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June 19, 2026

Dear Property Owner and Department/Agency:

RE: Variance Application: SVA2026-006
Subject Property: 250 East Ave
Applicant: Sign Language Inc (Mike Brown)
Owner: Waterloo Catholic District School Board



Location Map

Description of Proposal

The City of Kitchener has received an application for a Sign By-law variance:

- Requesting relief from Section 680.11.10 of the Sign Bylaw to permit a ground supported sign to have a setback of 0 metres from the front lot line rather than the minimum required 0.4 metres,
- Requesting relief from Section 680.11.15 c) to permit the address of a ground supported sign to be located 0.4 metres above grade rather than the minimum required 0.9 metres above grade, and
- Requesting relief from Section 680.3.29 to permit automatic changing copy on a ground supported sign within 6 metres of a street intersection or traffic light rather than the minimum required 23 metres.

The property is zoned INS-1 in Zoning By-law 2019-051 and designated Institutional in the City of Kitchener Official Plan.

A ground supported sign with automatic changing copy is proposed to be installed on the property at the corner of East Ave and Cameron St N in the same location as the existing ground supported sign. The existing sign does not have automatic changing copy and the proposed update will replace the middle portion of the existing sign with an automatic changing copy screen instead of the manual change copy board.

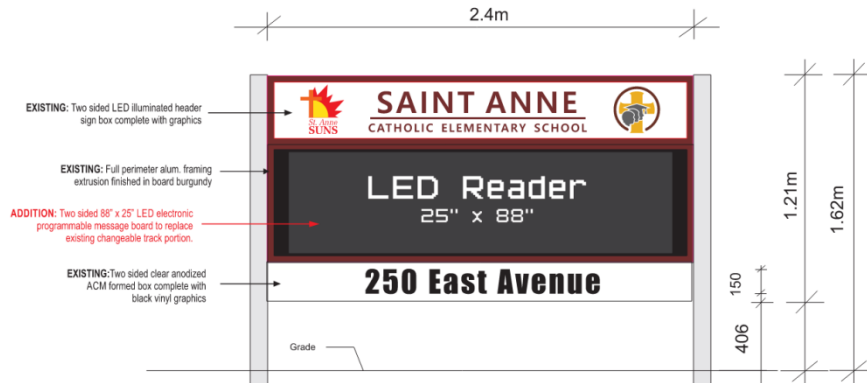


Figure 1: Proposed Sign Design

Figure 2: Existing Sign

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 July 3, 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,

Kristen Heintz

Kristen Heintz
Senior Planning Technician

cc: Robert Schipper, Building Division
Sandro Bassanese, Urban Design
Darren Kropf, Transportation Planning
ricardo.ruiz@enovapower.com, Enova Power Corp
fireprevention@kitchener.ca, Fire Prevention
Councillor Stephanie Stretch – Ward 10
Waterloo Catholic District School Board, Property Owner
Sign Language Inc (Mike Brown), Applicant