

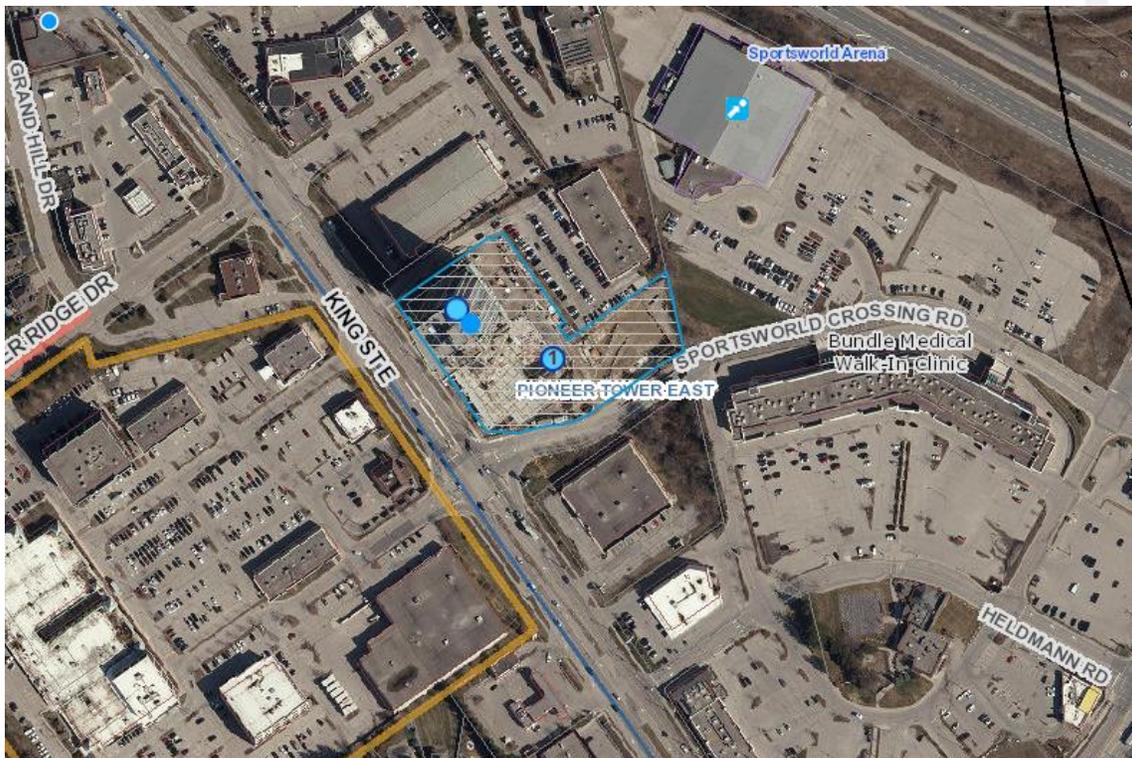


**Joanne McCallum**  
Coordinator, Planning and Zoning Services  
Development Services Department  
Planning and Housing Policy Division  
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February 25, 2026

Dear Property Owner and Department/Agency:

**RE: Variance Application:** SVA2026-004  
**Subject Property:** 4286 King St E  
**Applicant:** Priority Permits Ltd. (Chris West)  
**Owner:** Tricar Properties Limited (Jen Grozelle)



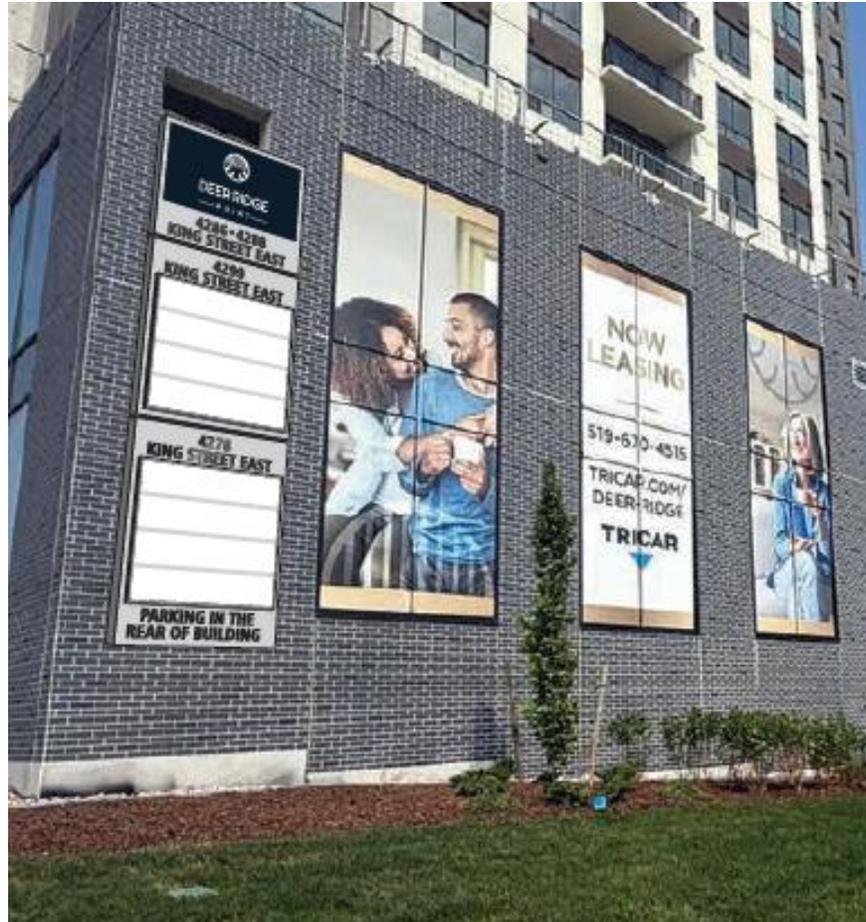
**Location Map**

### **Description of Proposal**

The City of Kitchener has received an application for a Sign By-law variance, requesting relief from Section 680.3.32 (c) of the Sign By-Law to allow non-accessory (third party) signs, where the Sign By-Law prohibits non-accessory (third party) signs. A “non-accessory” sign means a sign in which a copy does not relate to the lot upon which the sign is located and shall include sign commonly referred to as third-party signs.

The property is zoned MIX-3 in Zoning By-law 2019-051 and designated Mixed Use in the City of Kitchener Official Plan.

The applicant is proposing to add a fascia sign to a building at 4286-4290 King St E and will also add a sign panel for the medical building (addressed as 4278 King St E) which is located on a separate lot behind this lot, and is difficult to see from king street.



### **Opportunity for Comment**

Before a staff recommendation is prepared for this request, we are providing an opportunity for all property owners within 60 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 March 12, 2026.

### **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 become final.

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

Sincerely,

A handwritten signature in cursive script that reads "Joanne McCallum".

Joanne McCallum  
Coordinator, Planning and Zoning Services

cc: R. Schipper, Building Division  
S. Bassanese, Urban Design  
D. Kropf, Transportation Planning  
R. Ruiz, Enova Power Corp  
Region Transportation  
Fire Prevention  
Councillor Jason Deneault – Ward 3  
Tricar Properties Limited (Jen Grozelle), Property Owner