



Parthi Kandavel
City Councillor
Ward 20 – Scarborough Southwest

**Ward 20 – Scarborough
Southwest**
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September 12th, 2025

Re: Supplementary Report: SB18.2 Application for One Variance, Subject to Three Conditions, Respecting One Third Party Electronic Ground Sign - 3493 Kingston Road (Ward 20)

Dear Members of the Sign Variance Committee,

I write to share my concerns over the application to permit a third-party electric ground sign at 3493 Kingston Road as described in the Applicant's submissions, and to indicate my support of staff recommendations 1 and 2 included in the report dated August 28, 2025 (the "staff report").

From a technical perspective, and as noted in the staff report, Toronto Municipal Code 694-15.A indicates that anything not expressly permitted by Chapter 694 is prohibited, and electric-type ground signs as described in each of the Original Proposed Sign and Alternative Proposed Sign (collectively, the "proposed signs") materials are not expressly permitted. Additionally, the variance requests do not meet the minimum criteria to permit the variance for an electric sign at the property, as assessed by staff.

I continue to be a strong advocate for growth and opportunity in Scarborough Southwest, but that advocacy must be balanced against the need to ensure road safety and that our built environment contributes - rather than diminishes - the public realm.

I agree with staff's assessment of the criteria included in sections 694-30A(7) and (8), concluding that the proposed signs would inappropriately alter the character of the premises and surrounding area and not be in the public interest. Permitting the requested variances would set an unacceptable precedent and normalize a trend toward further sign "pollution" and visual clutter, making it unappealing to the public and clashing with the existing features of the plaza and local context.

In addition, permitting the variances would be an unacceptable step in the direction of increased commercialization of our public space, which inevitably means diminishing

other types of access to those same spaces. In my view, this type of infringement on the public realm goes beyond what is warranted in the circumstances.

I know from my many discussions about this application with constituents that the proposed signs also raise significant concerns about safety for all road users. Prominent signs intended to grab the attention of drivers leads to higher incidents of distracted driving, with the increased risk of tragic outcomes.

For these reasons, I am unable to support the requested variances at this time.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Kandavel', with a stylized flourish at the end.

Parthi Kandavel
City Councillor
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