

Appeal of the Chief Building Official's Decision for a Signage Master Plan Application for 3 wall signs on a portion of the premises

2075 Bayview Avenue

March 1, 2024

Note

When the report and attachments were initially made public, one page was omitted in the ATTACHMENT 5 – SUBMISSIONS OF OTHER PARTIES TO THE HEARING. The omitted page is the second page of The Valleyana Resident's Association email.

ATTACHMENT 5 – SUBMISSIONS OF OTHER PARTIES TO THE HEARING was revised to include the page. Email shall read as follows:

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).

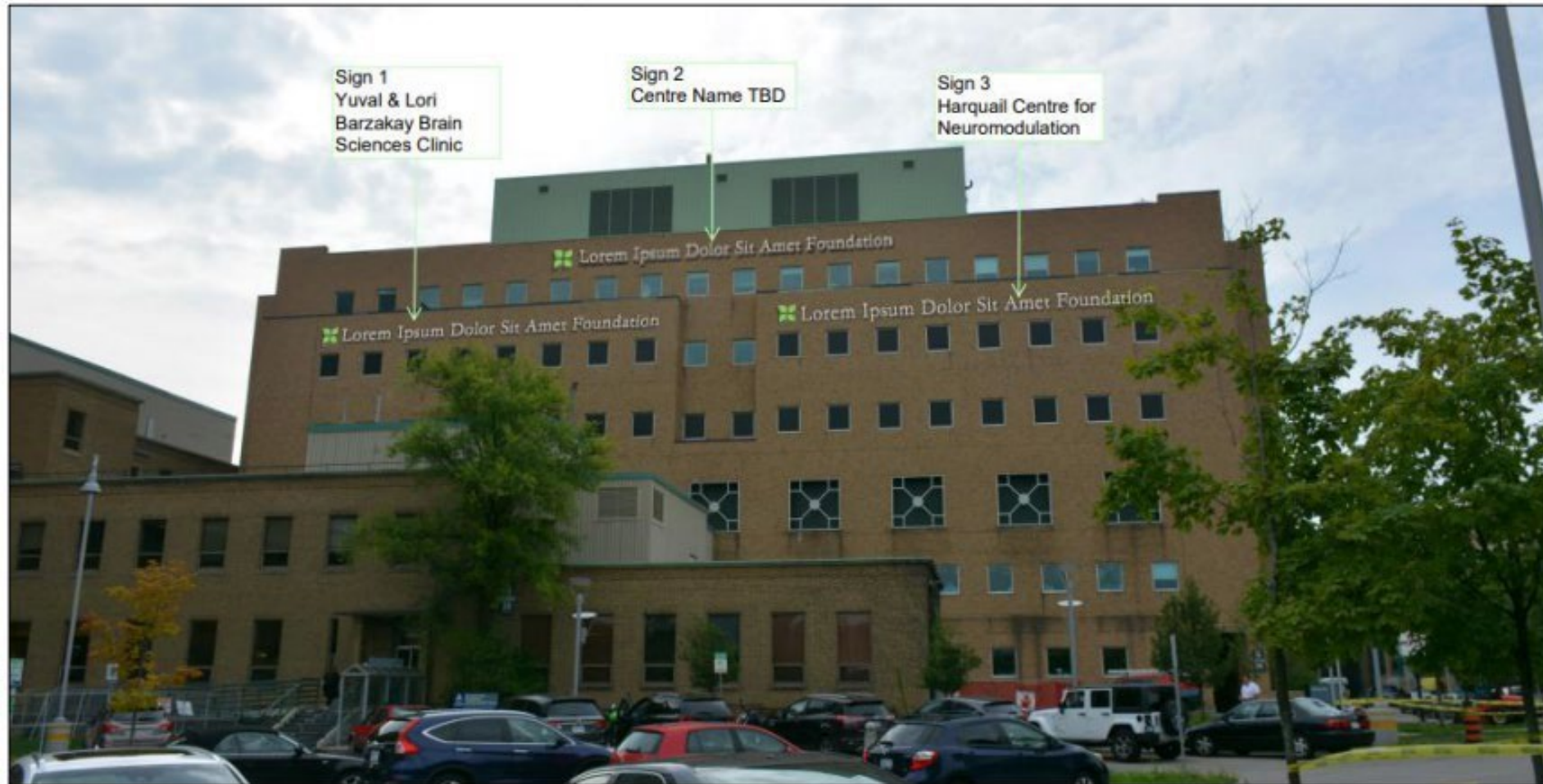
Thank you for your consideration -

The Valleyanna Residents' Association

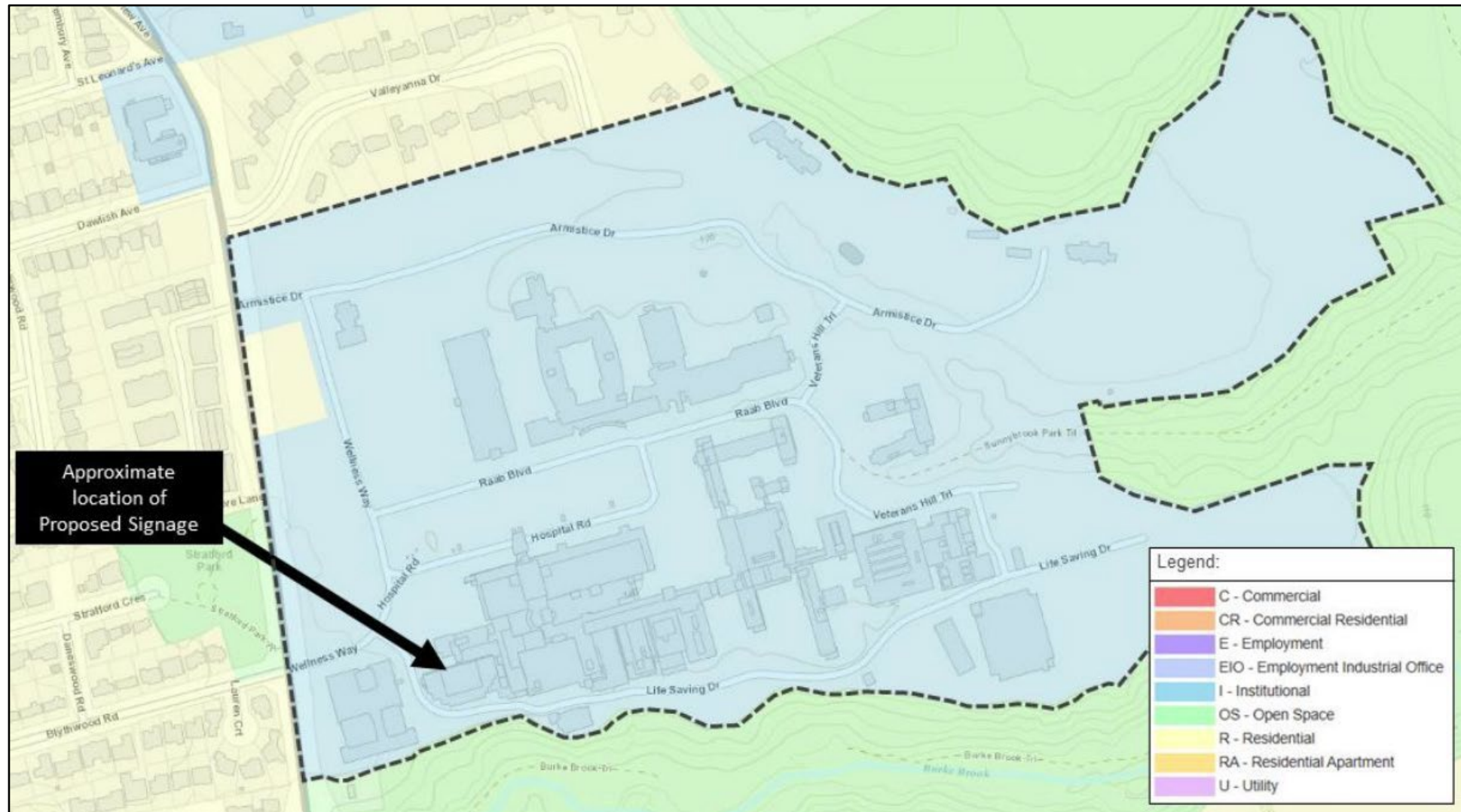
Signs Description

Sign Type		Wall Signs
Sign Copy Type		Static Copy
# of Signs		Three
Details		Signs are Illuminated and oriented in a northerly direction
Sign 1	Sign Face Dimensions	1.35 metres vertically x 24.40 metres horizontally
	Location	Fifth Storey – North Elevation of S-Wing
Sign 2	Sign Face Dimensions	1.35 metres vertically x 24.40 metres horizontally
	Location	Fifth Storey – North Elevation of S-Wing
Sign 3	Sign Face Dimensions	1.35 metres vertically x 20.80 metres horizontally
	Location	Sixth Storey – North Elevation of S-Wing

Proposed Signs' Location



Sign District Designation



Sign District Map

Requested Variances – Proposed Signage Master Plan

SECTION	REQUIREMENT	PROPOSAL
694-21 F (4)(a)	A wall sign in an Institutional Sign District shall only be erected on the first storey.	Proposed Sign 1 would be erected above the first storey, specifically on the fifth storey
694-21 F (4)(a)	A wall sign in an Institutional Sign District shall only be erected on the first storey.	Proposed Sign 2 would be erected above the first storey, specifically on the fifth storey
694-21 F (4)(a)	A wall sign in an Institutional Sign District shall only be erected on the first storey.	Proposed Sign 3 would be erected above the first storey, specifically on the sixth storey

Requested Variances - CBO-Designed Signage Master Plan

SECTION Or Condition	REQUIREMENT/Details	PROPOSAL
694-21 F (4)(a)	A wall sign in an Institutional Sign District shall only be erected on the first storey.	All three of the Proposed Signs would be subject to the same variances as in the Proposed Signage Master Plan, but would be subject to the following two conditions
Condition 1	If illuminated, the sign shall not be illuminated between the hours of 11:00 p.m. and 7 a.m.	
Condition 2	If illuminated, the illumination shall not exceed 150 nits during the period between sunset and sunrise.	

Sign Variance Criteria – Established Criteria

694-30A(1) - The Proposed Signs belong to a sign class permitted in the Sign District.

- Signs in the Proposed Signage Master Plan and CBO-Designed Signage Master Plan belong to the first party sign class, and I Sign Districts permit first party sign

694-30A(2) - In the case of a third party sign, the Proposed Sign is of a sign type permitted in the Sign District.

- All the signs in the Proposed Signage Master Plan and CBO-Designed Signage Master Plan belong to the first party sign class.

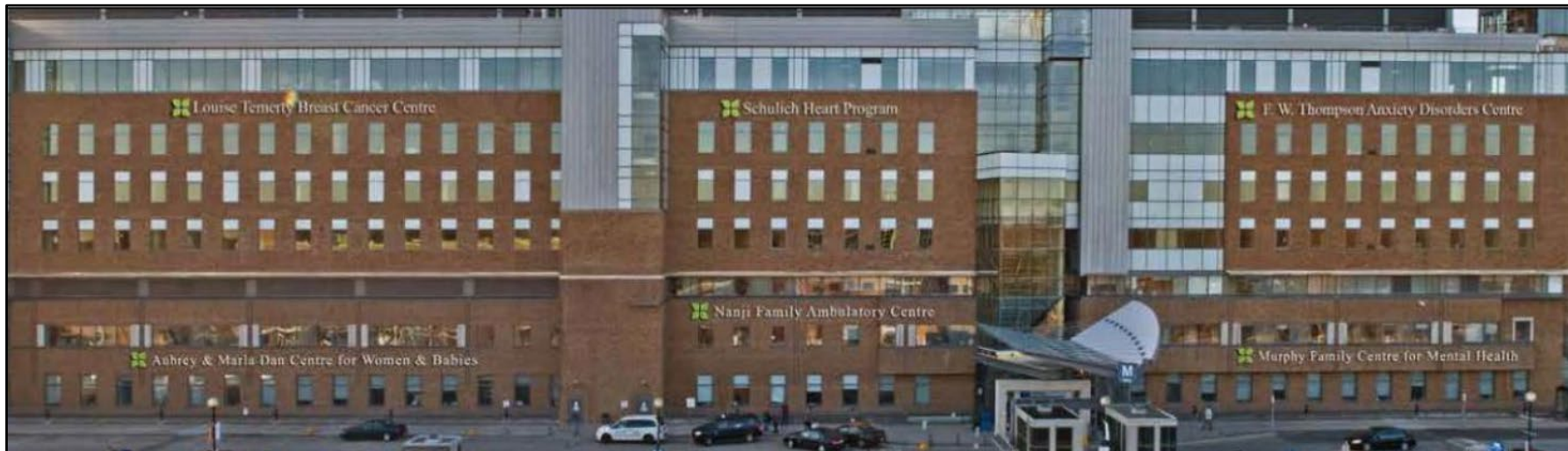
694-30A(7) - The Proposed Signs will not be a sign prohibited by §694-15B.

- The Proposed Signage Master Plan and the CBO-Designed Signage Master Plan do not contain any signs that are prohibited by §694-15B.

Sign Variance Criteria – Established Criteria

694-30A(3): The Proposed Signs are compatible with the development of the premises and surrounding area.

- The proposal considered the building's design and other signs on the premises.
 - The CBO has confirmed that the signs in the Proposed Signage Master Plan are consistent with other approved signage elsewhere at 2075-Bayview in terms of the size, location, and design.



North elevation of the M-Wing and location of Existing Signs

Sign Variance Criteria – Established Criteria

694-30A(3): The Proposed Signs are compatible with the development of the premises and surrounding area.

- Some members of the public, including the Appellant, have expressed disagreement with the need for the signs in the Proposed Signage Master Plan, and stated that signs would be visible from the residential properties to the west, raising concerns regarding illumination.
- The CBO agrees that the issue of illumination has not been adequately addressed in the Proposed Signage Master Plan.
- The CBO determined that potential impacts could be mitigated by imposing the following conditions on signs' illumination for the the CBO-Designed Signage Master Plan:
 - Signs should not be illuminated between 11:00 p.m. and 7:00 a.m.; and
 - Illumination should not exceed 150 nits between sunset and sunrise
- With these conditions, the CBO is of the opinion that this criterion has been established for the CBO-Designed Signage Master Plan but that this criterion has not been established for the Proposed Signage Master Plan.

Sign Variance Criteria – Established Criteria

694-30A(4) - The Proposed Signs support Official Plan objectives for the subject premises and surrounding area.

- The property is designated as an Institutional Area in the Official Plan.
- Institutional Areas are lands within the city designated for major health, post-secondary education and governmental institutional campuses.
- The signs in both Proposed Signage Master Plan and CBO-Designed Signage Master Plan support the Official Plan. They enhance wayfinding and improve the hospital's functionality, which aligns with several policies for Institutional Areas.



Toronto Official Map

Sign Variance Criteria – Established Criteria

694-30A(5) - The Proposed Signs do not adversely affect adjacent premises.

- The signs will be visible off-site, mostly to vehicular traffic travelling south on Bayview Avenue.
- The nearest residential area is approximately 110 metres away.



Sign Variance Criteria – Established Criteria

694-30A(5) - The Proposed Sign does not adversely affect adjacent premises.

- There are concerns about light trespass affecting nearby properties, and it has not been established in the Proposed Signage Master Plan that the Proposed Signs would not be visible to residences in the surrounding area.
- The CBO determined that potential adverse impacts could be mitigated by conditions on sign illumination:
 - Signs should not be illuminated between 11:00 p.m. and 7:00 a.m.; and
 - Illumination should not exceed 150 nits between sunset and sunrise.
- The CBO believes this criterion has not for been established by the Proposed Signage Master Plan, however with the imposed conditions it is established for the CBO-Designed Signage Master Plan

Sign Variance Criteria – Established Criteria

694-30A(6) - The Proposed Signs will not adversely affect public safety, including traffic and pedestrian safety.

- The signs in the Proposed Signage Master Plan and the CBO-Designed Signage Master Plan:
 - Will meet all clearances and setbacks as required in the Sign By-law.
 - Will not flash or display any form of intermittent illumination and will likely not be confused with traffic signals.
- Proper building identification and wayfinding signage can help to increase public safety as it helps motorists and pedestrians easily find their way to their destination.
- Signs in the Proposed Signage Master Plan and/or the CBO-Designed Signage Master Plan will not adversely affect public safety, including traffic and pedestrian safety.

Sign Variance Criteria – Established Criteria

694-30A(8) - The Proposed Sign does not alter the character of the premises or surrounding area.

- Numerous wall signs are present across different buildings on 2075-Bayview, serving the purpose of identification and wayfinding for the Sunnybrook campus.
- The signs in the Proposed Signage Master Plan mirror those approved for the north elevation of the M-Wing, creating a cohesive look across multiple buildings on the campus.
- The CBO agrees that the signs in the Proposed Signage Master Plan have been designed to ensure compatibility with the character of the premises and surrounding area. The CBO has determined that this criterion has been established for both the CBO-Designed Signage Master Plan and the Proposed Signage Master Plan.

Sign Variance Criteria – Established Criteria

694-30A(9): The Proposed Signs are not contrary to the public interest.

- The signs in both Signage Master Plans aim to provide identification and wayfinding for guests and patients on the hospital campus.
- The signs are designed to be visually pleasing and avoid sign clutter, maintaining the aesthetic appeal of the campus and aligning with the public interest in preserving the visual quality of the City's built environment.
- Although concerns were raised regarding illumination, the CBO determined that potential impacts could be mitigated by imposing the following conditions:
 - Signs should not be illuminated between 11:00 p.m. and 7:00 a.m.; and
 - Illumination should not exceed 150 nits between sunset and sunrise
- Is the CBO's opinion that this criterion has not been established for the Proposed Signage Master Plan, however the CBO-Designed Signage Master Plan, with the imposed conditions, will not be contrary to the public interest.

Conclusion and CBO Recommendation

The Chief Building Official and Executive Director, Toronto Building, recommends that:

- The Sign Variance Committee **refuse** the three requested variances required for the implementation of the Proposed Signage Master Plan consisting of three (3) wall signs located above the first storey of the northern elevation of the S-Wing of the Premises municipally known as 2075 Bayview Avenue.
- The Sign Variance Committee **approve** the three requested variances, each subject to two conditions, required for the implementation of the CBO-Designed Signage Master Plan consisting of three (3) wall signs located above the first storey of the northern elevation of the S-Wing of the Premises municipally known as 2075 Bayview Avenue.

QUESTIONS?