May 17, 2021

Dear Property Owner and Department/Agency:

RE: Variance Application – SVA 2021-002
Subject Property: 233 - 247 Franklin St N
Applicant: Sign Language
Owner: Regional Municipality Of Waterloo

- Proposed sign 1 to be illuminated. Proposed signs 2,3,4,5 and 6 to be non illuminated.

Location Map
Description of Proposal
The City of Kitchener has received an application for a Sign by-law variance to:

1. Sign 1 to have automatic changing copy that is located 22 metres from a Residentially zoned property rather than the required 100 m,
2. Sign 1 to have a height of 3.2 m rather than the maximum 3 m,
3. Sign 1 to have an area of 5.6 sq.m rather than the maximum 3 sq.m,
4. Signs 2, 3, 4 and 5 to have a sign area of 3.7 sq.m rather than the maximum 3 sq.m,
5. Signs 2, 3 and 4 to have addresses that have text less than 15 cm in height,
6. Signs 2 and 3 to have a separation distance of 46 m rather than the required minimum 50.

It is noted that Sign 6 is not shown below as it meets all regulations of the Sign Bylaw and does not require any variances. If you wish more information on what is proposed for this sign, please contact the undersigned.

Proposed sign #1 at Franklin St entrance (dimensions)
Proposed sign #1 at Franklin St entrance (brickwork shown).

TYPICAL FOR SIGNS 2, 3, 4 AND 5

- Sunnyside Home
- Wellness Centre
- Receiving
- 233 & 239 Franklin Street North - Waterloo Regional Housing
- 245 Franklin Street

Existing conc. base

Internal support structure

2" 65° 2"
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 June 1, 2021.

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,

Sheryl Rice Menezes, CPT
Planning Technician (Zoning)

cc: Carrie Musselman, Environmental Planner
    Sandro Bassanese, Urban Designer
    Dave Seller, Transportation Planning
    Greg Cameron and Ricardo Ruiz, KW Hydro
    Councillor Dave Schnider – Ward 2
    Applicant, Sign Language
    Owner, Region of Waterloo