



NOTICE OF APPLICATION FOR VARIANCE TO THE SIGN BY-LAW

4357 RIVER RD; (Roll No.: pid[17265]; roll[272501000112701];)

**Sign By-law Variance Application – City File: SV-2025-002
(PLSBL20250254)**

Applicant: 2708272 Ontario Inc. (TownePlace Suites by Marriott)

Agent: Pharel Georges

DATE OF DECISION

The decision date for this file has been scheduled for:

Date: Friday September 26, 2025

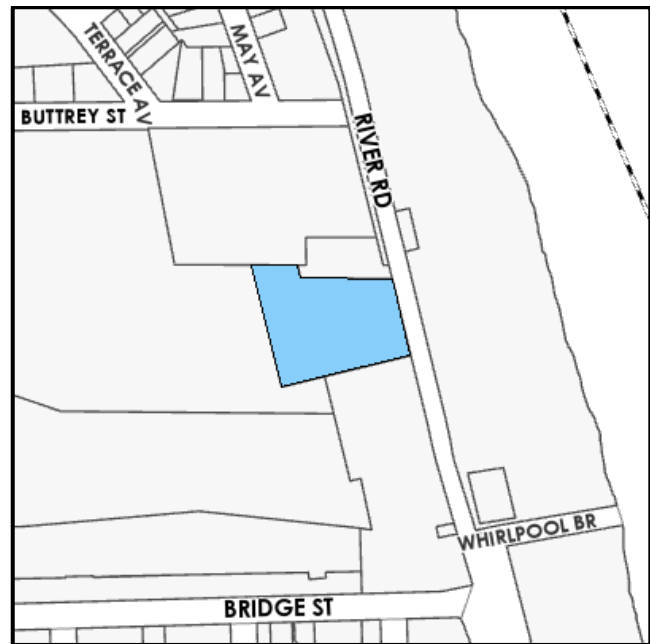
Any public individuals/groups interested in making comments on this application are encouraged to use the methods noted further below.

PROPOSED VARIANCE

An application has been submitted for a variance from the Sign By-law to permit the replacement of an existing pylon sign in the same location. The Sign By-law states that a pylon sign is not permitted within 1.5 metres of a streetline/public sidewalk. The applicant is requesting a pylon sign be permitted within 0.62 metres of a streetline/public sidewalk. See Schedule 1 for 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,

4310 Queen Street, Niagara Falls, Ontario, L2E 6X5 prior to **Tuesday September 16, 2025**.

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

MORE INFORMATION

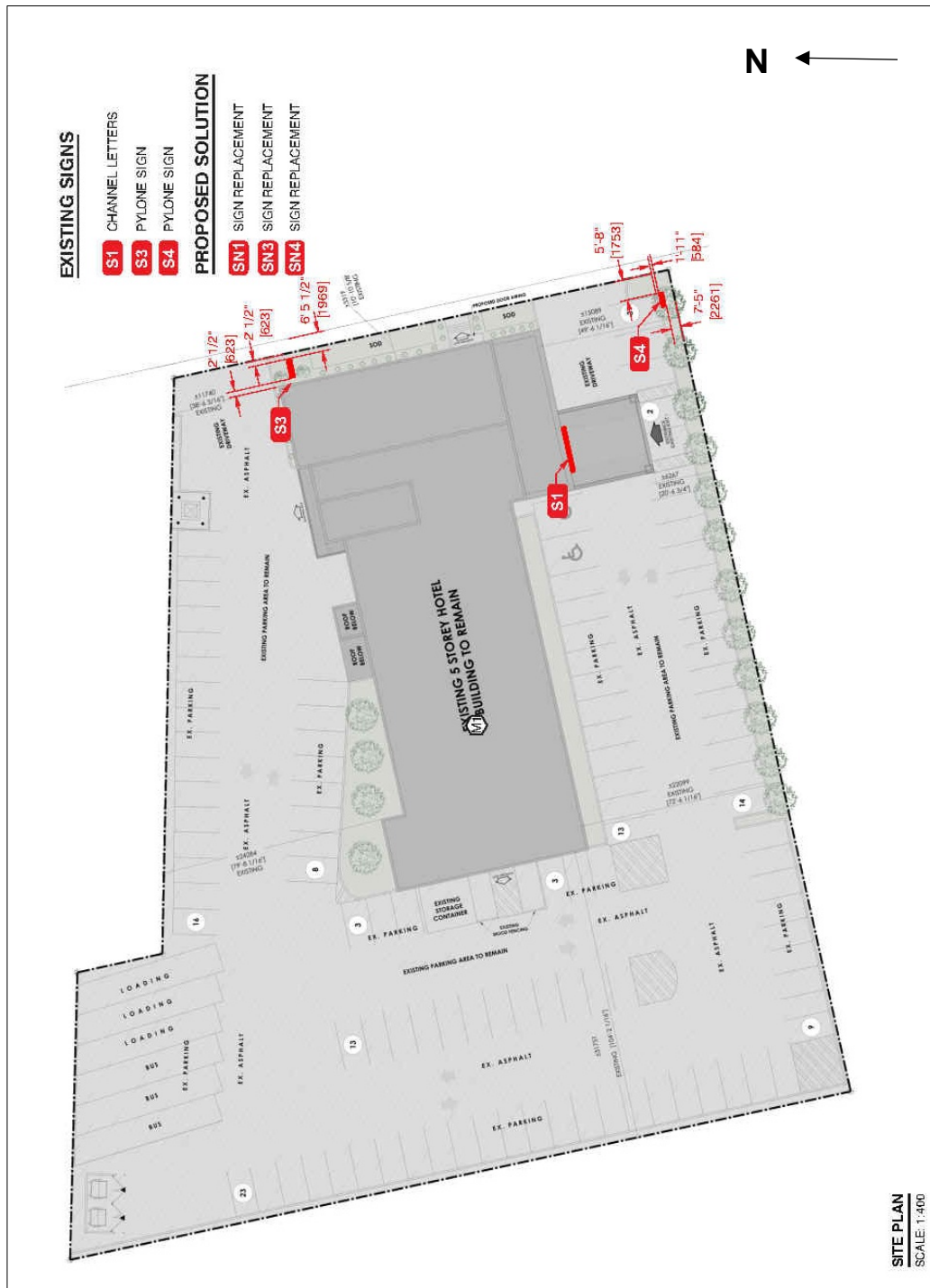
For more information, please contact Julie Hannah, MCIP, RPP, Manager of Policy Planning, at (905) 356-7521 ext 4107 between the hours of 8:30 a.m. and 4:30 p.m. or by email at jhannah@niagarafalls.ca.

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. 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 September 5, 2025



Sign Drawings

