



**Joanne McCallum**  
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February 4, 2026

Dear Property Owner and Department/Agency:

**RE: Variance Application:** SVA2026-002  
**Subject Property:** 560 Pioneer Dr  
**Applicant:** Sign Language Inc (Laura Bourre)  
**Owner:** Waterloo Catholic District School Board

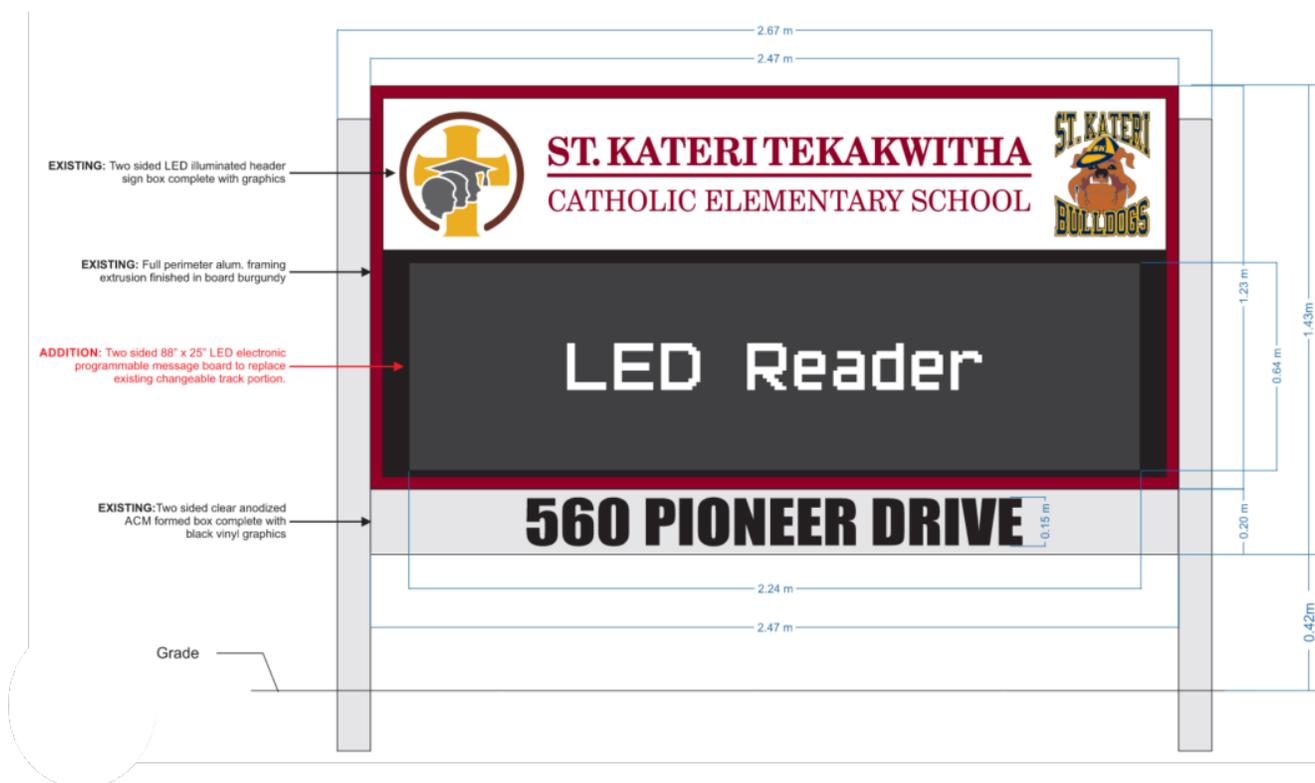


**Location Map**

### **Description of Proposal**

The City of Kitchener has received an application for a Sign By-law variance, requesting relief from Section 680.11.9 to permit a ground supported sign located in an Institutional zone accessory to a non-residential use to have a sign area of 3.6 square metres instead of the required maximum 3 square metres, Section 680.11.15 c) to have the address located 0.4 metres above grade instead of the required minimum 0.9 metres, and Section 680.3.29 to permit an automatic changing copy sign to be located 1.5 metres from a street intersection instead of the required minimum 23 metres.

The property is zoned Neighbourhood Institutional (INS-1) in Zoning By-law 2019-051 and designated Institutional in the City of Kitchener Official Plan. The applicant is proposing to add an automatic changing copy to the existing ground supported sign. The image below shows the proposed sign design.



### 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 February 16, 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,

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

Fire Prevention  
Councillor Christine Michaud – Ward 4  
Waterloo Catholic District School Board, Owner  
Sign Language Inc (Laura Bourre), Applicant