



NOTICE OF APPLICATION FOR VARIANCE TO THE SIGN BY-LAW

3643-3739 Portage Road (Roll No.: 272504001209500)
Sign By-law Variance Application – City File: SV-2025-001 (PLSBL20250057)
Applicant: Signature Sign & Image
Agent: Mark Wallis Signature Signs
Property Owner: CJ Global Investment Ltd.

DATE OF DECISION

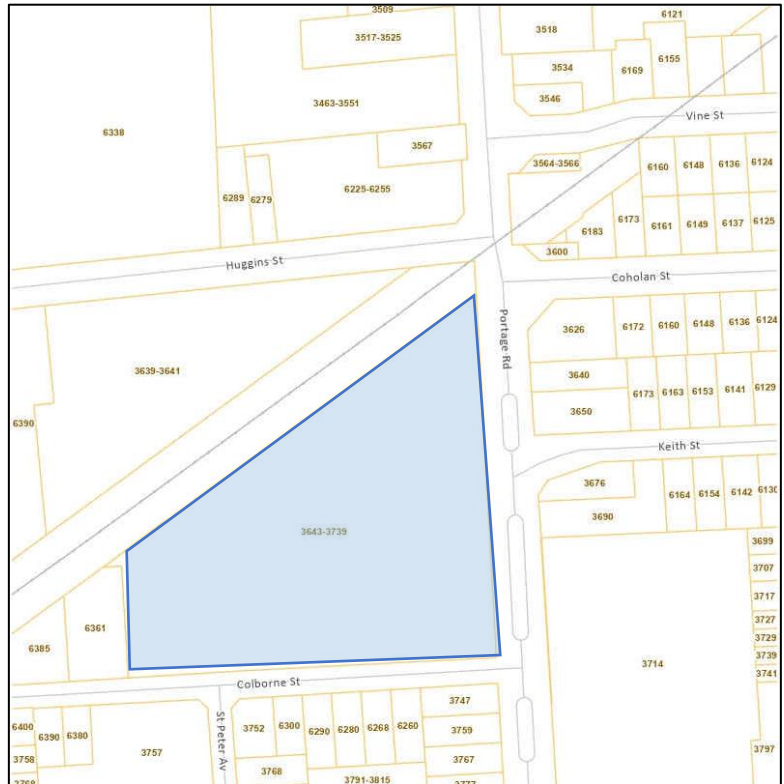
The decision date for this file has been scheduled for:

Date: Friday April 11th, 2025

Any public individuals/groups interested in making comments on this application are encouraged to use the methods noted further below.

PROPOSED VARIANCE

An application has been submitted for variances from the Sign Bylaw to permit the replacement of an existing Ground/Pylon sign and to permit an increase in the total sign area for all signs. The Sign Bylaw states that no more than two (2) Ground Signs may be located on the street frontage of a property and that there shall be no more than (1) Pylon Sign erected on any frontage of any lot. Currently, the lot has three (3) Pylon/ Ground Signs. The application would permit the replacement of one (1) existing sign. Lastly, for lots with frontages over 46 metres, the Bylaw permits a total maximum sign area of 23.0 square metres for Pylon Signs, whereas the total signage area for all 3 signs on the lot will be 67.2 square metres. See schedules 1-3 below for additional details.



HAVE YOUR SAY

Input on the proposed Sign By-law variance is welcome and encouraged. You can provide input by making a written submission.

WRITTEN SUBMISSION

To provide input in writing, or request notice if the proposed Sign By-law variance is approved, please submit a letter to the General Manager of Planning, Building, and Development, City Hall, 4343 Morrison Street, Niagara Falls, Ontario, L2E 6Z9 **prior to April 4th, 2025**. Written submissions may be emailed to Janielle Maxwell, MSc, Planner 1, at jmaxwell@niagarafalls.ca.

MORE INFORMATION

For more information, please contact Janielle Maxwell, MSc, Planner 1, at (905) 356-7521 ext. 4282 between the hours of 8:30 a.m. and 4:30 p.m. or by email at jmaxwell@niagarafalls.ca.

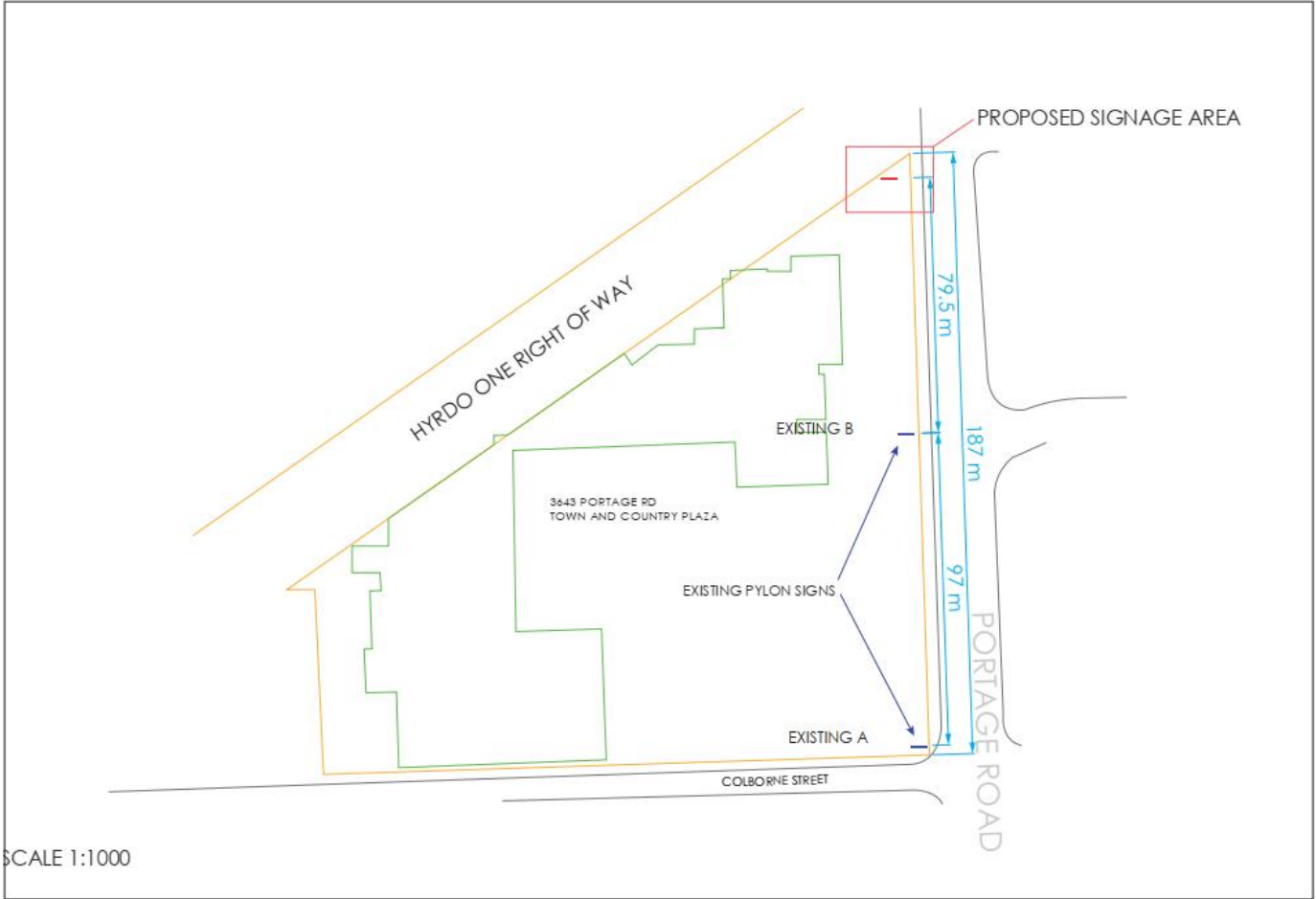
A copy of the Planning, Building and Development Department's report on the application will be available at <https://niagarafalls.ca/notices/default.aspx> after 4:00 p.m. the Thursday before the meeting.

LEGAL NOTICE

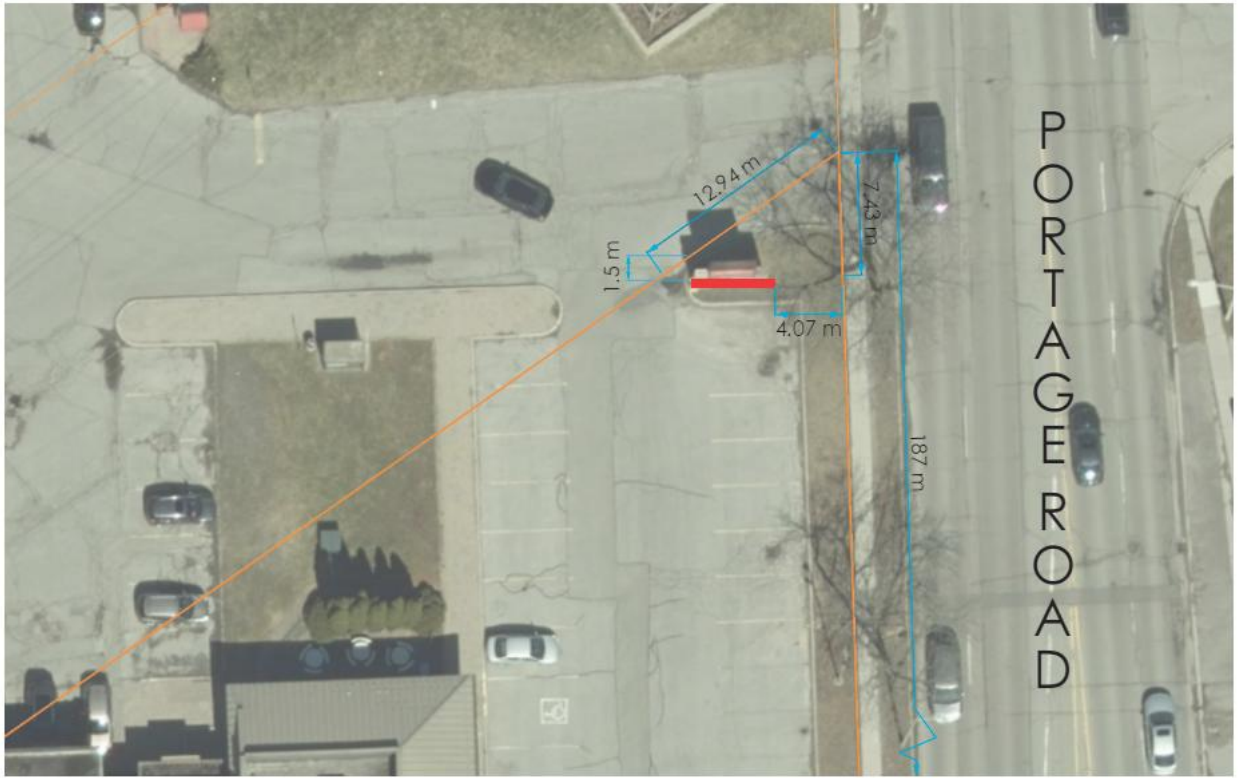
City Council has delegated approval authority to the General Manager of Planning, Building, and Development, or their designate. The General Manager, or their designate, may grant approval, approval with conditions or refuse the application. In the event of refusal, the applicant has the option to appeal 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.

Dated at the City of Niagara Falls this 26th day of March 2025.

SCHEDULE 1 (Site Plan)



**SCHEDULE 2
(Aerial Map)**



SCALE 1:200

SCHEDULE 3 (New Sign Details)

SIGN FACE AREA = 9.72m²
PEAK AREA = 2.11m²

