

Appeal of the Chief Building Official's Decision for a Signage Master Plan Application for 2075 Bayview Avenue

Date: October 7, 2026

To: Sign Variance Committee

From: Manager, City-Wide Priorities (A)

Wards: Don Valley West (Ward 15)

SUMMARY

This report concerns an appeal of the decision of the Chief Building Official and Executive Director, Toronto Building ("CBO") respecting an application for a Signage Master Plan (the "Proposed Signage Master Plan"), on for a specific portion of the premises municipally known as 2075 Bayview Avenue. The Proposed Signage Master Plan concerns the specific defined area of 2075 Bayview Avenue consisting of the north elevation of a portion of a building known as "D-Wing" and contains one variance, to be subject to two conditions, sought for one first party illuminated wall sign displaying static copy (the "Proposed Sign").

Permit World Consulting (the "Applicant") chose to apply for the Proposed Signage Master Plan, described in Attachment 1. Notice of the application for the Proposed Signage Master Plan was provided to the public, and the CBO conducted a written hearing in accordance with the requirements of the Sign By-law. Various parties participated in the hearing and filed materials in relation thereto.

After conducting a review of the submissions, the CBO made a decision to refuse to grant the requested variance on the basis that the Proposed Sign Variance did not meet all of the mandatory criteria. After the issuance of the CBO's decision refusing to grant the variance requested for the Proposed Sign Variance, the Applicant filed an appeal of the CBO's decision.

As a result of the Applicant filing the appeal, the Sign Variance Committee ("SVC") is now required to conduct an *appeal de novo*, meaning that the SVC shall determine whether the Applicant has demonstrated that the Proposed Sign Variance meets all eight criteria, on the basis of the information presented to the SVC. The SVC may make a decision to refuse or grant the variance requested by the Applicant for the Proposed Sign Variance, or to make a decision to grant different variances, or impose conditions which the Applicant did not include in the Proposed Sign Variance.

RECOMMENDATIONS

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

1. The Sign Variance Committee refuse to grant the variance to section 694-21F(4) as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign contained in the Proposed Signage Master Plan, as further described in Attachment 1 to this report.

FINANCIAL IMPACT

There are no current or known future financial impacts arising from the recommendations contained in this report.

DECISION HISTORY

FP-21-29563 (File #21-191681)

On July 29, 2021, a Signage Master Plan application was submitted to the City of Toronto, related to the defined area of a portion of one building within (the north elevation of the M-Wing) located within the premises municipally known as 2075 Bayview, comprising six illuminated wall signs, displaying static copy (one new sign and five existing signs). One objection email was received from community members with concerns regarding light pollution.

On September 15, 2021, the CBO issued a decision to refuse the Signage Master Plan applied for; and issued a decision to grant variances each subject to one condition to regulate the hours of illumination, to allow for a Signage Master Plan, designed by the CBO.

FP-23-32236 (File #23-140513)

On May 2, 2023, a Signage Master Plan application was submitted to the City of Toronto, related to the defined area of a portion of the at west frontage along Bayview Ave of the premises municipally known as 2075 Bayview, comprising of three ground signs, all illuminated, double-sided, located. Sign 1 & 3 display static copy. Sign 2 displays static copy and 36% of the sign display electronic static copy. One objection email was received from community member with concerns regarding light pollution.

On June 20, 2023, the CBO issued a decision to refuse the Signage Master Plan applied for; and to issue a decision granting variance each subject to two conditions to regulate the hours of illumination, to allow for a Signage Master Plan, designed by the CBO.

FP-23-32353 (File #23-149432)

On June 27, 2017, a Signage Master Plan application was submitted to the City of Toronto, related to the defined area of a portion of one building within (on the northerly elevation of the S-Wing, above the first storey) located within the premises municipally known as 2075 Bayview, comprising three wall signs above the first storey. Several objection emails were

received from community members.

On July 17, 2023, the CBO issued a decision to refuse the Signage Master Plan applied for; and to issue a decision granting three variances each subject to two conditions to regulate the hours of illumination, to allow for a Signage Master Plan, designed by the CBO (CBO-Designed Signage Master Plan). Subsequently, an interested party appealed that decision on August 14, 2023.

At its meeting of March 1, 2024, the Sign variance Committee refused both the Signage Master Plan applied for, as well as the CBO-Designed Signage Master Plan, and approved three variances each subject the condition requiring that the sign shall not be illuminated at any time.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.SB7.1>)

FP-24-234834 (File #24-34168)

On November 4, 2024, a Signage Master Plan application was submitted to the City of Toronto, related to the defined area of a portion of one building (the southerly elevation of the K-Wing, above the first storey) within the premises municipally known as 2075 Bayview, comprising of one illuminated wall sign above the first storey. One objection email was received from a community member.

On January 29, 2025, the CBO issued a decision granting the variance subject to two conditions regulating the hours of illumination and sign brightness.

FP-26-35071 (File #26-182477)

On June 15, 2026, a Signage Master Plan application was submitted to the City of Toronto, related to the defined area of a portion of one building (the north elevation of the D-Wing, above the first storey) within the premises municipally known as 2075 Bayview, seeking approval for variances to be granted - subject to specific conditions - for one illuminated wall sign, containing one sign face, displaying static copy (the aforementioned Proposed Sign). Several objection emails were received from community members with concerns regarding sign and light pollution.

On August 13, 2026, a decision was made that refused to grant the requested variance for the Proposed Signage Master Plan on the basis that it failed on two of the eight criteria, as contained in §694-30A of the Sign By-law. Subsequently, the Applicant filed an appeal of the CBO's decision.

Copies of these decisions can be found in Attachment 5 to this report.

ISSUE BACKGROUND

A signage master plan is defined as “A submission with drawings, text, and specifications setting out the specifics of the location, arrangement, type and design of signs to be erected on premises within a defined area.” A signage master plan may include all or some portions of one or more premises, all that is required is for a specific defined area to for the

signage master plan.

Variances are required to be made in the form of a signage master plan where the variances sought relates to three or more signs, certain specific sign types, or a premises which a Signage Master Plan has previously been approved.

Required Variance

Table 1: Summary of Requested Variances

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 would be erected above the first storey, specifically on the 6th storey.

The Applicant has proposed that, should the variance be granted, it would be subject to the following conditions:

Condition 1: If illuminated, the sign shall not be illuminated between the hours of 11pm and 7am.

Condition 2: If illuminated, the illumination shall not exceed 150 nits during the period between sunset and sunrise.

Defined Area to which the Signage Master Plan would apply to: The north elevation of a portion of a building known as “D-Wing” located within 2075 Bayview Avenue.

Sign Attributes and Site Context

The Subject Premises is designated as an Institutional (“I”) Sign District and is located east of Bayview Avenue, south of Lawrence Avenue and north of Eglinton Avenue in Ward 15 (see figure 1).

Surrounding premises are designated as follows:

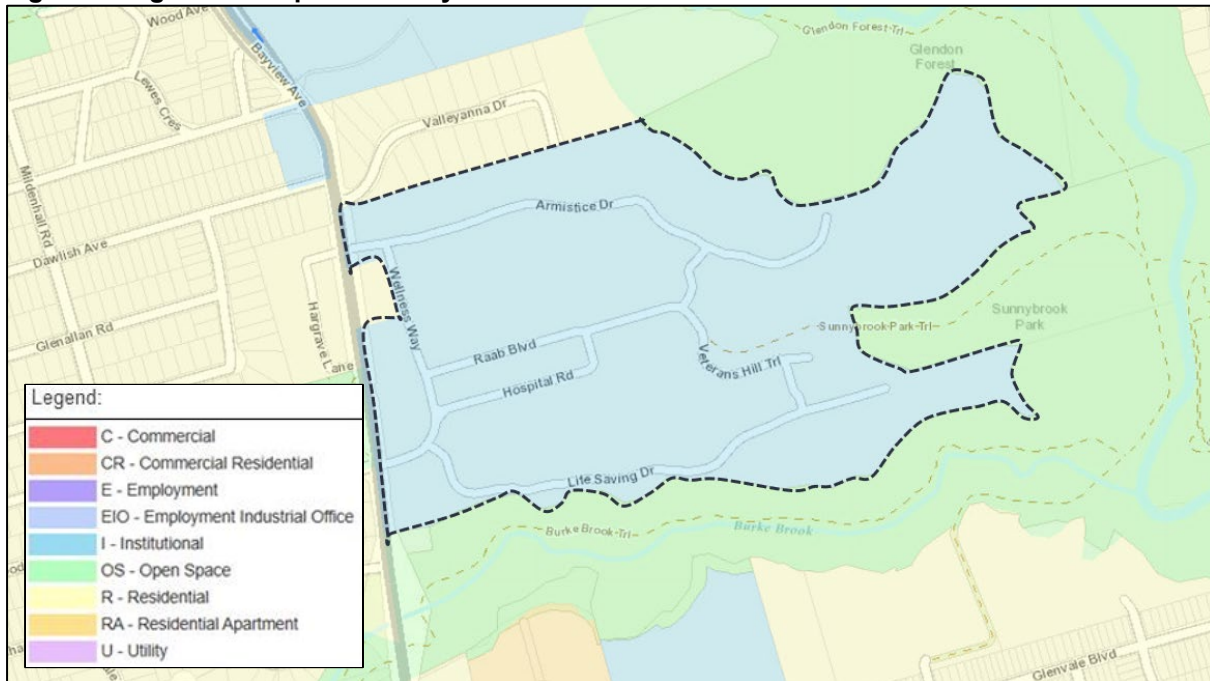
North: Residential and Open Space Sign Districts – single family dwellings and parkland

South: Open Space Sign District - parkland

East: Open Space Sign District - parkland

West: Residential and Open Space Sign Districts – single family dwellings and parkland

Figure 1: Sign View Map – 2075 Bayview Avenue



Under Chapter 694, first party wall signs are permitted in I Sign Districts, provided they are erected at the first storey. The Proposed Signage Master Plan is seeking to include a new first party wall sign above the first storey on the Subject Premises, which would be erected on north elevation of D- Wing building, at the sixth storey (the "Proposed Sign"). The Proposed Sign would consist of one sign face measuring 1.18 metres in height by 15.65 metres in width and would be located approximately 25 metres above grade, facing north (see Figure 2).

Figure 2: North elevation of the D-Wing and location of Proposed Sign



As described in the Decision History section of this report, since 2021 four separate Signage Master Plan applications have been approved for the Subject Premises, resulting in approvals for a total of 13 signs, as summarized in Table 2 below. These approvals comprise six illuminated wall signs approved in September 2021; three illuminated ground signs approved in June 2023; three wall signs approved in August 2023 and subsequently modified by the Sign Variance Committee in March 2024 to require the signs to be non-illuminated; and one illuminated wall sign approved in January 2025, subject to conditions relating to illumination and hours of operation.

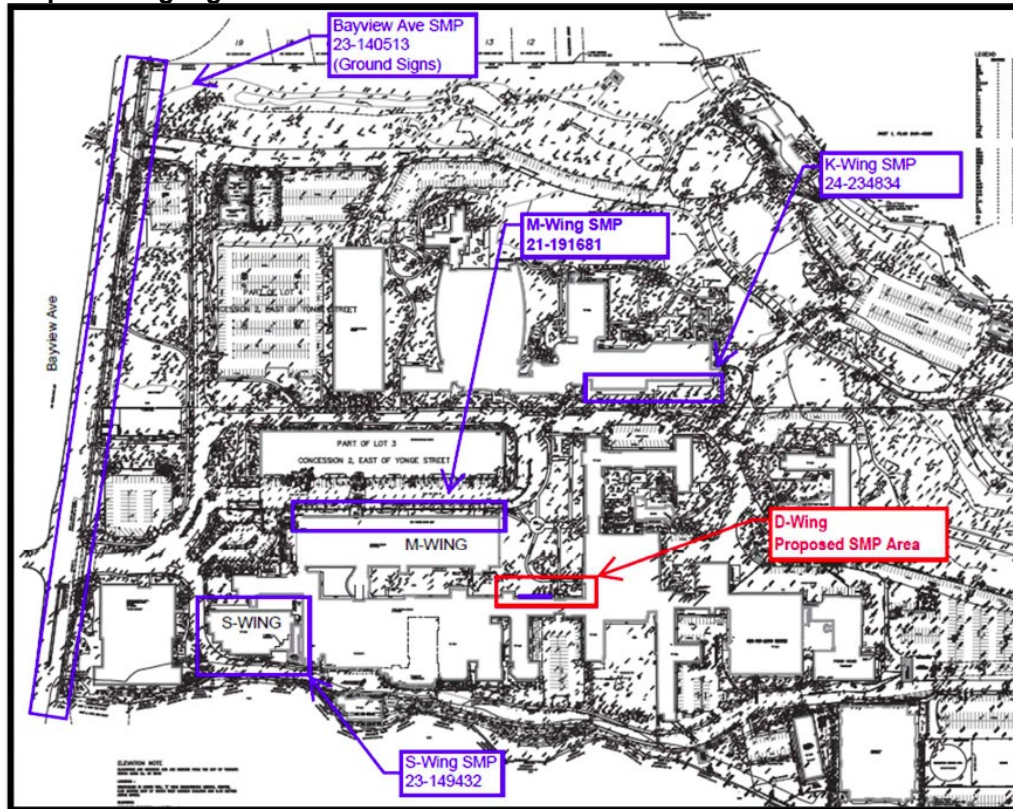
Table 2: Signage Master Plan Approval History

Approval Date	Application No.	Defined Areas of Signage Master Plans	Sign Type and Quantity Approved
September 2021	21-191681	North elevation of the M-Wing	6 illuminated wall signs
June 2023	23-140513	A portion of west frontage of 2075 Bayview	3 illuminated ground signs
March 2024	23-149432	North elevation of the S-Wing,	3 illuminated wall signs on subsequently modified by the Sign Variance Committee in March 2024 and approved as 3 non-illuminated wall signs
January 2025	24-234834	South elevation of the K-Wing	1 illuminated wall sign on, subject to illumination and operating hour conditions
Total			13 signs

Of the 13 signs approved through the four previous separate Signage Master Plan applications, ten are wall signs located above the first storey, of which nine face north. These wall signs are located at varying heights, including the second, third, fourth, fifth and sixth storeys, and include both illuminated and non-illuminated signs.

While each Signage Master Plan application was considered on its individual merits, the approval history demonstrates that signage on the Subject Premises has developed incrementally through a series of successive Signage Master Plan applications rather than through a single comprehensive Signage Master Plan for the site. As a result, the cumulative number, location, height, orientation and illumination characteristics of the signs previously approved are relevant considerations in the assessment of the Proposed Sign.

Figure 3: Overall layout of the Sunnybrook Health Science Centre campus and areas of previous and Proposed Signage Master Plans



COMMENTS

Applicant Information

The Applicant states that they have been authorized to apply for the Proposed Sign Variance and subsequently to file an appeal of the CBO's decision on behalf of the Sunnybrook Health Sciences Centre, and that the Sunnybrook Health Sciences Centre, is the owner of the premises municipally known as 2075 Bayview Avenue.

Criteria Established by §694-30A of The Sign By-law

The Sign By-law contains specific criteria used in evaluating Sign Variance and Signage Master Plan applications. Specifically, §694-30A states that a variance may only be granted where it has been determined that proposed sign(s) meets each of the established criteria.

When a first party Sign Variance or Signage Master Plan decision is appealed, the Sign Variance Committee conducts an *appeal de novo*. Based on the information presented, the Committee must determine whether the party seeking the variance has demonstrated that the proposed sign, or signs within the Signage Master Plan, meet all eight criteria established by the Sign By-law.

Applying the Established Criteria

Section 694-30A(1): The Proposed Sign belongs to a sign class permitted in the Sign District where the premises is located

The Applicant identifies the Subject Premises as being located in an I Sign District and describes the Proposed Sign as a wall sign with static copy (Attachment 3, pp. 4, 6-7 and 12). They specifically indicate that the Proposed Sign is a first party wall sign and that this sign class is permitted in the I Sign District (Attachment 3, p. 12).

Based on the review of the information submitted by the Applicant, the CBO is of the opinion that this criterion has been established.

Section 694-30A(2): The Proposed Sign is compatible with the development of the premises and surrounding area

The Applicant submits that the Subject Premises is a hospital on an approximately 39-hectare site and describes the surrounding sign districts as Institutional (Attachment 3, p. 4). Their submission also identifies other campus buildings and Signage Master Plan areas, including M-Wing, S-Wing and K-Wing, and indicate that illustrates the Proposed Sign at the D-Wing building would maintain consistency with other signs approved throughout Sunnybrook Campus (Attachment 3, pp. 12, 17-19).

Staff acknowledge that previous signage applications have been approved for the Subject Premises. As outlined above, four separate Signage Master Plan applications have been approved since 2021. The approval history indicates that signage permissions have been pursued through a series of successive Signage Master Plan applications and considered on its individual merit, rather than through a single comprehensive Signage Master Plan for the site. The incremental addition of signage subject to different approval parameters and conditions raises considerations regarding the consistency and coordination of the overall signage program across the Subject Premises, as well as its alignment with the broader purpose and intent of the Signage Master Plan process.

The cumulative number, location, height, orientation and illumination characteristics of the signs previously approved should be relevant considerations in the assessment of the Proposed Sign, and staff found that limited information was provided by the Applicant in that regard.

This issue is reflected in the public comments received, which raise concerns regarding the cumulative quantity, scale, location, and illumination of signage at the premises (Attachment 4, pp. 5-7, 12-13 and 15-18). While these comments do not, on their own, establish incompatibility, they underscore the importance of assessing signage within its broader site context rather than as a series of individual applications.

In the absence of a comprehensive assessment of the existing and proposed signage program, including signage concentration, visual prominence, and the relationship between the Proposed Sign and previously approved signs, staff are unable to determine whether

the Proposed Sign is compatible with the development of the premises and surrounding area.

Accordingly, the CBO finds that insufficient information has been provided to demonstrate that this criterion has been satisfied.

Section 694-30A(3): The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area

The Applicant identifies the Subject Premises as an Institutional Area under the Official Plan – one of four land use designations expected to accommodate employment and population growth. The submission cites policies supporting institutional flexibility, strategic planning, major institutions, and private-sector partnerships. It further states that the Proposed Sign supports hospital wayfinding and campus identification while reinforcing the identity of an important institutional use in the City (Attachment 3, pp. 13-14).

Staff acknowledge that the Proposed Signage Master Plan may support certain Official Plan objectives for Institutional Areas. However, staff also notes that signs that comply with the Sign By-law without a variance could support these objectives in a similar manner.

Based on the Applicant's rationale and staff review, the Proposed Signage Master Plan provides some support for the Official Plan objectives. Accordingly, the CBO finds that this criterion has been met.

Section 694-30A(4): The Proposed Sign does not adversely affect adjacent premises

The Applicant's submission describes the Proposed Sign in the Signage Master Plan as an illuminated wall sign with static copy on the north elevation of D-Wing, facing north (Attachment 3, pp. 2, 4, 6-7 and 18). It would consist of channel letters with halo-effect illumination (Attachment 3, p. 23). The Applicant submits that the Proposed Sign would be substantially setback from all property lines, including 315 to the west and 387 metres to the north property lines, and as such would have limited off-site visibility (Attachment 3, pp. 13 and 15). The Applicant also proposes as conditions of variance being granted to reduce the hours of operation and level of illumination of the Proposed Sign (Attachment 3, p.11).

Public submissions express concern about illumination, its potential visibility from nearby residences, and existing light sources on the Subject Premises (Attachment 4, pp. 7-8 and 15-16). While staff acknowledge these concerns, they do not alone establish an adverse effect on adjacent premises. Unlike broader concerns about cumulative signage and alignment with the overall intent of the process established under the Sign By-law, potential illumination impacts could be mitigated by Conditions 1 and 2 proposed by the Applicant..

Given the separation from neighbouring properties and subject to the Applicant's proposed conditions, the CBO finds that the Proposed Sign would not adversely affect adjacent premises. Accordingly, this criterion has been met.

Section 694-30A(5): The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety

Staff review of the Applicant's submissions has confirmed that the sign in the Proposed Signage Master Plan will meet all clearances and setbacks as required in the Sign By-law. Based on the review of the available information, including the requested deviations from the mandatory requirements of the Sign By-law, staff have determined that there is no reasonable basis for concern related to public safety arising from the Proposed Signs.

As such, the CBO is of the opinion that this criterion has been established.

Section 694-30A(6): The Proposed Sign is not a sign prohibited by §694-15B

The submission identifies the Proposed Sign as one wall sign with static copy (Attachment 3, pp. 4, 6-7). According to staff review, the Applicant's documents and drawings contain sufficient information to confirm that Proposed Sign meets the description of any of the signs which are not specifically prohibited by §694-15B.

As such, the CBO is of the opinion that this criterion has been established.

Section 694-30A(7): The Proposed Sign does not alter the character of the premises or surrounding area

The Applicant's submission identifies existing Signage Master Plan areas across the Subject Premises (Attachment 3, pp. 17-18). The submission states that the Proposed Sign is designed to reflect previously approved signs and create a cohesive appearance across the campus buildings (Attachment 3, p. 15).

Staff note that, although the submission does not comprehensively assess the concentration of signage or the cumulative impacts of the overall signage program, several signs located above the first storey have previously been approved through Signage Master Plans. As such, the introduction of an elevated wall sign would not represent a substantially different form of signage on the Subject Premises.

Accordingly, the CBO finds that, when considered individually and in the context of the existing and previously approved signage on the Subject Premises, the Proposed Sign would not materially alter the character of the premises or surrounding area. This criterion has therefore been met.

Section: 694-30A(8): The Proposed Sign is not contrary to the public interest

The Applicant submits that the Proposed Signage Master Plan is in the public interest because the Proposed Sign would support campus identification and wayfinding for patients, visitors, staff and caregivers, particularly individuals who may experience difficulty navigating the hospital campus and accessing clinical services. The Applicant further submits that the Proposed Sign forms part of a coordinated campus wayfinding

strategy developed through previous Signage Master Plan approvals (Attachment 3, p. 16).

Staff acknowledge that additional signage is not inherently inappropriate for the Subject Premises. However, as outlined above, signage permissions have been pursued incrementally through a series of Signage Master Plan applications restricted to defined portions of the site, rather than through a comprehensive review of the signage program for the Subject Premises as a whole. While historically Signage Master Plan applications for the Subject Premises have been considered on its individual merits, this resulted in an incremental addition of signage subject to different approval parameters and conditions. Such an approach raises considerations regarding the consistency and coordination of the overall signage program across the Subject Premises, as well as its alignment with the broader purpose and intent of the Signage Master Plan process.

The current Signage Master Plan application provides limited information about the cumulative effects of signage across the site. Without a comprehensive proposal for all signs on the Subject Premises, staff cannot fully assess whether the signage program, when considered as a whole, reflects the comprehensive approach contemplated by the Signage Master Plan process. On this basis, the CBO is of the opinion that the Applicant's submissions do not provide sufficient information to demonstrate how the the Proposed Signage Master Plan and the Proposed Sign would be consistent with the broader purpose and intent of the Signage Master Plan process and the public interest.

Public feedback reinforces the need for a broader assessment of the signs on the Subject Premises. Residents raised concerns about recurring applications and the cumulative quantity, scale, elevated placement, and illumination of signs across the premises, noting that these concerns increase as additional signs are introduced (Attachment 4, pp. 7-9, 12-13 and 15-18). Although these concerns do not independently establish that the proposal is contrary to the public interest, they identify cumulative considerations not substantively addressed by the Applicant.

As a result, the CBO finds that insufficient information has been provided to demonstrate that the Proposed Signage Master Plan would not be contrary to the public interest, and this criterion has not been established.

CONCLUSION

The Applicant's materials, even supplemented by and Staff's research and investigation, have not provided sufficient information for the CBO to establish that all eight criteria required to grant an approval for the requested variance have been met.

As such, the CBO is not supportive of the Sign Variance Committee granting the requested variance.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 – Description of Proposed Sign, Variance and Conditions
Attachment 2 – Appeal Submission Package
Attachment 3 – Signage Master Plan Submission Package
Attachment 4 – Correspondences from Interested Parties
Attachment 5 – Decision Notices