

# DECISION/DIRECTION NOTE

**Title:** 331 Water Street – SGN2500034 – Wall Sign

**Date Prepared:** May 2, 2025

**Report To:** Committee of the Whole

**Councillor and Role:** Councillor Tom Davis, Heritage

**Ward:** Ward 2

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**Decision/Direction Required:**

To approve a wall sign at 331 Water Street.

**Discussion – Background and Current Status:**

The City received an application to install a wall sign on the new BMO building located at 331 Water Street, in Heritage Area 1. This is not a designated Heritage Building.

The application is for an illuminated wall sign for the insurance company AON, mounted directly to the brick façade visible from Harbour Drive, as shown below.



# ST. JOHN'S

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”.

In accordance with section 48, a wall sign in a Heritage Area may be permitted upon the recommendation of the Built Heritage Experts Panel and at the discretion of Council.

Section 57 of the Sign By-Law regulates the size and placement of a wall sign, which states:

57. (1) Wall signs shall not be placed over the second storey windows or higher on a building façade.

(2) Wall signs shall not exceed 3 square metres (3m<sup>2</sup>) in area.

Inspection Services considers the parking level as the first storey of the BMO building, so the proposed sign location is interpreted as being over second-storey windows and so requires approval under section 59. In accordance with section 59, the Built Heritage Experts Panel (still referred to as the Heritage Advisory Committee in the By-Law) may recommend to Council the acceptance of non-conforming signs whose design or situation merits such consideration. Council may accept or reject the recommendation.

The Heritage Panel reviewed this application at its April 30, 2025 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 applicant.
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 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.

5. Alignment with Adopted Plans: St. John's Sign By-Law.
6. Accessibility and Inclusion: Not applicable.
7. Legal or Policy Implications: Not applicable.
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 331 Water Street, as proposed.

**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:	331 Water Street - SGN2500034 - Wall Sign.docx
Attachments:	- Location Map.pdf - 331 Water Street - Pictomotry.PNG - 331 Water St - Application for sign DWGS.pdf
Final Approval Date:	May 6, 2025

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

**Ken O'Brien - May 5, 2025 - 6:12 PM**

**Jason Sinyard - May 6, 2025 - 11:01 AM**