

To: Economic and Development Services Committee

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

Report Number: ED-26-24

Date of Report: March 25, 2026

Date of Meeting: March 30, 2026

Subject: Application for a Variance to Sign By-law 72-96, 1626 Simcoe
Street North, Eye Candy Ads

Ward: Ward 2

File: SV-2026-01

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 two-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 two-sided digital read-o-graph display for non-accessory (third party) advertising is proposed at the southeast portion of the property located 1626 Simcoe Street North (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 two-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, based on Report ED-26-24 dated March 25, 2026, the application for a variance to Sign By-law 72-96, as amended, submitted by Eye Candy Ads (File: SV-2026-01) to permit one (1) pylon sign with a two-sided digital read-o-graph display for non-accessory (third party) advertising at 1626 Simcoe Street North, be denied.

3.0 Input From Other Sources

Not applicable.

4.0 Analysis

4.1 Background

The Subject Property is located north of Taunton Road West and has frontage on the west side of Simcoe Street North. The Subject Property is owned by Oshawa and District Shrine Club Corp. (the "Owner"). The Owner granted Eye Candy Ads (the "Applicant") permission to submit the subject application for a sign variance.

In December 2025, the Applicant submitted an application for a building permit for a pylon sign with a two-sided digital read-o-graph display for non-accessory (third party) advertising at 1626 Simcoe Street North. 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 January 29, 2026, the Applicant submitted an application for a variance to the Sign By-law (File: SV-2026-01) to permit the installation of one (1) pylon sign featuring a two-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 5.918 metres (19.42 ft.) wide by 3.540 metres (11.61 ft.) high with a cumulative sign area of 20.95 square metres (225.50 sq. ft.), and clearance of 3.775 metres (12.39 ft.) between the bottom of the sign and existing grade is proposed to be installed within the existing landscaped area at the southeast portion of the Subject Property at 1626 Simcoe Street North (see Attachment 2).

The surrounding area is predominantly residential in character. A three (3) storey apartment building, as well as a number of three (3) storey townhouse buildings, are located directly opposite the Subject Property on the east side of Simcoe Street North. Low density residential uses are located to the north of the Subject Property, and valleyland open space associated with the Oshawa Creek is located immediately to the south.

The Subject Property is zoned R4-A/R6-A/CIN "h-48" (Residential/Institutional) in the City's Zoning By-law 60-94, as amended. The Subject Property is currently used solely for institutional purposes, and is the site of the Oshawa and District Shrine Club. The Sign By-law permits only one fascia or canopy sign facing each street line and one ground or

pylon sign for each street line. The maximum sign area of a ground or pylon sign shall be 3.0 square metres (32.29 ft.). Every fascia, canopy, ground or pylon sign may be illuminated. Currently, there is one (1) illuminated ground sign existing on the Subject Property.

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 even banner or community event sign. Billboard signs are only permitted in Industrial and Airport Zones.

4.2 Previous Variance Approvals and Site-Specific Considerations

Previous variances [File: SV-2025-03 (ED-25-53) and SV-2024-02 (ED-24-63)] submitted by the Applicant have been approved by Council to permit billboard signage in areas where such signage is otherwise not permitted under the Sign By-law. Those approvals were based on site specific circumstances, including roadway configuration, sign orientation, and the ability to mitigate potential impacts on adjacent land uses.

In the previously approved variances, the billboard signs were single-sided and located on a one-way street. The illuminated display surface was oriented toward the direction of travel only, and the signs were positioned and angled in a manner that limited visibility and reduced potential light impacts on nearby residential properties. In both instances, the subject properties were situated in mixed use areas characterized predominately by commercial uses, with nearby residential and institutional uses. It was determined in those previous cases that the physical context of those locations minimized adverse impacts and maintained an appropriate level of compatibility with surrounding uses.

The current proposal differs materially from those earlier approvals. The proposed sign is two-sided and located on a two-way street. As a result, both sign faces would be visible to traffic travelling in opposite directions, increasing the overall visual presence of the structure. In addition, the Subject Property is situated within a predominantly residential area and in proximity to low and medium density residential developments. The ability to orient or screen the sign to minimize impacts is more limited in comparison to the previously approved locations.

While prior variance approvals are acknowledged, each application must be evaluated on its own merits, having regard to the intent of the Sign By-law, surrounding land uses, and potential impacts. The contextual differences associated with the current proposal do not demonstrate the same level of compatibility that resulted in Council's support for earlier approvals.

4.3 Options

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

4.3.1 Recommended Option: Deny the Sign Variance for the Proposed Pylon Sign

The requested variance is not considered desirable or appropriate for the area. The scale and cumulative sign area of the proposed structure would introduce a significant visual presence within a predominantly residential context. The City is required to balance the demand for signage with the broader objective of maintaining attractive, safe, and contextually appropriate streetscapes. The proposed sign is comparable to a billboard sign.

The Applicant proposes non-accessory (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 even 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.

4.3.2 Option 2: Approve the Sign Variance for the Proposed Pylon Sign

Under Option 2, Council would approve the variance for the proposed pylon sign with a two-sided digital read-o-graph 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, based on Report ED-26-24 dated March 25, 2026, the application for a variance to Sign By-law 72-96, as amended, submitted by Eye Candy Ads (File: SV-2026-01) to permit one (1) pylon sign with a two-sided digital read-o-graph display for non-accessory (third party) advertising at 1626 Simcoe Street North, 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 eight (8) seconds;
- (c) Transition time between two different static messages is to be instantaneous;
- (d) Clearance of 4.25 metres (13.94 ft.) is to be provided between the bottom of the sign and the existing grade; and,
- (e) The digital display shall not operate between the hours of 11:00 p.m. and 5:00 a.m., during which time the sign shall be turned off and not illuminated.”

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:

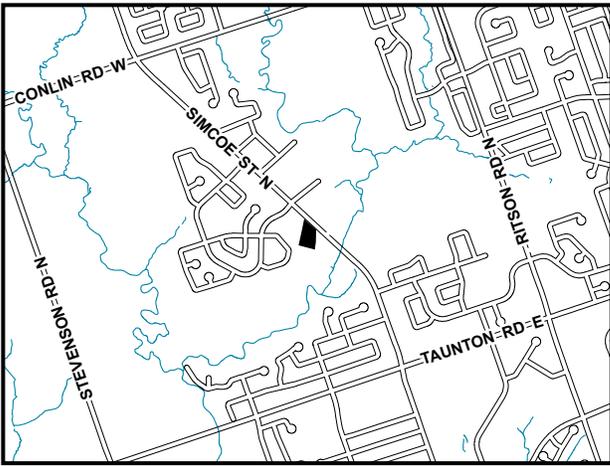
“Innovate: Vibrant Culture and Economy” with the goal to attract and promote a vibrant artistic and cultural economy.



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



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



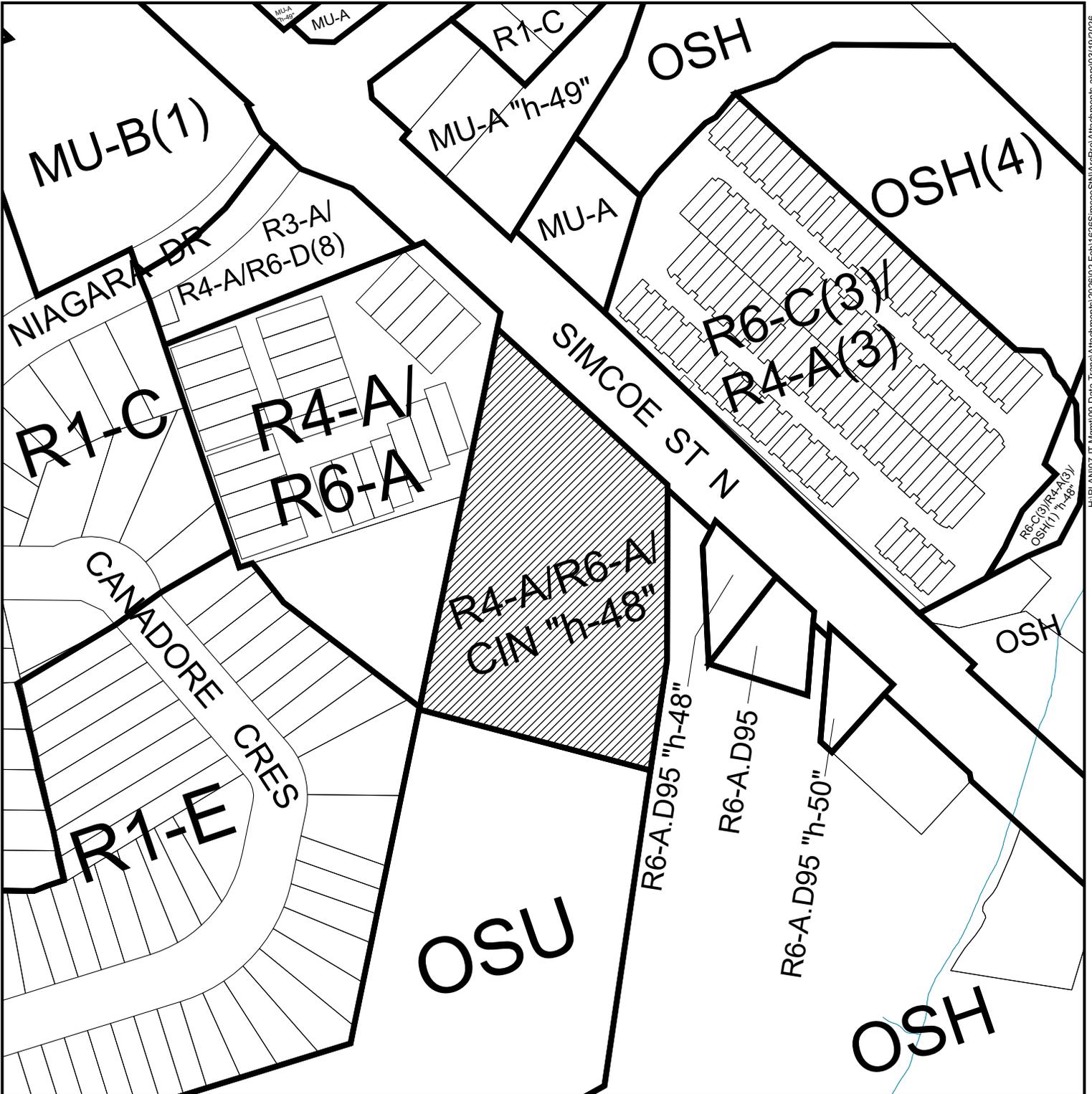
**Item: ED-26-24
Attachment 1**

Economic and Development Services

Subject: Application for a Variance to Sign By-law 72-96,
1626 Simcoe Street North, Eye Candy Ads.
Ward: Ward 2
File: SV-2026-01



Subject Site

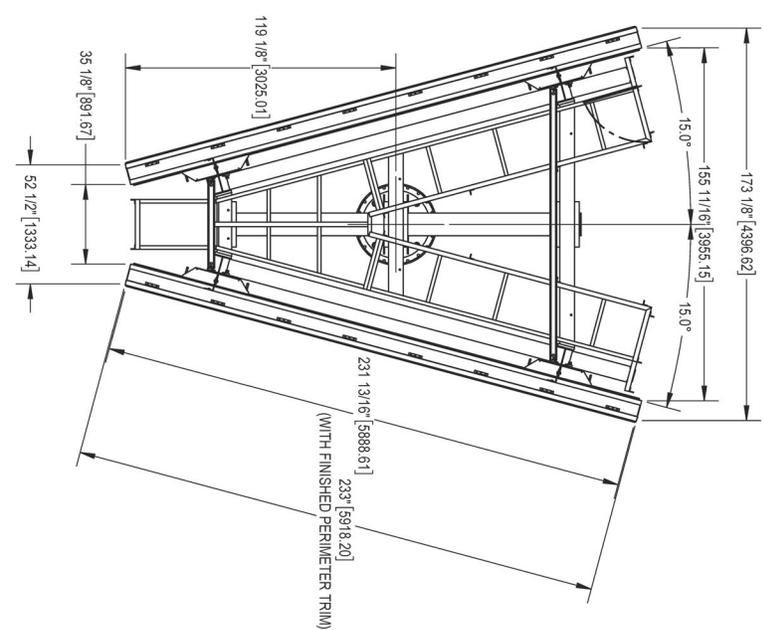
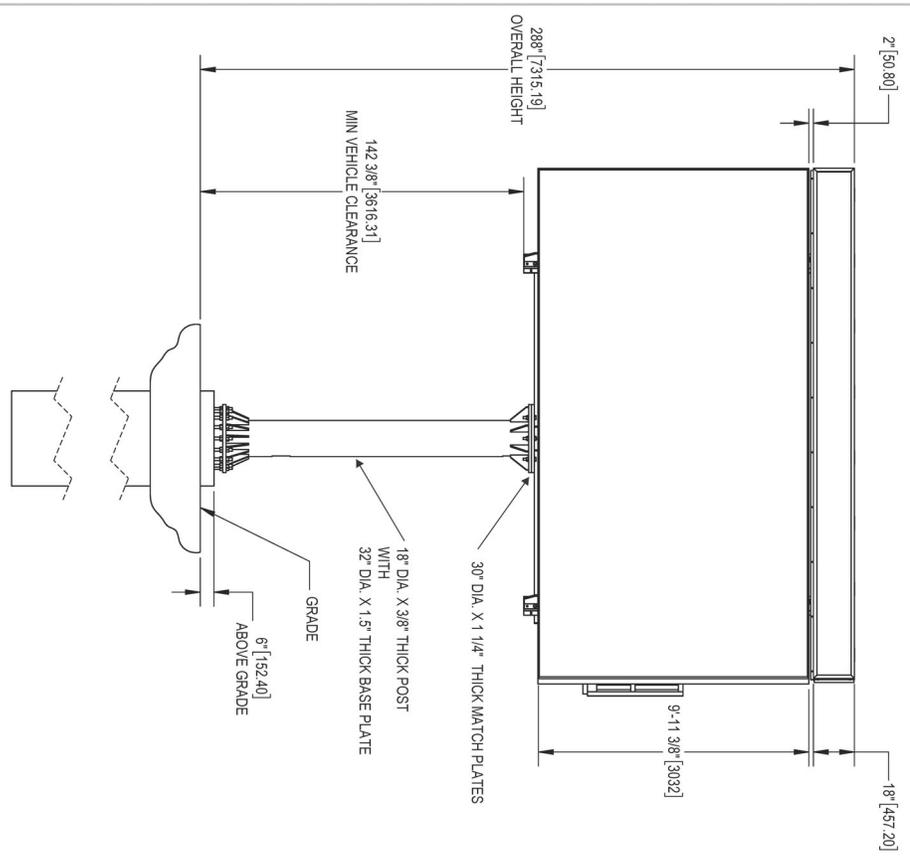


Title: Rendering of the Proposed Pylon Sign
Subject: Application for a Variance to Sign By-law 72-96,
1626 Simcoe Street North, Eye Candy Ads
Ward: Ward 2
File: SV-2026-01



Title: Details of the Proposed Pylon Sign
 Subject: Application for a Variance to Sign By-law 72-96, 1626 Simcoe Street North, Eye Candy Ads
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City of Oshawa
 Economic and Development Services



DWG #: _____
 PROJECT ID: ECA2024166 SHEET: 2 OF 4

Sign Spec
 CANADA Inc.
 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: 2025-12-22	PROJECT: 10 X 20 DF RGB DIGITAL
CLIENT: EYE CANDY	SITE ADDRESS: 1626 SIMCOE STREET, OSHAWA
WEIGHT: 8414.232 lbs	END USER: EYE CANDY

REV	DESCRIPTION	BY	DATE
0	ISSUED FOR REVIEW	WM	2025-12-22

ENGINEERING SEAL:
 (STRUCTURAL)

ISSUED FOR PRELIMINARY PERMIT REVIEW ONLY