



# NOTICE OF APPLICATION FOR VARIANCE TO THE SIGN BY-LAW

6161 Thorold Stone Road (2725-040-005-14600)  
Sign Variance Application, City File: SV-2019-003  
McDonald's Restaurant (Pride Signs Ltd - Nathan Dart)

## PROPOSED CHANGE

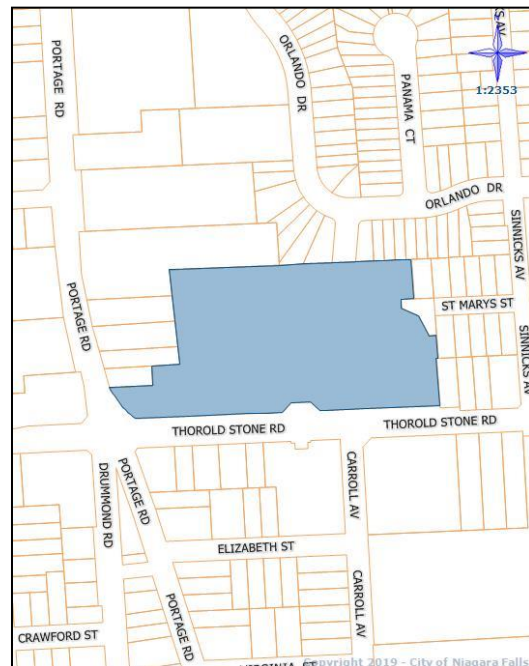
An application has been made for a variance to the Sign By-Law to permit the replacement of existing static menu boards with digital menu boards with changeable copy.

The by-law permits a sign in a Commercial district to have a maximum 15% of the sign area to have changeable copy whereas the proposed new signs would have 60%. A variance of 45% is requested.

The applicant is also requesting a variance in the minimum cycle type for a message to be displayed from 6 seconds to 0 seconds as the order for the food is confirmed.

## HAVE YOUR SAY

Input on any proposed Sign Variance is welcome and encouraged. You can provide input by making a written submission to the Director of Planning & Development, City Hall, 4310 Queen Street, Niagara Falls, Ontario, L2E 6X5 by letter, or by e-mail to [planning@niagarafalls.ca](mailto:planning@niagarafalls.ca), on or before **April 15, 2019**.



6X5 by letter, or by e-mail to

## MORE INFORMATION

For more information please contact Peggy Boyle, Assistant Planner, at (905)356-7521, extension 4334 or visit the Planning and Development Division, second floor, City Hall, between the hours of 8:30 a.m. and 4:30 p.m.

## LEGAL NOTICE

City Council has delegated approval authority to the Director of Planning and Development. The Director may grant approval, approval with conditions or refuse the application. In the event of refusal, the applicant has the option to appeal the decision to City Council. City Council's decision on the appeal is final and binding. Further notice shall be provided in the event of an appeal.

**DECISION DATE: APRIL 16, 2019.**

Dated at the City of Niagara Falls March 27, 2019.

*Alex Herlovitch*  
Alex Herlovitch, MCIP, RPP  
Director of Planning & Development

PB:mb  
Attach.