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March 9, 2026

Dear Property Owner and Department/Agency:

RE: Variance Application: SVA 2026-003
Subject Property: 1253 Victoria St N
Applicant: Patrick Sparrow / Brooks Signs (1985) Ltd
Owner: 14867475 Canada Inc



Location Map

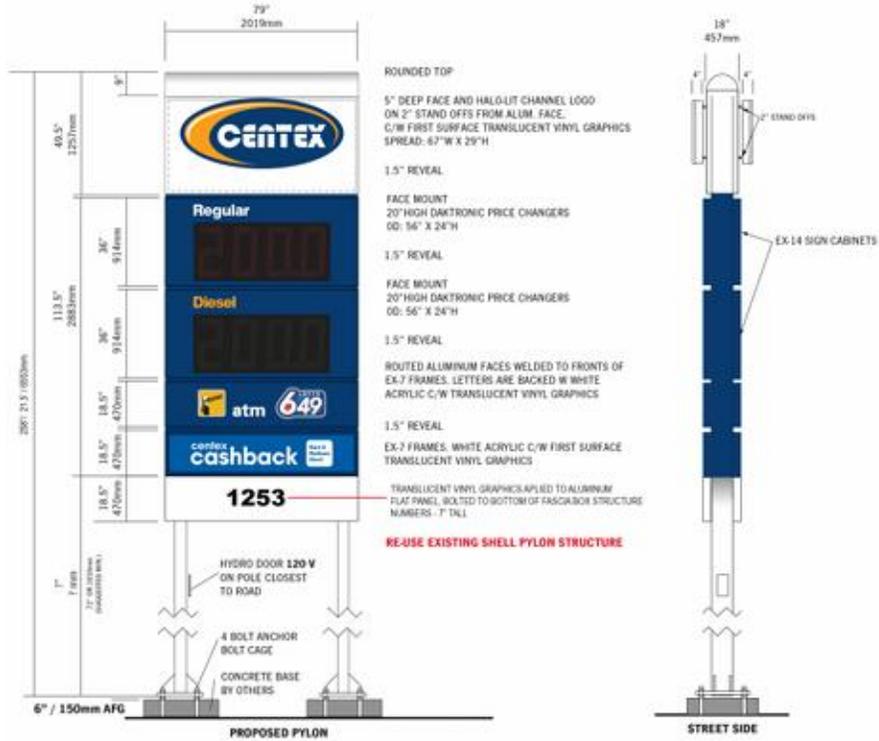
Description of Proposal

The City of Kitchener has received an application for a Sign By-law variance, requesting relief from Section 680.3.30 to permit automatic changing copy displaying the gas bar pricing to be 0.9 square metres per panel instead of the maximum required 0.5 square metres.

The property is zoned General Commercial (COM-2) with Special Provision 108 in Zoning By-law 2019-051 and designated Commercial in the City of Kitchener Official Plan.



Existing ground sign that requires variance for gas bar pricing.
(The smaller sign with gas pricing to be removed.)



Sign Drawing

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 24, 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,



Sheryl Rice Menezes, CPT
Senior Planning Technician

cc: Robert Schipper, Building Division
Sandro Bassanese, Urban Design
Darren Kropf, Transportation Planning
Ricardo Ruiz, Enova Power Corp
Joshua Beech Falshaw, Region of Waterloo Transportation
Councillor Scott Davey – Ward 1
14867475 Canada Inc, Property Owner
Patrick Sparrow, Brooks Signs (1985) Ltd, Applicant