

Decision Note

Title: 4 Holdsworth Street – SGN2500072 – Wall Sign

Date Prepared: August 14, 2025

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 4 Holdsworth Street.

Discussion – Background and Current Status:

The City received an application to install a wall sign at 4 Holdsworth Street (Jungle Jim's building), in Heritage Area 2. This is not a designated Heritage Building.

The application is for a green and black LED-lit sign that reads "The Jungle Bar & Eatery". This wall sign is proposed for the façade facing George Street (see image below).



In accordance with section 48 of the Sign By-Law, 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 (3m²) in area.

The proposed wall sign measures approximately 5.7 square metres, which exceeds the maximum size permitted. In accordance with section 59 of the By-Law, the Built Heritage Experts Panel may recommend to Council the acceptance of non-conforming signs whose design or situation merit it. Council may accept or reject the recommendation.

The Heritage Panel reviewed this application at its August 6, 2025 regular meeting and recommended Council approve the wall sign, and recommended the sign be raised further above the lower central window and positioned centrally between the three windows highlighted in yellow in the image below. Staff agree with this recommendation.



Key Considerations/Implications:

1. Budget/Financial Implications: Not applicable.
2. Partners or Interested Parties: 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 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: 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. Information Management Implications: Not applicable.

14. Other Implications: Not applicable.

Recommendation:

That Council approve the wall sign at 4 Holdsworth Street, which exceeds the maximum size of 3 square metres, provided the sign be positioned centrally between the three existing windows.

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:	4 Holdsworth Street - SGN2500072.docx
Attachments:	- 4 HOLDWORTH STREET - Location Map.pdf - 4 Holdsworth Street - Wall Sign.pdf
Final Approval Date:	Aug 18, 2025

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

Ken O'Brien - Aug 15, 2025 - 4:09 PM

Jason Sinyard - Aug 18, 2025 - 2:17 PM