

ATTACHMENT 3: SIGNAGE MASTER PLAN SUBMISSION PACKAGE

Folder No.	Date (yyyy-mm-dd) 2026-06-10
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Project Information

Street No. 2075	Street Name BAYVIEW AVE	Lot No.	Plan No.
Description of Proposal: INSTALL ONE NEW ILLUMINATED WALL SIGN FOR SUNNBROOK			
If this is an application for the modification or restoration of existing signs, please provide the following for each sign:			
Existing Sign Dimensions N/A		Locations	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): SEE ATTACHED LETTER			

Property Owner Information

First Name KELLY		Last Name CARMICHAEL	
Company Name (if applicable) SUNNYBROOK HEALTH SCIENCES CENTRE			Telephone No. (437) 855-5294
Street No. 2075	Street Name BAYVIEW AVE	Suite/Unit No.	Mobile No.
City/Town TORONTO	Province ONTARIO	Postal Code M4N 2M5	Fax No.
E-mail Address KELLY.CARMICHAEL@SUNNYBROOK.CA			

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
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Continue on next page

Applicant Information and Declaration

First Name I, SHAWNA		Last Name PETZOLD	
Company Name PERMIT WORLD CONSULTING SERVICE INC			Telephone No.
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 PERMIT WORLD, 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 2026-06-10 SignaturePrint NameDate (yyyy-mm-dd)			

Continue on next page

Folder no.	Request Date (yyyy-mm-dd) 2026-06-10
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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. 2075	Street Name BAYVIEW AVE	Lot No.	Plan No.
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Site and Building Data

Lot Area ±39 HA	Lot Frontage	Lot Depth 850M
No. of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	No. of Storeys	Building(s) Gross Floor Area
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
South	INSTITUTIONAL
East	INSTITUTIONAL
West	INSTITUTIONAL

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) ONE NEW ILLUMINATED WALL SIGN ON THE NORTH ELEVATION OF D-WING

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 rational 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 ATATCHED LETTER

Continue on next page

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)					
1	Wall Sign	Static Copy	1.18	15.65	18.53		25.90		Yes	No
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					

Sign Data Sheet

Date (yyyy-mm-dd) 2026-04-27	Folder No.
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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 (m²)				
1	Wall Sign	Static Copy	1.18	15.65	18.53		25.90	Yes	No

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

Receipt No: 1872933

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:	26 182477 ZMP 00 ZR	Date & Time:	June 12, 2026 09:31:18 AM
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Paid By:	PERMIT WORLD CONSUTLING SERVICE INC C/O SHAWNA PETZOLD 57 WILLIAM ST W TORONTO ON N2L 1J6		
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	\$3,324.35	
TB-Visa - online	110583 - PAYMENT	-\$3,324.35	
		Total:	\$.00
		Paid Amount	\$3,324.35
Paid by :TB-Visa - online		_____	

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

Authorization to Proceed with Permit Process

I, Kelly Carmichael
(Property Owner/or Owner's authorized representative)

Of Sunnybrook Health Sciences Centre, for the property located at
(Company Name)

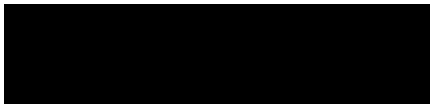
2075 Bayview Avenue, Toronto, ON M4N 3M5
(Property Address)

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

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

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

Best regards,



Name: Kelly Carmichael

Date: April 21, 2026

Address:
2075 Bayview Avenue
Toronto, ON M4N 2M5

Phone: 437-855-5294

E-mail: kelly.carmichael@sunnybrook.ca

June 10, 2026

City of Toronto
Sign Bylaw Unit
100 Queen Street West
Toronto, Ontario M5H 2N2

Dear Members of Staff,

**Re: Signage Master Plan for Sunnybrook Health Sciences Centre
2075 Bayview Ave.**

Please accept our application to allow 1 new wall sign above the first storey on the North elevation of the D-Wing of Sunnybrook Health Sciences Centre. This is in addition to any signage that would be permitted as of right in the I-Institutional Sign District as per section 694-21 F.

Variances to the sign bylaw have been identified as follows...

SECTION	REQUIREMENT	PROPOSAL
694-21 F (4)	Where a wall sign in an Institutional Sign District shall only be erected on the first storey.	One wall sign is proposed above the first storey.

Site History

Originally named Sunnybrook Military Hospital, the hospital officially opened its doors in this location in 1948. Sunnybrook Health Sciences Centre (SHSC), commonly known as Sunnybrook Hospital or simply Sunnybrook, is now the largest trauma centre and one of the premier academic health sciences centers in Canada.

This site is vast and occupies just under 39 hectares of land and is composed of many separate and interconnected buildings.

There are four existing distinct **Signage Master Plan Areas** within this campus;

- M-Wing – 6 Illuminated Wall Signs on North Elevation (21-191681)
- Bayview Ave - Ground Signs (23-140513)
- S-Wing – 3 Non-illuminated Wall Signs on North Elevation (23-149432)
- K-Wing – 1 Illuminated wall sign on the South elevation (24-234834)

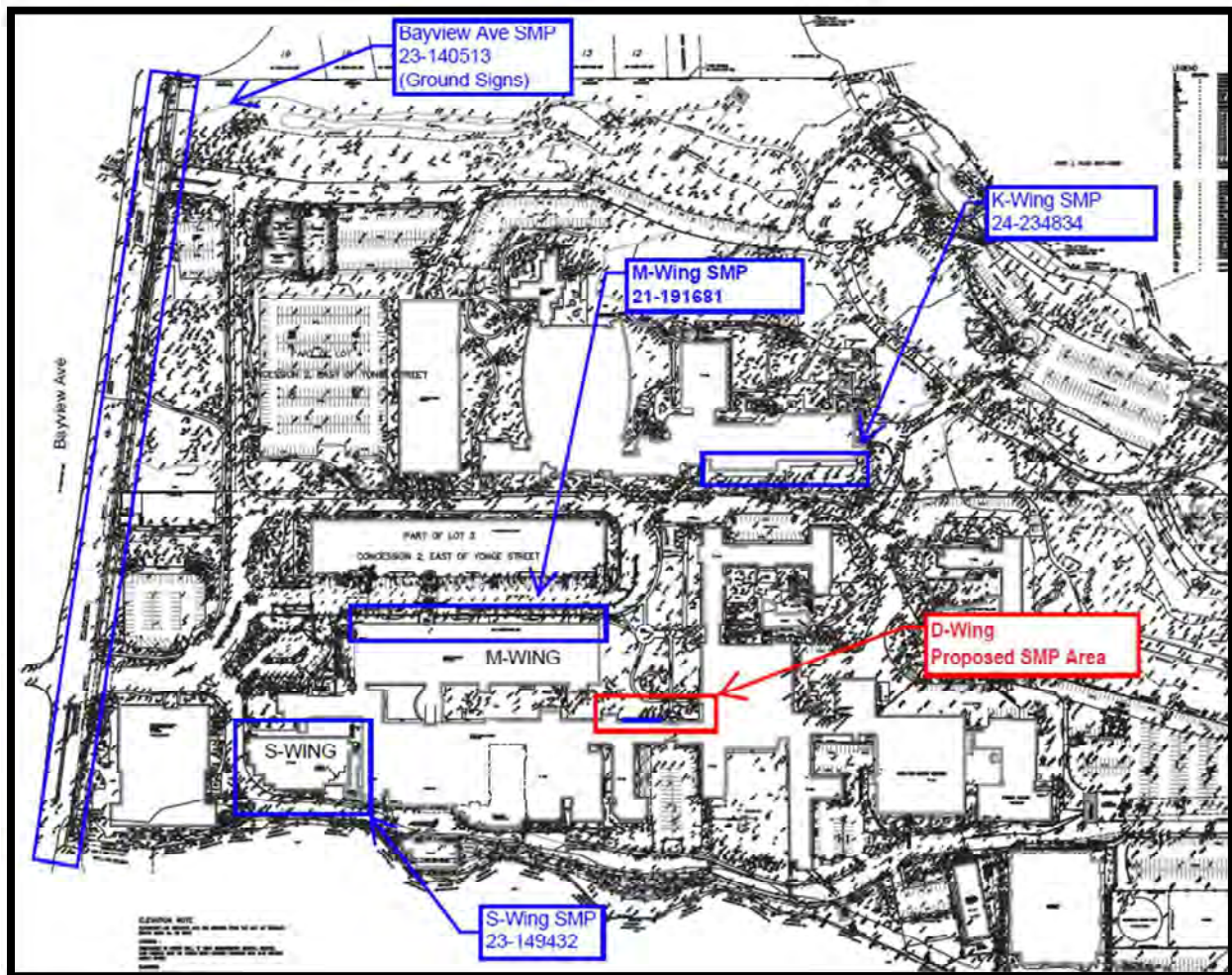
Although the most recent signage master plan application for K-Wing generated no public concerns, the prior S-Wing application involving illuminated wall signage on the north elevation did result in an appeal to the Sign Variance Committee due to potential visibility toward residential areas to the north and northwest.

This signage master plan was approved by city staff with 2 conditions;

- the signs were not to be illuminated between 11pm and 7am and
- the illumination shall not exceed 150 nits between sunset and sunrise.

These 2 conditions are in keeping with the rest of the signage that was approved for M-Wing (21-191681).

During the appeal period, a member of the public appealed city staff's decision and this signage master plan was heard by the sign variance committee. Due to the location of the North elevation of S-Wing and its potential visibility to the properties to the North and Northwest, the sign variance committee **approved** this signage with the condition that this signage be non-illuminated.



It is important to note that the proposed sign is located just over 315 metres from the westerly property line whereas the closest sign on S-Wing was only just over 90 metres from the westerly

property line. This substantial increase in setback significantly reduces the visibility and potential impact of the proposed sign on properties to the northwest. Additionally, the surrounding institutional buildings and internal campus configuration further limit outward visibility of the proposed sign from surrounding neighbourhoods.

The proposed sign will be turned off between 11pm and 7am and will not exceed 150 nits between sunset and sunrise to maintain consistency with the signage on M-Wing and other approved illuminated signage on campus.

Variances

Section 694-30 of the sign bylaw dictates that an application for a variance may be granted where it is established that the sign meets the following 8 criteria.

1. Belong to a sign class permitted in the sign district where the premises is located.

The proposed sign is a first party wall sign which is permitted in the I-Institutional Sign District.



2. Be compatible with the development of the premises and surrounding area.

The proposed sign has been designed to complement the architecture of the D-Wing building and maintain consistency with other approved signs throughout the Sunnybrook campus. Similar signage exists on the M-Wing, S-Wing and Edmond Odette Cancer Centre buildings.

When designing a wayfinding strategy for a hospital campus, long, mid and short distance identification must be considered. The proposed sign represents mid-distance identification signage intended to help patients and visitors identify the correct building once they have entered the campus and parking areas.

Due to the size and complexity of the Sunnybrook campus, upper-storey signage is necessary to ensure buildings and centres can be readily identified from internal roads, circulation routes and parking areas. First storey signage alone would often be obstructed by landscaping, vehicles, building projections and the overall distances involved on this site.

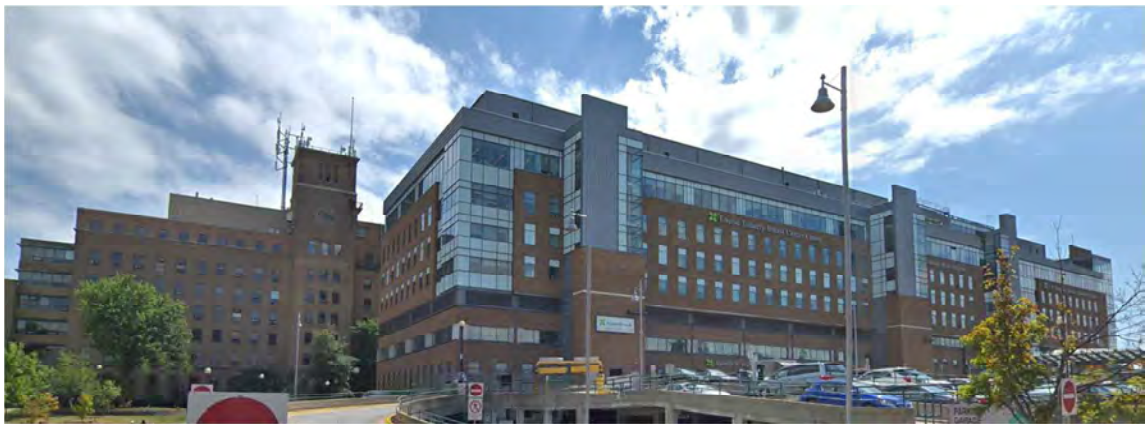
The proposed sign is substantially setback from all property lines, including approximately 315 metres to the west property line, 387 metres to the north property line and 112 metres to the south property line.

Due to the expansive nature of the Sunnybrook campus, the surrounding area of the proposed sign is effectively the hospital campus itself, including internal roadways, parking areas and institutional buildings. As the sign is located exclusively on the north elevation of D-Wing, there will be no visibility to the south.

For these reasons, the proposed sign is compatible with both the development of the premises and the surrounding institutional area.



In 2021, an SMP was approved for six similar signs to be located on the North façade of the M-Wing, which is northeast of the D-Wing building on this campus. In the image below you can see both D-Wing and M-Wing.



3. **Support the Official Plan objectives for the subject premises and surrounding areas.**
This property is designated as **Institutional** in the Official Plan.



Institutional Areas are one of the four main land use designations expected to absorb an increase in jobs and population as per the Official Plans' growth.

Four land use designations distribute most of the increased jobs and population anticipated by the Plan's growth strategy: Mixed Use Areas, Employment Areas, Regeneration Areas and Institutional Areas.

The Official Plan recommends that the city allow "flexibility" to assist institutions in developing quickly **when a donor or government provides the money to build**.

*Toronto's universities, colleges and hospitals need flexibility to develop their lands quickly according to a strategic plan **when a donor or government provides the money to build**. Campus plans may form the basis for a Secondary Plan.*

*A thriving, **adequately funded** network of major institutions **must be supported** in Toronto.*

***Major institutions need the flexibility to partner with private sector** concerns to create joint research facilities, or to house private research and development facilities.*

The Official Plan further recognizes the importance of flexibility for hospitals and other major institutions in implementing strategic plans and donor-supported initiatives. The proposed sign supports the hospital's ongoing wayfinding and campus identification program and reinforces the identity of an important institutional use within the city.

There is no Secondary Plan applicable to these lands, however Site and Area Specific Policy 63 applies to a portion of the site. The proposed sign is not located within the area identified for specific development considerations and is consistent with the broader institutional function of the property.

4. Not adversely affect adjacent premises

The proposed sign is intended for campus identification and internal wayfinding purposes. Given the significant setbacks from all property lines and the orientation of the sign on the north elevation of D-Wing, the sign will have limited off-site visibility and no visibility to the south.

The surrounding context is primarily institutional in nature and composed of Sunnybrook campus buildings, internal roadways and parking areas. No residential properties are directly adjacent to the proposed sign location. The proposal will not create adverse impacts related to overlook, noise, shadowing or visual intrusion.

The sign will consist of reverse channel letters with halo illumination, directing illumination primarily against the building façade rather than outward toward surrounding properties. The illumination will remain subtle and visually appropriate for an institutional setting.

5. Not adversely affect public safety

The proposed signage will meet all clearances and setbacks as required in the sign bylaw and Ontario building code. They will not flash or display any form of intermittent illumination and will not be confused with traffic signals.

6. Not be a sign prohibited by 694-15B

The proposed signs are not prohibited in section 694-15B of the sign bylaw.

7. Not alter the character of the premises or surrounding area

The proposed signs have been designed to mirror those that have been approved for the North and east elevation of M-Wing, the North elevation of S-Wing, the South elevation of K-Wing and the Edmond Odette Cancer Centre resulting in a cohesive look and feel across multiple buildings on campus.

The sign is conservative in design and has been placed in an intuitive location on the building façade. It will feature halo illumination that focuses the illumination on the face of the building as opposed to out the front of the letters. This creates a sophisticated look and a glow around the letters with a much lower illumination level than would be permitted as per the sign bylaw. Additionally, the sign will be turned off between 11pm and 7 am to maintain consistency with the other on site signage.

As mentioned above, the sign is approximately 315 metres from the westerly and 387 metres from the northerly property lines and shielded from being viewed off-site by the existing buildings on campus. As such, the proposed sign will not alter the character of the surrounding area as it cannot be seen off campus.

8. Not be, in the opinion of the decision maker, contrary to the public interest

The proposed sign is in the public interest as it will assist patients, visitors, staff and caregivers in navigating the Sunnybrook campus and locating the appropriate building efficiently. Hospital campuses can be overwhelming and stressful environments, particularly for first-time visitors, individuals with mobility challenges and those attending during medical emergencies. Clear institutional wayfinding reduces confusion and stress for patients and visitors and improves the overall accessibility and functionality of the hospital campus.

The proposed signage forms part of a coordinated and carefully planned campus wayfinding strategy that has been developed over time through previous Signage Master Plan approvals.

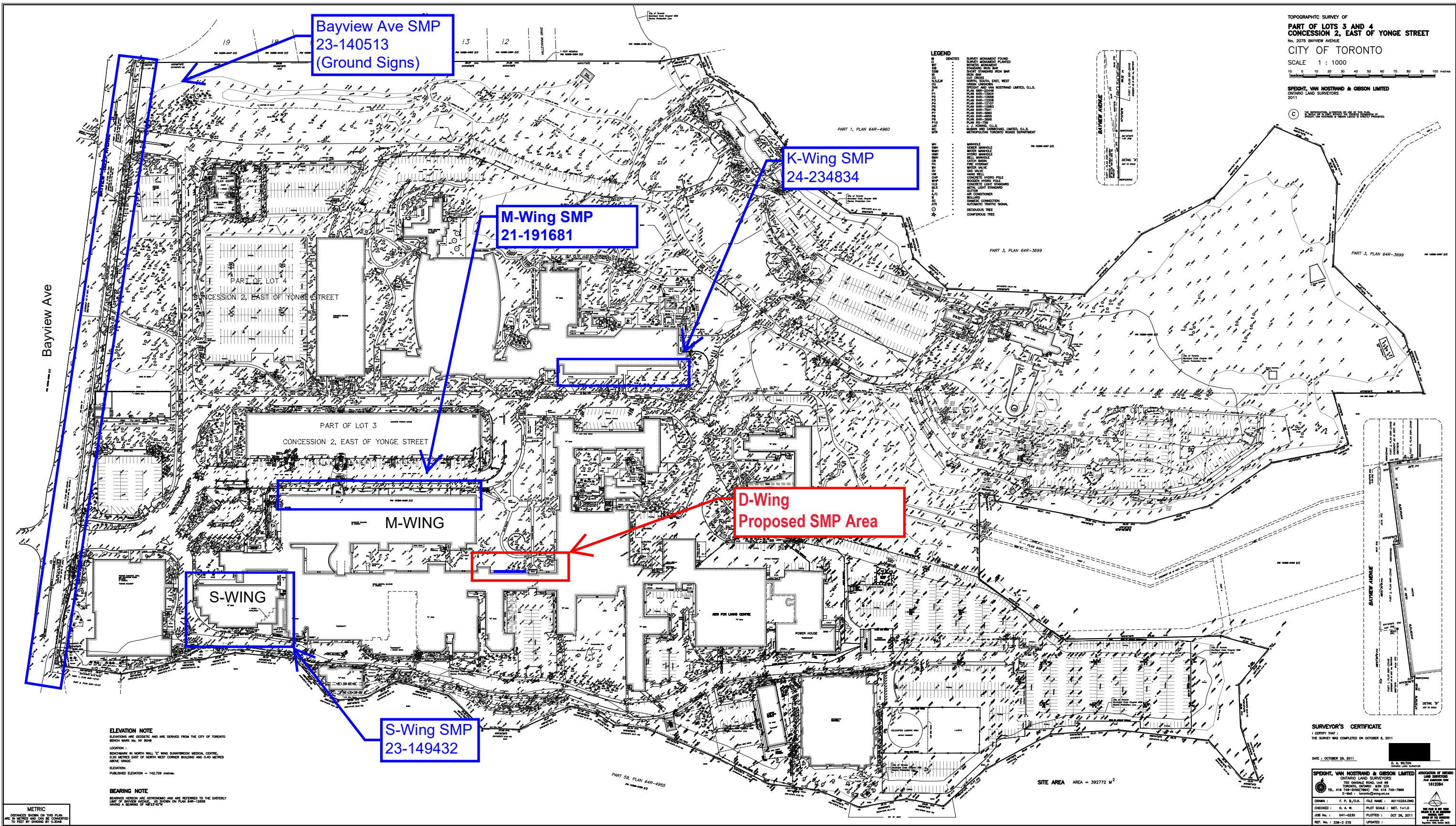
For these reasons, we respectfully request your support of the proposed variance application. If you require additional information or have any questions, please feel free to contact the undersigned.

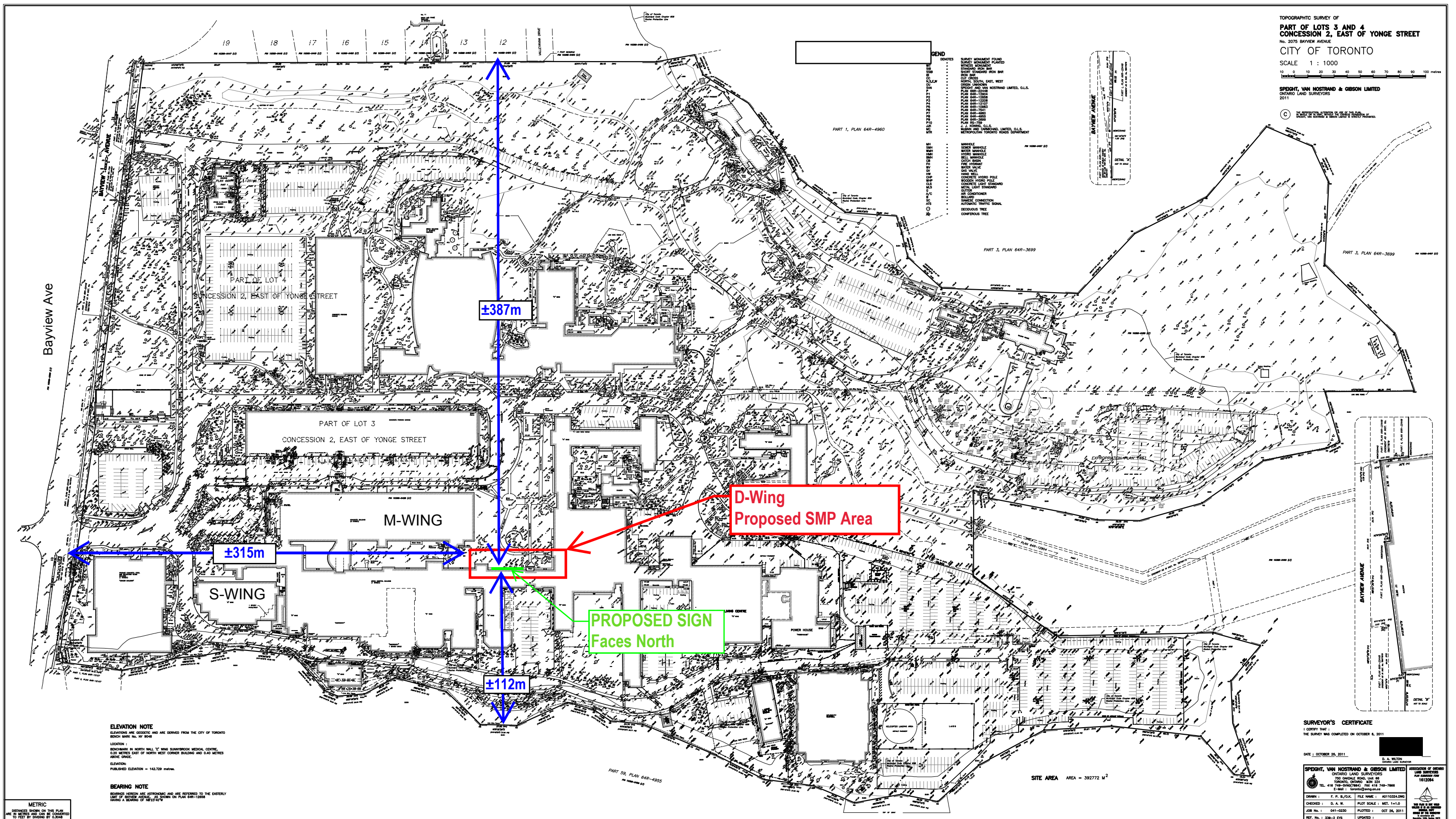
Yours sincerely,



Shawna Petzold
General Manager

Permit World Consulting Services Inc.
57 William St W | Waterloo, ON | N2L 1J6
519-585-1201 x 101 | spetzold@permitworld.ca
www.permitworld.ca





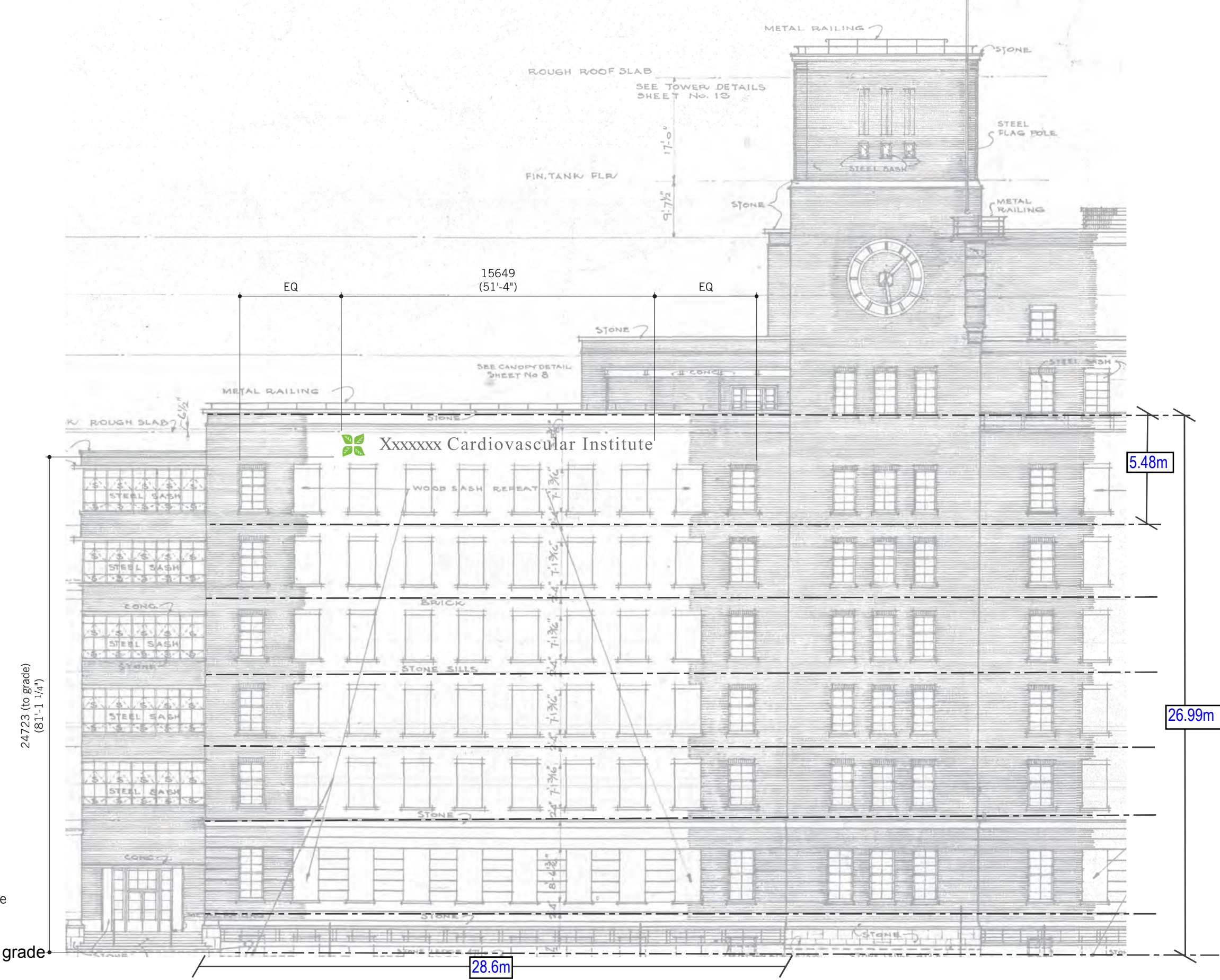
**D-WING
NORTH ELEVATION**



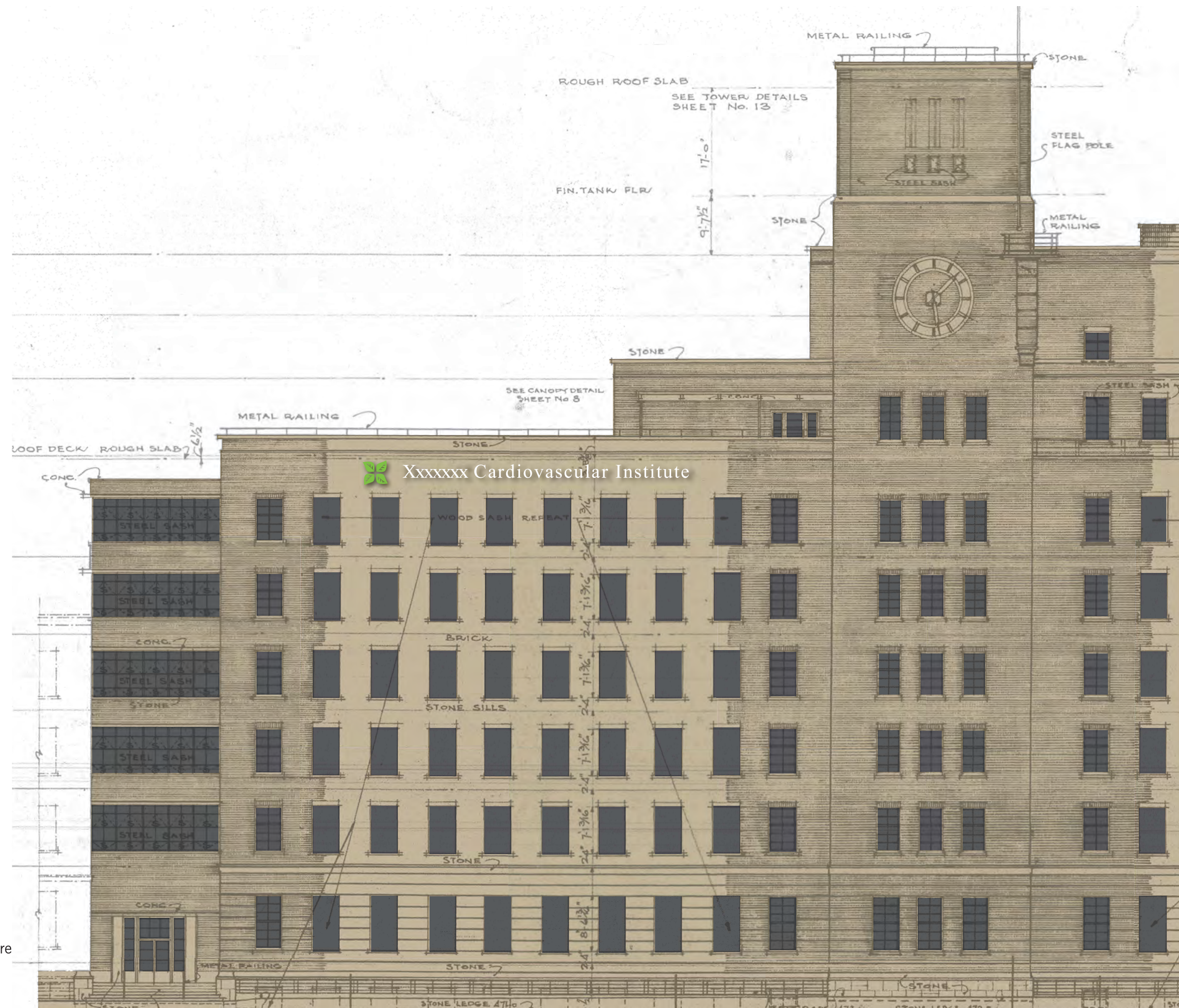


Sixth Storey Wall Area
= 5.48m x 28.6
= 156.73m²

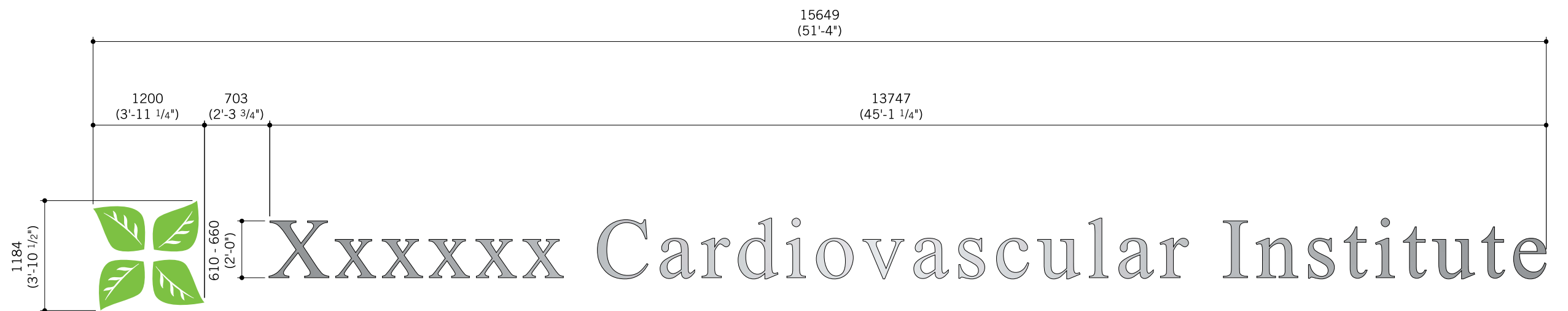
Proposed Sign Area
= 1.184m x 15.649
= 18.56m²
= 11.8%



Sunnybrook Health Sciences Centre
D-Wing
1:200



Sunnybrook Health Sciences Centre
D-Wing
1:200



NOTE
These are Reverse Channel Letters with Halo effect illumination

Fabrication
 Lettering (TYP.):
 Fabricated Reverse Channel Letters and Logo (RCL)
 from 3mm thick aluminum, forming 150mm deep RCL's.
 ALL Letter faces and returns to be finished to match
 satin silver aluminum; Logo faces and returns finished
 to match PMS#376 Green.

RCL's to use Allanson® StormTight Designer Series White
 LED's, or an approved equivalent, for halo effect lighting.

Note:
 Power supply should be concealed to each individual letters
 NO exposed or piggy-backing wires from one character to another.
 Through-wall Wiring.

Sunnybrook Health Sciences Centre
 Fabrication Notes
 1:50

Sign Area = 1.184 x 15.649 = 18.52m²