

ATTACHMENT 3: APPELLANT'S SUBMISSION PACKAGE



Note: A Building Permit is also required for signs except for most painted and window signs.

Folder No.	Date (yyyy-mm-dd)
------------	-------------------

City of Toronto

☐ Toronto and East York	☐ North York	☐ Scarborough	☐ Etobicoke York
--	-------------------------------------	--------------------------------------	---

Application Type

☐ Erect a New Sign or Sign Structure
☐ Modification to an Existing Sign or Sign Structure
Original Building Permit No.: _____

Sign Information

Street No.	Street Name	Lot No.	Plan No.
------------	-------------	---------	----------

Current use of the property:

Does this application rely upon an Approved Sign Variance or Sign By-law amendment	☐ Yes	☐ No
If yes , provide a copy of the Variance Decision, By-law Amendment or reference numbers: _____		
Are there outstanding or pending applications related to this application or property?	☐ Yes	☐ No
If yes , provide the application number(s): _____		
Have other Sign Permits been issued for these premises?	☐ Yes	☐ No
If yes , provide the Permit number(s): _____		

Sign Owner or Tenant Information

First Name		Last Name	
Company Name (if applicable)			Telephone No.
Street No.	Street Name	Suite/Unit No.	Mobile No.
City/Town	Province	Postal Code	Fax No.
E-mail Address			

Second Sign Owner or Tenant Information

First Name		Last Name	
Company Name (if applicable)			Telephone No.
Street No.	Street Name	Suite/Unit No.	Mobile No.
City/Town	Province	Postal Code	Fax No.
E-mail Address			

Continue on next page

Attachment Required

All documentation, plans and specifications required to determine compliance with Chapter 694 of the City of Toronto Municipal Code, The Ontario Building Code (where applicable), and any other laws that may apply to the Sign or Sign Structure.

Applicant Information and Declaration

First Name I,		Last Name	
Company Name (if applicable)			Telephone No.
Street No. of,	Street Name		Suite/Unit No. Mobile No.
City/Town		Province	Postal Code Fax No.
E-mail Address			
do hereby declare the following: - the information contained in this application, attached plans and specifications, and other attached documentation is true to the best of my knowledge and in compliance in all respect with <u>Chapter 694</u> of the City of Toronto Municipal Code; - I have read and understood the information listed on <u>Sign By-law Information Guide</u> regarding Professional Design, Illumination and Other Approvals; - I have obtained the necessary consent of the property owner as per <u>§694-5 (D)</u> of the City of Toronto Municipal Code; and - I have authority to bind the corporation or partnership (if applicable).			
 Signature		Print Name	Date (yyyy-mm-dd)

Method of Response

Please select one method you prefer to receive the permit: ☐ Mail ☐ Pick-Up

Permit Fees

§ 442-8. Sign permit fees. [Amended 2011-09-27 by By-law No. 1174-2011]

A. The fees set out in Appendix C, Schedule 8 of Chapter 441, Fees and Charges, for a permit to erect, display or alter a sign shall be based on the total area of all surfaces of a sign upon, against or through which information is or is intended to be displayed.

B. If an application is cancelled or withdrawn, the applicant may apply for a refund, and the amount of the refund shall be calculated based on the total required fee, as follows:

(1) Seventy-five percent of fee refunded if the application is cancelled or withdrawn prior to the review of the application and 50 percent if it is cancelled or withdrawn after the review has started but prior to permit issuance.

(2) Forty percent of fee refunded if the permit has been issued minus \$80 for each field inspection performed before the request for refund was received.

(3) If the fees paid are less than the total required fees, the amount of the refund will be reduced by the amount of the unpaid fees.

***NOTE:** If the amount of fees refundable as calculated under this section is less than the minimum permit fee applicable to the work, there shall be no refund.

The personal information on this form is collected under the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, s. 136(c) and Toronto Municipal Code, Chapter 694, Signs, General. 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 and Chapter 771, Taxation, Third Party Sign Tax 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.

Sign Information

Sign No.	Sign Type	Method of Copy Display	Sign Face Dimensions			Sign Depth (Metres)	Sign Height (From Grade in Metres)	Sign Weight (Kg)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (Vertical in Metres)	Width (Horizontal in Metres)	Area (m ²)					

The personal information on this form is collected under the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, s. 136(c) and Toronto Municipal Code, Chapter 694, Signs, General. 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 and Chapter 771, Taxation, Third Party Sign Tax 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: 1795880

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:	24 232466 ZSV 00 ZR	Date & Time:	March 04, 2025 11:22 AM
Paid By:	DENISE TARKA 30 HUMEWOOD DR TORONTO ON M6C 2W4		
Project Location:	40 HUMEWOOD DR TORONTO ON M6C 2W4		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Centre Number:	Value:	
Master Card	110584 - PAYMENT	\$-816.38	
Sign Bylaw Appeal Fee	9010 - BL0014 - PAYMENT	\$816.38	
Total:		\$0.00	
Paid Amount		\$816.38	

☐ Cash ☐ Cheque	Ravikumaran, Rajevan per Treasurer, City of Toronto
☒ Master Card ☐ Debit Card	
☐ Money Order ☐ Certified Cheque	
☐ Journal Entry ☐ Fee Exempt	

DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 40 Humewood Dr. (24-232466)

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs

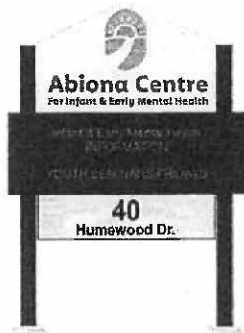


Email:
signbylawunit@toronto.ca

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

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.

WHAT IT'S ABOUT – THE PROPOSAL:



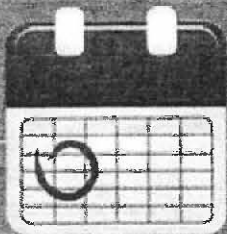
Proposal to erect and display one first party illuminated double-sided ground sign displaying static copy, located on the south frontage. The sign would measure 3.66 metres vertically and 2.03 metres horizontally. A portion of the sign face contains readograph copy which would be changed electronically, measuring 0.76 metres vertically by 2.03 metres horizontally.

ABIONA CENTRE

DECISION: **APPROVED** WITH CONDITIONS

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

- Notwithstanding 694-18.E(5), The illumination shall not exceed 150 nits at any time.
- Notwithstanding 694-18.A(C), The sign shall not be illuminated between the hours of 9:00 p.m. and 7:00 a.m.
- Notwithstanding 694-14.J, The readograph copy display may only be changed once per day.
- Evergreen landscaping, at least 1.0 meter in height, shall be installed and maintained in a 1.0 meter radius around the base of the sign.
- The proposal is to be erected substantially in accordance with the submission materials included as part of the sign variance application.



Decision date: February 7, 2025

Last day to appeal: February 28, 2025



Please see reverse for more information.



toronto at your service

RELIEVED FEBRUARY 27, 2025 GREG CROMPION

[Signature]



Application

Sign Variance Appeal

Folder No.	Date (yyyy-mm-dd)
------------	-------------------

Decision Under Appeal

Variance Decision No. 40 HUMEWOOD DRIVE (24-232466)			
Street No. 40	Street Name HUMEWOOD DRIVE	Lot No.	Plan No.

Appellant Information

First Name DENISE		Last Name TARKA	
Company Name(if applicable)			Telephone No. (416) 651-3339
Street No. 30	Street Name HUMEWOOD DRIVE	Suite/Unit No.	Mobile No. (416) 799-2955
City/Town TORONTO	Province ONTARIO	Postal Code M6C 2W4	Fax No.
E-mail Address denisetarka@hotmail.com			

Describe the variance that was applied for:

VARIANCE TO PERMIT A 3.66 METRE-HIGH ILLUMINATED DOUBLE-SIDED ELECTRONIC GROUND SIGN WITH STATIC COPY, CORPORATE LOGO AND DOUBLE-SIDED DIGITAL DISPLAY THAT IS CHANGED ELECTRONICALLY RATHER THAN MANUALLY CONTRARY TO THE SIGN BY LAW 694.A(4)(G)(2).

Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required).

VARIANCE VIOLATES THE SIGN BY LAW 694-30. THE APPLICANT ABIONA CENTRE CANNOT PROVE THAT ITS SIGN MEETS ALL OF THE CRITERIA IN THE SIGN BY LAW 694-30. THE VARIANCE REQUEST VIOLATES AT LEAST FOUR OF THE CRITERIA SET OUT IN 694-30. PLEASE SEE ATTACHED DOCUMENTS.

Attachment Required

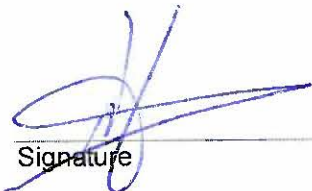
- A copy of the original decision on the variance application; and
- Copies of any supporting documents

Continue on next page

Application

Sign Variance Appeal

Appellant Information and Declaration

First Name I, DENISE		Last Name TARKA	
Company Name(if applicable)			Telephone No. (416) 651-3339
Street No. of, 30	Street Name HUMEWOOD DRIVE	Suite/Unit No.	Mobile No. (416) 799-2955
City/Town TORONTO	Province ONTARIO	Postal Code M6C 2W4	Fax No.
E-mail Address denisetarka@hotmail.com			
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 DENISE TARKA _____ Print Name 2025-02-27 _____ Date (yyyy-mm-dd)			

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.

February 27, 2025

To the Sign Variance Committee:

RE: Appeal of 40 Humewood Dr. (24-232466) Decision Dated February 7, 2025

Please accept the following as submissions against the above decision.

THE SIGN BY-LAW 694-30A CRITERIA

An appeal from a variance decision for a first party sign to the Sign Variance Committee is an *appeal de novo*, meaning that the Sign Variance Committee must conduct a new evaluation of the application for variance to see if it meets the test set out in the Sign By-law.

The Sign Variance Committee may only permit a sign variance if the party seeking the variance establishes that the proposed sign meets all the mandatory criteria set out in the Sign By Law 694-30A. The sign must

- (1) Belong to a sign class permitted in the sign district where the premises is located
- (2) Be compatible with the development of the premises and surrounding area
- (3) Support the Official Plan objectives for the subject premises and surrounding area
- (4) Not adversely affect adjacent premises
- (5) Not adversely affect public safety, including traffic and pedestrian safety
- (6) Not be a sign prohibited by § 694-15B
- (7) Not alter the character of the premises or surrounding area, and
- (8) Not be, in the opinion of the decision maker, contrary to the public interest

SUMMARY OF THE FACTS – ABIONA CENTRE

Background

Abiona Centre at 40 Humewood Drive is in a R-residential sign neighbourhood. In July 2024, Abiona Centre illegally erected a 3.66-metre-tall illuminated double-sided ground sign with static copy, a corporate logo, and with large illuminated electronic digital displays that are changed remotely. During the summer of 2024 Abiona Centre illuminated the sign and displayed changing moving images, light effects, fade effects, and changing messages on the double-sided digital display. All of these were changed remotely. Along with programs for infants, Abiona Centre operates a s. 23 Day

Treatment program that provides high school education to approximately 12 young pregnant women¹.

Unlike Abiona Centre, a typical Toronto public secondary school needs to convey messages to up to 2,000 students, guardians, and the larger neighbourhood².

The Sign By Law 694-2(A)(4)(g)[2] limits school signs to manually changed readograph copy. Manually changed readograph copy does not have easily changeable messages, moving images, multicoloured images, or moving light effects.

Abiona Centre had a pre-existing ground sign on its property when it erected its large double-sided illuminated sign with its electronic digital displays. The Sign By Law Unit informed Abiona Centre that it had violated sections 694-21(A)4(a) and 694-2(A)(4)(g)[2] of the Sign By Law by having two signs on its property and by erecting a digital display with electronically changed readograph copy. Abiona Centre removed its pre-existing non-electronic ground sign then sought a variance to allow the 3.66-metre-high electronic ground sign with its double-sided digital display it illegally erected. On February 7, 2025, the Chief Building Official's designate approved the variance application on the conditions that the sign's illumination not exceed 150 nits at any time, that the readograph copy be changed once a day only, and that Abiona Centre install and maintain evergreen landscaping at least 1 metre high and 1 metre around the sign's base.

Effect On Adjacent Premises

Abiona Centre erected its 3.66-metre-high illuminated double-sided sign with its dynamic digital display on the curved portion of its property so that the sign directly faces the front of multiple neighbourhood homes. The photograph below, taken from a bedroom at 30 Humewood Drive, shows that the sign is directly visible from the inside of a neighbouring home.

¹ Abiona Centre has three locations which offer high school education to a total of 22 young women (<https://www.abionacentre.ca/prenatal-residential-program/>)

² https://en.wikipedia.org/wiki/List_of_secondary_schools_in_the_Toronto_District_School_Board



The photographs below show how the sign faces the front of neighbouring residences on each of its sides:





Abiona Centre's sign is visible from at least six neighbouring homes. Its light trespasses and interferes with the residents' quiet enjoyment of their homes, their sleep, and quality of life. The Sign By-Law requires sign owners to turn off illuminated signs from 9 p.m. to 7 a.m. During the winter sunset can be as early as 4:40 p.m. Sunrise can be close to 8 a.m.

How the Sign Affects Public Safety, Including Traffic and Pedestrian Safety

The Sign By Law 694-20.A acknowledges that the purpose of a sign is to direct attention to the services or goods offered at a premises.

Abiona Centre erected its 3.66-metre-high illuminated double-sided sign with its electronic digital display in the middle of a blind, sharp reverse "S" curve in the road. This curve has no warning sign. Drivers can only see the sign as they enter the reverse curve or as they leave it because of where the sign is placed and how it is oriented.

Abiona Centre operates a day-care with capacity for up to 30 children at 40 Humewood Drive. Parents and staff access the day-care from a private lane just metres south of the sign. Each parent who drives or cycles pulls into and backs out of the lane four times a day to drop off and collect their children. Parents also walk along the lane with their infants and young children.

The sign is located just before pedestrians, hidden by the curve in the road, cross the road because of where the sidewalk ends. It is across from a playground. Elementary school children who attend nearby Humewood Community School walk up and down the street.

This sharp reverse curve has a history of traffic accidents some of which involved multiple vehicles. The latest accident was in the summer of 2024. The accidents pre-date distraction from Abiona Centre's illegal sign.

The Google Map below shows where the sign is located on the reverse "S" curve, where the entrance to the private lane is, and where the sidewalk ends.

40 Humewood Dr



The photograph below, taken from the park across the road, shows how close the sign is to the lane where the daycare parents, children, staff and contractors back out of, how it is in the middle of the tight reverse curve, and where the sidewalk ends. It also shows how the sign is only visible to drivers as they turn into or out of the reverse “S” curve.



The photograph below shows how close the sign is to the lane used by the daycare parents, staff and contractors. It also shows that the sign is oriented parallel to

Humewood Drive before the road bends so that it is not visible to northbound drivers until they navigate the first bend of the reverse “S” curve, which is exactly where the daycare parents, staff and contractors pull into and out of the private lane.



Alters the Character of the Premises or Surrounding Area

Humewood House at 40 Humewood Drive, now operated as part of Abiona Centre, was built in 1860 by William Hume Blake, a prominent lawyer. In 1843 he was appointed crown attorney for the murder trial of Grace Marks, whose story is told in Margaret Atwood's novel *Alias Grace*. Soon afterwards he was elected to Parliament, where his six-hour speech on the Rebellion Losses Act sparked rioting in the house. While Hume Blake hid, the Parliament Buildings in Montreal were burned to the ground. Later, he was named Chancellor of Ontario, in which post he reformed the courts. William Hume Blake's son Edward Blake, who grew up in Humewood House, became Ontario's second premier and the second leader of the Liberal party in Ottawa.

Humewood Drive, with its ancient, towering heritage American elm tree that survived Dutch Elm Disease, is the drive that led up to, and still leads up to, the house. The Hume Blakes sold the property in the 1870's. The house was rebuilt after fire destroyed it in the 1880's and the estate shrank as lots were sold off over time. However, a group of women from St Thomas Anglican Church bought the remaining property in 1912 to use it as a home for unwed mothers. The property included an orchard and two acres for a vegetable garden. The house was demolished in 1924 and replaced in 1926. The present-day building is built in the Edwardian Classical Style and was designed by architect William Rae from the renowned firm of Symons & Rae. A newer wing, in keeping with the overall aesthetic of the original building, was built in 1960 and designed by famed Canadian architect John C. Parkin. Below is a photograph of the building.



Humewood House, the property at 40 Humewood Drive, is a neighbourhood landmark. The neighbourhood “Humewood-Cedarvale” is named after the house.

The neighbouring homes are, for the most part, comprised of century-old single-family Edwardian homes. Neighbours sit, greet, and gather during the evenings and weekends on the larger front porches that are consistent with the style of this era’s homes.

There is no sign like the 3.66-metre-high illuminated sign that Abiona Centre illegally erected in the immediate neighbourhood.

Contrary to Public Interest

Abiona Centre violated the Sign By Law 694-27(C)(3) because it falsely described the electronic ground sign for which it now seeks variance as “new” in its original sign application.

The Sign By Law 694-21(A)4(a) is clear that only one ground sign may exist on premises. However, Abiona Centre erected its illuminated electronic ground sign with its double-sided digital display when they already had a ground sign at the front of the property. This ground sign had been on the property for decades. The excerpt below from Abiona Centre’s 2023-2024 Annual Report shows that it was aware that it already had a ground sign at the front of its property:



Humewood

Located in the quiet Humewood neighborhood, Humewood Campus (formerly Humewood House) dates back to 1912, when it was acquired by a group of women from St. Thomas Anglican Church as a home for unwed mothers. Today, it offers a variety of services and programming to support young mothers and their children, including educational programs, transitional housing at 55-57 Humewood Drive, mental health support, and childcare facilities. Home to our Success in Employment for Adolescent Mothers (SEAM) program, Humewood Campus offers access to a Job Coach and a Job Developer to teach young mothers essential workplace skills and help them gain real work experience.

1900 Sheppard

1900 Sheppard is a community of young mothers located near Jane and Sheppard. In collaboration with Toronto Community Housing Corporation (TCHC), this campus provides 27 rent-geared-to-income units (23 one-bedroom units and 4 two-bedroom units) to young, homeless or underhoused mothers. Young mothers can stay at 1900 Sheppard for up to four years, during which they will participate in case management, monthly tenant meetings, quarterly service plans, and workshops.



The photograph below shows the two signs on the property, the pre-existing ground sign to the left and the electronic ground sign to the right:

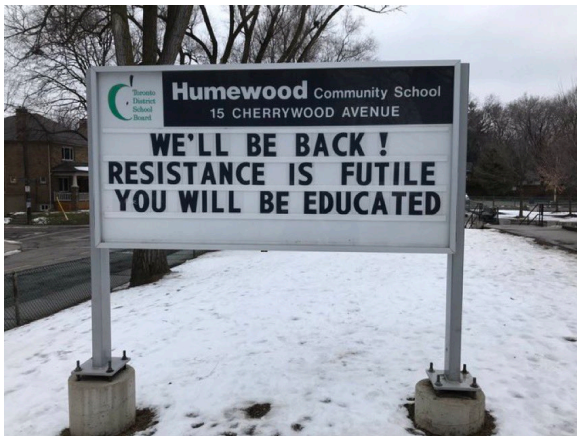


When the Sign By-Law Unit Enforcement Officers told Abiona Centre that having two signs violated 694-21(A)4(a) of the Sign By-Law, Abiona Centre removed the legal sign. Abiona Centre then proceeded to seek a sign variance for the illegal sign it erected.

Abiona Centre violated the Sign By-Law 694.30.C because it did not publicly post notice of its sign variance application for no less than 30 days before the City's consideration. The last date for the public to submit comments on Abiona Centre's sign variance application was January 19, 2025. Abiona Centre first posted notice of its variance application on January 9, 2025. As the photograph below shows, seven days later by January 16, 2025, the notice was no longer visible.



According to the Toronto District School Board website, Humewood Community School (junior kindergarten to grade 8), which is less than a 4-minute walk from Abiona Centre, serves approximately 600 students. The photograph below shows the sign with manual readograph copy that Humewood Community School, a neighbourhood school with approximately 600 students, has.



This is the 3.66-metre-high sign that Abiona Centre, a s. 23 Day Treatment Program with approximately 12 students (and no more than 22), illegally erected:



Thirty-five immediate neighbours along Humewood Drive endorsed a letter dated January 5, 2025, that opposed allowing a variance for the Abiona Centre's illegally erected sign. The letter states that the sign

- is incompatible with a R residential sign area
- is incompatible with the development of the premises and surrounding area
- alters the character of the neighbourhood and that there is no similar sign in the immediate neighbourhood
- violates several sections of the Sign By Law
- is incompatible both aesthetically and historically with the premises, the property, the historical importance of the property, the importance of the building and property to the neighbourhood, and to the neighbourhood itself
- adversely affects nearby homes through light trespass, inflicting unwanted and intrusive messaging and light effects
- creates a serious risk to traffic and pedestrian safety

This letter was sent to the Chief Building Official by email on January 16, 2025.

APPLICATION OF THE FACTS TO THE LAW

It is respectfully submitted that the Sign Variance Committee cannot approve Abiona Centre's sign variance application.

Abiona Centre can only have static and manually changed readograph copy in a sign because it offers to approximately twelve young women an educational component to its s. 23 Day Treatment Program that is regulated under the Education Act. However, the Sign By Law 694.21.A(4)(g) [2] limits Abiona Centre to a sign that has manually changed readograph copy only. Despite this, Abiona Centre illegally erected a 3.66-metre-tall illuminated double-sided ground sign with static copy, a corporate logo, and with large illuminated electronic digital displays that are changed remotely. Abiona Centre has used the illuminated electronic digital displays to display changing moving images, light effects, fade effects, and changing messages, all of which were changed remotely and all of which are illegal.

But for offering a s. 23 Day Treatment Program, Abiona Centre is limited to a small single sided sign with either static or readograph copy, not both. The Sign By Law does not permit Abiona Centre any other legal exception for its sign.

An appeal of a decision concerning an application for variances for a first party sign proceeds as an *appeal de novo* before the Sign Variance Committee, which means that the Sign Variance Committee must conduct a new evaluation to determine if an application for variance meets all the criteria set out in the Sign By Law 694.30A. The sign must:

- (1) Belong to a sign class permitted in the sign district where the premises is located
- (2) Be compatible with the development of the premises and surrounding area
- (3) Support the Official Plan objectives for the subject premises and surrounding area
- (4) Not adversely affect adjacent premises
- (5) Not adversely affect public safety, including traffic and pedestrian safety
- (6) Not be a sign prohibited by 694-15B
- (7) Not alter the character of the premises or surrounding area, and
- (8) Not be, in the opinion of the decision maker, contrary to the public interest

The Sign Variance Committee cannot approve Abiona Centre's sign variance application because Abiona Centre cannot prove that it meets every single one of the criteria set out in the Sign By Law 694.30A. The only two criteria that Abiona Centre can show is that its sign is a first party sign that is not prohibited by 694-15. The relevant information shows that Abiona Centre's sign meets the opposite of four of the nine criteria set out in the Sign By Law 694.30A, that is, Abiona Centre's illegally erected sign

- *adversely* affects adjacent premises
- *adversely* affects public safety, including traffic and pedestrian safety
- *alters* the character of the premises and surrounding area, and
- *is* contrary to the public interest.

Abiona Centre's Illegally Erected Sign Adversely Affects Adjacent Premises

Abiona Centre's 3.66-metre-high illuminated double-sided sign with its dynamic digital display directly faces the front of at least six neighbourhood homes.

The photograph taken from 30 Humewood Drive shows that the sign is directly visible from the inside of a neighbouring home.

The sign's light trespasses and interferes with the residents' quiet enjoyment of their homes, their sleep, and quality of life. Since the sign can be illuminated until 9 p.m. it distracts neighbours with competing visual information interfering with their computer monitors and televisions or even just their peaceful attempts to be. It is a daily unwanted and uninvited intrusion. The Sign By Law requires sign owners to turn off illuminated

signs from 9 p.m. to 7 a.m. However, during winter in Toronto sunset can be as early as 4:40 p.m. and sunrise can be close to 8 a.m. which that means the illuminated sign will be shining in the dark into nearby homes for more than 5 hours a day during many months of the year.

The decision of the Chief Building Official's designate to limit the messages in the digital display portion of Abiona Centre's illegally erected sign does not limit Abiona Centre to only displaying a message. Abiona Centre can still display multicolour messages, light effects, moving multicoloured borders, moving images along with those messages. The once daily message can still flash, explode, fade, bounce, etc. The visual effects on a digital display are only limited by imagination.

Abiona's illegally erected sign also adversely affects adjacent premises because it adversely affects public safety, including traffic and pedestrian safety, as discussed under the next section. It poses a safety risk to those who live nearby as well as those travelling through the area. It also adversely affects adjacent premises because it alters the character of the surrounding premises. Commercial-like signage like Abiona Centre's 3.66-metre-high illuminated double-sided sign with a corporate logo and a double-sided electronic digital display that is capable of unlimited visual effects makes neighbours less engaged with their neighbourhood, less inclined to maintain their own properties, and less caring towards their neighbours.

Abiona Centre's Illegally Erected Sign Adversely Affects Public Safety, Including Traffic And Pedestrian Safety

A reverse "S" curve in a road poses significant traffic risk. There have been accidents along the portion of the reverse "S" curve where Abiona Centre now has its illegally erected sign. This curve is also unmarked.

Abiona Centre's illegally erected sign significantly increases the risk of further accidents along this curve in Humewood Drive.

The purpose of a sign is to draw attention to something. Concomitantly, a sign draws attention away from something. Drivers' attention should not be diverted for even the briefest moment when they navigate a blind curve. Abiona Centre's 3.66 metre high illegally erected digital display is designed to draw attention. It will draw drivers' attention away from navigating an unmarked reverse "S" curve that is directly adjacent to busy private lane with busy parents and guardians travelling to and from home, Abiona Centre's daycare, and work twice a day. These are guardians who are trying to get to work on time, home in time for dinner, meeting after day care commitments while managing their children. The lane has toddlers who break away from their guardians and rush towards the road. Drivers approaching on the road will be especially distracted by the sign because it is only visible when they navigate the curve.

The Chief Building Officials' designate's decision to impose a condition that the Abiona Centre instal meter high evergreen landscaping around the base of sign will make

driving into and backing out onto a reverse “S” curve much more dangerous. Guardians in cars may not be able to see above the landscaping as they leave or enter the lane. It will further obstruct the view of motorists navigating the reverse “S” curve. The landscaping will certainly obstruct the drivers’ view of any toddlers along the lane and road as well as cyclists who enter and leave the lane.

The sign creates significant risk to the lives of adults, infants, toddlers and their siblings.

Abiona Centre’s Illegally Erected Sign Alters The Character Of The Premises And Surrounding Area

The current century-old building has architectural, historical, and sociological importance.

“Humewood House” at 40 Humewood Drive has significant historical importance to Toronto and Ontario because it was the home of William Hume Blake and his son Edward Blake, both prominent jurists and politicians. The current building was designed in the Edwardian Classical style by a well-known Toronto architect with a newer wing designed by a very famous Canadian architect. It is a stately building with a large lot and many trees. It is also of historic importance for its social work as an Anglican Church ministry to help disenfranchised and vulnerable young pregnant women. Sociologically, its changing use reflects changing social mores towards pre-marital sex, childbirth out of wedlock, and adoption.

The building and property at 40 Humewood Drive is a neighbourhood landmark. Historical neighbourhood walks start from it. The neighbourhood “Humewood-Cedarvale” is named after it.

The neighbouring homes are, for the most part, comprised of century-old single-family Edwardian homes or century-old low-rise apartment buildings. Many were built the year after the current Humewood House was completed. During the evenings and weekends, neighbours greet, gather, and sit on the larger front porches that are stylistic elements of this era’s homes.

Abiona Centre’s illegally erected 3.66-metre-high double-sided illuminated sign with a corporate logo, static copy, and large digital displays that allow multicoloured changing messages and moving effects is not consistent with the architecture of the building on the property and neighbouring buildings. This commercial type of messaging is inconsistent with the building and property’s historical and sociological importance to Toronto and Ontario. Abiona Centre itself is arguably aware of the aesthetic and historical incongruence between its illegally erected sign and the building and premises because it chose in its 2023-2024 Annual Report to show only the original sign, a sign that complements the building and its importance, not its illegal sign.

There is no sign like Abiona Centre's illegal sign in the immediate neighbourhood. Due to that fact alone, the Abiona Centre's illegal sign substantially alters the character of the surrounding area.

Allowing Abiona Centre's Illegally Erected Sign Is Contrary To The Public Interest

It is contrary to the public interest to allow a sign variance for a sign that compounds risk to traffic and pedestrian safety.

It is contrary to the public interest to allow Abiona Centre's sign variance application because its illegally erected sign adversely affects neighbouring premises, interferes with neighbours' quiet enjoyment of their homes, creates light trespass, creates conflicting, uninvited and unwanted competing visuals, along with other nuisances.

It is contrary to the public interest to allow a variance for a sign such as Abiona Centre's that is fundamentally incompatible with the architectural, neighbourhood, historical and sociological importance of a building and the premises on which it is built.

It is contrary to the public interest to allow a variance for an illegal sign that is fundamentally incompatible with the surrounding premises and a sign that is so inconsistent with a neighbourhood that it erodes a sense of neighbourhood and pride in a neighbourhood.

There is no overwhelming public policy reason why Abiona Centre should be allowed to erect an illegal sign that does not comply with the Sign By Law when a large school like Humewood Community School, less than 350 metres away, complies with the Sign By Law in all aspects. It is in fact contrary to public policy to allow such a gross inequity in the absence of an overwhelming public policy.

It is contrary to the public interest to allow a sign variance when applicants such as Abiona Centre make false statements in their original sign permit applications. It is contrary to the public interest to allow a sign variance application where an applicant like Abiona Centre seeks to subvert the Sign By Law by removing a legal sign, which it failed to mention in its original sign permit application, only to then proceed with a sign variance application for an already erected illegal sign. Further, Abiona Centre's disregard for the Sign By Law's requirement to publicly post its sign variance application for thirty days shows blatant disregard for the Sign By Law, the neighbourhood itself, to civic discourse, and to civic discourse about shaping the future of our City. To allow a sign variance application when an Applicant failed in such fundamental requirements would undermine the public's faith in the integrity of the City's by laws, its perception that justice is not only done but also seen to be done, and, ultimately, in the integrity of the Sign Variance Committee itself.

Thank you for your consideration of the above reasons. I can be reached at 416-799-2955 or at denisetarka@hotmail.com should you require any further information.

Attached to these submissions is the letter dated January 5, 2025 endorsed by Humewood neighbours.

Please note that I would like to make submissions in person to the Sign Variance Committee.

Yours truly,

Denise Tarka

January 5, 2025

To the Chief Building Official:

RE: OBJECTIONS TO ZONING REVIEW APPLICATION # 24-232466 ZSV 00 ZR
40 HUMEWOOD DR

The owners of 40 Humewood Drive violated Bylaw Chapter 694-21 by erecting a sign with readograph copy that is changed electronically as opposed to manually (694-2(A)(4)(g)(2)). The sign has illuminated static copy, an illuminated corporate logo and allows illuminated moving electronic copy, illuminated moving images and illuminated moving borders in the readograph portion.

We are neighbours of 40 Humewood Drive. We wish to bring the following objections to the Chief Building Official's consideration of this variance application:

- The sign is incompatible with a R residential sign area.
- The sign violates Chapter 694 of the Toronto Municipal Code as described above.
- The sign is incompatible with the character of the neighbourhood. This neighbourhood is, for the most part, comprised of century-old single-family Edwardian homes lining a two-laned curved road. It is across from a park which, by offering green space, is supposed to offer respite.
- The illuminated electronic ground sign with illuminated readograph copy, illuminated static copy and an illuminated corporate logo is incompatible with the aesthetic nature of the century-old property. Forty Humewood Drive was designed by well-known architect William Rae of Symons & Rae and built in 1925 in the Edwardian Classical style. A newer wing, in keeping with the overall aesthetic of the original building, was built in 1960 and designed by famed Canadian architect John C. Parkin.
- The sign is incompatible with the historical importance of this local landmark. Forty Humewood Drive was originally the home of William Hume Blake, a famous Canadian jurist and politician, who was the father to Edward Blake, the second premier of Ontario, and father to Samuel Blake, a famous jurist and founder of the prestigious law firm Blake, Cassels & Graydon. The property is a neighbourhood landmark. The neighbourhood "Humewood-Cedarvale" is named after it.
- The sign is a visual nuisance because it directly faces neighbouring properties.
- The sign's light trespasses into at least a half dozen residential neighbouring homes.
- The sign inflicts intrusive, unwanted and uninvited multi-coloured moving messages distracting neighbours from sleep but also from working and relaxing during the daytime. This is a health issue.
- This sign, like other digital displays, emits blue light which is a health hazard known to disrupt sleep. There is no similar sign in the immediate neighbourhood.
- The sign is a potential distraction to drivers as they navigate a blind curve in the two-way road. This road is used by elementary school children. Further, pedestrians cross the street just at the bend due where the sidewalks end.
- The sign, more consistent with a commercial "mini-mall", will adversely affect the quality of life of the neighbourhood and the value of neighbouring properties.

- Unless the variance is denied and an order to remove the sign is issued, there is no guarantee that the current or future owners will not use electronic readograph copy.
- The owners of 40 Humewood Drive have not responsibly operated the sign for which they are seeking variance. They violated Chapter 694-18C(1) of the Toronto Municipal Code by illuminating the sign with its readograph copy all day and all night until City By-Law Enforcement Officers told them to turn it off. The owners displayed changing multi-coloured messages along with multi-coloured moving borders. They erected the sign for which they seek variance when a sign was already on the property, violating Chapter 694-21(A)4(a). The owners of 40 Humewood Drive also violated Chapter 694-29C by not posting notice of their application in a location visible to the public for 30 days before the Chief Building Official's consideration of the application.

Although each variance is considered on its merits, it should be noted that on January 10, 2019 zoning review application 17 221042 ZSV 00 ZR for 210 Wychwood Avenue was denied. The owners of that property sought to install an illuminated sign with static copy only. The light from that proposed sign did not directly face into nearby properties. The Chief Building Official refused that application because the sign was not compatible with the development of the premises and surrounding area and that it would alter the character of the premises or surrounding area. That proposed sign was less objectionable and intrusive than the illuminated electronic sign the owners of 40 Humewood illegally erected.

Please note that while we object to the application, we do not give the City permission to make our personal information publicly available.

Thank you for your consideration of our objections.

Name	Address
DENISE JARCA	30 HUMEWOOD DRIVE
W. Goetschel	"
WILLIAM & VICTORIA VINE	28 HUMEWOOD DR
M.V. Vane	
STEPHEN VINE	28 HUMEWOOD PR.
R. N. Taylor	26 Humewood Dr.
D. SIST	4 Humewood Gardens
T. POSNER	22 HUMEWOOD DRIVE
John (John Simonetti)	14 HUMEWOOD Drive.
Rose Simonetti	14 Humewood DRIVE
Paplo Mazzotta	12 Humewood Drive
Rosalee Budr	8 Humewood Drive
Amber Kellen.	3 Humewood Dr.
Jack Hardy	26 Humewood Dr.
Peter Taylor	26 Humewood Dr
Amie Rhoads	12 Humewood Dr.

Simon Saks	11 Humewood Dr.
Jhelly Fowler	61 Humewood Drive
CAREN MARR	63 HUMEWOD DRIVE
CANDICE FAKTOR	63 HUMEWOD DRIVE
PERKE MARR	63 HUMEWOD DRIVE
NIAMI MARR	63 HUMEWOD DRIVE
Kathleen Breckner	67 Humewood drive
Barbara Sousa	60 Humewood Drive
Maria Louiza	60 Humewood Drive
Donna Polack	62 Humewood Dr.
STAN SZWAGIEL	66 HUMEWOD DRIVE
Kauley Gaultt	25 Humewood Dr
YONI APPOTIVE	65 HUMEWOD PRIVE
Lisa Sabato.	19 Humewood Drive
IBU KLASHOFER	4 Humewood Dr.
Rose Anne SARNO	72 Humewood DR.
Anthony SARNO	81 Humewood DR.
Joe Makisz	8 Humewood Dr.