January 9, 2024

Dear Property Owner and Department/Agency:

RE: Variance Application: SVA2023-009
   Subject Property: 1495 Victoria St N
   Applicant: Roy Dzeko
   Owner: Zdeno Cycle (Linda Reinhart)

Description of Proposal

The City of Kitchener has received an application for a Sign By-law variance, requesting relief from the following sections of the Sign By-law:

1) Section 680.4.2 to replace the existing billboard sign in a Commercial zone, whereas a billboard sign is not permitted in this zone,
2) Section 680.7.2 to allow a billboard sign to be located 130 metres from a residential zone, instead of the minimum required 150 metres,
3) Section 680.7.4 a) to allow a billboard sign to have a front yard setback of 3 metres and a side yard setback of 2.1 metres instead of the minimum required 6 metres and 3 metres, respectively,
4) Section 680.7.4 c) to allow a billboard sign to have a sign area of 27.8 square metres instead of the required maximum 20 square metres, and
5) Section 680.7.7 to allow a billboard sign to be 215 metres from another billboard sign instead of the minimum required 300 metres.
The property is zoned COM-3 (Arterial Commercial) in Zoning By-law 2019-051 and designated Commercial in the City of Kitchener Official Plan.

![Figure 2: Proposed billboard sign](image)

**Opportunity for Comment**
Before a staff recommendation is prepared for this request, we are providing an opportunity for all property owners within 120 metres of the subject property and any required department/agencies to make comments. If you have any concerns with this application, please provide your written comments before January 25, 2024.

**Notice of Staff Recommendation**
Those responding in writing will be notified of the staff recommendation. If you do not submit written comments by the required date, we will assume you have no concerns and you will not receive any further notice on this matter.

**Appeal of Staff Recommendation**
If you are not satisfied with the outcome of this application, you have the opportunity to appeal the staff recommendation to City Council. You will be required to register as a delegation and appear before City Council to address the issue. Staff will be in touch to advise of the next steps in this regard once your appeal is received. If you do not file an appeal by the prescribed deadline, the staff recommendation will be become final.

Please feel free to contact me should you have any questions or require further information.

Sincerely,

Joanne McCallum
Coordinator, Planning & Zoning Services

cc: Robert Schipper, Building Division  
Pegah Fahimian, Urban Design  
Darren Kropf, Transportation Planning  
Greig Cameron, Enova Power Corp.  
Ricardo Ruiz, Enova Power Corp.  
 Josh Graham, Region Transportation  
Fire Prevention  
Councillor Scott Davey – Ward 1  
Zdeno Cycle (Linda Reinhart), Property Owner  
Roy Dzeko, Applicant