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October 15, 2026

via email (abc@toronto.ca)

Sign Variance Committee
c/o Anita Jones
Toronto City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Chair and Members:

Re: First Party Sign Variance Appeal – 2075 Bayview Avenue
File #: 26-182477

We represent Sunnybrook Health Sciences Centre (“**Sunnybrook**”), the owner of the proposed first-party sign located at 2075 Bayview Avenue (the “**Property**”) in the City of Toronto (the “**City**”). Permit World Consulting Services Inc. (“**Permit World**”) has been acting as agent for Sunnybrook in relation to Sign Variance Decision No. 26-182477 to date. This letter is intended to provide the reasons for appeal further to Permit World’s Sign Variance Appeal form. For the purposes of the upcoming Sign Variance Appeal hearing, McCarthy Tétrault LLP will be acting on behalf of Sunnybrook.

The Property is developed with a major well-known academic teaching hospital situated on a 154 acre campus containing three million square feet of indoor facility space which includes the largest trauma centre in Canada. The proposed sign that is the subject of this application is a simple building name sign that is innocuous and is very consistent with ubiquitous examples on hospital buildings throughout the City, and will not be visible from outside the Sunnybrook campus. We believe that the proposed sign meets all the variance criteria set out in Chapter 694-30A of the City of Toronto Municipal Code and that the variance sought should therefore be granted.

Description of the Variance

As indicated in the Notice of Decision of the Chief Building Official, dated August 13, 2026, attached hereto as Schedule A, one requested variance has been denied by the Chief Building Official and is therefore being appealed to the Sign Variance Committee:

REQUESTED VARIANCE

REQUIREMENT

PROPOSAL

Section: 694-21F.(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.

Attached hereto as Schedule B are drawings depicting the elevations of the D-wing building located on the Property which includes the proposed first-party sign.

The Notice of Decision only identifies two out of the eight variance criteria in Chapter 694-30A as being problematic. In light of this, we will discuss only the two criteria which are identified and agree that the other six out of the eight variance criteria are met.

How the Proposal Satisfies the Sign Variance Criteria (Chapter 694-30A)

(2) "Be compatible with the development of the premises and surrounding area"

- ✓ The "premises" in question is the Sunnybrook hospital. The proposed first-party sign, consisting of building identification, located on the D-wing building, is very compatible with the premises and the corresponding identity and design as a significant medical institution in the City. The proposed first-party sign is in part to identify, at a distance, the identity of the building itself so patients can better navigate the Sunnybrook campus. It also serves as donor recognition for the cardiovascular institute – and in that regard the proposed sign is a critical part of hospital funding. It is refined and architecturally complementary to the D-Wing building specifically on which it is proposed and the Sunnybrook campus in general and maintains consistency with the other approved signs throughout the Sunnybrook campus. Donor recognition honors major philanthropic contributions by importantly featuring a donor's name and can be found on buildings and wings at most hospitals in Ontario including elsewhere at Sunnybrook. Therefore, the proposed first-party sign is important for the operations of Sunnybrook and also integral for the viability of the donor sponsorship process. Attached hereto as Schedule C are photos depicting very similar named donor recognition at other Ontario hospitals.

In summary, the proposed first-party sign is extremely compatible with the premises, which is the name of the building (premises) itself.

- ✓ The "surrounding area" is the Sunnybrook campus. The proposed first-party sign is important for wayfinding through the large hospital campus as the D-wing building is not visible from Bayview Avenue or neighbouring private properties as attached photos and video demonstrate. The proposed first-party sign is substantially setback from all property lines, including approximately 387 metres to the north property line, 315 metres to the west property line and 112 metres to the south property line (and is facing north hence not visible from the south).

The brightness illumination sign restrictions already imposed on the Sunnybrook campus as part of the previously approved first-party signage masterplan will continue to be honoured with first-party sign variance approval in that the proposed first-party sign will be turned off between 11:00 p.m. and 7:00 a.m. and will not exceed 150 nits between sunset and sunrise (maintaining consistency with the other approved illuminated signage of the Sunnybrook campus).

Therefore the proposed first-party sign will also clearly be compatible with the development of the “surrounding area”, which is for all intents and purposes, the Sunnybrook campus itself.

To the extent the Sign Variance Committee would consider the “surrounding area” to also include the much further away residential neighbourhood to the north it is worth noting that the D-wing building and the proposed first-party sign are deep within the Sunnybrook campus, are blocked by buildings and are not visible whatsoever from outside residential areas. Attached hereto as Schedule D are view photos from the residential neighbourhood to the north looking south towards Sunnybrook campus depicting that both the proposed first-party sign and D-wing building cannot be seen from this area.

(8) “Not be, in the opinion of the decision maker, contrary to the public interest”

- ✓ We believe that compliance with the above criteria cumulatively demonstrates that the proposed first-party sign is in keeping with the public interest. The City’s Official Plan recognizes the importance of flexibility for hospitals and other major institutions in implementing donor-supported initiatives and strategic plans and the proposed first-party sign is very straightforward for a hospital building.

Sunnybrook plays a significant role in the institutional framework of the City. The philanthropic funding and success of Sunnybrook as a leading medical facility of the City is very much in the public interest, the positive ramifications of which go far beyond the sign bylaw itself.

Neighbours may have other unrelated objections regarding Sunnybrook’s hospital operations as identified in the submitted letters of objection however those perceived issues, legitimate or not, in no way relate to the proposed first-party sign or the requested variance in any material way. Further, these concerns are not subject of the Sign Variance Appeal hearing and the proposed first-party sign cannot be said to exacerbate these perceived problems at all.

Further, as already noted above, the existing brightness illumination sign restrictions will continue to be honoured with the first-party sign variance approval in that the proposed first-party sign will be turned off between 11:00 p.m. and 7:00 a.m. and will not exceed 150 nits between sunset and sunrise (maintaining consistency with the other approved illuminated signage of the Sunnybrook campus).

This variance application is only for one additional sign for the Sunnybrook campus. We respectfully submit that the requested variance will be in keeping with the public interest.

Conclusion

On behalf of Sunnybrook we thank you for considering this request for a variance pursuant to Chapter 694 of the Municipal Code and are available to discuss the application further, at your convenience.

Sincerely,



Michael Foderick

c. Natasha Barbini (natasha.barbini@toronto.ca)
Fernanda Patza (fernanda.patza@toronto.ca)

Schedule A – Notice of Decision
Schedule B – Sign Specifications & Elevations
Schedule C – Other Named Donor Recognition Photos
Schedule D – View Photos

SCHEDULE A – Notice of Decision

DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 2075 Bayview Avenue (26-182477)

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 (\$849.04) within 20 days of service of the notice of decision. Please contact the Sign By-Law Unit for more information.

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs



Email:
citywidepriorities@toronto.ca

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

WHAT IT'S ABOUT – THE PROPOSAL:

 Xxxxxx Cardiovascular Institute



This is an amendment to an existing Signage Master Plan for one additional illuminated (halo illumination) wall sign displaying static copy at the north elevations of D-wing building. The proposed sign measure 1.18 meters vertically by 15.65 meters horizontally at a height of 25 meters from the grade.

****SUNNYBROOK HOSPITAL****

DECISION: **REFUSED**

It is the Chief Building Official's decision to refuse the proposal for the following reasons (**bold items**):

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



Decision date: August 13, 2026

Last day to appeal: September 2, 2026



Please see reverse for more information.



toronto at your service

PLEASE TURN
THE PAGE FOR
IMPORTANT
INFORMATION



Mailed on: August 13, 2026

PLEASE SEE BELOW FOR MORE INFORMATION

THE CHIEF BUILDING OFFICIAL AND SIGN VARIANCE APPLICATIONS:

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

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

DATE DECISION MAILED ON: August 13, 2026

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: September 2, 2026

APPEALING THE CHIEF BUILDING OFFICIAL'S DECISION:

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

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

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

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

SCHEDULE B – Sign Specifications & Elevations

DONOR RECOGNITION SUNNYBROOK HEALTH SCIENCES CENTRE

Design Development
Entro Project Number 873
A Issued For SMP April 17, 2026

entro 33 Harcourt Square, Suite 202, Toronto, Canada M5J 2G2 T: 416 368 6988 entro.com

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entro

**entro**

Donor Recognition: D. and H. Wing
Sunnybrook Health Sciences Centre # April 17, 2026 # Page 3



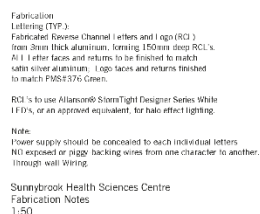
Sunnybrook Health Sciences Centre
D-Wing
1:200

entro

Donor Recognition - D. and H. Wing
Sunnybrook Health Sciences Centre # April 17, 2026 # Page 4



Donor Recognition: D. and H. Wing
Sunnybrook Health Sciences Centre © April 27, 2026 © Page 5



Donor Recognition – D. and H. Wing
Sunnybrook Health Sciences Centre # April 17, 2026 # Page 6

1545 x 1 column
Beds 1-5



SCHEDULE C – Other Named Donor Recognition Photos

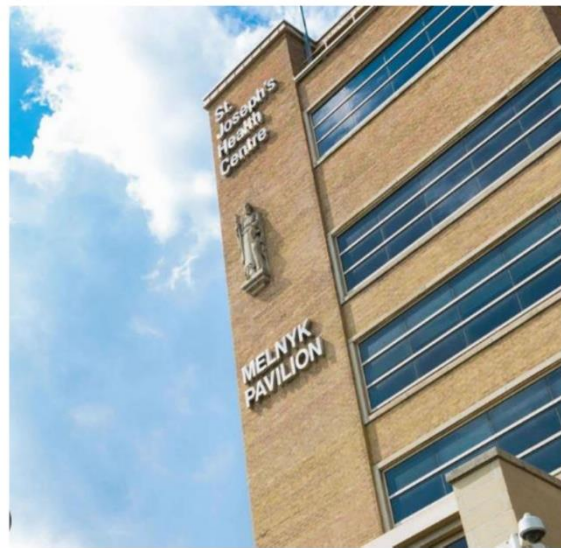






Figure 1. Map of View Photos

1. Bayview Looking East



2. Bayview Looking East



3. Bayview looking South East



4. Bayview Looking South East



5. Armistice Drive looking South



6. Armistice Drive looking South East



7. Armistice Drive looking South



8. Armistice Drive looking South East



086347/622750
MTDOCS 66993163v1

9. Armistice Drive looking South



10. Armistice Drive looking South West



11a. Armistice Drive at Dusk (Oct 7, 2026) – Drone footage at 25 ft.



11b. Armistice Drive in Daylight – Drone Footage at 25 ft feet



086347/622750
MTDOCS 66993163v1

12a. Wellness Way at Dusk (October 7, 2026) – Drone footage at 25 ft.



12b. Wellness Way in Daylight – Drone Footage at 25 ft.



086347/622750
MTDOCS 66993163v1