

Appeal of the Chief Building Official's Decision for a Signage Master Plan Application for One First Party Wall Sign

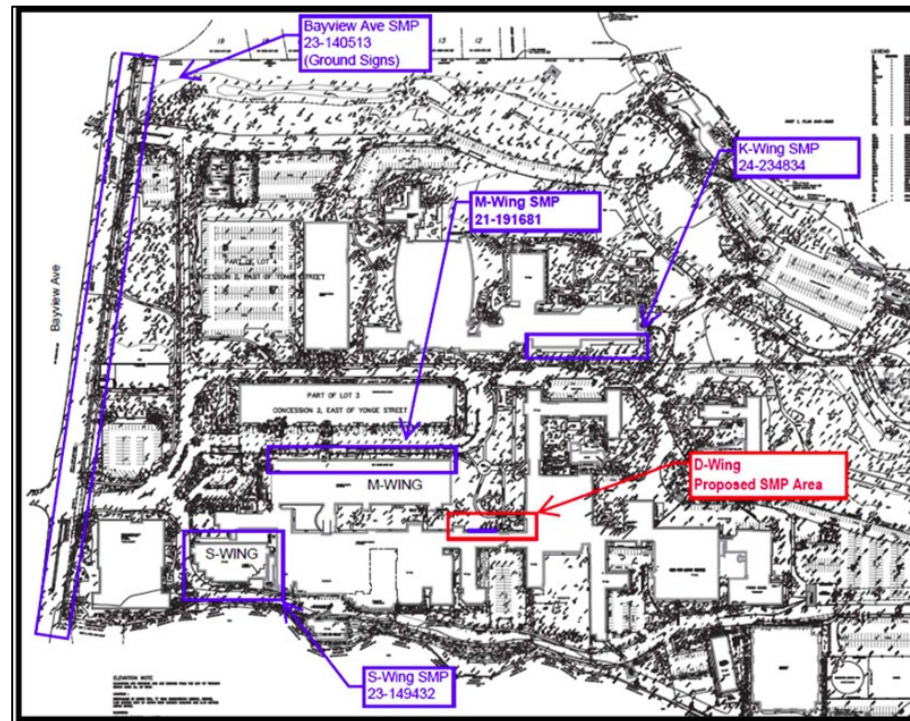
2075 Bayview Avenue

October 22, 2026

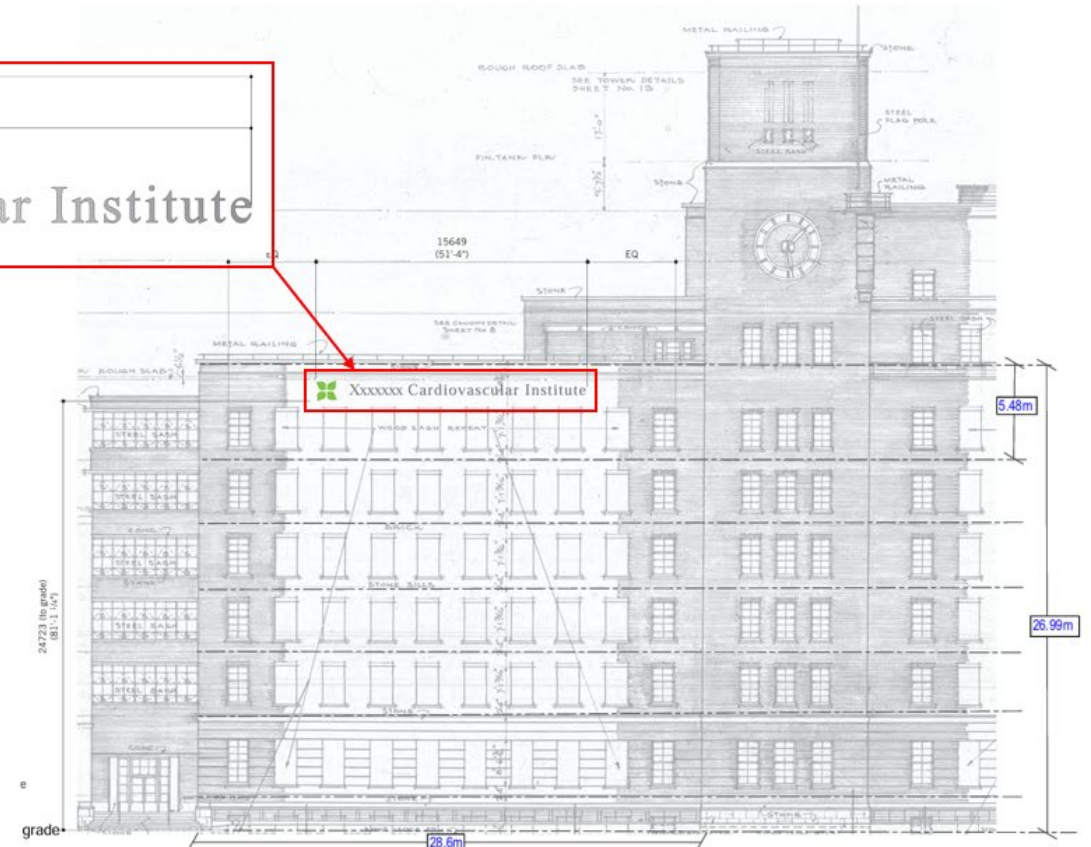
Proposed Sign Description

Sign Type	Wall Sign
Sign Copy Type	Static Copy
# of Sign Faces	One Sign Face
Sign Location	North Elevation
Face Orientation	North
Sign Face Dimensions (width x length)	15.65 metres x 1.18 metres
Sign Face Area	Approx. 18.5 square metres
Sign height	Max. 25 metres
Illumination	Illuminated

Proposed Sign Details

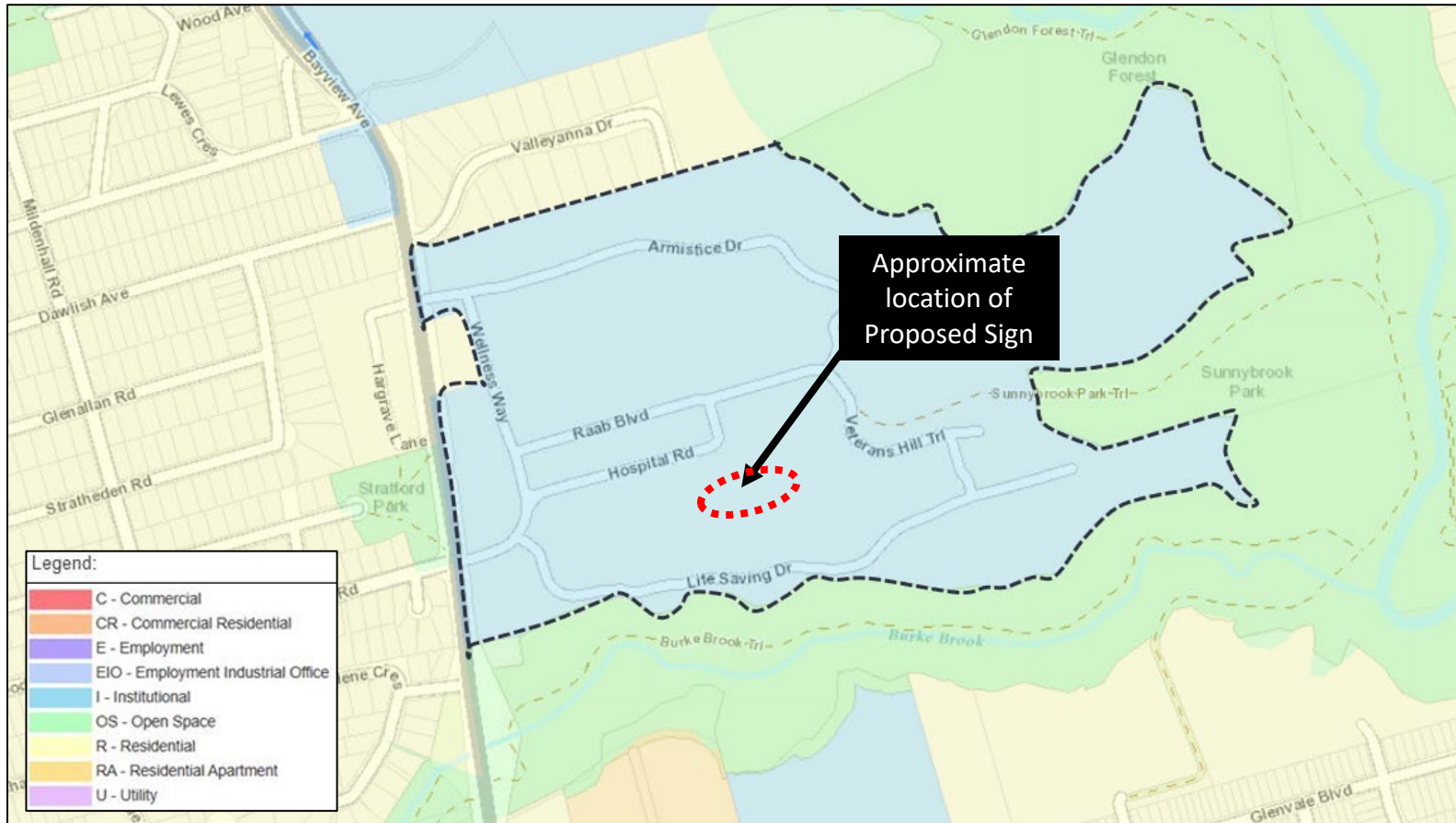


Site Plan



Elevation

Sign District Designation



Sign District Map

2075 Bayview Avenue:
I Sign District

North: R and OS Sign Districts – single family dwellings and parkland

South: OS Sign District - parkland

East: OS Sign District - parkland

West: R and OS Sign Districts – single family dwellings and parkland

Requested Variance and Conditions

Sign By-Law Reference	Requirement	Proposal
§ 694-21. F(4)(a)	A wall sign in an Institutional Sign District shall only be erected on the first storey.	The Proposed Sign would be erected above the first storey, specifically on the 6th storey.
Conditions		
1.	If illuminated, the sign shall not be illuminated between 11:00 p.m. and 7:00 a.m	
2.	If illuminated, sign brightness shall not exceed 150 nits between sunset and sunrise	

Sign Variance Criteria

According to the Sign By-law, an application for variance may be granted where it is established that the proposed sign (or signs) meets each of the eight outlined criteria in 694-30.A.

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

- › The Proposed Sign belongs to the first party sign class.
- › First party signs are permitted in the I-Institutional Sign District
- › **CBO Opinion:** This criterion has been met.

694-30A(6) - The Proposed Sign will not be a sign prohibited by §694-15B.

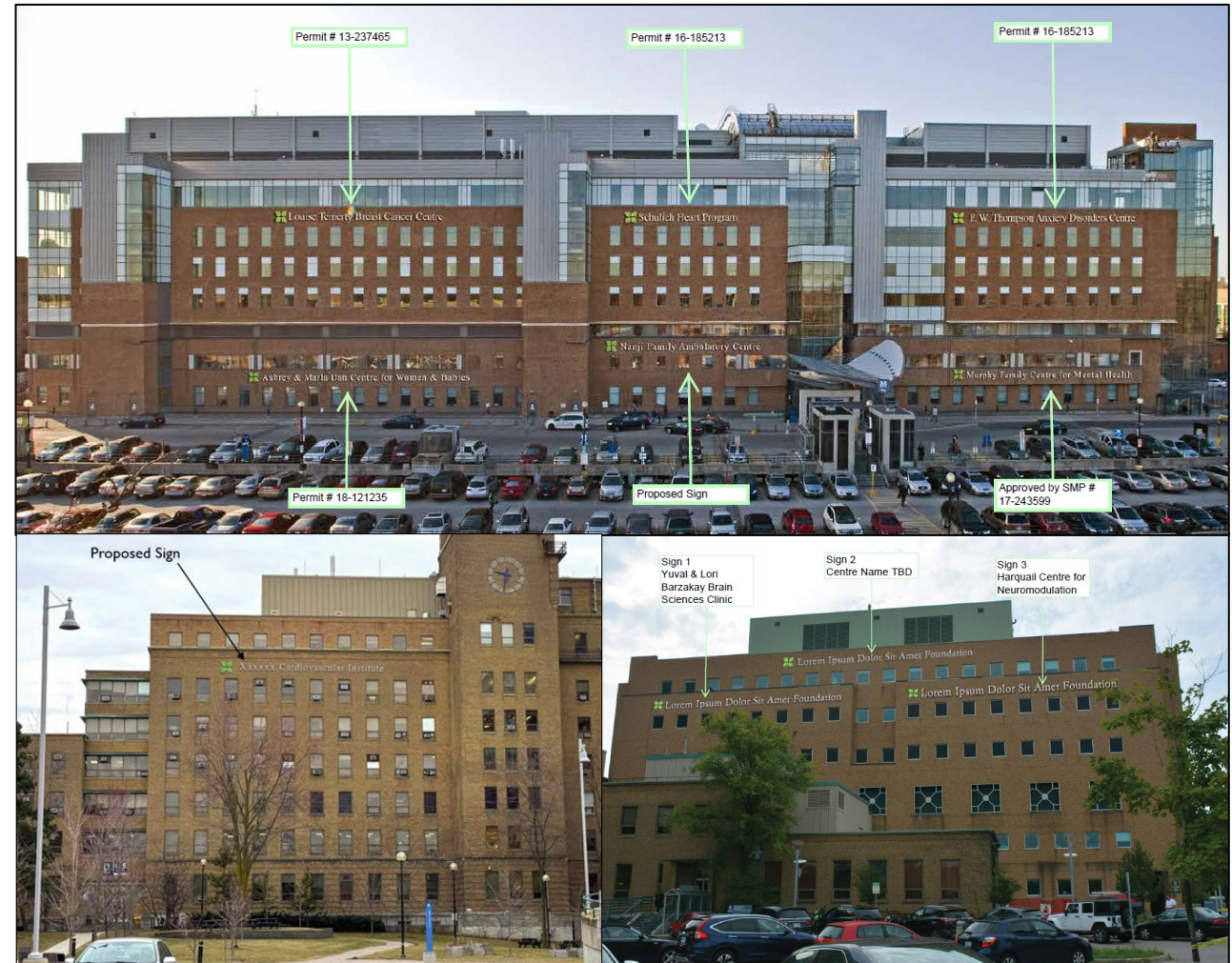
- › The Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B
- › **CBO Opinion:** This criterion has been established.

Sign Variance Criteria – Established Criteria

694-30A(2): The Proposed Sign is not compatible with the development of the premises and surrounding area

› **Applicant's submission:**

- The Proposed Sign would provide identification and support navigation for the Sunnybrook Health Sciences Centre.
- The Proposed Sign's design is consistent with previously approved campus signage.
- Existing campus buildings are large-scale institutional structures capable of accommodating building-mounted signage.



Previously approved signage facing north and Proposed Sign

Sign Variance Criteria – Established Criteria

694-30A(2): The Proposed Sign is not compatible with the development of the premises and surrounding area

› **Staff considerations:**

- Multiple Signage Master Plans approved since 2021, resulted in 13 signs including 10 wall signs above the first storey, of which nine face north.
- The Proposed Sign would add to the concentration of elevated signage visible beyond the campus.
- The incremental addition of signage subject to different approval considerations and conditions challenges the consistency and coordination of the overall signage program, and alignment with the intent of the SMP process.

› **Public feedback:** concerns regarding sign visibility from residential properties and parkland areas.

› **CBO Opinion:** Criterion not met.

Sign Variance Criteria

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

› **Applicant submission:**

- Identifies the site as an Institutional Area under the Official Plan.
- References Official Plan policies supporting institutional uses and growth.
- Notes that the Proposed Sign is intended to support activities on the Subject Premises.

› **Staff considerations:**

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

› **CBO Opinion:** This criterion has been met.

Sign Variance Criteria – Established Criteria

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

› **Applicant submissions:**

- Identify significant separation distances from surrounding property lines.
- Propose conditions limiting hours of illumination and illumination levels.

› **Staff considerations:**

- Adjacent properties contain residential and recreational uses (R and OS sign districts).
- The separation from neighbouring properties combined with proposed conditions can mitigate potential impacts.

› **Public feedback:** concerns regarding potential illumination and visibility impacts.

› **CBO Opinion:** Criterion established subject to Conditions 1 and 2.

Sign Variance Criteria

694-30A(5) – The Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety.

› **Applicant submissions:**

- The Proposed Sign contains static copy with no flashing, animated, or changing display features.
- The Proposed Sign would not obstruct pedestrian or vehicular sightlines.

› **Staff considerations:**

- No reasonable basis for concern regarding pedestrian or traffic safety.

› **CBO opinion:** Criterion established.

Sign Variance Criteria – Established Criteria

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

› **Applicant submissions:**

- Multiple wall signs above the first storey have previously been approved on the Subject Premises.
- The Proposed Sign is generally consistent with the scale and placement of existing approved signage.

› **Staff considerations:**

- The Proposed Sign would not constitute a substantial departure from the established signage environment on the campus.
- When assessed on its own merits, the Proposed Sign would not materially alter the character of the premises.

› **CBO opinion:** Criterion established.

Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign will be contrary to the public interest.

- › **Applicant submits that:**
 - The Proposed Sign would assist with institutional identification and public awareness.
 - Emphasizes the institutional function of the campus and the visibility afforded by the proposed location.
 - The applicant has proposed conditions respecting illumination levels and hours of operation to reduce potential impacts.
- › **Staff considerations:**
 - Incremental addition of signage subject to different approvals and conditions raises considerations regarding the consistency and coordination of the overall signage program across the Subject Premises, and the alignment with the purpose of the SMP process and the public interest.
- › **Public feedback:** reinforces the need for a broader assessment of the signs on the Subject Premises
- › **CBO Opinion:** This criterion has not been met.

Conclusion and CBO Recommendation

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

- The Sign Variance Committee refuse to grant the variance to section 694-21F(4)(a) 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.

QUESTIONS?