



**Sean Harrigan**  
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Planning and Housing Policy Division  
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January 19, 2025

Dear Property Owner and Department/Agency:

**RE: Variance Application: SVA2025-009**  
**Subject Property: 70 King St E**  
**Applicant: Erb Signs**  
**Owner: Europro (Kitchener) GP Inc**

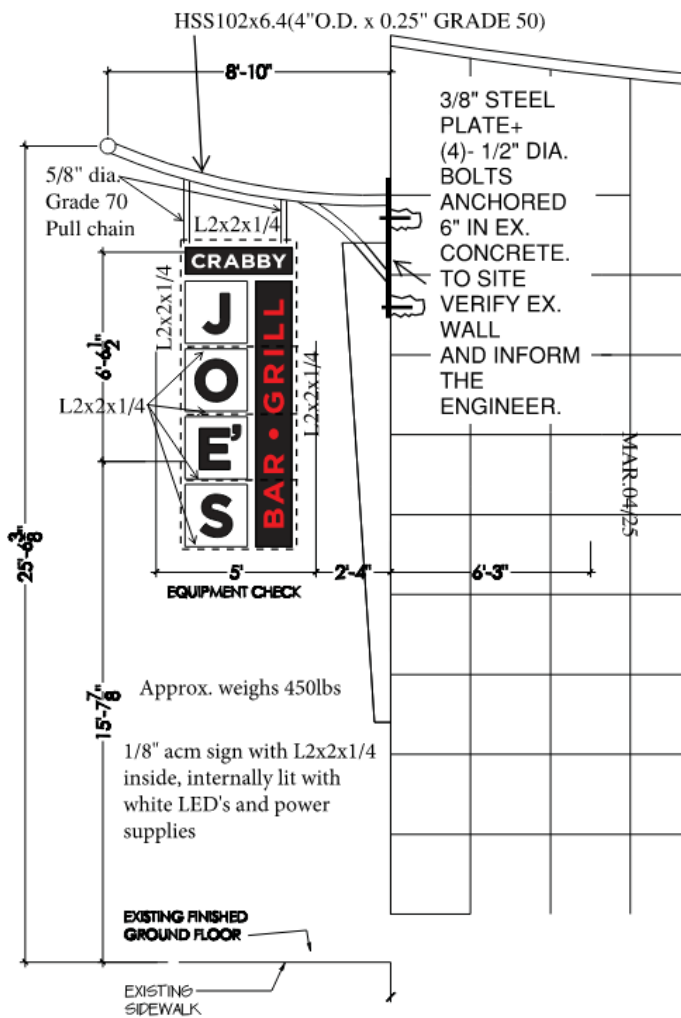


Figure 1: Location Map

### Description of Proposal

The City of Kitchener has received an application for a Sign By-law variance, requesting relief from Sections 680.17.3 and 680.17.13 of the Sign By-law to permit a projecting sign to project a maximum of 2.8 metres and to have internal illumination. Approval of this Sign By-law variance is required to facilitate the replacement of an existing sign.

The property is zoned SGA-2 (1)(2) in Zoning By-law 2019-051 and designated Strategic Growth Area B in the City of Kitchener Official Plan.



### 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 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.

Figure 2: Proposed Sign

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

Sincerely,

*Sean Harrigan*

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Planner (Policy)

cc: Robert Schipper, Building Division  
Heritage Planning  
Sandro Bassanese, Urban Design  
Darren Kropf, Transportation Planning  
Steve Vrentzos, Bylaw Enforcement  
Ricardo Ruiz, Enova Power Corp  
Region Transportation  
Fire Prevention  
Councillor Stephanie Stretch – Ward 10  
Europro (Kitchener) GP Inc, Property Owner  
Erb Signs (Jarrod Erb), Applicant