

DECISION/DIRECTION NOTE

Title: 331 Water Street, Fascia and Wall Signs, SGN2000051

Date Prepared: August 26, 2020

Report To: Committee of the Whole

Councillor and Role: Councillor Maggie Burton, Planning & Development

Ward: Ward 2

Decision/Direction Required:

To seek approval for the proposed fascia and wall signs at 331 Water Street.

Discussion – Background and Current Status:

The City received an application for fascia and wall signs at 331 Water Street. The subject property is located in Heritage Area 1, the Commercial Downtown District of the St. John's Municipal Plan and is zoned Commercial Central Retail (CCR). The building is under construction and is not a designated Heritage Building.

The sign application was brought to the Built Heritage Experts Panels (BHEP) because the proposed signs exceed the maximum size set out in the Heritage Area Sign By-law. Pursuant to Section 20 of the By-law, 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 that the sign does not contravene the provisions of the St. John's Sign By-Law. Note, the proposed signage here does not contravene the Sign By-Law.

The attached renderings include signs for BMO (the Bank of Montreal) and for a future "Main Tenant" and "Other Tenant". The applicant has indicated that they are seeking approval only for the four BMO signs at this time, however at the BHEP meeting, the applicant requested that the other signs be reviewed for feedback. Once the other tenants are confirmed, they will seek a separate sign approval at that time.

For fascia signs in Heritage Areas, the sign shall not exceed 24 inches in height. The letters of the proposed BMO fascia sign (shown as S3) on Water Street meet this requirement, however the logo measures 34.75 inches high. Wall signs are not permitted to be placed above second storey windows and shall not exceed 3 square metres (32 square feet). The proposed wall signs are located at the top of the third storey and are larger than permitted. Signs S1 and S2 are almost twice the permitted size, while S3 is within the size requirements but is still located above the second storey windows.

Following discussion, the BHEP recommended approving the four BMO signs as proposed. The fascia sign is not out of place and it is typical for wall signs of the main tenant to be placed

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at upper corners of larger buildings. However, the BHEP do not recommend approving additional wall signs that do not meet the Heritage Area Sign By-law. The proposed “Major Tenant” signs should not be placed above the second storey windows on either façade and should not exceed the maximum size indicated in the By-law. Staff agree with this recommendation.

Key Considerations/Implications:

1. Budget/Financial Implications: Not applicable.
2. Partners or Other Stakeholders: Applicant, citizens and downtown organizations.
3. Alignment with Strategic Directions/Adopted Plans:
St. John’s Strategic Plan 2019-2029 – A Sustainable City – Plan for land use and preserve and enhance the natural and built environment where we live.
4. Legal or Policy Implications: Heritage standards of the St. John’s Development Regulations and provisions of the Heritage Area Sign By-law.
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 Council approve all four signs numbered as S1, S2, S3 and S4, on the attached renderings and further that the proposed “Major Tenant” signs (S10, S11 and S12), once applications have been submitted, be relocated to the area below the 2nd storey of the building. Should the signs exceed the regulations in the Heritage Area Sign By-law, they must be brought back to the Built Heritage Experts Panel for further consideration.

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Approved by: Ken O’Brien, MCIP, Chief Municipal Planner

Location of Subject Property
331 Water Street



Report Approval Details

Document Title:	331 Water Street, Fascia and Wall Signs, SGN2000051 (COTW).docx
Attachments:	- 331 Water Street - Attachment.pdf
Final Approval Date:	Aug 27, 2020

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

Ken O'Brien - Aug 27, 2020 - 1:53 PM

Jason Sinyard - Aug 27, 2020 - 3:07 PM