

To: Economic and Development Services Committee

From: Anthony Ambra, P. Eng., Commissioner,  
Economic and Development Services Department

Report Number: ED-25-53

Date of Report: April 30, 2025

Date of Meeting: May 5, 2025

Subject: Application for a Variance to Sign By-Law 72-96, 649 King  
Street East, Eye Candy Ads

Ward: Ward 3

File: SV-2025-03

---

## **1.0 Purpose**

The purpose of this Report is to seek direction from Council with respect to a sign variance application to permit one (1) pylon sign with a one-sided digital read-o-graph display for non-accessory (third party) advertising, which is not permitted by Sign By-law 72-96, as amended (the "Sign By-law"). One (1) pylon sign with a digital read-o-graph display for non-accessory (third party) advertising is proposed at the northwest corner of the property located at 649 King Street East (the "Subject Property").

Attachment 1 is a map showing the location of the Subject Property and the existing zoning in the area.

Attachment 2 is a copy of the Site Plan showing the proposed pylon sign location.

Attachment 3 is a copy of the rendering of the proposed pylon sign.

Attachment 4 is a copy of the details of the proposed pylon sign.

By-law 29-2009, as amended (the "Delegation By-law"), grants the Commissioner, Economic and Development Services Department, or the Director, Planning Services, the authority to approve variances to the Sign By-law. The Commissioner, at their discretion, may forward controversial applications or applications proposed to be denied for Council's consideration. The subject application as it relates to one (1) proposed pylon sign with a one-sided digital read-o-graph display for non-accessory (third party) advertising is recommended for denial, necessitating this Report.

## **2.0 Recommendation**

That the Economic and Development Services Committee recommend to City Council that, pursuant to Report ED-25-53 dated April 30, 2025, the application for a variance to Sign By-Law 72-96, as amended, submitted by Eye Candy Ads (File: SV-2025-03) to permit one (1) pylon sign with a one-sided digital read-o-graph display for non-accessory (third party) advertising at 649 King Street East, be denied.

## **3.0 Input From Other Sources**

Not applicable.

## **4.0 Analysis**

### **4.1 Background**

The Subject Property is located west of Farewell Street and has frontage on the south side of King Street East, which is an eastbound one-way street in this area. The Subject Property is owned by Romko Residences Limited (the "Owner"). The Owner granted Eye Candy Ads (the "Applicant") permission to submit the subject application for a sign variance.

In February 2025, the Applicant submitted an application for a building permit for a pylon sign with a one-sided digital read-o-graph display for non-accessory (third party) advertising at 649 King Street East. The Applicant was advised that a sign variance would be required, as the proposed sign does not comply with the City of Oshawa Sign By-law.

Subsequently, on March 11, 2025, the Applicant submitted an application for a variance to the Sign By-law (File: SV-2025-03) to permit the installation of one (1) pylon sign featuring a one-sided digital read-o-graph display for non-accessory (third party) advertising on the Subject Property, as shown on Attachments 2 and 3.

The proposed pylon sign, measuring 5.917 metres (19.41 ft.) wide by 3.489 metres (11.45 ft.) high with a cumulative sign area of 20.64 square metres (222.17 sq. ft), and clearance of 4.318 metres (14.17 ft.) between the bottom of the sign and existing grade is proposed to be installed within the existing landscaped area at the northwest corner of the Subject Property at 649 King Street East (see Attachment 2).

The Subject Property is currently used solely for residential purposes, namely a 5-storey retirement home. The Subject Property has two vehicular entrances on King Street East. A 6-storey apartment building is located directly opposite the Subject Property on the north side of King Street East, and low density residential lots are situated south of the Subject Property. One fascia sign is mounted on the north façade of the existing retirement home building and one ground sign is also currently located in the front yard of the Subject Property. There are no other existing pylon signs on the Subject Property.

The Subject Property is zoned PSC-A (Planned Strip Commercial) in the City's Zoning By-law 60-94, as amended. Where a property in a PSC-A (Planned Strip Commercial) Zone has been developed, solely for residential uses, the Sign By-law permits only one fascia

sign per vehicular entrance and one ground sign per vehicular entrance. The Sign By-law does not permit a pylon sign.

The Sign By-law defines a non-accessory sign as a sign in which the copy does not relate to the lawful use of the lot upon which the sign is located.

The Sign By-law defines a read-o-graph as a sign displaying an electronic message via illuminated, moving and changing light patterns which form words or numbers.

Under the Sign By-law, non-accessory signs are prohibited in all zones, with some exceptions. Exceptions allow for a billboard sign, election sign, homebuilders identification sign, real estate open house sign, subdivision or condominium billboard sign, utility pole sign, special event banner or community event sign. Billboard signs are only permitted in Industrial and Airport Zones

## **4.2 Options**

The options that follow in this section provide certain alternatives for consideration by the Economic and Development Services Committee and City Council.

### **4.2.1 Recommended Option: Deny the Sign Variance for the Proposed Pylon Sign**

The recommended option to Council is to deny the Sign Variance for the proposed pylon sign for the following key reasons:

1. The requested variance is not desirable for the area as it adds visual clutter due to its large size, and the City must make decisions which balance the demand for signage with the need to create attractive and appropriate streetscapes. The proposed sign is comparable to a billboard sign.
2. The Applicant proposes third party advertising, whereas under the Sign By-law, non-accessory signs are prohibited in all zones, with some exceptions. Exceptions allow for a billboard sign, election sign, homebuilders identification sign, real estate open house sign, subdivision or condominium billboard sign, utility pole sign, special event banner or community event sign. Billboard signs are only permitted in Industrial and Airport Zones.

Section 2.0 of this Report has been prepared with the appropriate language should the Economic and Development Services Committee support this recommendation.

### **4.2.2 Option 2 for the Proposed Pylon Sign**

Under Option 2, Council would approve the variance for the proposed pylon sign with one-sided digital display for non-accessory (third party) advertising.

Should the Economic and Development Services Committee choose to advance this option, the following recommendation should be adopted:

“That the Economic and Development Services Committee recommend to City Council that, pursuant to Report ED-25-53 dated April 30, 2025, the application for a variance to

Sign By-law 72-96, as amended, submitted by Eye Candy Ads (File: SV-2025-03) to permit one (1) pylon sign with a one-sided digital read-o-graph display for non-accessory (third party) advertising at 649 King Street East, be approved, subject to the following conditions:

- (a) Static messages only with no animation, flashing, turning or full motion video;
- (b) Each static message is to remain up for a minimum of 8 seconds;
- (c) Transition time between two different static messages is to be instantaneous; and,
- (d) Clearance of 4.25m is to be provided between the bottom of the sign and the existing grade.”

## **5.0 Financial Implications**

There are no financial implications resulting from Option 1 or Option 2 of this Report.

## **6.0 Relationship to the Oshawa Strategic Plan**

This Report responds to the Oshawa Strategic Plan Priority Area:

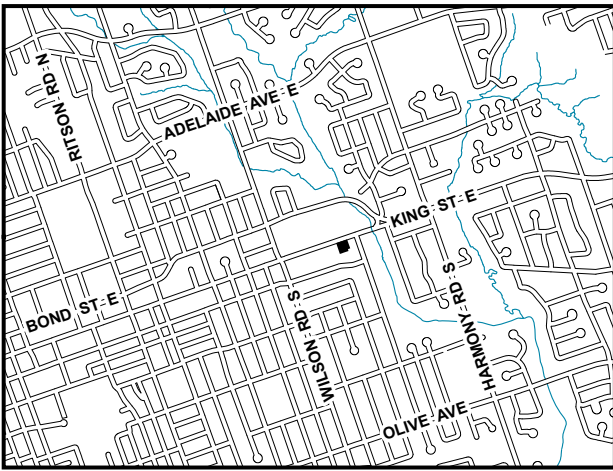
“Innovate: Vibrant Culture and Economy” with the goal to attract and promote a vibrant artistic and cultural economy.



Tom Goodeve, M.Sc.Pl., MCIP, RPP, Director,  
Planning Services



Anthony Ambra, P. Eng., Commissioner,  
Economic and Development Services Department



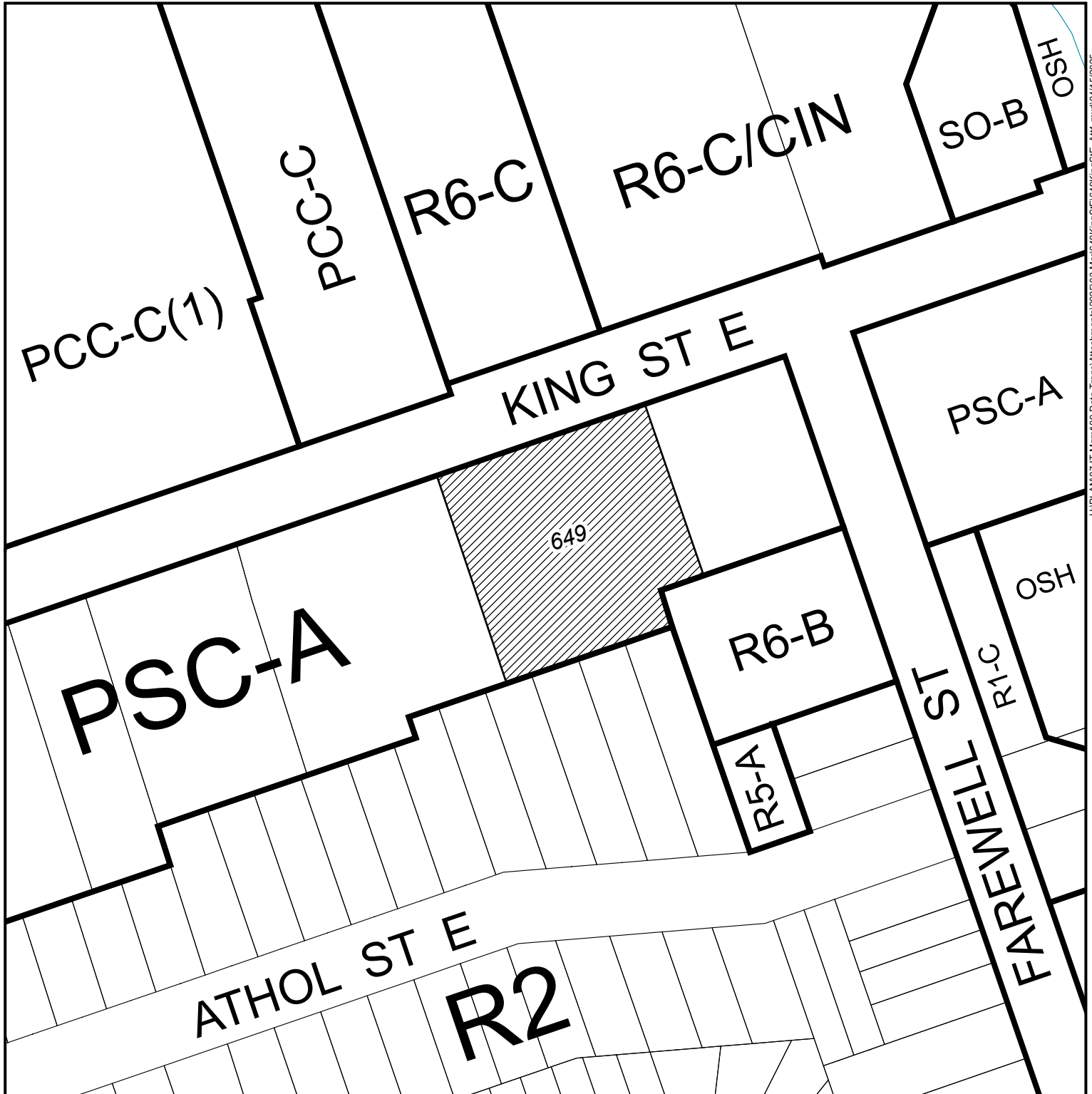
Item: ED-25-53  
Attachment 1

Economic and Development Services

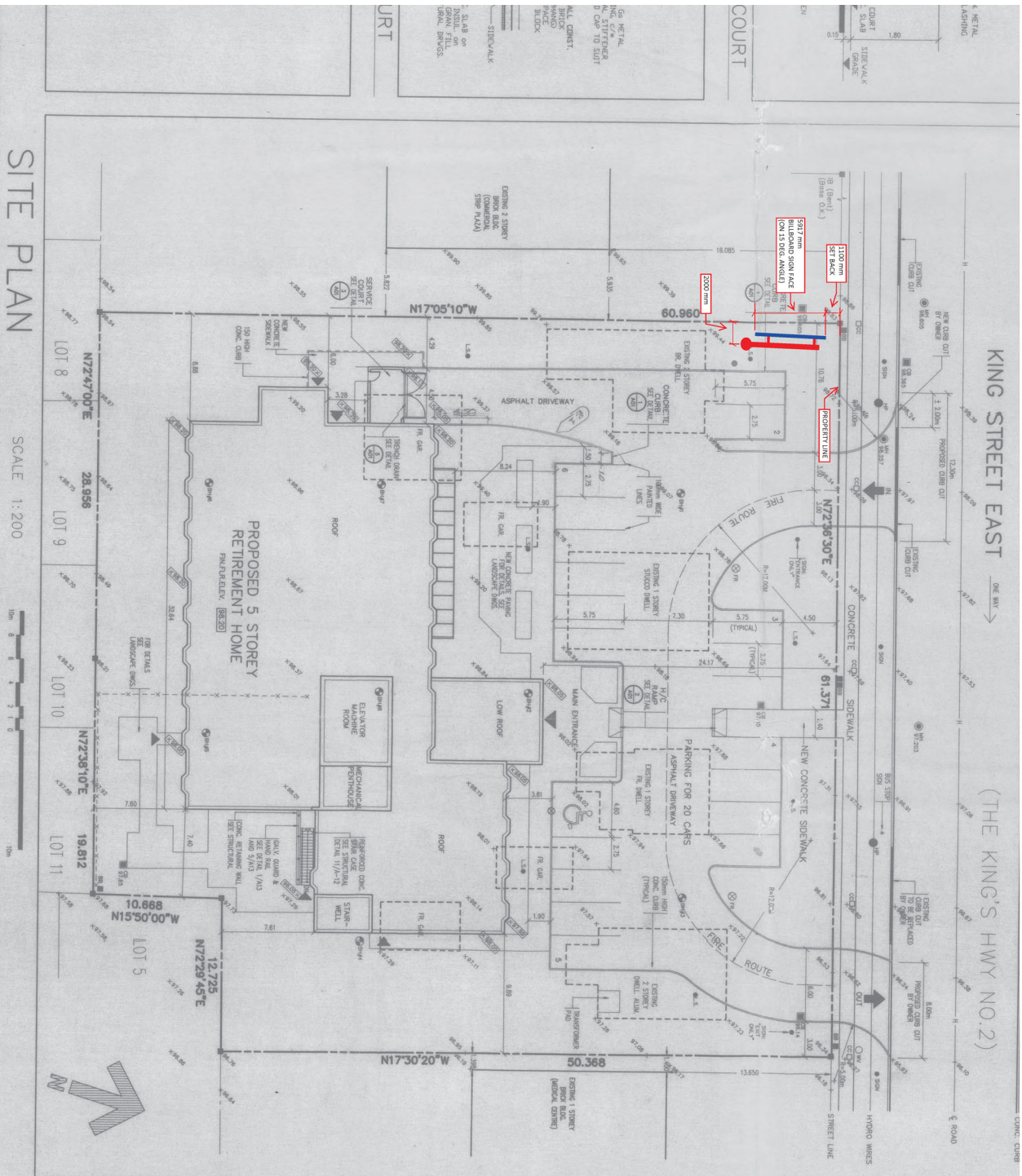
Subject: Application for a Variance to Sign By-Law 72-96,  
649 King Street East, Eye Candy Ads  
Ward: Ward 3  
File: SV-2025-03



Subject Site



Title: Site Plan Showing the Proposed Pylon Sign Location  
Subject: Application for a Variance to Sign By-Law 72-96, 649 King Street East, Eye Candy Ads  
Ward: Ward 3  
File: SV-2025-03





Title: Rendering of the Proposed Pylon Sign  
Subject: Application for a Variance to Sign By-Law 72-96, 649 King Street East, Eye Candy Ads  
Ward: Ward 3  
File: SV-2025-03



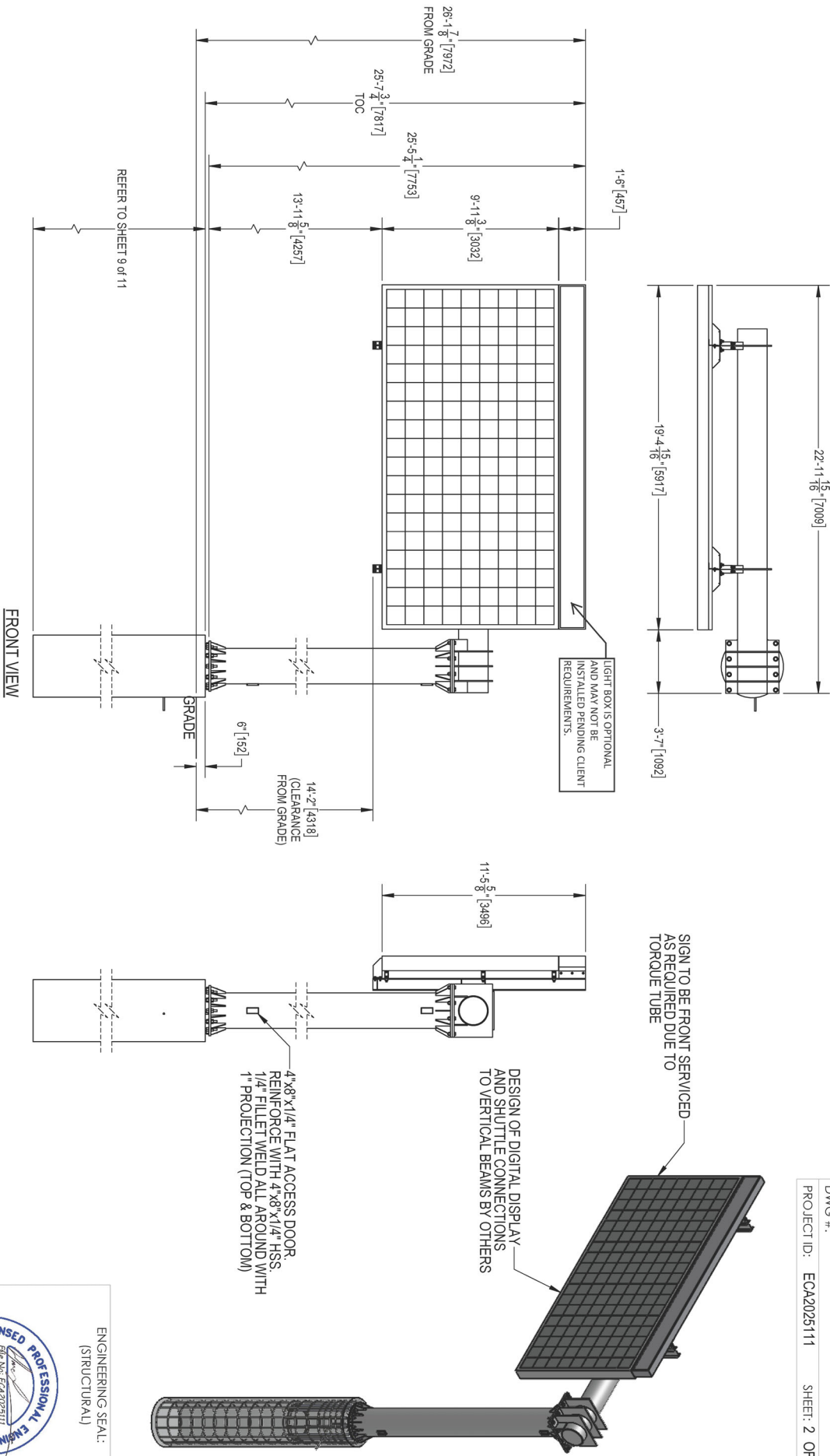
# 649 King St E



EYE CANDY ADS

Title: Details of the Proposed Pylon Sign  
Subject: Application for a Variance to Sign By-Law 72-96, 649 King Street East, Eye Candy Ads  
Ward: Ward 3  
File: SV-2025-03

City of Oshawa  
Economic and Development Services



DWG #: PROJECT ID: ECA2025111 SHEET: 2 OF 4

OVERALL DIMENSIONS

SignSpec CANADA INC. CANADA 2024  
THIS STRUCTURAL DRAWING IS THE PROPERTY OF SIGN SPEC CANADA INC. AND MAY NOT BE USED IN WHOLE OR PART WITHOUT THE WRITTEN CONSENT FROM SIGN SPEC CANADA 2024

DATE: 24 FEB 2025  
CLIENT: EYE CANDY ADS  
WEIGHT:

PROJECT: Left Flag 10x20 Billboard Structure  
SITE ADDRESS: 649 KING ST. E, OSHAWA, ON  
END USER: EYE CANDY ADS

REV	DESCRIPTION	BY	DATE
0	ISSUED FOR PERMIT	MC	FEB 24/25

ENGINEERING SEAL:  
(STRUCTURAL)



ISSUED FOR PERMIT ONLY