

DECISION/DIRECTION NOTE

Title: 54 Circular Road – SGN2400125

Date Prepared: December 3, 2024

Report To: Regular Meeting of Council

Councillor and Role: Councillor Maggie Burton, Built Heritage Experts Panel

Ward: Ward 2

Decision/Direction Required:

To approve a Wall Sign at 54 Circular Road.

Discussion – Background and Current Status:

The City received an application for a Wall Sign on a retaining wall at 54 Circular Road (Bannerman House), a designated Heritage Building located in Heritage Area 1. The Wall Sign was painted on a retaining wall of the property and the City received a complaint about it. In response, the property owner applied for a permit. The Wall Sign is above the sidewalk along Rennie’s Mill Road (corner of Circular Road). Please see attached photos.

A Wall Sign is defined in section 2(x) of the St. John’s Sign By-Law as follows:

“(x) “wall sign” means a sign which is painted on or which is affixed parallel to a wall of a building, but excludes a fascia sign, a mural and a billboard”.

Section 57(2) states that a Wall Sign shall not exceed 3 square metres in area. The subject Sign is 45 feet long, 2 feet tall on one end and 3.5 feet tall on the other end; this yields a metric size of 11.5 square metres. In accordance with section 59 of the Sign By-Law, the Built Heritage Experts Panel may recommend to Council the acceptance of non-conforming signs whose design or situation merits it. Council may accept or reject the recommendation.

The Heritage Panel reviewed this application at its November 27, 2024 meeting and recommended Council approve the Wall Sign as proposed. Staff agree with this recommendation.

Key Considerations/Implications:

1. Budget/Financial Implications: Not applicable.
2. Partners or Other Stakeholders: Property owner and neighbouring properties.
3. Is this a New Plan or Strategy: No
4. Alignment with Strategic Directions:



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

A Connected City: Increase and improve opportunities for residents to connect with each other and the City.

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

Recommendation:

That Council approve the Wall Sign at 54 Circular Road, which exceeds the maximum size of 3 square metres.

Prepared by: Lindsay Church, MCIP, Planner III – Urban Design and Heritage
Approved by: Ken O'Brien, MCIP, Chief Municipal Planner

Report Approval Details

Document Title:	54 Circular Road - SGN2400125.docx
Attachments:	- Location_Maps.pdf - Circular Road_54 CMP2402523 (Oct. 22, 2024) (1).JPG - Circular Road_54 CMP2402523 (Oct. 22, 2024) (2).JPG - Circular Road_54 CMP2402523 (Oct. 22 2024) size.JPG - 54 Circular Road - Statement of Significance.pdf
Final Approval Date:	Dec 4, 2024

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

Ken O'Brien - Dec 4, 2024 - 12:58 PM

Jason Sinyard - Dec 4, 2024 - 3:20 PM