



NOTICE OF APPLICATION FOR AN AMENDMENT TO THE SIGN BY-LAW

4624 QUEEN ST; (Roll No.: pid[17494]; roll[272501000408900];)
Sign By-law Variance Application – City File: SBA-2025-001
(PLSBL20250240)
Applicant: Grap Queen Street Inc. (Gus Ellinas)
Agent: Permit World Inc.

DATE OF DECISION

The decision date for this file has been scheduled for:

Date: Thursday July 31, 2025

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

PROPOSED AMENDMENT

An application has been made to amend the Sign By-law to permit the installation on the existing canopy of:

- 2 illuminated readograph signs (to replace existing);
- 2 “Seneca Theatre” canopy signs above the canopy;
- 1 logo sign; and,
- Exterior illumination and illumination of graphic symbols.

The existing and requested regulations are outlined more specifically in the table in Schedule 1. The proposed site plan and signage is illustrated in Schedule 2.



HAVE YOUR SAY

Input on the proposed Sign By-law amendment 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 amendment is approved, please submit a letter to the General Manager of Planning, Building, and Development, City Hall, 4310 Queen Street, Niagara Falls, Ontario, L2E 6X5 prior to **Monday July 28, 2025**.

Written submissions may be emailed to Julie Hannah, MCIP, RPP, Manager of Policy Planning, at jhannah@niagarafalls.ca.

MORE INFORMATION

For more information, please contact Julie Hannah, MCIP, RPP, Manager of Policy Planning, at (905) 356-7521 ext 4107 between the hours of 8:30 a.m. and 4:30 p.m. or by email at jhannah@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. on Monday July 28, 2025.

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 16th day of July, 2025.

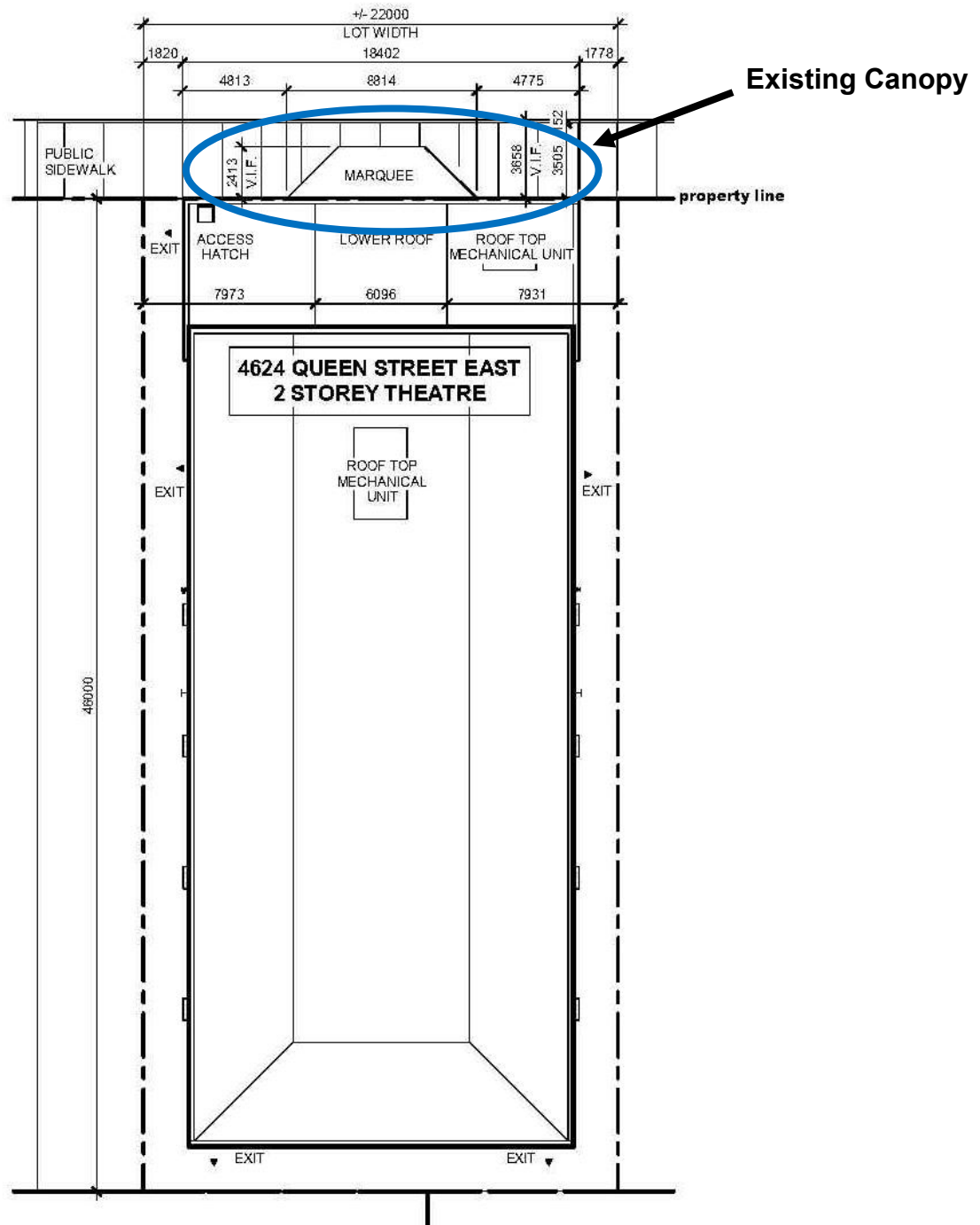
Schedule 1

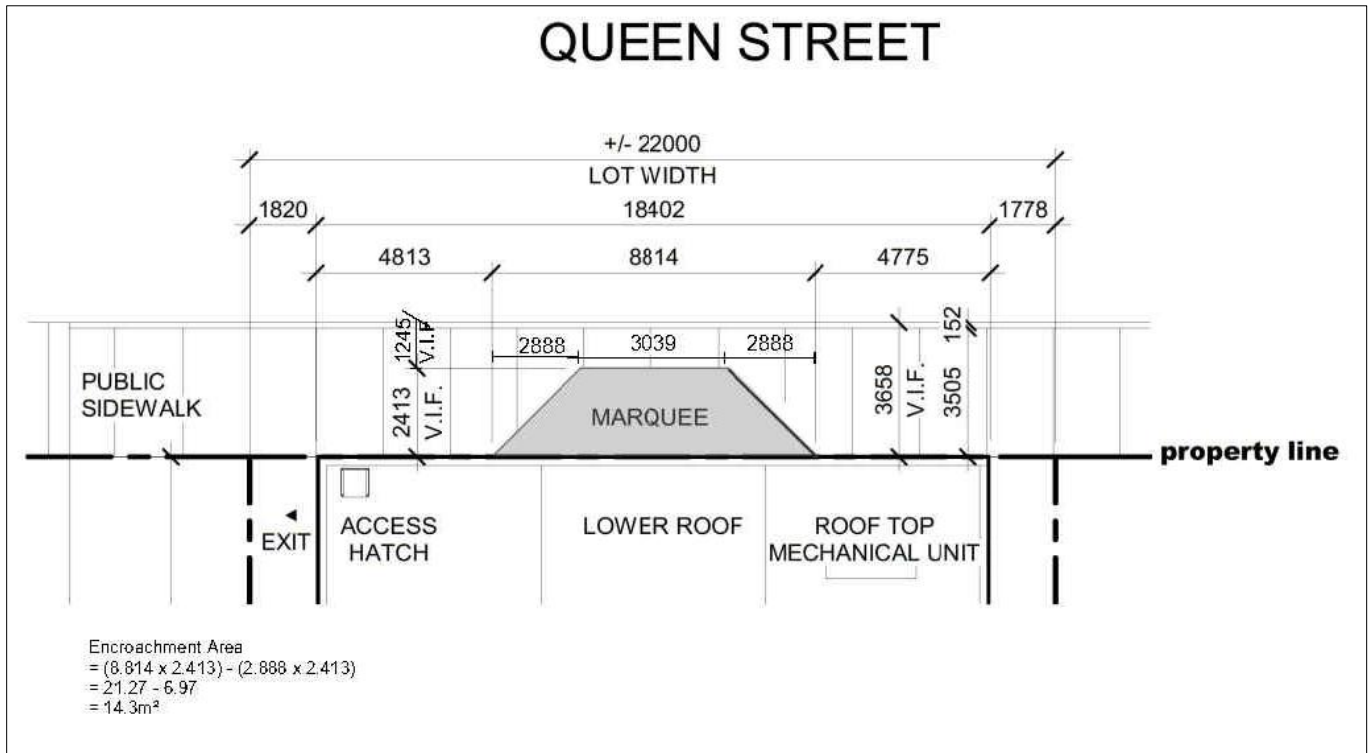
Table 1: Existing and Requested Site Specific Regulations

SIGN REGULATION	EXISTING REGULATION	REQUESTED REGULATION
Table 1 Electronic Sign	No	Permit an Electronic Message Centre Sign
3.6.1 (a) Prohibited Signs	A sign located on or over public property.	To permit a sign located on or over public property.
3.6.a (h) Prohibited Signs	No sign located within 30 metres of an intersection shall contain any green or red lettering or graphics that are illuminated or flashing.	A sign located within 27.2 m of the intersection of St. Lawrence Ave and Queen Street may contain green or red lettering or graphics that are illuminated but may not be flashing.
4.5 External Lighting	Any external lighting used to illuminate a sign shall be arranged to not direct light onto an adjacent street or premises.	Any external lighting used to illuminate the sign may direct light onto an adjacent street or premises and include a combination of lighting methods used to recreate a lighting style of an historical theatre marquee.
5.3 (b) Downtown Sign District Internal Illumination	A sign in the Downtown Sign District shall not be internally illuminated.	A sign may be illuminated both externally and internally.
7.4		A logo sign may be displayed on a canopy.
10.1 Canopy signs- Height	The maximum height of a canopy sign shall be 0.6 metres.	The maximum height of a canopy sign shall be 2.67 metres. <i>Note: This value includes the canopy sign and the canopy sign above the canopy</i>
10.5 Canopy signs- Encroachment	Notwithstanding clause (1) of section 3.6.1, a canopy sign may encroach onto a street one half the distance between the streetline and the street curb or the shoulder of the road where a shoulder exists whichever is	May encroach 66% of the distance between the street line and curblin.

	the lesser of the two distances.	
13.1 Readograph/electronic message centre sign – Location	A readograph/electronic message centre sign may be incorporated into any ground, fascia, roof sign or billboard permitted by this By-law in the Sign districts listed in Table 6 below and is subject to the accompanying restrictions.	A readograph sign may be incorporated into a canopy sign.
13.1 Readograph/electronic message centre sign - Table 6	No regulation for Downtown District	A maximum of 100% of an existing or proposed sign.
Canopy signs on a canopy- Number	A canopy sign	2 canopy signs may be permitted on a canopy.
Canopy signs displayed above the canopy- Number		2 canopy signs may be permitted to be displayed above the canopy.

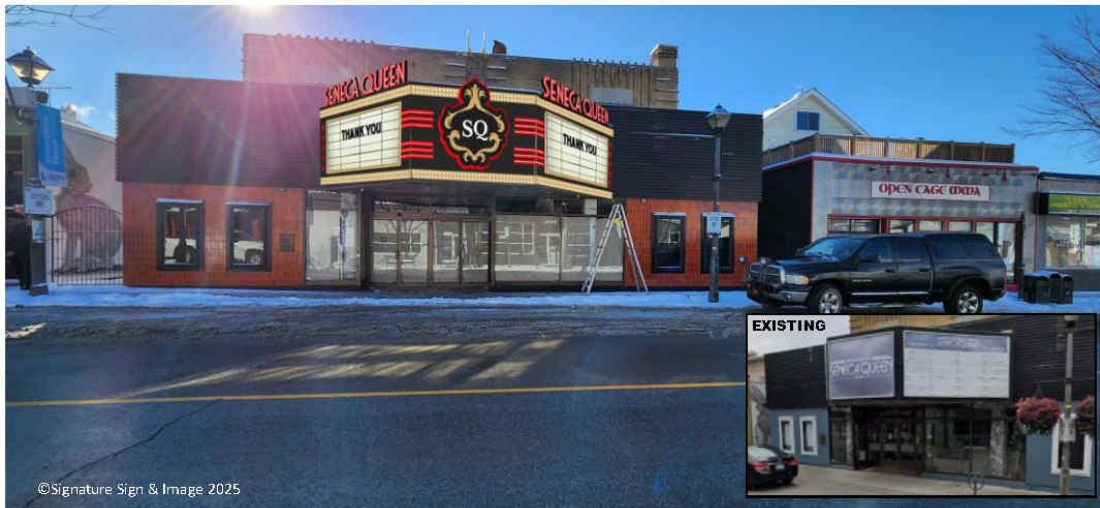
QUEEN STREET





SENECA QUEEN THEATRE
 4624 Queen Street
 Niagara Falls, Ontario

Sign Rendering



Design Philosophy:
To create a landmark marquee sign
that celebrates vintage Queen Street.
New fabrication to fit existing marquee

'SENECA QUEEN' bottom mounted
open face channel letters
Red interior Black Returns
White non-neon inside

2(two) New reader signs
Backlit with painted Gold frames
Raised channels top and bottom
white marquee light bulbs with
animated lighting sequence

Fabricated shaped cabinet with **backlit** logo
Red fabricated frame and return
decorative raised horizontal channels
with red non-neon lines
Stars are push thru backlit RED acrylic
on larger raised Black star shapes.

All installed on existing structure.
Main body of the sign is BLACK



4875 Keitt Ave.,
Niagara Falls, Ontario L2H 1J5
www.signaturesigns.ca
t: 905-357-0885 f: 905-357-1987

Client:

GRAP Queen
Seneca Queen Theatre
4624 Queen Street
Niagara Falls, ON L2E 2L6

Project Contact:
Gus Ellinas
416-875-6372
gusellinas@gmail.com

Date: 01/20/25

File: Seneca Queen Theatre

Designer: E Wallis

Job# 240780 Page# 1

Revision: 1 Date: 01/27/25

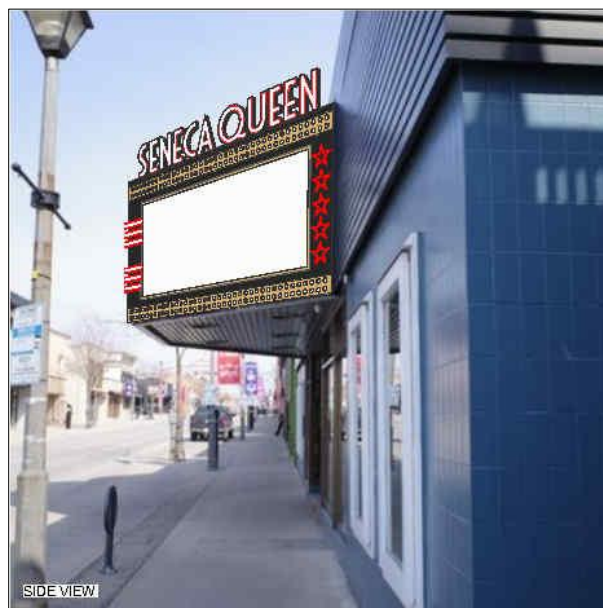
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CLIENT APPROVAL:

Date: _____

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Sign Drawings

