/A

6. Accessibility and Inclusion: N/A

4. Legal or Policy Implications: As this is City property, Legal Division will require insurance confirmation from the sign company.

5. Privacy Implications: N/A

6. Engagement and Communications Considerations: N/A

7. Human Resource Implications: N/A

8. Procurement Implications: N/A

9. Information Technology Implications: N/A

10. Other Implications: In addition, green space maintenance and snow storage may be minimally impacted with the installation of the sign.

Recommendation:

That Council approve the request and grant permission for the placement of the mobile sign as submitted.

Prepared by:

Randy Carew, CET, Manager Regulatory Services

Signature: _____

Approved by:

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

Signature: _____

Report Approval Details

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|----------------------|---|
| Document Title: | Mobile Sign Permit - Churchill Square.docx |
| Attachments: | - Churchill Square Mobile Sign October 2024.png |
| Final Approval Date: | Oct 30, 2024 |

This report and all of its attachments were approved and signed as outlined below:

Jason Sinyard - Oct 30, 2024 - 1:34 PM