



Hamilton

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May 03, 2023

FILE: SV-22-004

Pride Signs Ltd. c/o Bismarck Coca Jr  
255 Pinebush Road Unit I  
Cambridge ON N1T 1B9

Dear Sir,

**Re: Sign Variance Application by Pride Signs Ltd. c/o Bismarck Coca Jr. for  
Lands Located at 360-410 Lewis Road, Stoney Creek, (Ward 10)**

Please be advised that pursuant to By-law No. 10-197, which regulates signs and other advertising devices pursuant to the provisions of the *Municipal Act* and which delegates the approval of variances for the provisions of the By-law to the Director of Planning, I hereby **Deny** the following variances for Sign Variance application SV-22-004:

1. To permit the electronic Ground Signs to have a total sign area of 32.67 m<sup>2</sup> per side, whereas in accordance with Section 5.2.2 (e) of Sign By-law No. 10-197, the required electronic Ground Sign is not to exceed a total sign area of 18.0 m<sup>2</sup> for a single-faced or 36.0 m<sup>2</sup> for a double or multi-faced.
2. To permit the electronic Ground Sign (Sign 2) to be located 1.94 metres from the front lot line abutting Lewis Road, whereas in accordance with Section 5.2.2 (i) of Sign By-law No. 10-197, a minimum setback of 6.34 metres from any property line is required.
3. To permit the height of the proposed electronic Ground Signs to be a maximum of 8.4 metres, whereas in accordance with Section 5.2.2 (f) of Sign By-law No. 10-197, the required height of the proposed electronic Ground Signs will be a maximum of 7.5 metres.
4. To permit the northerly proposed electronic Ground Sign (Sign 2) located at the intersection of South Service Road and Lewis Road to have an electronic message display of 54.60% of the sign face whereas in accordance with Section 5.2.2.(g)(iii) of Sign By-law No. 10-197, a Ground Sign may allocate a maximum of 50% of the sign face to a readograph or electronic message display.

The reason for the refusal of the above variances is that they are not in keeping with the general intent of the By-law and do not meet the four tests for sign variances provided in Section 6.5 of By-law No. 10-197. Any departure from the By-law is prohibited and could result in financial penalties, as provided for in By-law No. 10-197.

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Coca Jr. for Lands Located at 360-410 Lewis Road, Stoney  
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Pursuant to Section 6.6 of Sign By-law No. 10-197, the applicant may appeal the Sign Variance application decision to the Planning Committee. To appeal the decision, a written response must be submitted to the Planning Committee (c/o Lisa Kelsey, Legislative Coordinator, City Clerks) within 21 days of the date of this decision.

Should you have any questions please contact Aman Hansra at 905-546-2424 ext. 2694 or by email at Aman.Hansra@hamilton.ca.

Yours truly,



Anita Fabac, MCIP, RPP  
Director of Development Planning  
Planning Division

cc. T. Gardner, Supervisor, Licensing and Permits  
J. Beckett, Manager, Building Engineering  
Councillor Jeff Beattie, Ward 10