

ATTACHMENT 1 – DESCRIPTION OF PROPOSED SIGNAGE MASTER PLAN

Signage Master Plan Description:

The Signage Master Plan shall address the following specific location: the portion of the northern elevation of a building, with the exception of the first story, informally referred to the “S-Wing” located on premises municipally known as 2075 Bayview Avenue, and shall contain only the three signs as described further below, each requiring the variances listed below:

Proposed Sign 1 - Description:

One first party wall sign to be located on the fifth storey of the north elevation of S-Wing, located on the premises municipally known as 2075 Bayview Avenue, in accordance with the diagram presented below and labelled as Figure 1 and further being in accordance with the following requirements:

- One sign face;
- Displaying static copy;
- Having a horizontal measurement of 1.35 metres;
- Having a vertical measurement of 24.40 metres;
- At a height not to exceed 23.00 metres;
- Illuminated; and
- Oriented in a northerly direction.

Figure 1: Drawings of Proposed Sign 1 at 2075 Bayview Avenue



Required Variance 1, with respect to Proposed Sign 1:

The requirement of **§ 694-21 F (4) (a)**, that: An I-Institutional sign district may contain a wall sign provided the sign shall only be erected at the first storey, be varied to allow Proposed Sign 1 to be located above the first storey, specifically at the fifth storey.

Proposed Sign 2 - Description:

One first party wall sign to be located on the fifth storey of the north elevation of S-Wing, located on the premises municipally known as 2075 Bayview Avenue, in accordance with the diagram presented below and labelled as Figure 2 and further being in accordance with the following requirements:

- One sign face;
- Displaying static copy;
- Having a horizontal measurement of 1.35 metres;
- Having a vertical measurement of 20.80 metres;
- At a height not to exceed 23.00 metres;
- Illuminated; and
- Oriented in a northerly direction.

Figure 2: Drawings of Proposed Sign 2 at 2075 Bayview Avenue



Required Variance 2, with respect to Proposed Sign 2:

The requirement of **§ 694-21 F (4) (a)**, that: An I-Institutional sign district may contain a wall sign provided the sign shall only be erected at the first storey, be varied to allow Proposed Sign 2 to be located above the first storey, specifically at the fifth storey.

Proposed Sign 3 - Description:

One first party wall sign to be located on the sixth storey of the north elevation of S-Wing, located on the premises municipally known as 2075 Bayview Avenue, in accordance with the diagram presented below and labelled as Figure 3 and further being in accordance with the following requirements:

- One sign face;
- Displaying static copy;
- Having a horizontal measurement of 1.35 metres;
- Having a vertical measurement of 24.40 metres;
- At a height not to exceed 24.40 metres;
- Illuminated; and
- Oriented in a northerly direction.

Figure 3: Drawings of Proposed Sign 3 at 2075 Bayview Avenue



Required Variance 3, with respect to Proposed Sign 3:

The requirement of **§ 694-21 F (4) (a)**, that: An I-Institutional sign district may contain a wall sign provided the sign shall only be erected at the first storey, be varied to allow Proposed Sign 3 to be located above the first storey, specifically at the sixth storey.

ATTACHMENT 2 – DESCRIPTION OF CBO-DESIGNED SIGNAGE MASTER PLAN (SIGNS WITH CONDITIONS)

Signage Master Plan Description:

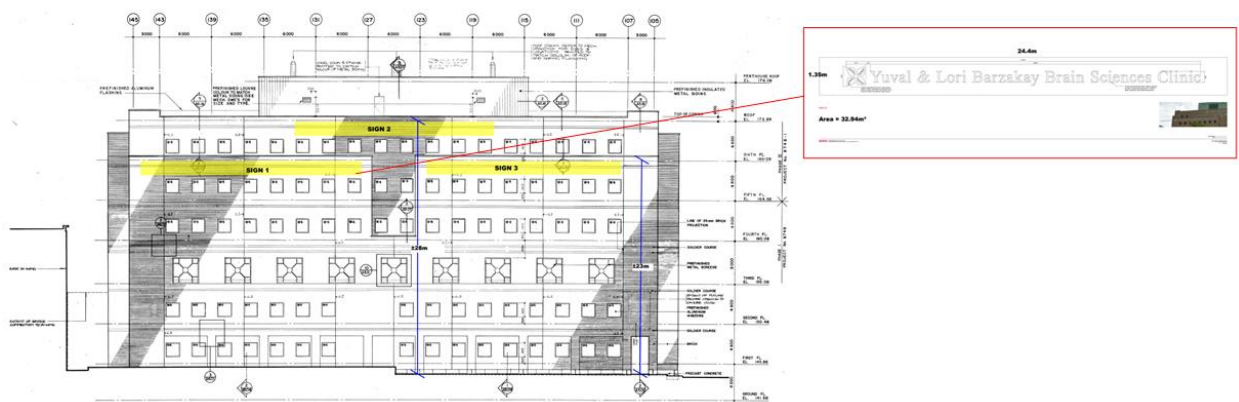
The Signage Master Plan shall address the following specific location: the portion of the the northern elevation of a building, with the exception of the first story, informally referred to the “S-Wing” located on premises municipally known as 2075 Bayview Avenue, and shall contain only the three signs as described further below, each requiring the variances, each subject to the two conditions, as listed below:

Proposed Sign 1 - Description:

One first party wall sign to be located on the fifth storey of the north elevation of S-Wing, located on the premises municipally known as 2075 Bayview Avenue, in accordance with the diagram presented below and labelled as Figure 1 and further being in accordance with the following requirements:

- One sign face;
- Displaying static copy;
- Having a horizontal measurement of 1.35 metres;
- Having a vertical measurement of 24.40 metres;
- At a height not to exceed 23.00 metres;
- May be illuminated; and
- Oriented in a northerly direction.

Figure 4: Drawings of Proposed Sign 1 at 2075 Bayview Avenue



Required Variance 1, with respect to Proposed Sign 1:

The requirement of § 694-21 F (4) (a), that: An I-Institutional sign district may contain a wall sign provided the sign shall only be erected at the first storey, be varied to allow Proposed Sign 1 to be located above the first storey, specifically at the fifth storey, subject to the two conditions listed below:

Conditions with respect to Proposed Sign 1:

1. If Proposed Sign 1 is illuminated, the sign shall not be illuminated between the hours of 11:00 p.m. and 7 a.m.
2. If Proposed Sign 1 is illuminated, the illumination shall not exceed 150 nits during the period between sunset and sunrise.

Proposed Sign 2 - Description:

One first party wall sign to be located on the fifth storey of the north elevation of S-Wing, located on the premises municipally known as 2075 Bayview Avenue, in accordance with the diagram presented below and labelled as Figure 2 and further being in accordance with the following requirements:

- One sign face;
- Displaying static copy;
- Having a horizontal measurement of 1.35 metres;
- Having a vertical measurement of 20.80 metres;
- At a height not to exceed 23.00 metres;
- May be illuminated; and
- Oriented in a northerly direction.

Figure 5: Drawings of Proposed Sign 2 at 2075 Bayview Avenue



Required Variance 2, with respect to Proposed Sign 2:

The requirement of **§ 694-21 F (4) (a)**, that: An I-Institutional sign district may contain a wall sign provided the sign shall only be erected at the first storey, be varied to allow Proposed Sign 2 to be located above the first storey, specifically at the fifth storey, subject to the two conditions listed below:

Conditions with respect to Proposed Sign 2:

1. If Proposed Sign 2 is illuminated, the sign shall not be illuminated between the hours of 11:00 p.m. and 7 a.m.
2. If Proposed Sign 2 is illuminated, the illumination shall not exceed 150 nits during the period between sunset and sunrise.

Proposed Sign 3 - Description:

One first party wall sign to be located on the sixth storey of the north elevation of S-Wing, located on the premises municipally known as 2075 Bayview Avenue, in accordance with the diagram presented below and labelled as Figure 3 and further being in accordance with the following requirements:

- One sign face;
- Displaying static copy;
- Having a horizontal measurement of 1.35 metres;
- Having a vertical measurement of 24.40 metres;
- At a height not to exceed 24.40 metres;
- May be illuminated; and
- Oriented in a northerly direction.

Figure 6: Drawings of Proposed Sign 3 at 2075 Bayview Avenue



Sign 3 Required Variance:

The requirement of **§ 694-21 F (4) (a)**, that: An I-Institutional sign district may contain a wall sign provided the sign shall only be erected at the first storey, be varied to allow Proposed Sign 3 to be located above the first storey, specifically at the sixth storey, subject to the two conditions listed below:

Conditions with respect to Proposed Sign 3:

1. If Proposed Sign 3 is illuminated, the sign shall not be illuminated between the hours of 11:00 p.m. and 7 a.m.
2. If Proposed Sign 3 is illuminated, the illumination shall not exceed 150 nits during the period between sunset and sunrise.

ATTACHMENT 3 – APPELLANT'S SUBMISSION PACKAGE

PAGE #1



Application Sign Variance Appeal

Folder No.	Date (yyyy-mm-dd) 2023-08-14
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Decision Under Appeal

Variance Decision No. 23-149432			
Street No. 2075	Street Name BAYVIEW AVE	Lot No.	Plan No.

Appellant Information

First Name EDA		Last Name DI PIERDOMENICO	
Company Name(if applicable)			Telephone No. (416) 420-5135
Street No. 33	Street Name DANESWOOD ROAD	Suite/Unit No.	Mobile No. (416) 420-5135
City/Town NORTH YORK	Province ONTARIO	Postal Code M4N 3J7	Fax No.
E-mail Address DPIERE@SYMPATICO.CA			

Describe the variance that was applied for:

SEE ATTACHED DOCUMENT - ATTACHMENT 1: REQUIRED VARIANCES.
MY APPEAL IS REGARDING: 1. SECTION 694-21F(3)a- REQUIREMENTS TO MUNICIPAL CODE ARE: ONLY ONE GROUND FLOOR SIGN AT EACH BUILDING IS PERMITTED FOR AN INSTITUTION. THERE ARE THREE NOT ONE SIGN AS PER YOUR APPROVAL AND THEY HAVE APPROVAL TO BE PLACED AT THE FIFTH AND SIXTH LEVEL OF S WING.
2. SECTION 694-21F(3)b - MUNICIPAL CODE REQUIREMENTS ARE: SIGNAGE TO BE NO LARGER THAN 8 SQUARE METERS YET APPROVAL IS FOR 102 SQUARE METERS.

Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required). 2. CONTINUED - AS WELL THESE SIGNS ARE MASSIVE IN SIZE.

SIGN #1 - 4'5" ft (L) x 80 ft (W) at HEIGHT OF 75 FEET
SIGN #2 - 4'5" ft (L) x 80 ft (W) at HEIGHT OF 92 FEET
SIGN #3 - 4'5" ft (L) x 68 ft (W) at HEIGHT OF 75 FEET

Attachment Required

- A copy of the original decision on the variance application; and
- Copies of any supporting documents

Continue on next page

14-0044 2013-10





PAGE #2

Application
Sign Variance Appeal

Folder No.	Date (yyyy-mm-dd) 2023-08-14
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Decision Under Appeal

Variance Decision No.
23-149432

Street No. 2075	Street Name BAYVIEW AVE	Lot No.	Plan No.
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Appellant Information

First Name EDA	Last Name DI PIERDOMENICO
-------------------	------------------------------

Company Name(if applicable)	Telephone No. (416) 420-5135
-----------------------------	---------------------------------

Street No. 33	Street Name DANESWOOD ROAD	Suite/Unit No.	Mobile No. (416) 420-5135
------------------	-------------------------------	----------------	------------------------------

City/Town NORTH YORK	Province ONTARIO	Postal Code M4N 3J7	Fax No.
-------------------------	---------------------	------------------------	---------

E-mail Address
DIPIERE@SYMPATICO.CA

Describe the variance that was applied for:

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2. SECTION 694-21F(3)b - MUNICIPAL CODE REQUIREMENTS ARE: SIGNAGE TO BE NO LARGER THAN 8 SQUARE METERS YET APPROVAL IS FOR 102 SQUARE METERS.

Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required). #3 - SECTION 694-14-E - SAYS NO ILLUMINATION OR ZERO ILLUMINATION ARE NOT EXPRESSLY PERMITTED IN THIS AREA, (WE ARE IN A RESIDENTIAL NEIGHBORHOOD) - ALSO SAYS SIGNS SHALL DISPLAY ONLY STATIC COPY! ALL HOMES ARE LOW RISE AND NOT TALLER THAN (3) STOREYS.

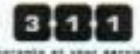
Attachment Required

- PLEASE SEE PAGE #3

- A copy of the original decision on the variance application; and
- Copies of any supporting documents

Continue on next page

14-0044 2013-10





Application
Sign Variance Appeal

Folder No.	Date (yyyy-mm-dd)
	2023-08-14

Decision Under Appeal

Variance Decision No. 23-149432			
Street No. 2075	Street Name BAYVIEW AVE	Lot No.	Plan No.

Appellant Information

First Name EDA		Last Name DI PIERDOMENICO	
Company Name(if applicable)			Telephone No. (416) 420-5135
Street No. 33	Street Name DANESWOOD ROAD	Suite/Unit No.	Mobile No. (416) 420-5135
City/Town NORTH YORK	Province ONTARIO	Postal Code M4N 3J7	Fax No.
E-mail Address DIPIERE@SYMPATICO.CA			

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MY APPEAL IS REGARDING: 1. SECTION 694-21F(3)a- REQUIREMENTS TO MUNICIPAL CODE ARE: ONLY ONE GROUND FLOOR SIGN AT EACH BUILDING IS PERMITTED FOR AN INSTITUTION. THERE ARE THREE NOT ONE SIGN AS PER YOUR APPROVAL AND THEY HAVE APPROVAL TO BE PLACED AT THE FIFTH AND SIXTH LEVEL OF S WING.
2. SECTION 694-21F(3)b - MUNICIPAL CODE REQUIREMENTS ARE: SIGNAGE TO BE NO LARGER THAN 8 SQUARE METERS YET APPROVAL IS FOR 102 SQUARE METERS.

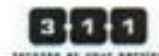
Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required). *THESE 3 SIGNS ARE NOT ONLY MASSIVE BUT WILL BE ILLUMINATED AND WILL ALSO CHANGE (LIKE SLIDESHOW OF APPROXIMATELY IMAGE CHANGING 1cycle PER MINUTE). MY BEDROOMS (3) FACE SUNNY BROOK HOSPITAL AND ARE 2nd FLOOR WITH NO OBSTRUCTION TO THESE 3 SIGNS ON 5th AND 6th FLOOR.*

Attachment Required

* CONTINUED ON PAGE #4

- A copy of the original decision on the variance application; and
- Copies of any supporting documents

Continue on next page





Application
Sign Variance Appeal

Folder No.	Date (yyyy-mm-dd)
	2023-08-14

Decision Under Appeal

Variance Decision No. 23-149432			
Street No. 2075	Street Name BAYVIEW AVE	Lot No.	Plan No.

Appellant Information

First Name EDA		Last Name DI PIERDOMENICO	
Company Name(if applicable)			Telephone No. (416) 420-5135
Street No. 33	Street Name DANESWOOD ROAD	Suite/Unit No.	Mobile No. (416) 420-5135
City/Town NORTH YORK	Province ONTARIO	Postal Code M4N 3J7	Fax No.
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2. SECTION 694-21F(3)b - MUNICIPAL CODE REQUIREMENTS ARE: SIGNAGE TO BE NO LARGER THAN 8 SQUARE METERS YET APPROVAL IS FOR 102 SQUARE METERS.

Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required). AS WELL TRIBUTE TOWNHOMES FACE HOSPITAL DIRECTLY AS THEY ARE LOCATED ON BAYVIEW AVE. THERE ARE MANY SHIFTWORKERS THAT LIVE IN THE AREA WHERE ANY ILLUMINATION INCLUDING MY SON, MYSELF AND DAUGHTER IS VERY BOTHERSOME FOR US WHETHER IT IS DAY OR NIGHT AND FOR OTHERS IT LEADS

Attachment Required

- A copy of the original decision on the variance application; and
- Copies of any supporting documents

TO HEALTH ISSUES .

PLEASE SEE PAGE #5

Continue on next page





Application
Sign Variance Appeal

Folder No.	Date (yyyy-mm-dd)
	2023-08-14

Decision Under Appeal

Variance Decision No.
23-149432

Street No. 2075	Street Name BAYVIEW AVE	Lot No.	Plan No.
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Appellant Information

First Name EDA		Last Name DI PIERDOMENICO	
Company Name(if applicable)			Telephone No. (416) 420-5135
Street No. 33	Street Name DANESWOOD ROAD	Suite/Unit No.	Mobile No. (416) 420-5135
City/Town NORTH YORK	Province ONTARIO	Postal Code M4N 3J7	Fax No.
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2. SECTION 694-21F(3)b - MUNICIPAL CODE REQUIREMENTS ARE: SIGNAGE TO BE NO LARGER THAN 8 SQUARE METERS YET APPROVAL IS FOR 102 SQUARE METERS.

Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required). YOUR DECISION APPROVAL BY CHIEF BUILDING OFFICIAL MR. KAMAL GOGNA is CONTRADICTORY - BULLET-1 - ELECTRONIC PORTION SHALL BE SHUT BETWEEN 11:00 PM AND 7 AM - BULLET-2 - ILLUMINATION SHALL NOT EXCEED 150 MTS. BETWEEN 11 PM AND 7 AM.
SUMMARY : FN 19 BUSINESS DAYS SUNNYBROOK HOSPITAL HAS MANAGED TO PASS THROUGH-2- APPLICATIONS FOR SIGNAGE WITH MINOR CONDITIONS -

Attachment Required

- A copy of the original decision on the variance application; and
- Copies of any supporting documents

ATTACHED BY CITY YET (3) THREE MAJOR REQUIREMENTS OF TORONTO MUNICIPAL CODE CHAPTER 614- SIGNAGE REGULATIONS AND REQUIREMENTS HAVE BEEN BREACHED -

Continue on next page



Sign Variance Appeal

Appellant Information and Declaration

First Name I. <u>EDA</u>		Last Name <u>DIPIERDOMENICO</u>	
Company Name(if applicable)			Telephone No.
Street No. of. <u>33</u>	Street Name <u>DANESWOOD ROAD</u>	Suite/Unit No.	Mobile No. <u>416-421-5135</u>
City/Town <u>NORTH YORK</u>	Province <u>ONTARIO</u>	Postal Code <u>M4N 3J7</u>	Fax No.
E-mail Address <u>DIPIERE@SYMPATICO.CA</u>			
do hereby declare the following: - that the statements contained in this application are true and made with full knowledge of relevant matters and of the circumstances connected with this application; - that any supporting documents submitted are prepared for the sign variance(s) appeal described above and are submitted in compliance with copyright law, and, - that the information included in this application and in the documents filed with this application is correct.			
 Signature		<u>EDA Di Pierdomenico</u> Print Name	<u>August 14/2023</u> Date (yyyy-mm-dd) <u>2023-08-14</u>

The personal information on this form is collected under the City of Toronto Act, 2006, S. 136 (b) & (c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694 Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the manager, sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

Receipt No: 1708865

Receipt NOTE: This is not a Permit. Do not construct until a permit is issued. You will be notified when your permit is ready.			
Folder No:	23 149432 ZMP 00 ZR	Date & Time:	August 21, 2023 11:04 AM
Paid By:	EDA DI PIERDOMENICO 33 DANESWOOD RD TORONTO, ON M4N 3J7 CAN		
Project Location:	2075 BAYVIEW AVE TORONTO ON M4N 3M5		
Project Description:	Zoning Review; Multiple-Use Building; Sign		
Fee Description(s):	Cost Centre Number:	Value:	
Cheque	110389 - PAYMENT	\$-712.78	
Sign Bylaw Appeal Fee	9010 - BL0014 - PAYMENT	\$712.78	
Total:		\$0.00	
Paid Amount		\$712.78	
☐ Cash ☒ Cheque ☐ Credit Card ☐ Debit Card ☐ Money Order ☐ Certified Cheque ☐ Journal Entry ☐ Fee Exempt		Forbes-Haughton, Jassette _____ per Treasurer, City of Toronto	

ATTACHMENT 4 – APPLICANT'S SUBMISSION PACKAGE

Authorization to Proceed with Permit Process

I, Jeanette Hepburn
(Property Owner/or Owner's authorized representative)

Of Sunnybrook Foundation, for the property located at
(Company Name)

2075 Bayview Ave, Toronto, ON M4N 3M5
(Property Address)

hereby authorize my agent, **Permit World**, to act on my behalf in regards to submitting an application for:

- ☐ Sign Permit
- ☐ Variance Application
- ☐ Other (specify) _____

If you have any questions or require additional information, do not hesitate to contact the undersigned.

Best regards,



Name: Jeanette S. Hepburn

Date: February 2, 2023

Address:

2075 Bayview Ave
Toronto, ON M4N 3M5

Phone: 416-786-3888

E-mail: jeanette.hepbum@sunnybrook.ca

Folder No.	Date (yyyy-mm-dd)
	2023-04-14

Project Information

Street No. 2075	Street Name BAYVIEW AVE	Lot No.	Plan No.
Description of Proposal: INSTALL 3 NEW WALL SIGNS ON THE NORTH ELEVATION OF S-WING FOR SUNNYBROOK HOSPITAL.			
If this is an application for the modification or restoration of existing signs, please provide the following for each sign.			
Existing Sign Dimensions		Locations	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): SEE ATATCHED			

Property Owner Information

First Name		Last Name	
Company Name (if applicable) SUNNYBROOK HEALTH SCIENCES CENTRE			Telephone No. (416) 460-4127
Street No. 2075	Street Name BAYVIEW AVENUE	Suite/Unit No.	Mobile No.
City/Town TORONTO	Province ONTARIO	Postal Code M4N 3M5	Fax No.
E-mail Address			

Attachments Required

- Signage Master Plan Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to describe the sign(s) within the Signage Master Plan

Continue on next page

Application
Signage Master Plan

Applicant Information and Declaration

First Name I, SHAWNA		Last Name PETZOLD	
Company Name PERMIT WORLD CONSULTING SERVICES INC			Telephone No. (519) 585-1201
Street No. of 57	Street Name WILLIAM ST W	Suite/Unit No.	Mobile No.
City/Town WATERLOO	Province ONTARIO	Postal Code N2L 1J6	Fax No.
E-mail Address SPETZOLD@PERMITWORLD.CA			
Do hereby declare the following: • That I am ☐ the Property Owner as stated above ☒ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☐ an officer/employee of _____, which is the Property Owner's authorized agent. • That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. • That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law • That the information included in this application and in the documents filed with this application is correct.			
Shawna Petzold Digitally signed by Shawna Petzold Date: 2023.04.14 08:14:38 -0400		SHAWNA PETZOLD Date (yyyy-mm-dd) 2023-04-14	
Signature		Print Name	

Continue on next page

Signage Master Plan

Folder no.	Request Date (yyyy-mm-dd)
	2023-04-14

This data sheet forms part of an application for a Signage Master Plan under Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street No.	Street Name	Lot No.	Plan No.
2075	BAYVIEW AVE		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
±39 HA		±850M
No. of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
11		
Building Height(s)	No. of Storeys	Building(s) Gross Floor Area
VARIOUS	VARIOUS	
Building Uses(s)		
HOSPITAL		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)

North INSTITUTIONAL/ RESIDENTIAL

South INSTITUTIONAL/ OPEN SPACE

East INSTITUTIONAL/ OPEN SPACE/ RESIDENTIAL

West INSTITUTIONAL

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)

SEE ATTACHED

Criteria

The Signage Master Plan will be evaluated against criteria listed in Toronto Municipal Code Chapter 694-30A. Variances required for a Signage Master Plan may be approved, where it is established that the proposed signs:

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign(s), be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety
- Not be a sign prohibited by 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please provide a rationale to support this proposal, including references to the City of Toronto Official Plan and/or any other Area Plans or studies that have been completed (use additional pages if necessary.)

[SEE ATTACHED](#)

Continue on next page

Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.
2023-03-10	

Sign Information									
Sign No.*	Sign Type	Method of Copy Display	Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
1	Wall Sign	Static Copy	1.35	24.40	32.94	0.20	23.00	Yes	Yes
2	Wall Sign	Static Copy	1.35	24.40	32.94	0.20	28.00	Yes	Yes
3	Wall Sign	Static Copy	1.35	20.79	28.07	0.20	23.00	Yes	Yes

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans

Receipt No: 1692795

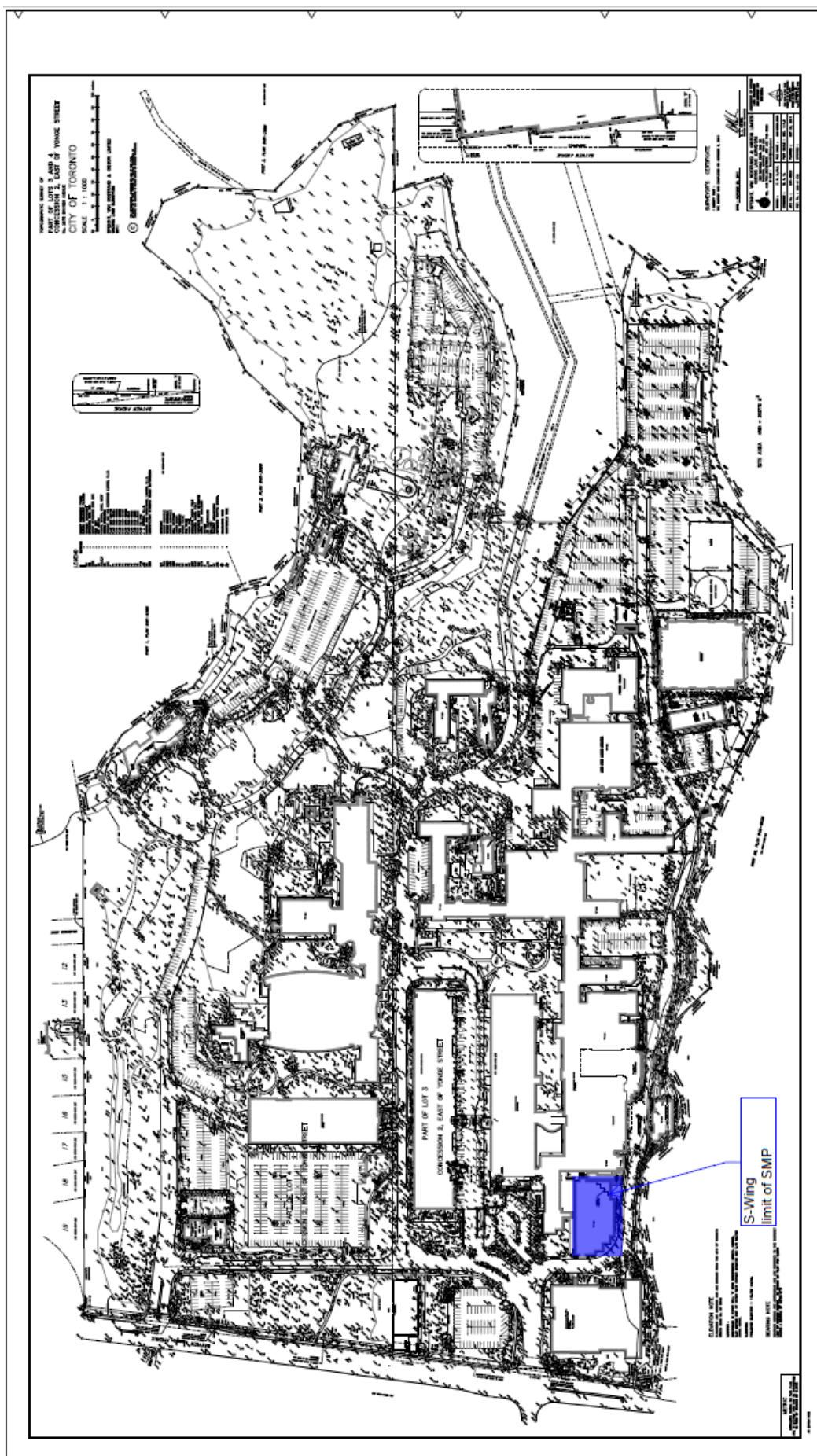
Receipt

**NOTE: This is not a Permit. Do not construct until a permit is issued.
You will be notified when your permit is ready.**

Folder No:	23 149432 ZMP 00 ZR	Date & Time:	May 23, 2023 02:14:29 PM
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Paid By:	PERMIT WORLD C/O SHAWNA PETZOLD 33 YONGE ST E WATERLOO ON N2J 2L4		
Project Location:	2075 BAYVIEW AVE TORONTO ON M4N 3M5		
Project Description:	Zoning Review; Multiple-Use Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Signage Master Plan Fee	9010 - BL0014 - PAYMENT	\$3,073.55	
TB-Visa - online	110583 - PAYMENT	-\$3,073.55	
		Total:	\$0.00
Paid Amount		\$3,073.55	
Paid by :TB-Visa - online		_____	

Payment of these fees accepted through the Toronto Building Payments web application.

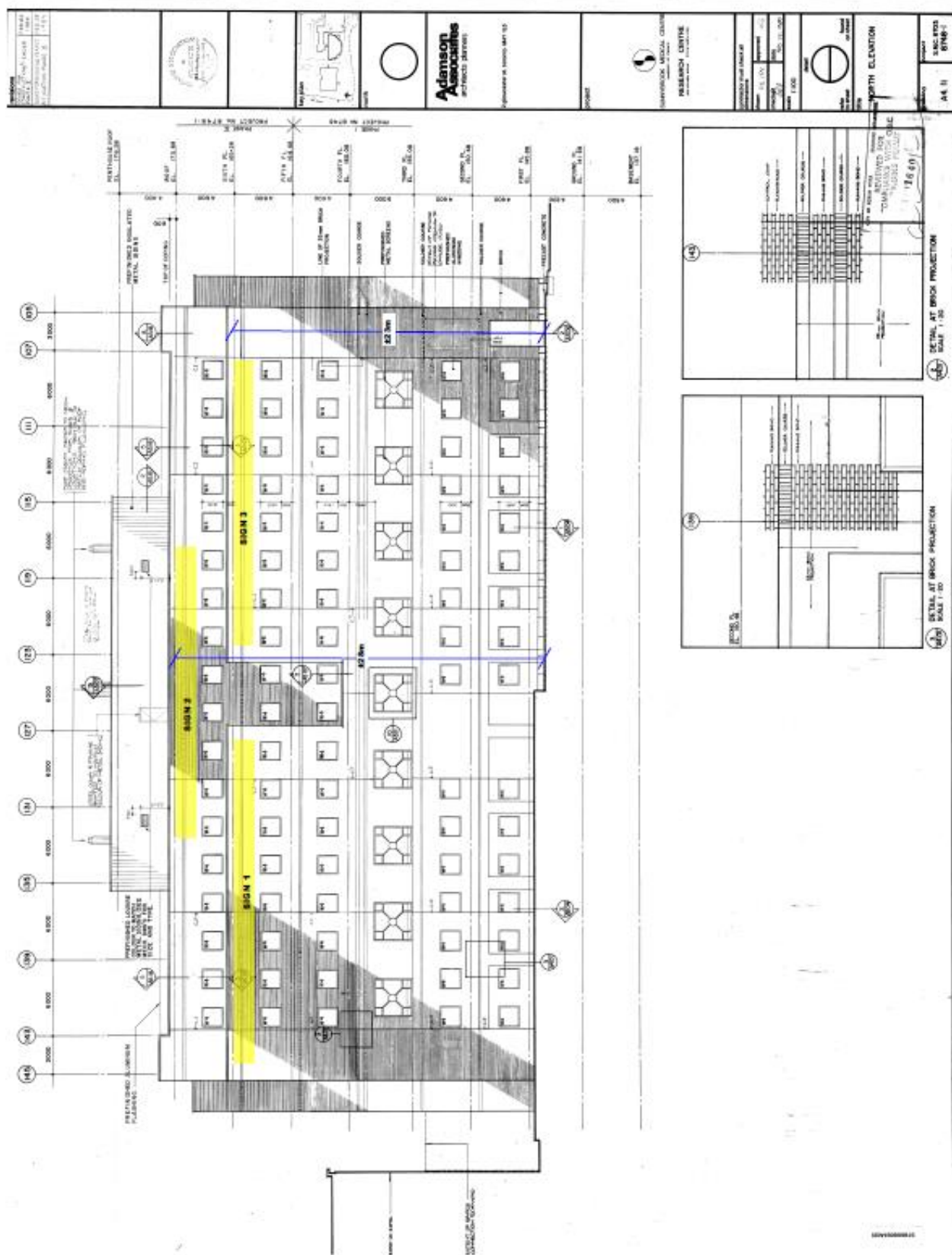




Sign 1
Yurak & Lori
Barzakay Brain
Sciences Clinic

Sign 2
Centre Name TBD

Sign 3
Harquai Centre for
Neuromodulation



Sign 1 and Sign 2 (typ.)

24.4m



Sign 3



Scale 1:10

Sign 3 Area = 28.07m²



entire

ATTACHMENT 5 – SUBMISSIONS OF OTHER PARTIES TO THE HEARING

signbylawunit

From: Eda DiPierdomenico <dipiere@sympatico.ca>
Sent: July 9, 2023 10:12 PM
To: signbylawunit
Cc: Eda
Subject: [External Sender] 2075 Bayview Ave - (23-149432)

ATTENTION : Chief Building Official
REGARDING: Sign Variance Application
Sunnybrook Hospital
FILE NUMBER: 23-149432

Please see attached Letter below.
I strongly oppose to this Variance Application.

Sincerely,

Eda Di Pierdomenico
33 Daneswood Road
Toronto, Ontario
M4N 3J7

July 7, 2023

City of Toronto

Email: signbylawunit@toronto.ca

NOTICE OF APPLICATION FIRST PARTY SIGNAGE MASTER PLAN

Location: 2075 Bayview Ave.

File # (23-149432)

Sign Variance Application

Dear Sir or Madam:

I strongly object to these signs because of the following reasons:

1. THE SIGNS ARE MASSIVE: (#1 is 4 ft. 5" by 80ft, #2 is 4ft. 5" by 80ft, #3 is 4ft. 5" by 68ft.)
2. These illuminated signs will be visible from my rear yard.
3. Patients, health care workers and ambulances will be looking for ground level signs for directions, not up in the air.
4. All other signs on Sunnybrook Buildings are individual letters mounted on the wall at a lower GROUND level. These signs are NOT illuminated.

I STRONGLY OPPOSE THIS VARIANCE APPLICATION.

SINCERELY,

Eda Di Pierdomenico
33 Daneswood Road

Sarah Kanyua

From: Valleyanna Residents <valleyanna.residents@gmail.com>
Sent: June 23, 2023 9:27 AM
To: signbylawunit
Cc: Councillor Jaye Robinson
Subject: [External Sender] Sign variance Application at Sunnybrook Hospital, located at 2075 Bayview Avenue (23-149432)
Attachments: North side facing Valleyanna S Wing and Odette.JPG; West side facing Bayview M Wing.JPG; North side facing Valleyanna M Wing.JPG; S Wing.JPG

Dear Chief Building Official:

We are the Valleyanna Residents' Association ("VRA"), a non-share capital corporation, the members of which are the residents of Valleyanna Drive. The main purpose of the VRA is to protect the interests of the residents of Valleyanna Drive with respect to matters affecting the street and the neighbourhood. This would include this sign variance application with respect to adding another THREE large signs on the north side of the main Sunnybrook Hospital complex, as Valleyanna Drive is the street directly north of Sunnybrook Hospital and thus would be tremendously impacted by three further illuminated signs on the 5th & 6th floors.

We read with interest the Application for an additional three signs to be affixed on the 5th floor and 6th floor of Sunnybrook Hospital, S Wing, which, if approved, would make for a total of TEN signs on this North facing perspective. Currently, there are already SEVEN signs in place on Sunnybrook's North facing perspective (six on M wing, and 1 on the Odette Centre). According to the by-law 694-21 F (4)(a), signs are only to be erected at the FIRST storey.

The new signs are described as: 1.35m x 24.4m at a height of 23m, with another as 1.35m x 24.4m at a height of 28 m and a third as 1.35mx20.8m at a height of 23m. These are tremendously large proposed signs and, at 5 & 6 stories, are substantially higher than what is permitted. The 23m height of THREE ADDITIONAL illuminated signs will be too bright and too high and will negatively affect neighbours to the north, in whose windows these signs will shine light at all hours.

While we are fortunate to have such a wonderful hospital in our neighbourhood, we cannot support this Application. When the first five signs were approved, homeowners were not in agreement. The lights are bright and shine into the windows and backyards of the homes on the South side of Valleyanna Drive. The signs were approved notwithstanding homeowner disagreement. Neighbours attended personally at City Hall to formally appeal the first sign variance decision and to voice their concerns. Each time, more signs were installed. There are now seven signs. An earlier application in 2021 was also not supported by the Valleyanna Residents.

There has to be a point at which enough is enough. Surely we have long surpassed that point. The seven existing signs currently on the North facing direction do not face the street (Bayview Avenue) and are therefore largely irrelevant to the passing motor traffic. If the three new/proposed signs were to receive more prominent display on the West facing wall instead, that would bring more attention to the signs, and would also leave the homeowners on Valleyanna with more than enough signs with **SEVEN** facing their homes, all which were erected much higher than the permitted first storey elevation. Weirdly, on the west facing walls (the

walls facing Bayview, where all traffic passing and entering the Hospital can see them) there is only ONE sign on each of the M wing and the Odette Centre. None is applied for on the West/Bayview side of the S Wing. Please see attached. SEVEN is more than enough on the north walls facing Valleyanna. Why should Valleyanna be penalized with TEN signs, when there are only two on the West/Bayview facing walls? Or, respectfully, are there enough signs already? Everyone knows where the hospital is, and signage at the first floor can adequately direct visitors.

Again, the hospital is a wonderful neighbour; however, with respect to these signs under Application, please note our **PROFOUND and INTENSE objection** to this Variance Application. The cumulative effect of the bright lights of **TEN** very large signs, all above the allowed first storey elevation, and particularly at the height of 5 & 7 stories, would be detrimental to the homeowners on Valleyanna Drive. Surely we should have a say, or why else is there a process? Why are there by-laws mandating the height (first storey!) of such signs?

Please note that the VRA wishes to be notified as soon as possible of the decision of the Chief Building Official with respect to this sign variance application so that we can take appropriate action. You may contact the VRA by email at valleyanna.residents@gmail.com or by contacting any of its leadership members in this regard: Corrado Cardarelli (3 Valleyanna Drive), Michel Rheume (6 Valleyanna Drive), Stephanie Cooper (10 Valleyanna Drive), and Will Sutherland (11 Valleyanna Drive).

Thank you for your consideration -

The Valleyanna Residents' Association

ATTACHMENT 6 – DECISION OF CBO TO DENY THE PROPOSED SIGNAGE MASTER PLAN AND TO APPROVE THE CBO-DESIGNED SIGNAGE MASTER PLAN

**DECISION NOTICE
FIRST PARTY SIGNAGE MASTER
PLAN**

Location: 2075 Bayview Ave (23-149432)

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs



Email:
signbylawunit@toronto.ca

Any person who receives notice of the Chief Building Official's decision may appeal the decision to the Sign Variance committee, by filing the notice of appeal and paying the non-refundable fee (\$816.38) within 20 days of service of the notice of decision. Please contact the Sign By-Law Unit for more information.

Please reference the address and file number, so we can better assist you.

WHAT IT'S ABOUT – THE PROPOSAL:



A Signage Master Plan consisting of three signs. Requested variances are for three wall signs, all illuminated and displaying static copy, erected at the fifth and sixth levels on the north elevation of the building S-Wing.
Sign 1: 1.35m L x 24.40m W at a height of 23m.
Sign 2: 1.35m L x 24.40m W at a height of 28m.
Sign 3: 1.35 m L x 20.80 m at a height of 23m.

SUNNYBROOK HOSPITAL

DECISION: APPROVED

**WITH
CONDITIONS**

It is the Chief Building Official's decision to grant the requested variance(s) required for the proposal, provided the following conditions are met:

- That no wall sign shall be illuminated between the hours of 11:00 p.m. and 7 a.m.
- That illumination shall not exceed 150 nits during the period between sunset and sunrise for all wall signs.

***Note:**

- The proposal is to be erected substantially in accordance with the submission materials included as part of the Signage Master Plan.



Decision date: July 17, 2023

Last day to appeal: August 14, 2023



Please see reverse for more information.



toronto at your service

PLEASE TURN THE PAGE FOR IMPORTANT INFORMATION



Mailed on: July 17, 2023

PLEASE SEE BELOW FOR MORE INFORMATION

THE CHIEF BUILDING OFFICIAL AND SIGN VARIANCE APPLICATIONS:

The role of the Chief Building Official is to make a fair and impartial decision regarding Sign Variance Applications for proposals which deviate from the prescribed regulations of the Sign By-law (Chapter 694, Signs, General), of the City of Toronto Municipal Code. The Chief Building Official considers the submission material provided by the applicant and interested parties, in favour or against the proposal. The Chief Building Official then makes a decision on the application, weighing the submissions filed with respect to the application. The Chief Building Official may grant a variance where it has been established that the proposed sign:

- Belongs to a sign class permitted in the sign district where the premises is located;
- Is not a third party sign;
- Is compatible with the development of the premises and surrounding area;
- Supports the Official Plan objectives for the subject premises and surrounding area;
- Will not adversely affect adjacent premises;
- Will not adversely affect public safety, including traffic and pedestrian safety;
- Is not a sign expressly prohibited by §694-15B of Chapter 694;
- Does not alter the character of the premises or surrounding area; and
- Is, in the opinion of the Chief Building Official, not contrary to the public interest.

DATE DECISION MAILED ON: July 17, 2023

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: August 14, 2023

APPEALING THE CHIEF BUILDING OFFICIAL'S DECISION:

Any person who receives notice of the Chief Building Official's decision may appeal the decision of the Chief Building Official to the Sign Variance Committee, by filing the notice of appeal in the form and manner approved by the Chief Building Official and paying the non-refundable fee prescribed in Chapter 441, Fees and Charges, within 20 days of service of the notice of decision.

Please note that a decision of the Sign Variance Committee, in the case of a decision to refuse to grant a variance, is final and binding on the date the decision was issued; and in the case of a decision to grant a variance or to grant a variance with conditions, the decision is final and binding 21 days after the date the decision was issued unless an application to consider is filed by the ward councillor in accordance with Subsection 694-30S of the City of Toronto Municipal Code.

Appeal forms and other information are available at the address described below.

Sign By-Law Unit: Toronto City Hall, Ground Floor, East Tower
100 Queen Street West, Toronto, ON, M5H 2N2