

DECISION/DIRECTION NOTE

Title: 371-373 Duckworth Street
Electronic Advertising Sign

Date Prepared: December 4, 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 an electronic advertising wall sign located at 371-373 Duckworth Street.

Discussion – Background and Current Status:

The City has received a request to install an electronic advertising sign at 371-373 Duckworth Street. The applicant has been advised to make a formal application, but to date an application has not been received. This item is added to the Built Heritage Experts Panel (BHEP) agenda in order to have a recommendation for Council should the property owner make a formal application.

The subject property is located in Heritage Area 2, the Commercial Downtown District of the St. John's Municipal Plan and is zoned Commercial Central Mixed Use (CCM).

The Heritage Area Sign By-Law does not speak to digital signs directly, however the City has considered digital signs as animated signs in the past, which according to Section 15 may be permitted upon the recommendation of the Heritage Advisory Committee and at the discretion of Council. The applicant is proposing that there will be third-party advertising on the digital sign, which are prohibited under Section 18.

The applicant has been advised that third-party advertising is prohibited in the Heritage Areas, but wishes to bring this application to the BHEP under Section 20:

“Notwithstanding any provision contained herein, the Heritage Advisory Committee may recommend to Council the acceptance of certain non-conforming signs whose particular design or situation merit such consideration and Council may accept or reject the recommendation, provided however that no sign so approved by Council shall contravene the provisions of the St. John's Sign By-Law”.

The applicant is proposing that the digital sign will be the same size as the attached real estate sign. The exact measurement has been requested. The applicant stated in an email to staff that they are aware third party advertisements are not permitted, however the digital sign is an

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opportunity to provide struggling businesses in the downtown an opportunity to advertise at a reasonable rate. The proposed location is within clear view of vehicular and pedestrian traffic travelling west on Duckworth Street.

To date, there have been no third-party advertising signs approved in the Heritage Area.

Key Considerations/Implications:

1. Budget/Financial Implications: Not applicable.
2. Partners or Other Stakeholders: Not applicable.
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: Not applicable.
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:

That the Built Heritage Experts Panel review the documentation provided and make a recommendation to Council on this matter.

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 – Proposed location of sign

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Location of Subject Property
371-373 Duckworth Street



Applicant's Submission
Proposed location of sign

