

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE



Folder Number	Date (yyyy-mm-dd)
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Project Information

Street Number	Street Name	Lot Number	Plan Number
24	Jefferson Avenue		
Describe the variance(s) being applied for: to erect one single faced free standing digital sign that is 50 sq m to replace a 163 sq m roof sign on the same property			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
4.9m x 33.5m		rooftop sign on existing building	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): please see the attached documents			

Property Owner Information

First Name		Last Name	
Company Name (if applicable)			Telephone Number
PS Canada Company ULC			
Street Number	Street Name	Suite/Unit Number	Mobile Number
1740	Argentia Road		
City/Town	Province	Postal Code	Fax Number
Mississauga	Ontario	L5N 3K3	
Email			

Attachment Required

- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I, David		Last Name Ezeard	
Company Name Landmark Digital Inc.		Telephone Number 416-816-1901	
Street Number of 15	Street Name Silvercreek Cres.	Suite/Unit Number	Mobile Number
City/Town Barrie	Province Ontario	Postal Code L4N 0Z8	Fax Number
Email dave@landmarkdigital.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 , 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.			
Signature		David Ezeard	2026-05-28
		Print Name (First, Last)	Date (yyyy-mm-dd)

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information 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 can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.

Folder number	Request Date (yyyy-mm-dd) 2026-05-28
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number 24	Street Name Jefferson Avenue	Lot Number	Plan Number
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth
Number of Building(s) on the lot 2	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys 6	Building(s) Gross Floor Area
Building Uses(s) self storage		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	there continues to be industrial used spaces
South	Metrolinx corridor and Gardiner Expressway
East	there continues to be industrial used spaces
West	there continues to be industrial used spaces

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) In keeping with the City of Toronto's preference to eliminate rooftop signage, we are looking to remove an existing static sign on the roof of 24 Jefferson Avenue and replace it with a much smaller digital sign. This would be in line with other digital signs approved for erection in the Gardiner Special Sign District. The new sign would be a monopole sign with a single faced digital display with sign content of static digital images.

Continue on next page

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, 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, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 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 describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

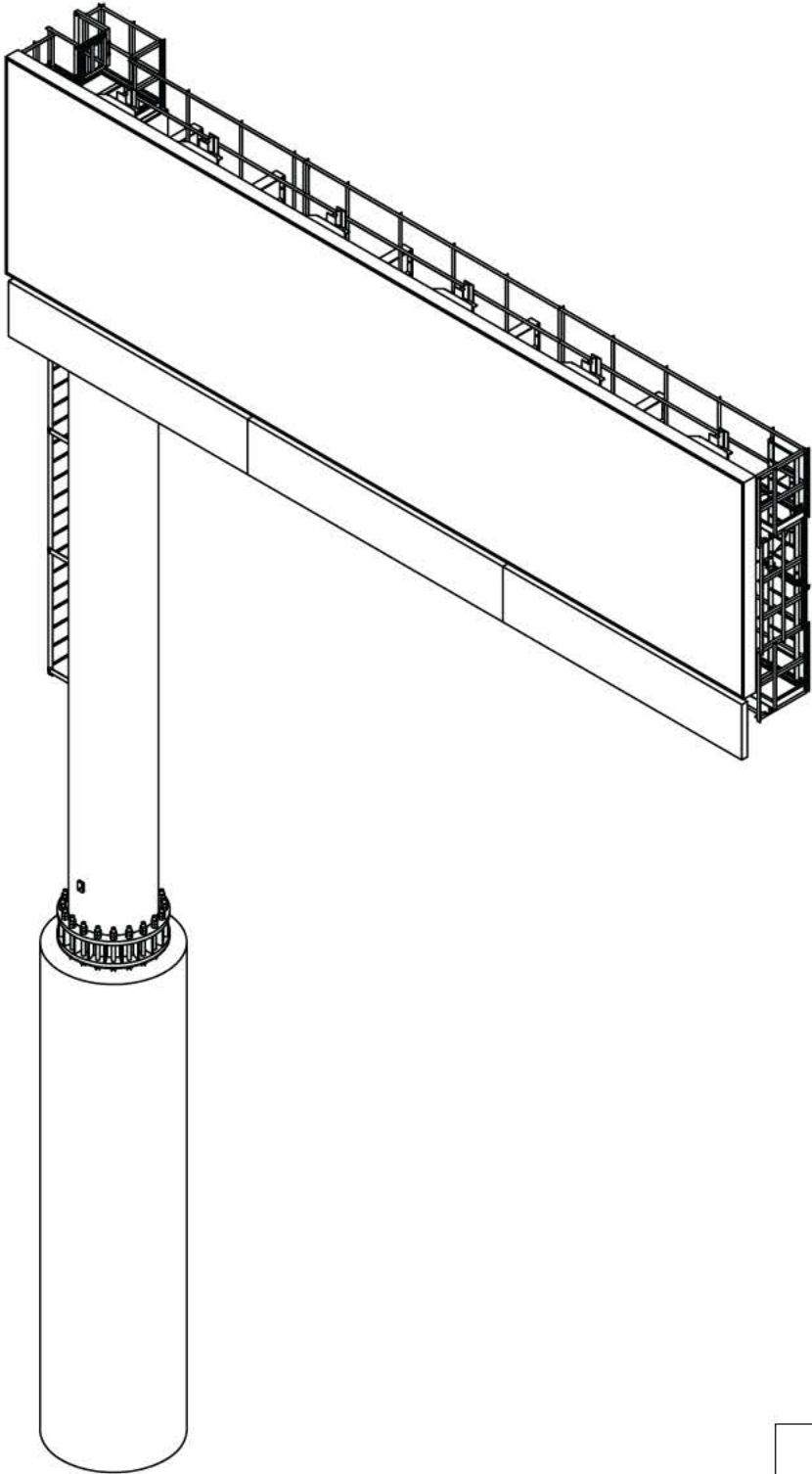
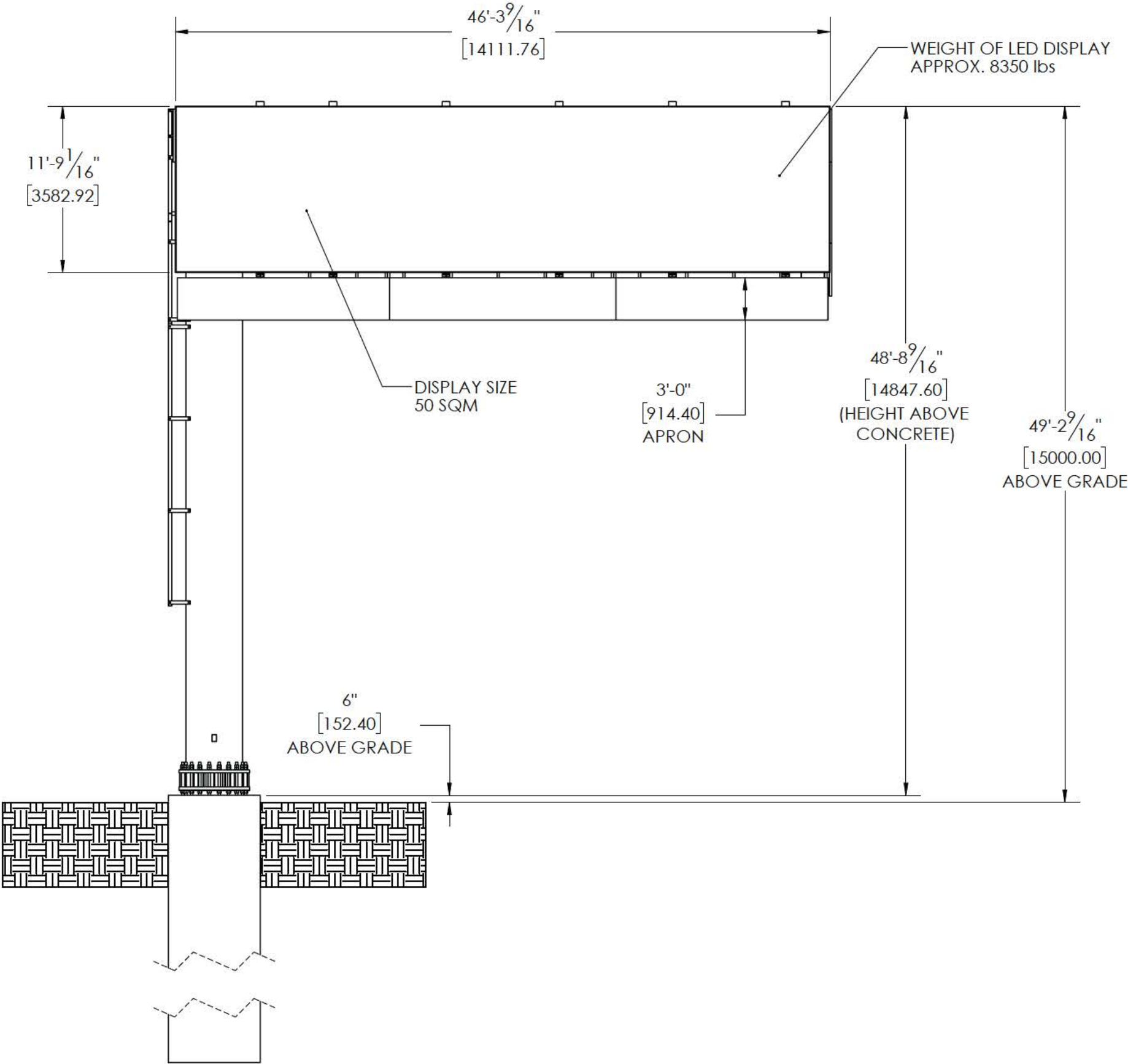
Sign Data Sheet

Date (yyyy-mm-dd) 2026-04-21	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 (m ²)				
1			14.11	3.58	50	2.08	14.73		

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



DRAWINGS FOR
PERMITS ONLY

ENGINEERING SEAL:
(STRUCTURAL)



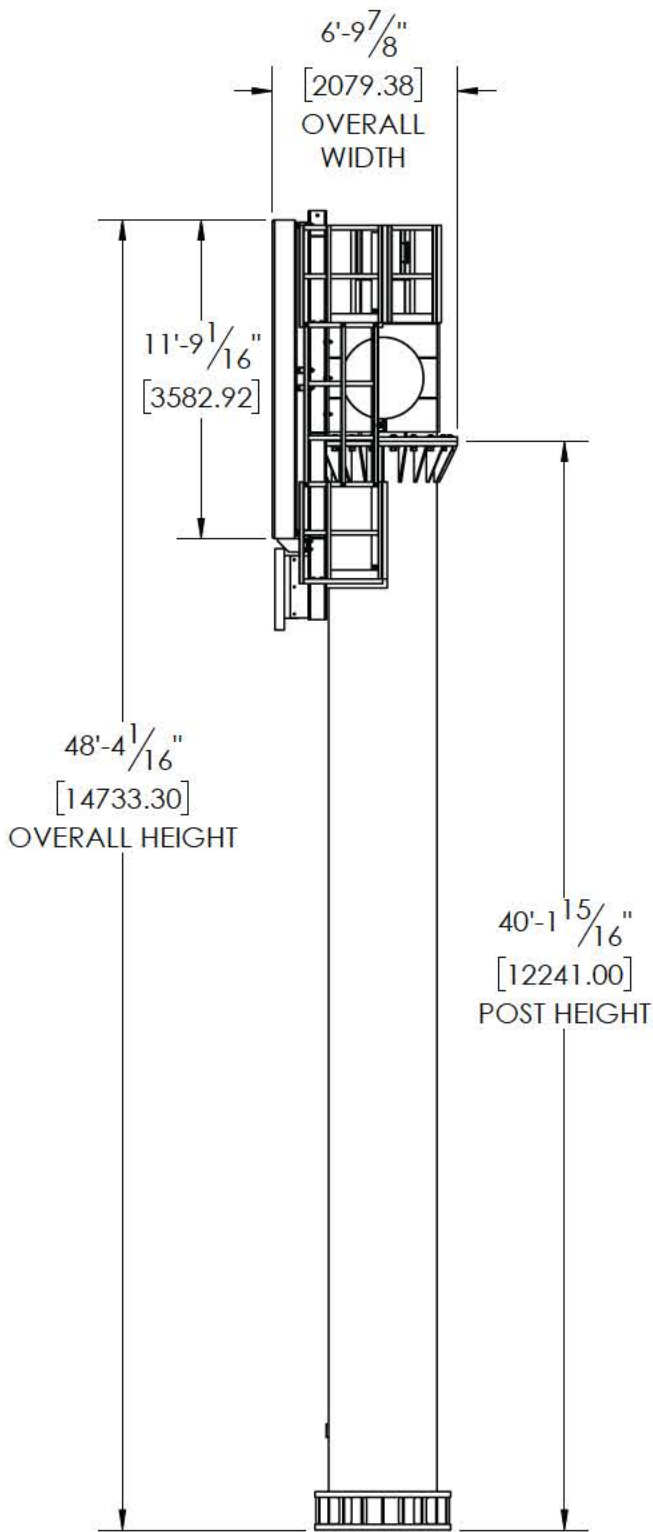
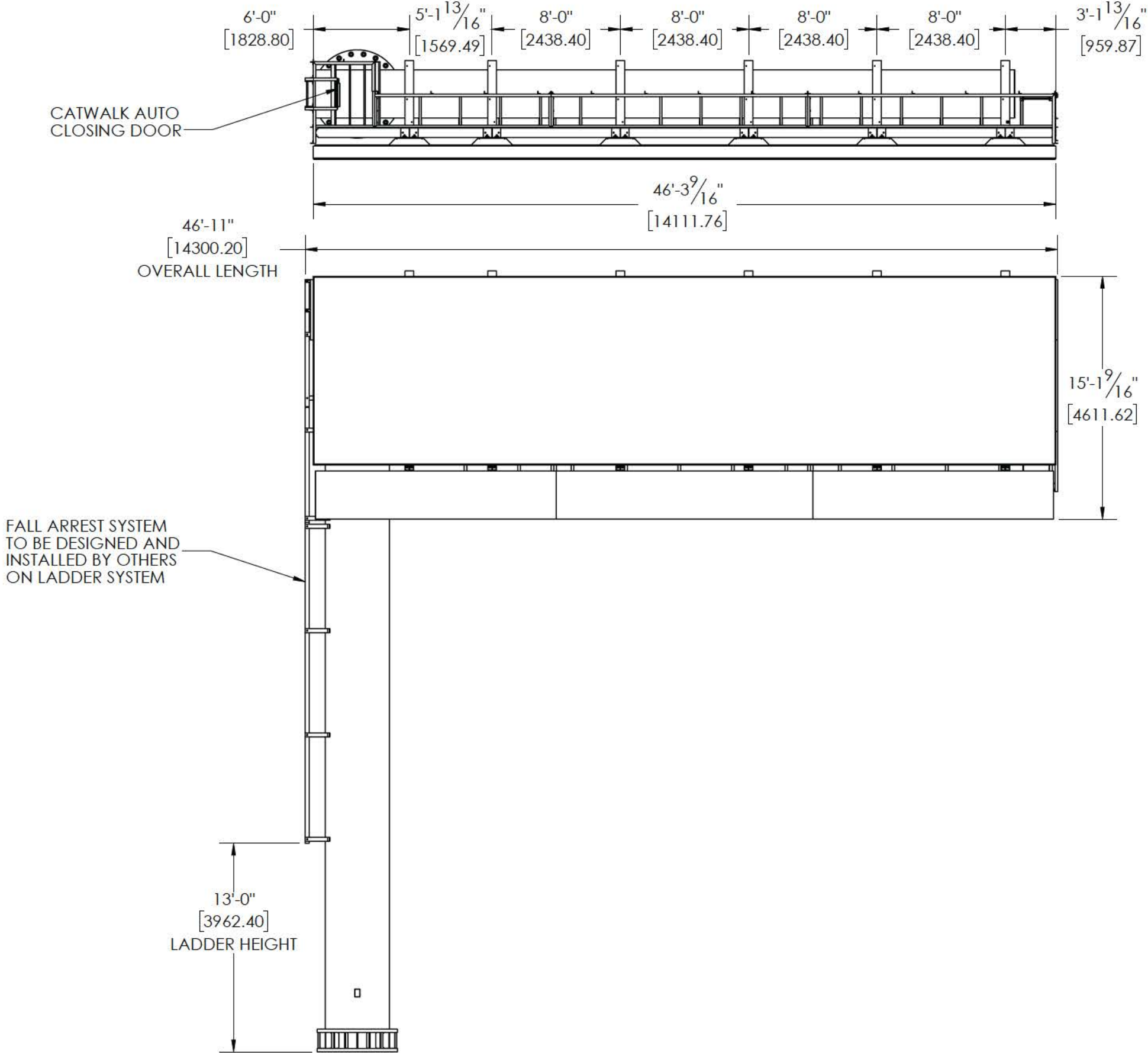
SignSpec
CANADA Inc.

THIS STRUCTURAL DRAWING IS THE PROPERTY OF SIGN SPEC CANADA INC. AND MAY NOT BE USED IN WHOLE OR PART WITHOUT THE WRITTEN CONSENT FROM SIGN SPEC CANADA 2025

SIGN OVERVIEW

DATE: January 21, 2025	PROJECT: Right Flag 12x44 LED Board Structure
CLIENT: RCC MEDIA	SITE ADDRESS: 24 Jefferson Ave, Toronto, ON
WEIGHT: 33141.630 lbs	END USER: RCC MEDIA

REV	DESCRIPTION	BY	DATE
0	ISSUED FOR REVIEW	MM	2025-01-29
1	CHANGED POST HEIGHT	TP	2025-06-10
2	REDUCED SIGN HEIGHT	MM	2025-08-18



OVERALL DIMENSIONS

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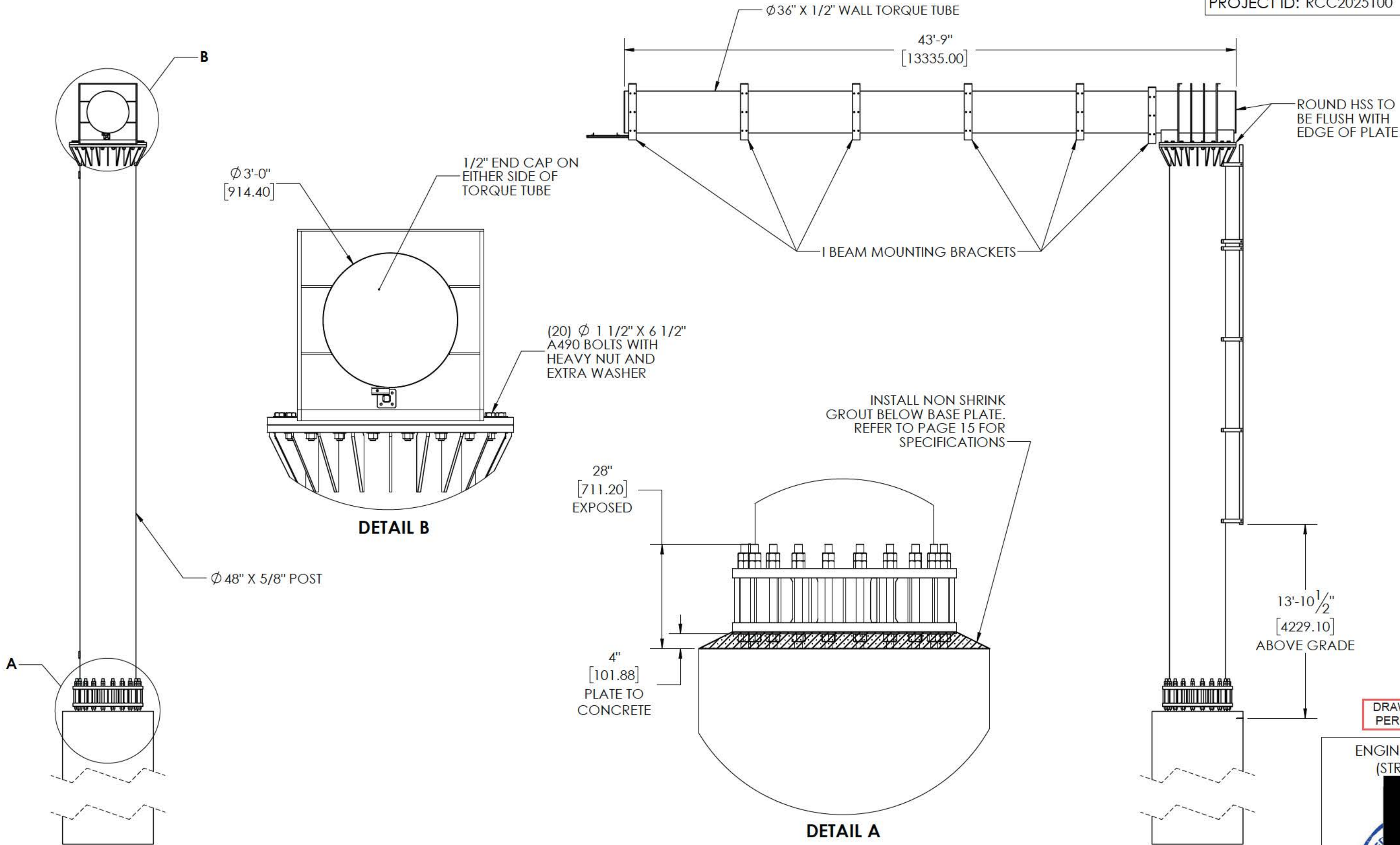
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ENGINEERING SEAL:
(STRUCTURAL)



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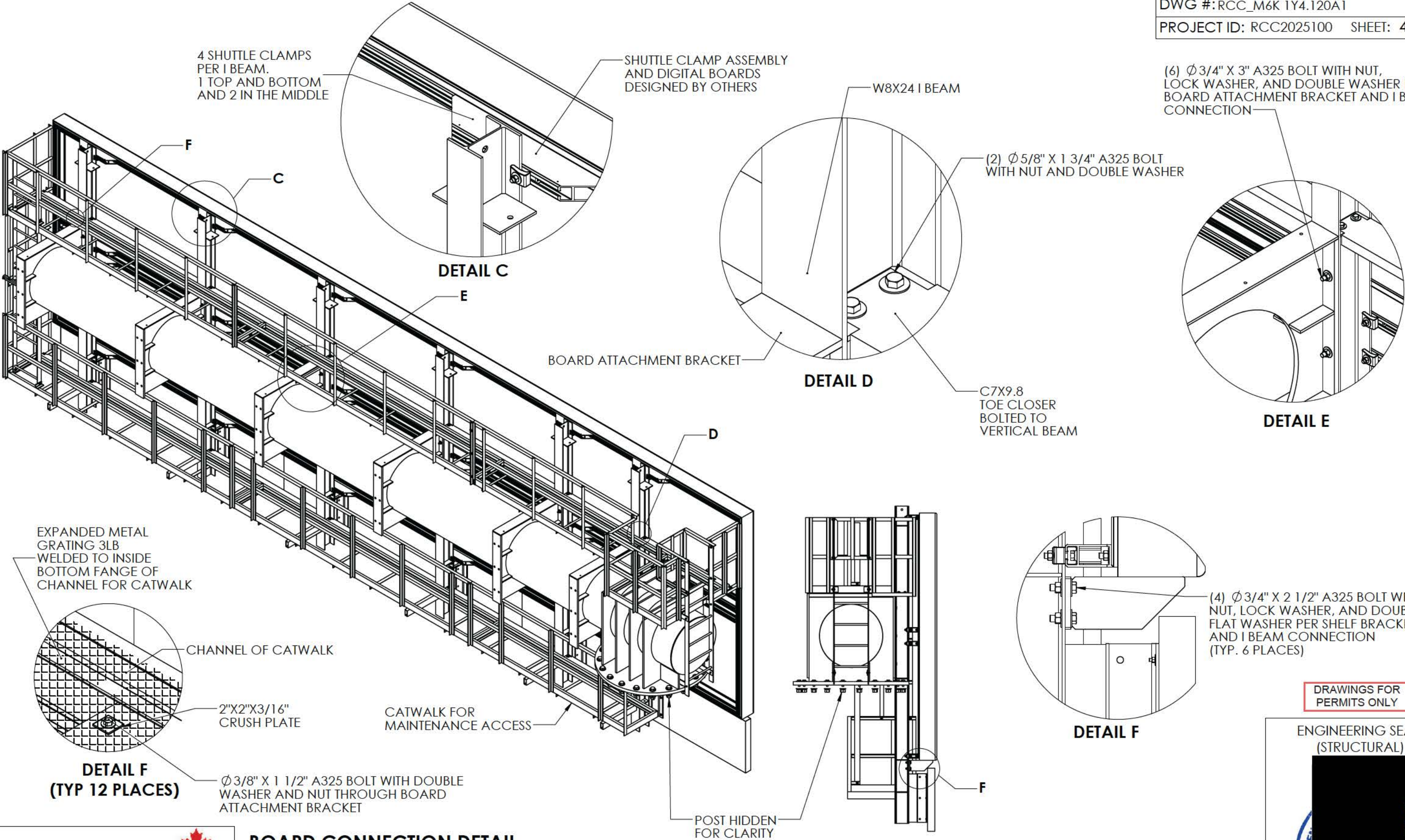
STRUCTURE OVERVIEW

DATE: January 21, 2025	PROJECT: Right Flag 12x44 LED Board Structure
CLIENT: RCC MEDIA	SITE ADDRESS: 24 Jefferson Ave, Toronto, ON
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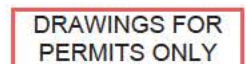
BOARD CONNECTION DETAIL

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CLIENT: RCC MEDIA	SITE ADDRESS: 24 Jefferson Ave, Toronto, ON	0	ISSUED FOR REVIEW	MM	2025-01-29
WEIGHT: 33141.630 lbs	END USER: RCC MEDIA	1	CHANGED POST HEIGHT	TP	2025-06-10
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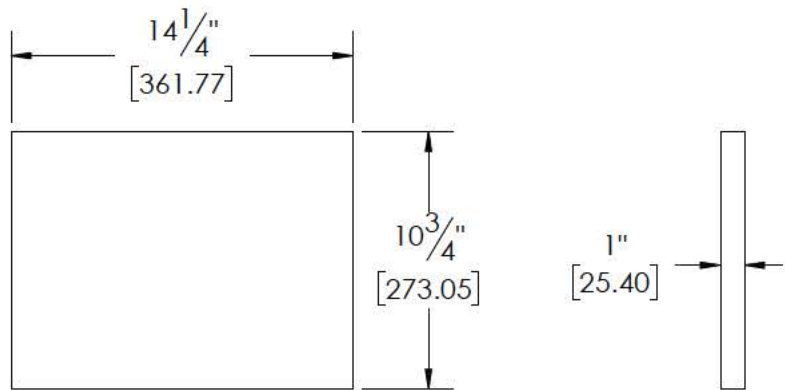
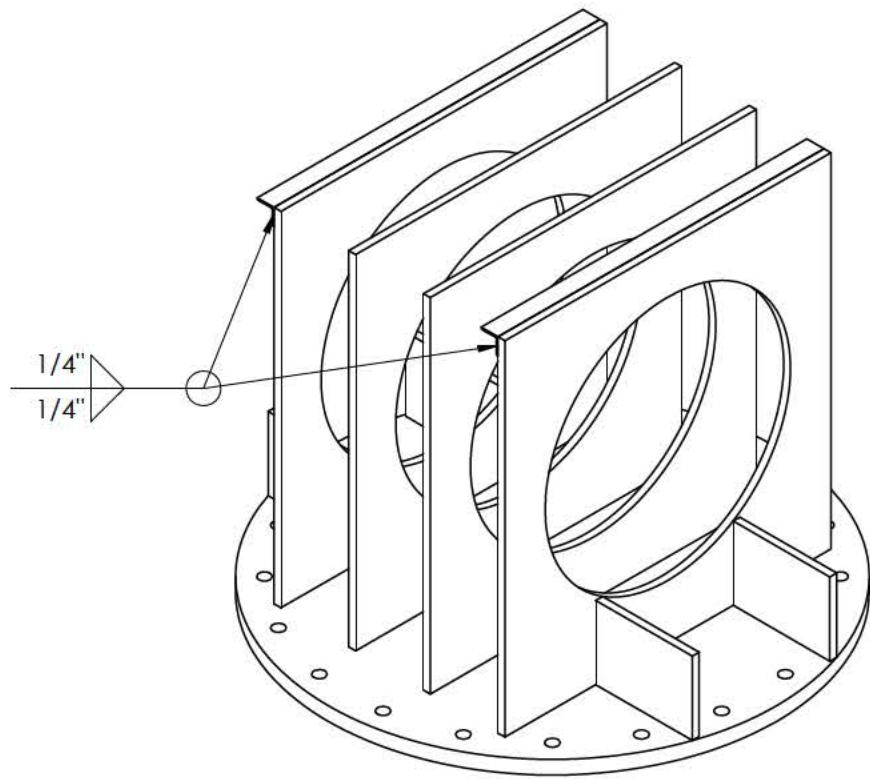
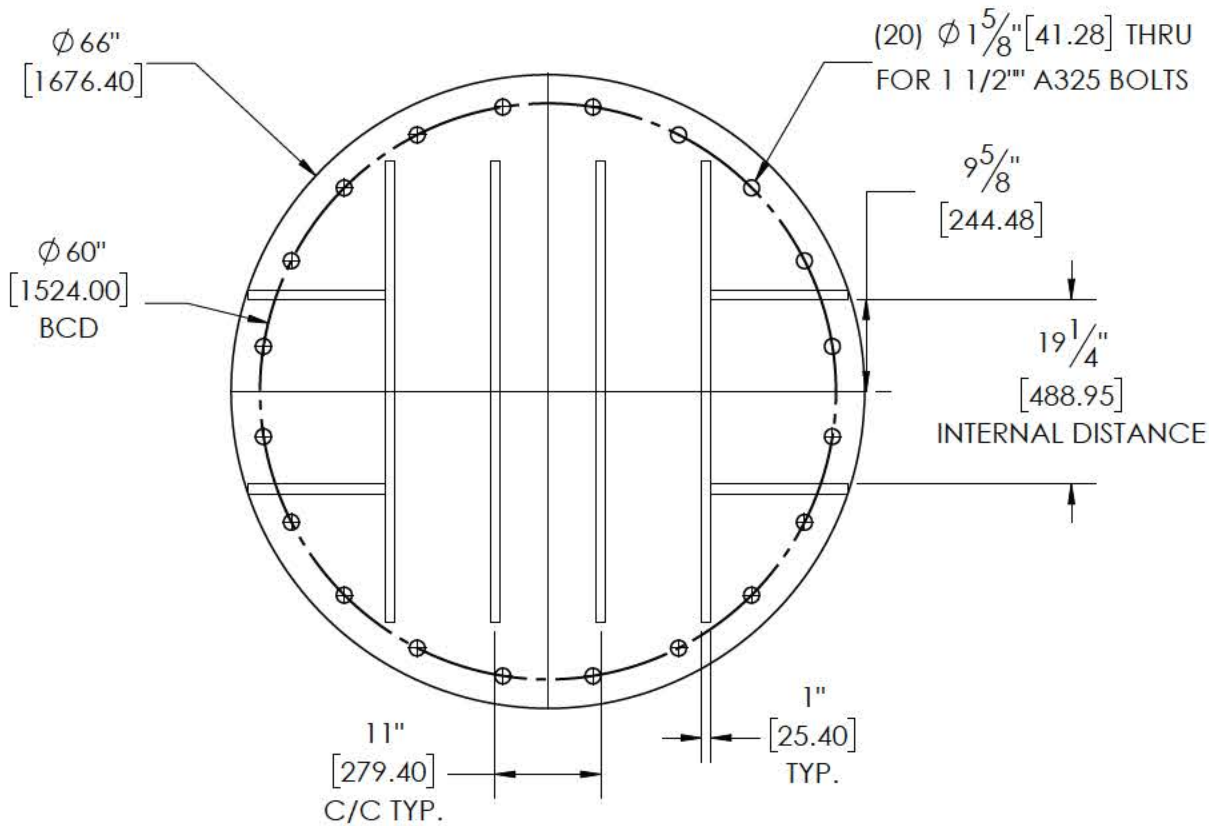
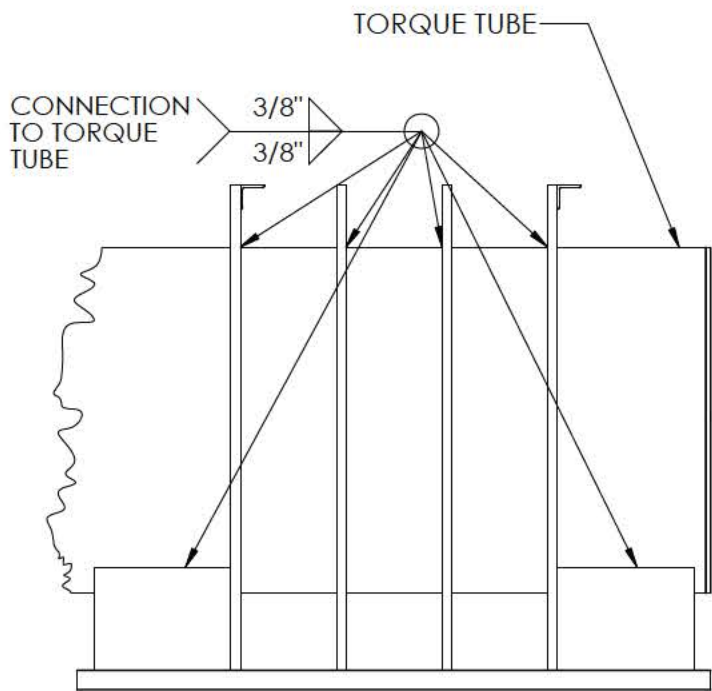
DRAWINGS FOR PERMITS ONLY

ENGINEERING SEAL:
(STRUCTURAL)

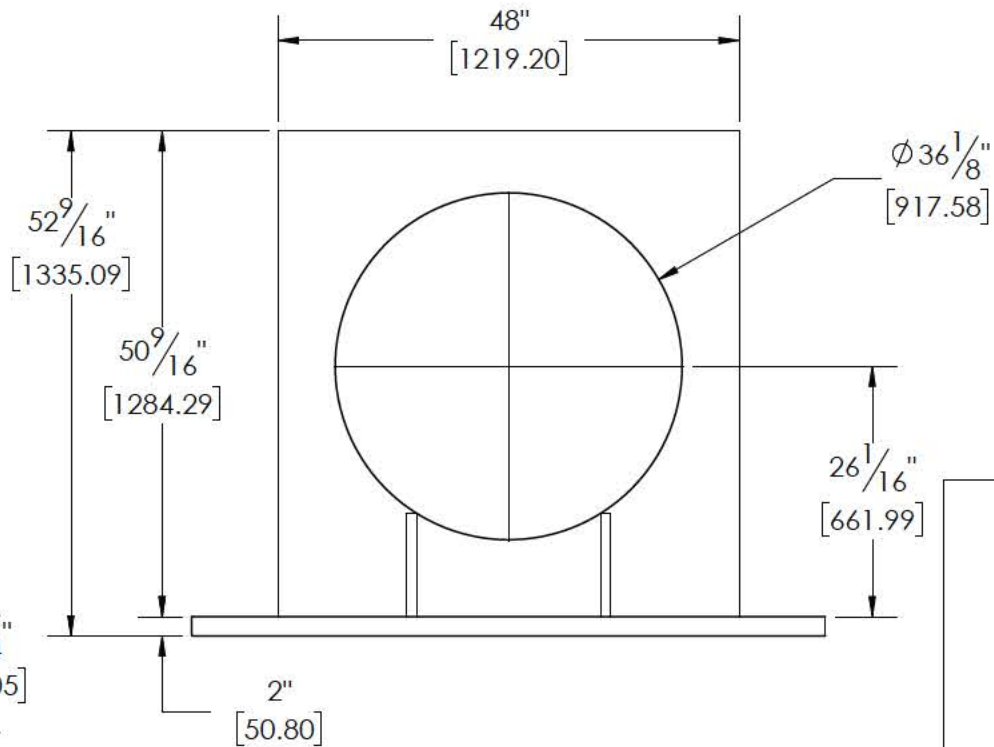
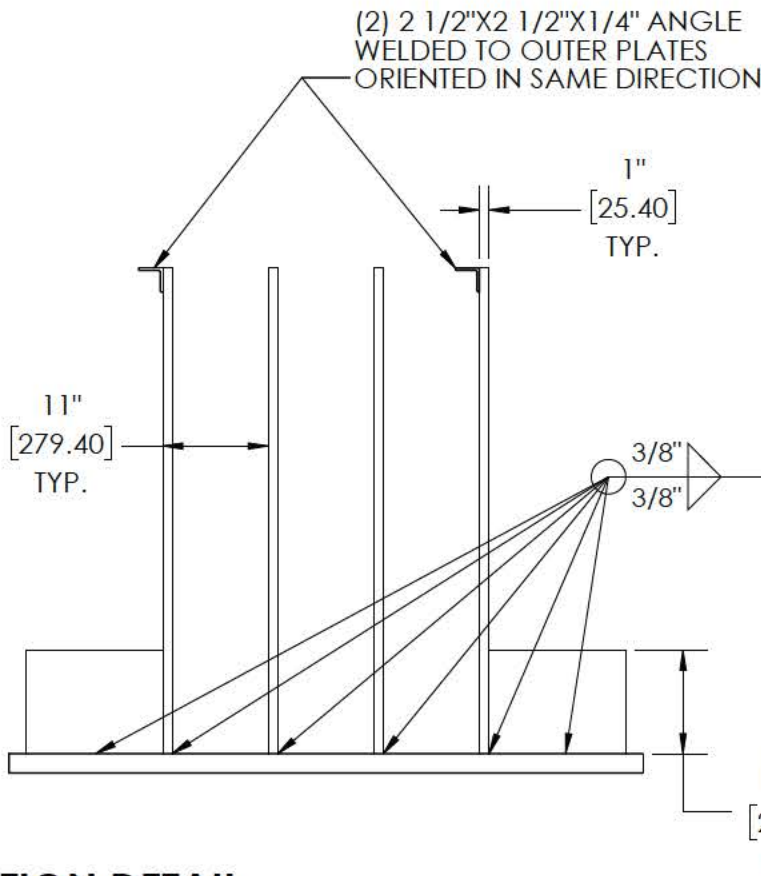





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 August 20, 2025
 PROVINCE OF ONTARIO
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SUPPORT GUSSET
(QTY = 4)



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PERMITS ONLY

ENGINEERING SEAL:
(STRUCTURAL)

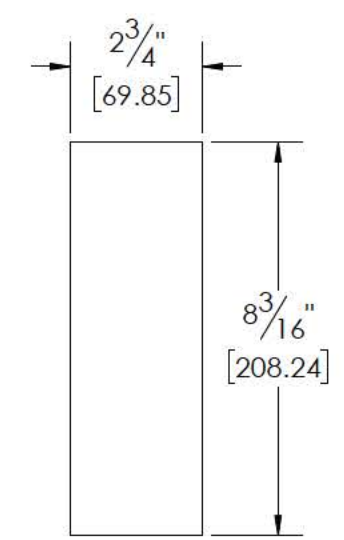
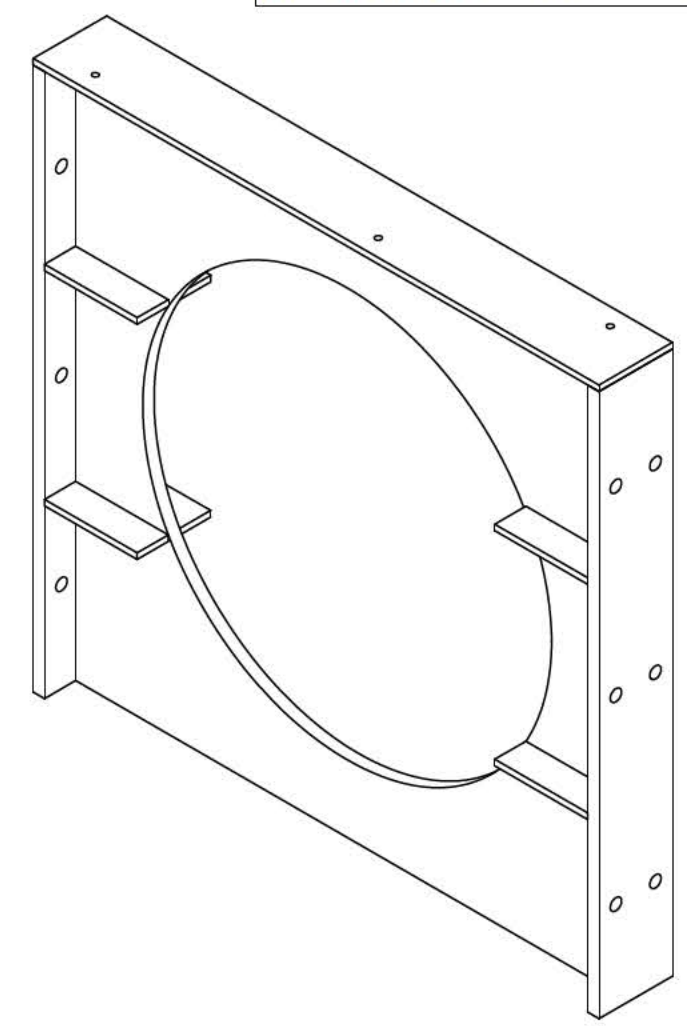
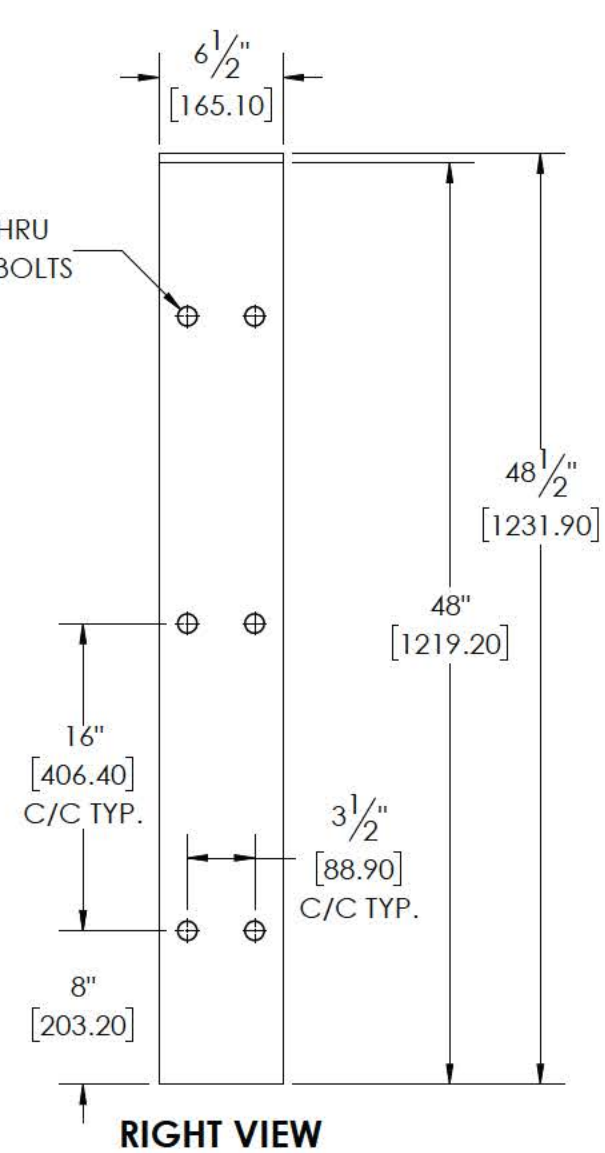
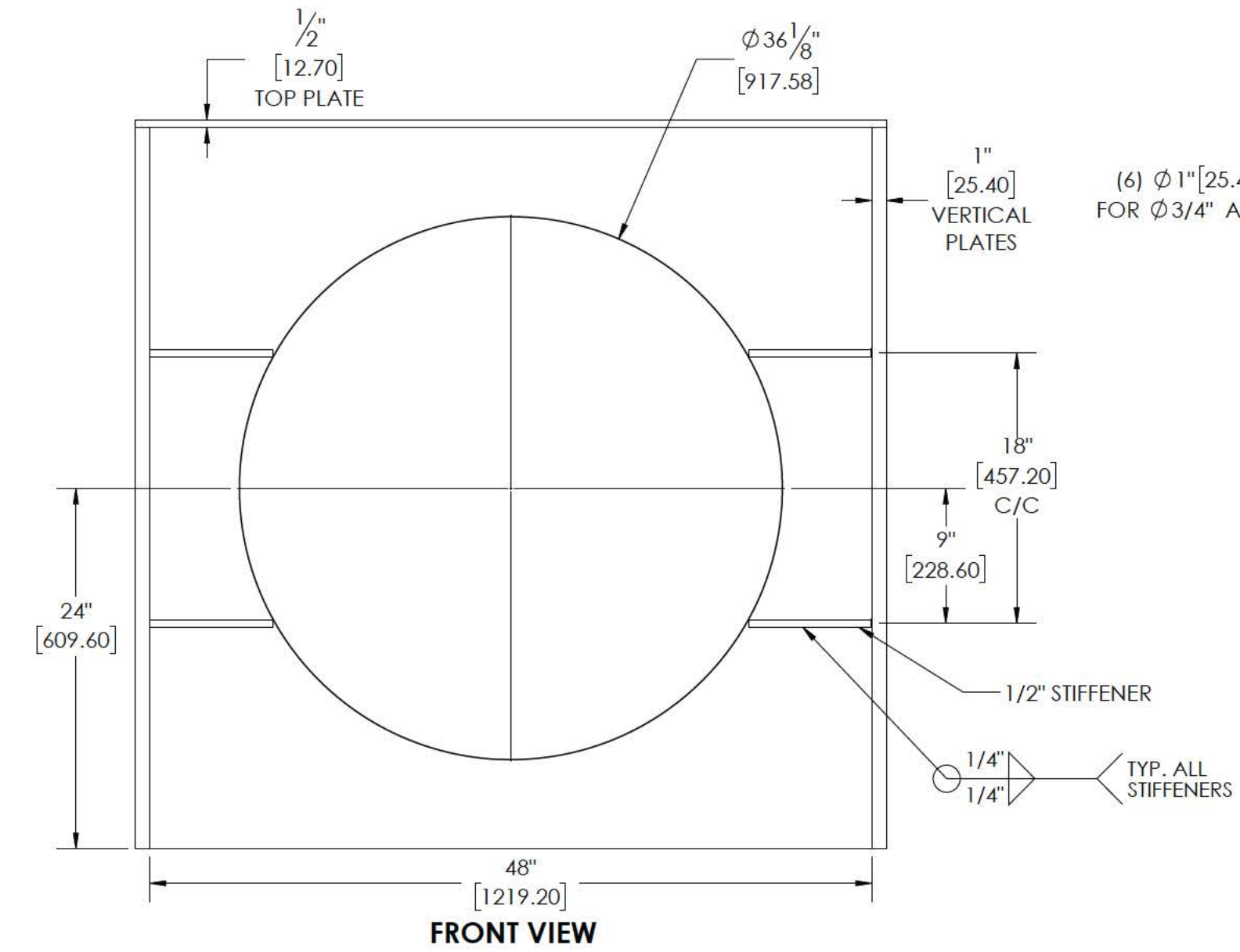
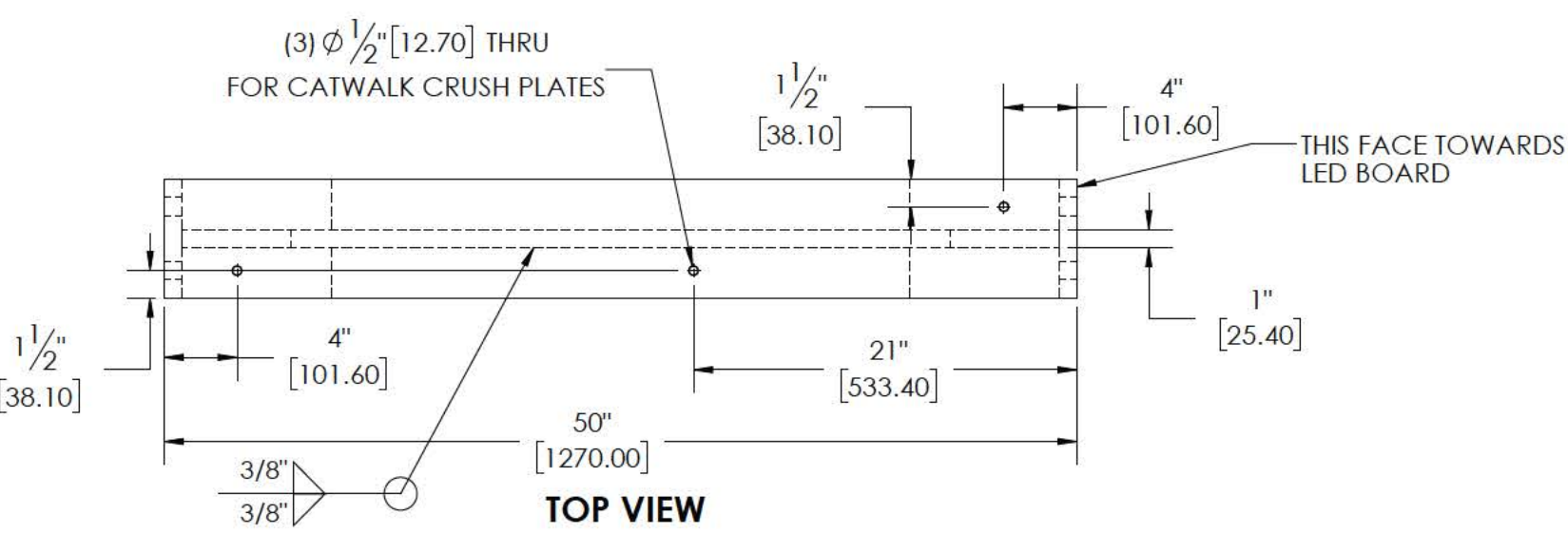


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TORQUE TUBE CONNECTION DETAIL

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		2	REDUCED SIGN HEIGHT	MM	2025-08-18



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BOARD ATTACHMENT BRACKET DETAIL (QTY = 6)					
DATE: January 21, 2025	PROJECT: Right Flag 12x44 LED Board Structure	REV	DESCRIPTION	BY	DATE
CLIENT: RCC MEDIA	SITE ADDRESS: 24 Jefferson Ave, Toronto, ON	0	ISSUED FOR REVIEW	MM	2025-01-29
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DRAWINGS FOR PERMITS ONLY

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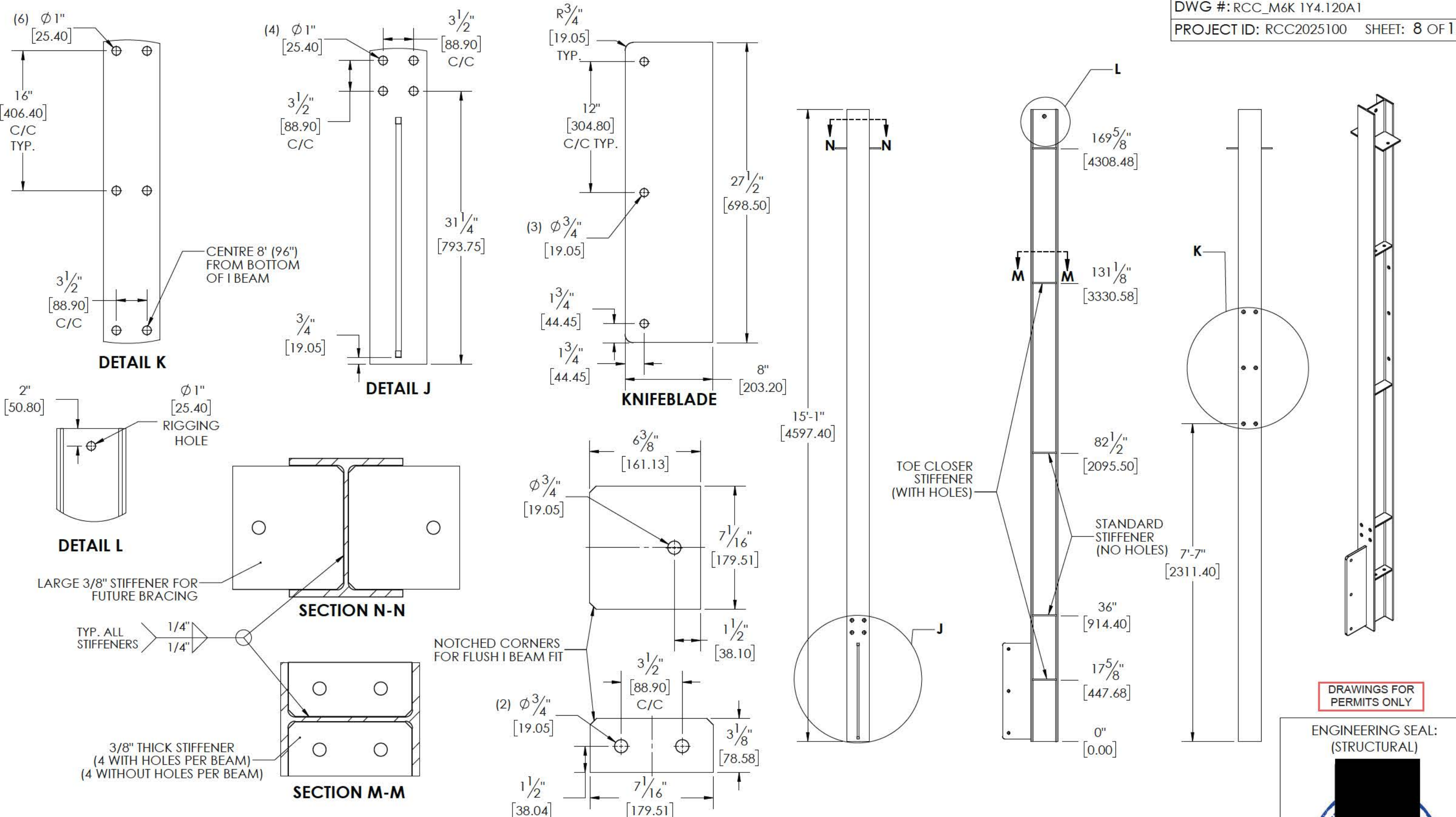
LICENS

90339083

August 20, 2025

PROVINCE OF ONTARIO

ENGINEER



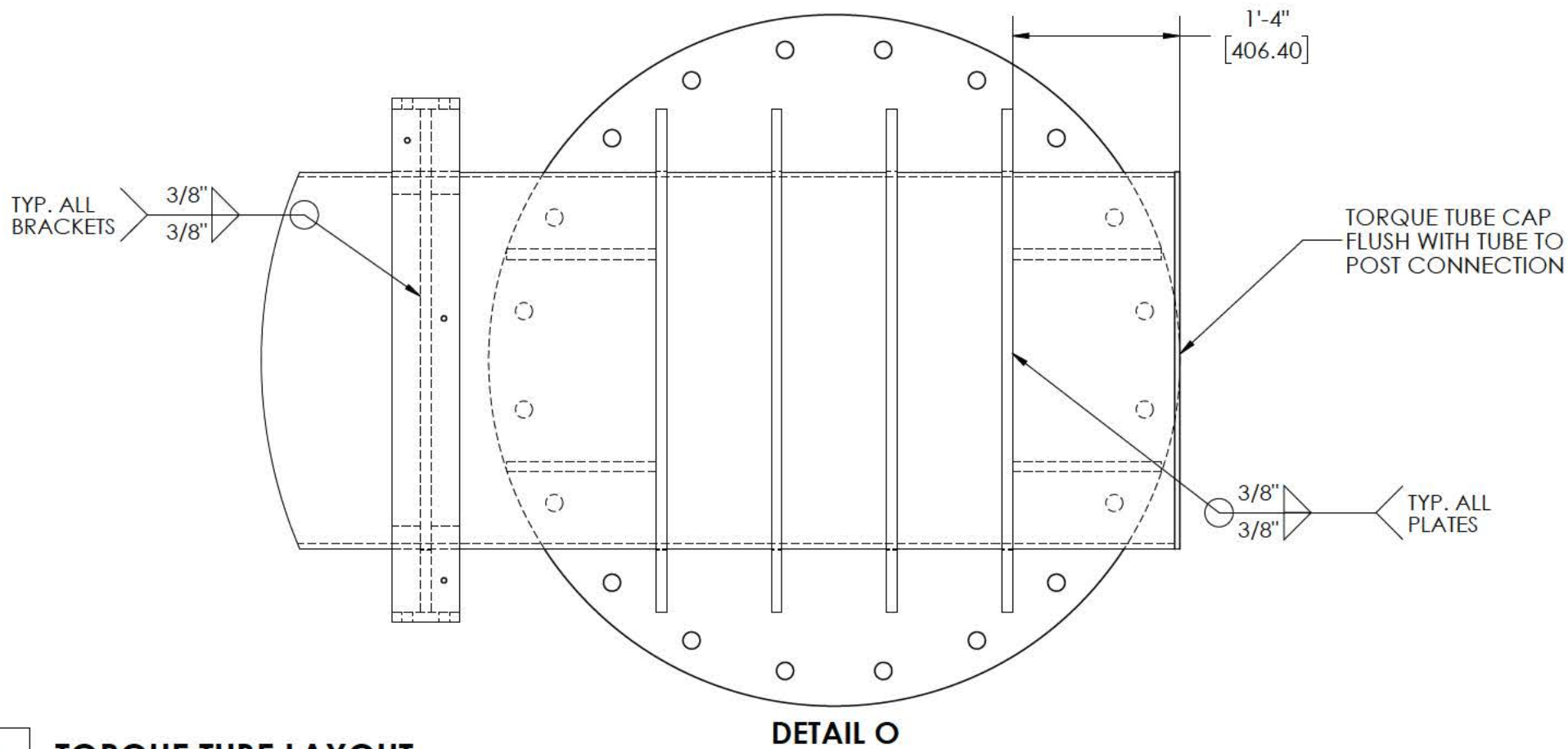
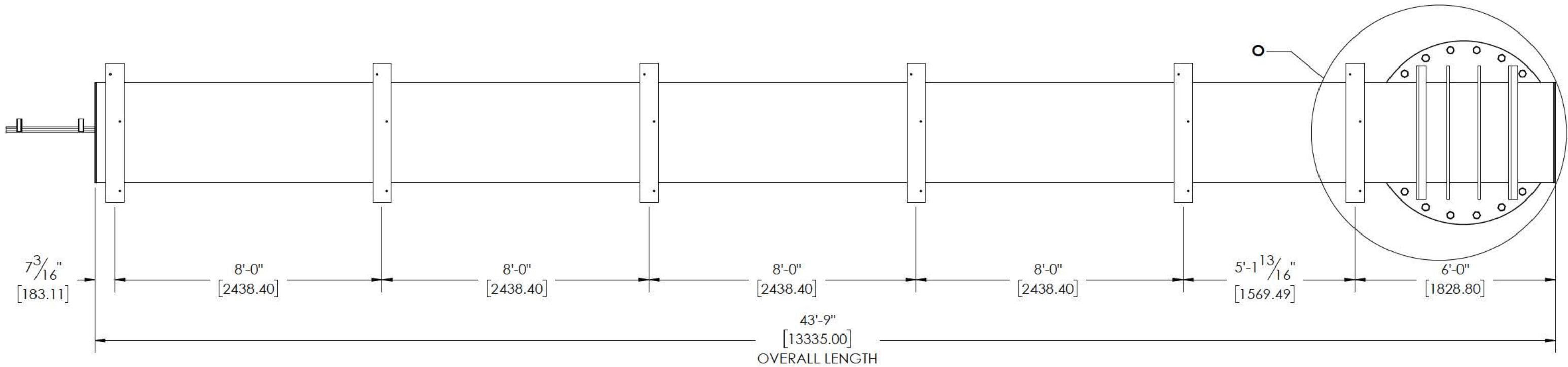
W8X24 I BEAM DETAIL (QTY = 6)

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		2	REDUCED SIGN HEIGHT	MM	2025-08-18

DRAWINGS FOR PERMITS ONLY

ENGINEERING SEAL:
(STRUCTURAL)





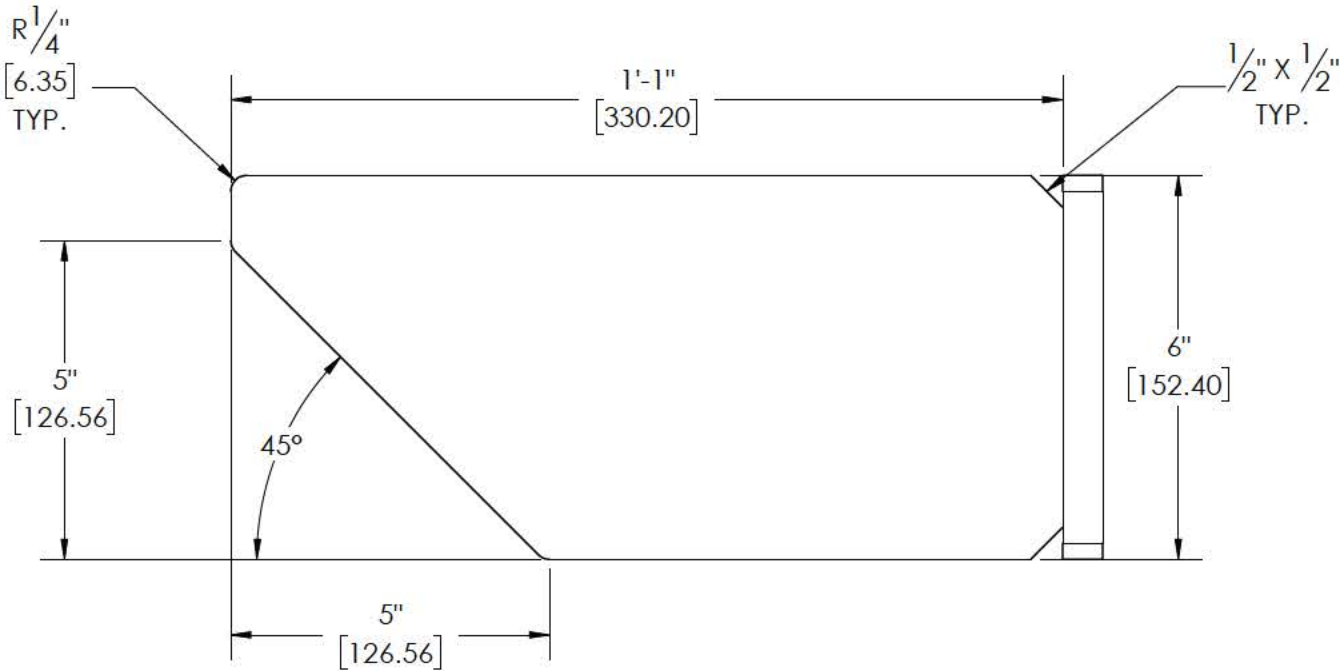
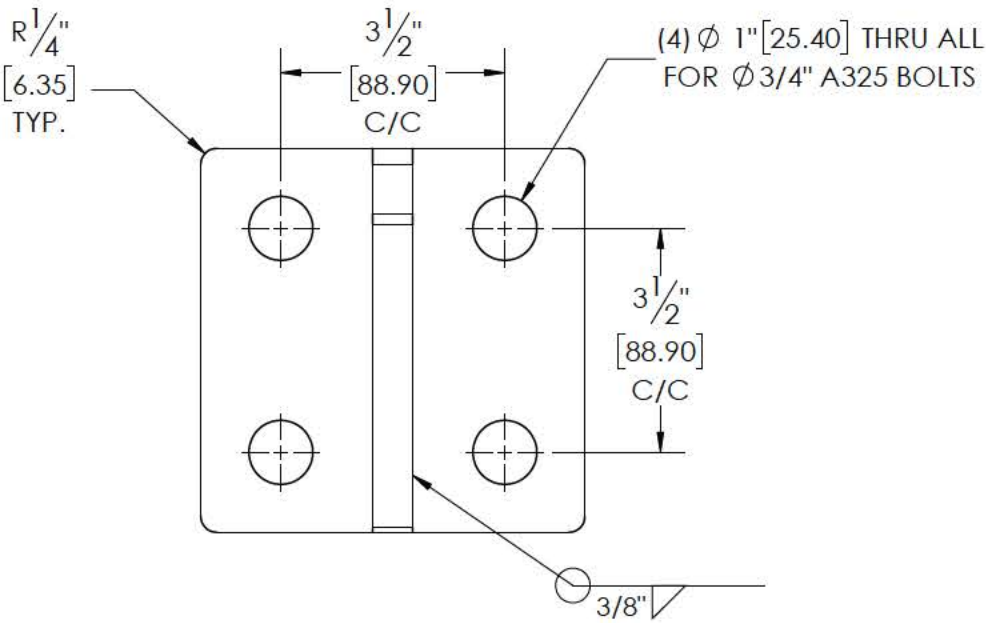
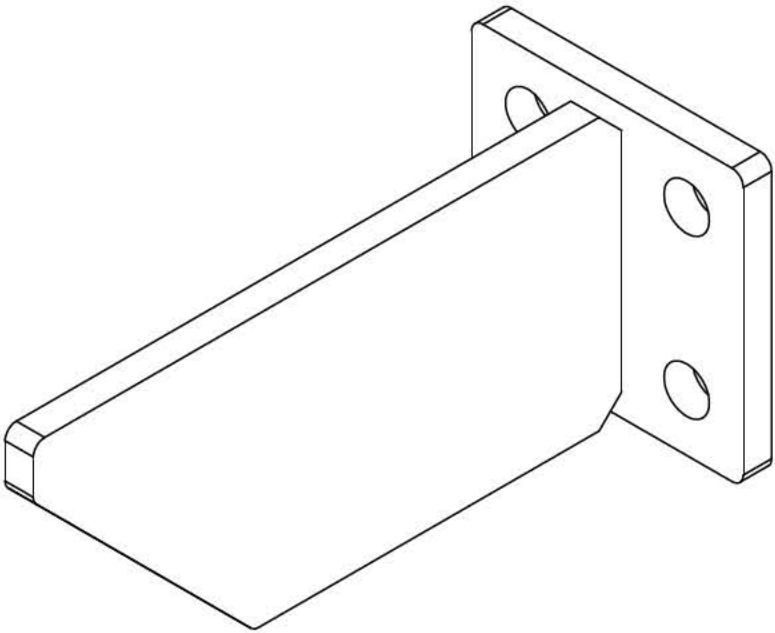
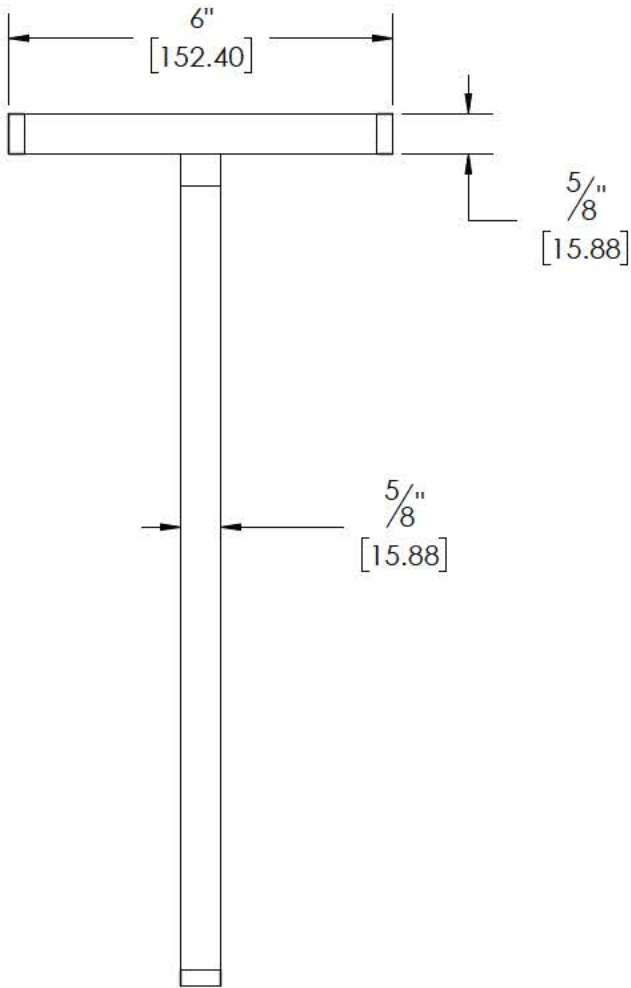
TORQUE TUBE LAYOUT

DATE: January 21, 2025	PROJECT: Right Flag 12x44 LED Board Structure	REV	DESCRIPTION	BY	DATE
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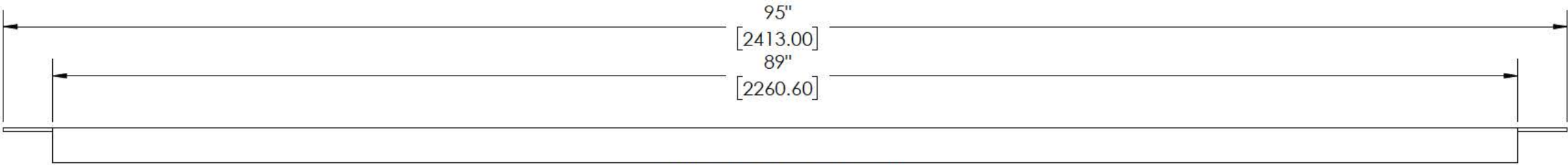
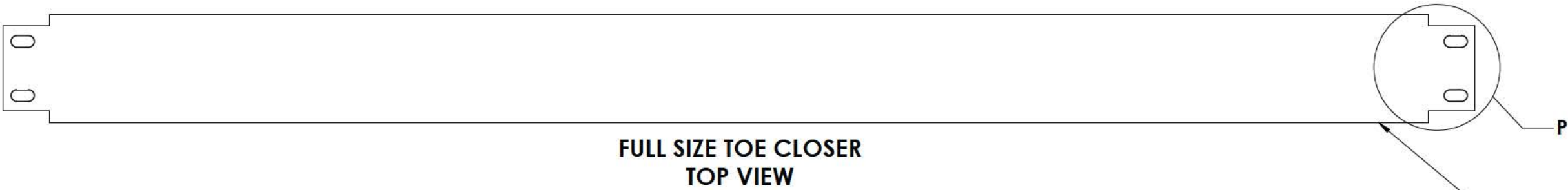
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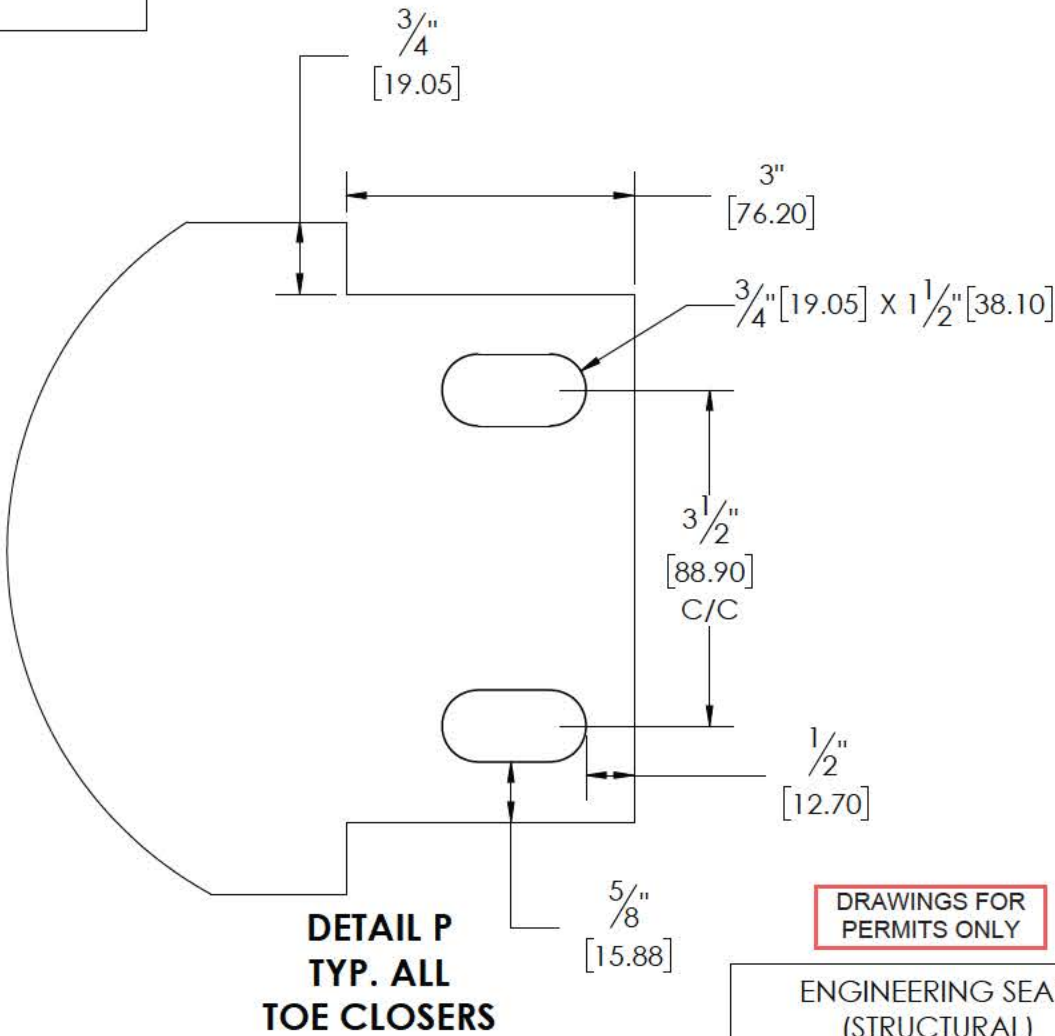
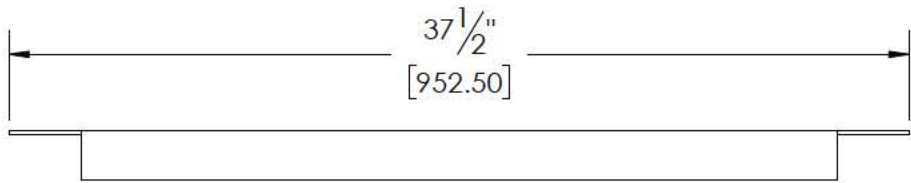
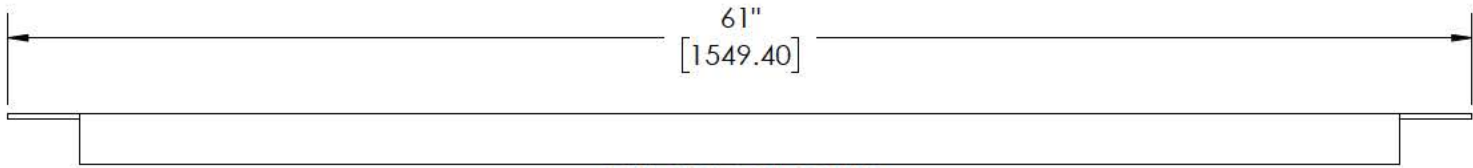
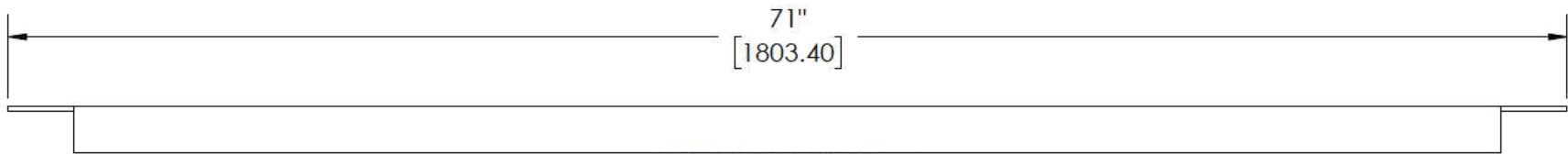
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PERMITS ONLY

ENGINEERING SEAL:
(STRUCTURAL)





ALL TOE CLOSERS TO BE MADE
FROM C7X9.8 CHANNEL



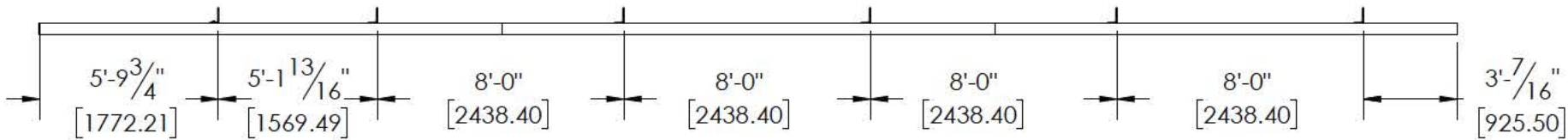
DRAWINGS FOR
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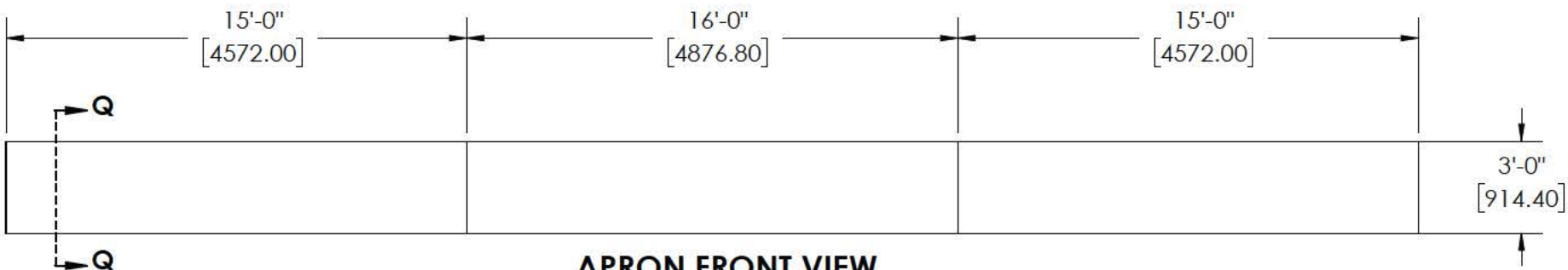


TOE CLOSER DETAIL

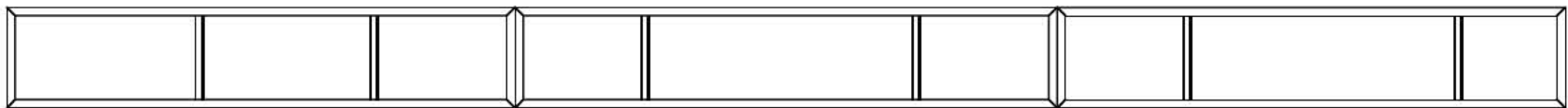
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APRON TOP VIEW
(MOUNTING ANGLE POSITIONS)

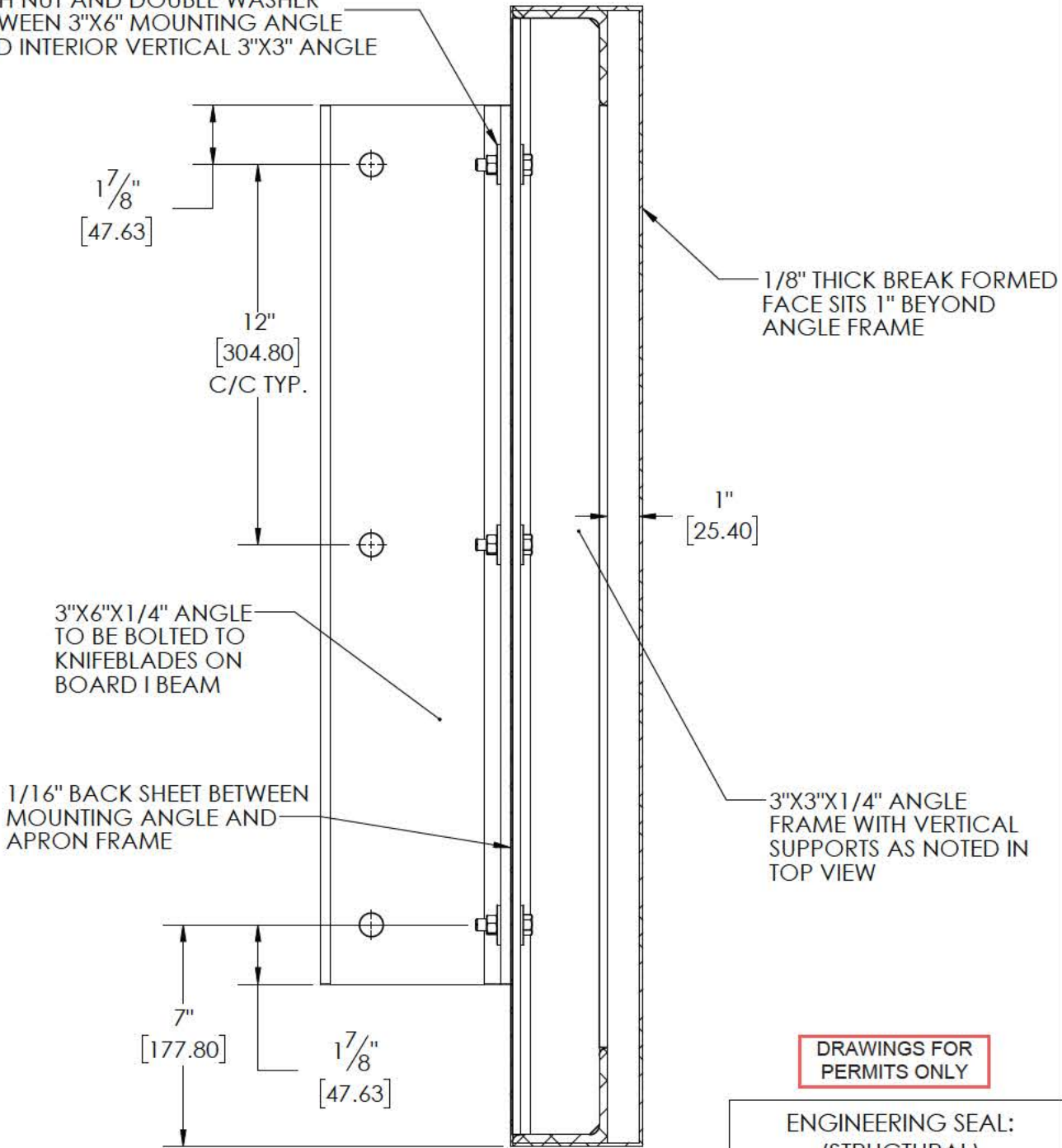


APRON FRONT VIEW
(SPLIT INTO 3 SECTIONS)



APRON FRONT VIEW
(FRAME ONLY)

(3) Ø 1/2" X 1 1/2" A325 BOLT
WITH NUT AND DOUBLE WASHER
BETWEEN 3"X6" MOUNTING ANGLE
AND INTERIOR VERTICAL 3"X3" ANGLE



SECTION Q-Q

DRAWINGS FOR
PERMITS ONLY

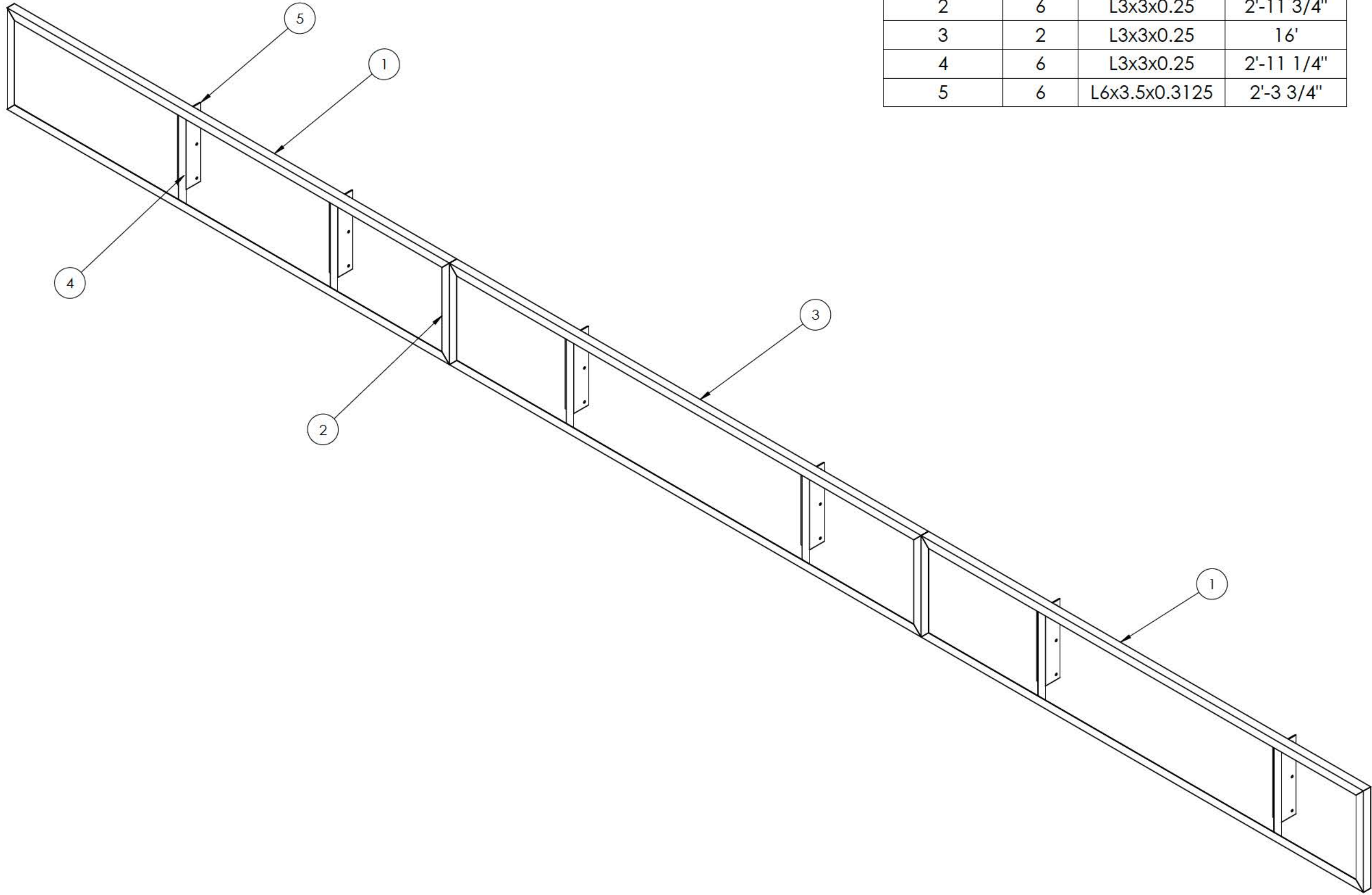
ENGINEERING SEAL:
(STRUCTURAL)



APRON OVERVIEW

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ITEM NO.	QTY.	DESCRIPTION	LENGTH
1	4	L3x3x0.25	15'
2	6	L3x3x0.25	2'-11 3/4"
3	2	L3x3x0.25	16'
4	6	L3x3x0.25	2'-11 1/4"
5	6	L6x3.5x0.3125	2'-3 3/4"

DWG #:RCC_M6K 1Y4.120A1

PROJECT ID: RCC2025100 SHEET: 13 OF 17

DRAWINGS FOR
PERMITS ONLY

ENGINEERING SEAL:



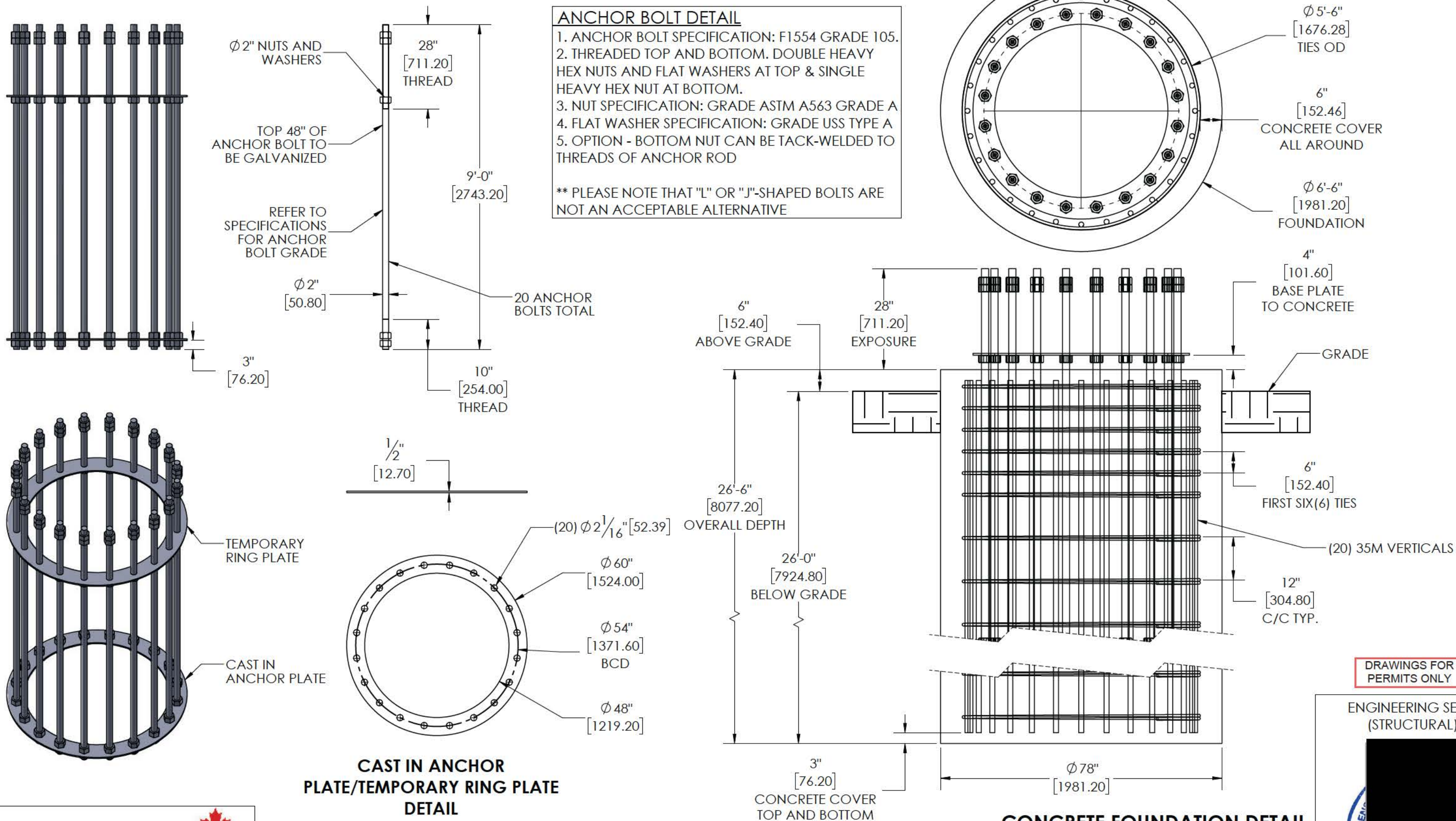
SignSpec

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APRON FABRICATION

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DATE: January 21, 2025

CLIENT: RCC MEDIA

WEIGHT: 33141.630 lbs

PROJECT: Right Flag 12x44 LED Board Structure

SITE ADDRESS: 24 Jefferson Ave, Toronto, ON

END USER: RCC MEDIA

REV	DESCRIPTION	BY	DATE
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1.0 GENERAL NOTES:

1. THIS SET OF DRAWINGS DOES NOT INCLUDE COMPONENTS THAT MAY BE NECESSARY FOR CONSTRUCTION SAFETY.
THE CONTRACTOR IS RESPONSIBLE FOR SAFETY IN AND ABOUT THE JOB SITE DURING CONSTRUCTION AND THE DESIGN
AND ERECTION OF ANY TEMPORARY STRUCTURES REQUIRED TO COMPLETE THE WORK.
2. ALL CONSTRUCTION WORK SHALL BE CARRIED OUT IN ACCORDANCE WITH THE OCCUPATIONAL HEALTH AND SAFETY ACT AND ITS REGULATIONS.
3. ENGINEER OF RECORD ASSUMES NO RESPONSIBILITY FOR THE GENERAL REVIEW OR VERIFICATION OF CONSTRUCTION
UNLESS EXPRESSLY RETAINED TO DO SO.
4. CONTRACTOR SHALL CHECK ALL DIMENSIONS AND SITE CONDITIONS AND REPORT ANY DISCREPANCIES TO
ENGINEER OF RECORD AND SIGN MANUFACTURER BEFORE PROCEEDING.
5. THE EXACT LOCATION OF FOUNDATION TO BE DETERMINED BY OTHERS.

2.0 DESIGN NOTES:

1. DESIGN LOADS AS PER 2024 OBC FOR TORONTO, ON:
WIND: q 1/50 = 0.44 kPa
SNOW: Ss = 0.9 kPa, Sr = 0.4 kPa

3.0 GEOTECHNICAL NOTES:

1. PRESUMPTIVE SOIL PROPERTIES:
PASSIVE LATERAL EARTH PRESSURE COEFFICIENT: Kp = 3.0
SOIL WEIGHT = 19 kN/m^3
BEARING CAPACITY (ALLOWABLE): 2000 PSF (95 KPA)
2. GEOTECHNICAL INVESTIGATION REQUIRED TO COFIRM PRESUMPTIVE SOIL PROPERTIES LISTED ABOVE. GEOTECHNICAL ENGINEER TO BE ON SITE DURING EXCAVATION OF FOUNDATION TO CONFIRM INSITU CONDITIONS.
3. IF SOIL CONDITIONS ENCOUNTERED ARE OTHER THAN THOSE ASSUMED (SOFT SOILS, UNSTABLE OR COLLAPSING SOILS, ORGANIC MATERIALS, GROUNDWATER, OR ANY OTHER ITEMS OF CONCERN), ENGINEER OF RECORD IS TO BE CONTACTED SO THAT THE FOUNDATION DESIGN CAN BE REVIEWED.

4.0 STRUCTURAL STEEL:

1. STRUCTURAL STEEL DESIGNED IN ACCORDANCE WITH
CSA STANDARD S16-14 "DESIGN OF STEEL STRUCTURES.
2. W SECTIONS SHALL CONFORM TO CSA G40.21-350W
3. HSS SECTIONS SHALL CONFORM TO ASTM A500C.
4. STEEL PLATES, ANGLES AND CHANNELS SHALL CONFORM TO CSA G40.21M-300W
5. ALL WELDING SHALL BE PERFORMED IN ACCORDANCE WITH CSA W59 (WELDED STEEL CONSTRUCTION) BY
WELDERS FULLY CERTIFIED FOR STRUCTURAL WELDING BY THE CANADIAN BUREAU TO CSA W47.1
6. WELD ELECTRODE SHALL BE 49XXX WITH Fu OF 490 MPA
7. STEEL COMPONENTS TO BE HOT DIPPED GALVANIZED SHALL CONFORM TO CSA G164-18

5.0 CONNECTION BOLTS:

1. ALL BOLTS TO BE STRUCTURAL AND CONFORM TO ASTM A325, GALVANIZED

6.0 CONCRETE FOUNDATION AND ANCHOR BOLTS:

1. ALL CONCRETE WORK TO BE IN CONFORMANCE WITH CAN/CSA A23.1/A23.2
2. REINFORCING STEEL SHALL CONFORM TO CSA G30.18-09 GRADE 400R (400W WHERE WELDABILITY IS REQUIRED)
3. REBAR TO HAVE 6" CONCRETE COVER UNLESS NOTED OTHERWISE.
4. ANCHOR BOLTS: ASTM F1554 GRADE 105. STRAIGHT BOLTS THREADED TOP AND BOTTOM, WITH DOUBLE HEAVY HEX NUTS AND WASHERS T TOP AND SINGLE HEAVY HEX NUT AT BOTTOM.
5. CONCRETE: MIN. COMPRESSIVE STRENGTH AFTER 28 DAYS OF 30 MPA, 14-20MM AGGREGATE, 4-7% AIR, 3-4" SLUMP
6. CONCRETE TO BE VIBRATED DURING PLACEMENT.
7. CONCRETE MUST BE PLACED AGAINST UNDISTURBED SOIL.
BOTTOM OF EXCAVATION TO BE LEVEL, FLAT AND FREE OF ANY DEBRIS.
8. CONCRETE SHALL BE PLACED IN DRY EXCAVATIONS, PUMP AWAY ANY GROUNDWATER AS REQUIRED.
9. IF BACKFILL IS REQUIRED, IT IS TO BE PLACED IN COMPACTED LAYERS
COMPACTED TO 95% MODIFIED PROCTOR DENSITY.
10. CONCRETE REQUIRES A MIN. OF 7 DAYS OF CURE TIME PRIOR TO INSTALLATION OF SIGN.
11. SHOULD CONTRACTOR HAVE ANY CONCERNS ABOUT SOIL CONDITIONS, OR REASON TO BELIEVE THAT PRESUMPTIVE VALUES ARE NOT MET, A GEOTECHNICAL ENGINEER SHOULD BE CONSULTED FOR REVIEW.

7.0 GROUT NOTES:

1. NON-SHRINK PREMIXED GROUT TO BE APPLIED UNDERNEATH BASEPLATE, CONSISTING OF NON-METALIC AGGREGATE, WITH MIN 20MPa (2900 PSI)
COMPRESSIVE STRENGTH AT 24 HOURS, STANDARD OF ACCEPTANCE: SIKA 212 BY SIKA CANADA OR APPROVED EQUAL

SignSpec

CANADA Inc.

THIS STRUCTURAL DRAWING IS THE PROPERTY OF SIGN SPEC CANADA INC. AND MAY NOT BE USED IN WHOLE OR PART WITHOUT THE WRITTEN CONSENT FROM SIGN SPEC CANADA 2025

DESIGN NOTES

DATE: January 21, 2025	PROJECT: Right Flag 12x44 LED Board Structure	REV	DESCRIPTION	BY	DATE
CLIENT: RCC MEDIA	SITE ADDRESS: 24 Jefferson Ave, Toronto, ON	0	ISSUED FOR REVIEW	MM	2025-01-29
WEIGHT: 33141.630 lbs	END USER: RCC MEDIA	1	CHANGED POST HEIGHT	TP	2025-06-10
		2	REDUCED SIGN HEIGHT	MM	2025-08-18

DRAWINGS FOR PERMITS ONLY

ENGINEERING SEAL:
(STRUCTURAL)



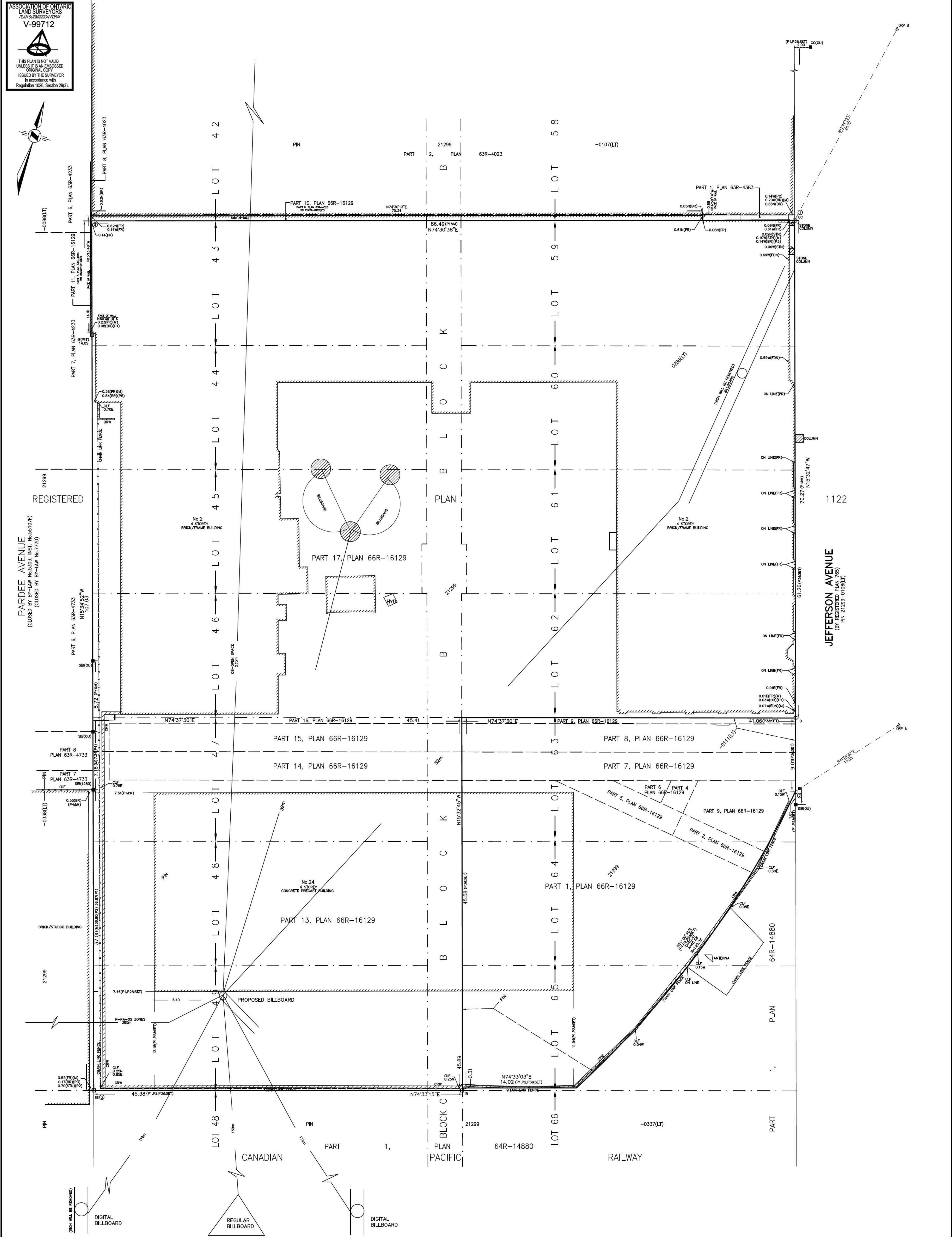


PARDEE AVENUE
(CLOSED BY BY-LAW No.537 (M) No.55107F)
(CLOSED BY BY-LAW No.7770)

REGISTERED

JEFFERSON AVENUE
(BY REGISTERED PLAN 765)
PIN 21299-0108(LT)

1122



SURVEYOR'S REAL PROPERTY REPORT
PART 1) PLAN OF
LOTS 43 TO 49 AND 59 TO 62 ALL INCLUSIVE,
PART OF LOTS 42, 58, 63, 64, AND 65,
PART OF BLOCK B
REGISTERED PLAN 1122
CITY OF TORONTO
SCALE 1:200

2.0 0 2.0 10.0metres

VLADIMIR DOSEN SURVEYING, O.L.S.

NO PERSON MAY COPY, REPRODUCE, DISTRIBUTE OR ALTER THIS
© PLAN IN WHOLE OR IN PART WITHOUT THE WRITTEN PERMISSION
OF VLADIMIR DOSEN, O.L.S.

METRIC
DISTANCES SHOWN ON THIS PLAN ARE
IN METRES AND CAN BE CONVERTED
TO FEET BY DIVIDING BY 0.3048.

NOTES AND LEGEND

□ DENOTES SURVEY MONUMENT PLANTED
■ DENOTES SURVEY MONUMENT FOUND
SIB DENOTES STANDARD IRON BAR
IB DENOTES IRON BAR
CC DENOTES CUT CROSS
CP DENOTES CONCRETE PIN
OU DENOTES ORIGIN UNKNOWN
M DENOTES MEASURED
WIT DENOTES WITNESS
PL DENOTES REGISTERED PLAN 1122
P1 DENOTES PLAN 66R-16129
P2 DENOTES PLAN 64R-14880
P3 DENOTES PLAN 63R-4023
P4 DENOTES PLAN 63R-4177
P5 DENOTES PLAN 63R-4044
BF DENOTES BOARD FENCE
CLF DENOTES CHAIN LINK FENCE
CRW DENOTES CONCRETE RETAINING WALL
BRW DENOTES BLOCK RETAINING WALL
(BR) DENOTES TIES TO BRICK
(STU) DENOTES TIES TO STUCCO
(FDN) DENOTES TIES TO FOUNDATION
(STN) DENOTES TIES TO STONE
(1280) DENOTES A. KIKAS, O.L.S.
HYO DENOTES FIRE HYDRANT
N/S/E/W DENOTES NORTH/SOUTH/EAST/WEST

THIS REPORT WAS PREPARED FOR
DAVID EZEARD
AND THE UNDERSIGNED ACCEPTS NO
RESPONSIBILITY FOR USE BY
OTHER PARTIES

BEARING NOTE:

BEARINGS SHOWN HEREON ARE GRID BEARINGS AND ARE OBTAINED BY REAL TIME KINEMATIC (RTK) MEASUREMENTS DERIVED FROM OBSERVED REFERENCE POINTS A AND B BASED ON THE N.T.M. COORDINATE SYSTEM, ZONE 10, CENTRAL MERIDIAN 79°30' WEST LONGITUDE, NAD-1983 CSRS CSRM-2010
DISTANCES ARE GROUND AND CAN BE CONVERTED TO GRID BY MULTIPLYING BY THE COMBINED SCALE FACTOR OF 0.9999978

SPECIFIED CONTROL POINTS (SPT'S)
ONTARIO COORDINATE SYSTEM, ZONE 10, NAD-1983 CSRS CSRM-2010
COORDINATES TO URBAN ACCURACY PER SEC. 14 (2) OF OREG 218/10

OBSERVED REFERENCE POINTS	NORTHING	EASTING
A	4832945.647	311184.206
B	4833028.181	311161.189

COORDINATES CANNOT, IN THEMSELVES, BE USED TO RE-ESTABLISH THE CORNERS OR BOUNDARIES SHOWN ON THIS PLAN

COORDINATE REFERENCE:

1	4833022.116	311155.297
2	4833034.423	311174.139
3	4833075.912	311200.677
4	4833079.802	311071.927

PART 2) SURVEY REPORT

DESCRIPTION OF LAND: PIN 21299-0286(LT)
LOTS 43 TO 49 AND LOTS 59 TO 62 ALL INCLUSIVE AND PART OF BLOCK B
REGISTERED PLAN 1122
DESIGNATED AS PARTS 13 TO 17 BOTH INCLUSIVE, PLAN 66R-16129
REGISTERED EASEMENTS AND/OR RIGHT OF WAYS:
NO EASEMENTS OR RIGHT OF WAYS ARE REGISTERED

DESCRIPTION OF LAND: PIN 21299-0111(LT)
PART OF PARDEE AVENUE (CLOSED BY BY-LAW No.7770)
(CLOSED BY BY-LAW No.5303, INST. No.55107F) AND
DESIGNATED AS PART 4, PLAN 63R-4023
ALSO DESIGNATED AS PARTS 10 AND 11, PLAN 66R-16129
REGISTERED EASEMENTS AND/OR RIGHT OF WAYS:
NO EASEMENTS OR RIGHT OF WAYS ARE REGISTERED

DESCRIPTION OF LAND: PIN 21299-0112(LT)
PART OF PARDEE AVENUE (CLOSED BY BY-LAW No.7770)
(CLOSED BY BY-LAW No.5303, INST. No.55107F) AND
PART OF LOTS 42 AND 58, REGISTERED PLAN 1122
DESIGNATED AS PARTS 6 AND 7, PLAN 63R-4023
ALSO DESIGNATED AS PARTS 10 AND 11, PLAN 66R-16129
REGISTERED EASEMENTS AND/OR RIGHT OF WAYS:
NO EASEMENTS OR RIGHT OF WAYS ARE REGISTERED

BOUNDARY FEATURES:
LOCATION OF FENCES ARE AS SHOWN

COMPLIANCE WITH MUNICIPAL ZONING BY-LAWS:
THIS PLAN DOES NOT CERTIFY COMPLIANCE WITH ZONING BY-LAWS.

SURVEYOR'S CERTIFICATE

I CERTIFY THAT:

- THIS SURVEY AND PLAN ARE CORRECT AND IN ACCORDANCE WITH THE SURVEYOR'S ACT, THE SURVEYORS ACT AND THE REGULATIONS MADE UNDER THEM.
- THE SURVEY WAS COMPLETED ON THE 23rd DAY OF MARCH, 2025

DATE: APRIL 1, 2025

VLADIMIR DOSEN, B.Sc.
ONTARIO LAND SURVEYOR

VLADIMIR DOSEN SURVEYING
ONTARIO LAND SURVEYORS
555 DAVISVILLE AVENUE
TORONTO, ONTARIO M4S 1J2
PHONE (416) 466-0440 EMAIL: vladdosen@rogers.com

JOB No: 25074	SHEET: 24x36	FIELD BY: FRANK
FILE: 13-2022		DRAWN BY: NATHAN/NEM
CAD FILE: 24 JEFFERSON AVENUE SIGN-1		CHECKED BY: VD



1740 Argentia Rd, Mississauga, ON L5N 3K3 • Tel: (905) 677- 0363 • Fax: (905) 677- 9960

March 24, 2026

**City of Toronto
Sign By-law Unit
100 Queen Street West
Ground Floor, East Tower
Toronto, Ontario
M5H 2N2**

**PS Canada Company ULC
1740 Argentia Road
Mississauga, Ontario
L5N 3K3**

To Whom It May Concern:

I am the property owner/manager of the property known as 24 Jefferson Avenue in the City of Toronto and give David Ezeard authorization to apply and receive a development permit to erect and maintain a third-party outdoor sign on my above noted property. If you should have any questions, please contact me at your convenience.

Regards,

A solid black rectangular box used to redact the signature of the sender.

I have the Authority to Bind the Company
Andy Hick

CORRIDOR DEVELOPMENT PERMIT

This card must be kept posted in a conspicuous place on site of construction.

OL 2026-017

Site Address: 24 Jefferson Avenue, Toronto ON

Description: Digital Signage Billboard

Date Issued: February 24, 2026

Expiry Date: February 25, 2027

Jessica Amankwa
Project Manager

Mohammad Rahman

From: Toronto Building Express Services
Sent: June 26, 2026 11:10 AM
To: 'David Ezeard'
Subject: RE: [External Sender] Re: Re: 24 Jefferson Avenue - third party sign variance

Hello

Sign variance fee of \$2,039.44 is now due on this application and payment may be made using our Online Payment System (see link below). When prompted to enter file # you must input 26 191920 ZSV 00 ZR to pay \$2,039.44.

<https://secure.toronto.ca/TorontoBuildingPayments/index.do>

Please note: for the permit number, we no longer have a – Dash just a space as the payment portal has changed i.e. 26 0000 SGN 00 SP

ExpressServices@toronto.ca

Please visit our website at <https://www.toronto.ca/services-payments/building-construction/building-permit/before-you-apply-for-a-building-permit/express-building-permits/> for more information on Express Services.

Thank you, and have a great day,

Brandon Schleifer

Support Assistant B, Express Services,
100 Queen St W Ground Fl. East Tower
Toronto, On M5H 2N1
Toronto Building
416-395-0360
brandon.schleifer@toronto.ca



Apply for your building permit online! Toronto Building is making it easier to apply for building permits through our Online Services! **Starting January 12th, permit applications for residential accessory structures, decks, porches, backwater valves, new houses, laneway and garden suites, and any related demo and child permits (drain, plumbing, and mechanical) will no longer be accepted via email. Please apply via our Online Services by visiting the Building Permit Application Guide related to your proposal.** [Building Permit Application Guides – City of Toronto](#)

From: David Ezeard [REDACTED]
Sent: June 25, 2026 2:14 PM
To: Toronto Building Express Services <ExpressServices@toronto.ca>
Subject: [External Sender] Re: Re: 24 Jefferson Avenue - third party sign variance

Thank you for the clarification. Please see the attached information that you specified. I have also attached the Metrolinx permit.

Dave

On Tue, Jun 23, 2026 at 8:45 AM Toronto Building Express Services <ExpressServices@toronto.ca> wrote:

Good morning,

One email is one submission.

We can only consider what is attached to the submission email.

If you send a submission email with an incomplete application, we will reply rejecting your application.

If you wish to apply for a variance, you must send us one email with all the documents you want to be considered for that variance attached to that email in PDF format.

Please visit our website at <https://www.toronto.ca/services-payments/building-construction/building-permit/before-you-apply-for-a-building-permit/express-building-permits/> for more information on Express Services.

Thank you, and have a great day,

Brandon Schleifer

Support Assistant B, Express Services,

100 Queen St W Ground Fl. East Tower

Toronto, On M5H 2N1

Toronto Building

416-395-0360

brandon.schleifer@toronto.ca



Apply for your building permit online! Toronto Building is making it easier to apply for building permits through our Online Services! **Starting January 12th, permit applications for residential accessory structures, decks, porches, backwater valves, new houses, laneway and garden suites, and any related demo and child permits (drain, plumbing, and mechanical) will no longer be accepted via email. Please apply via our Online Services by visiting the Building Permit Application Guide related to your proposal.** [Building Permit Application Guides – City of Toronto](#)

From: David Ezeard [REDACTED]
Sent: June 22, 2026 10:31 PM
To: Toronto Building Express Services <ExpressServices@toronto.ca>
Subject: [External Sender] Re: 24 Jefferson Avenue - third party sign variance

These were already sent with my original email. Did you not receive them or are there items that you are missing on them.

Thanks for the clarification.

Dave

On Mon, Jun 22, 2026 at 2:42 PM Toronto Building Express Services <ExpressServices@toronto.ca> wrote:

Good afternoon,

To apply for a Sign Variance, you will need:

- [Sign Variance Application](#)
- [Sign Data Sheet](#)
- Letter of Authorization from Property Owner
- [Drawings - Cross-Section, Elevation and Site Plan \(see an example\)](#)

Please visit our website at <https://www.toronto.ca/services-payments/building-construction/building-permit/before-you-apply-for-a-building-permit/express-building-permits/> for more information on Express Services.

Thank you, and have a great day,

Brandon Schleifer

Support Assistant B, Express Services,

100 Queen St W Ground FL. East Tower

Toronto, On M5H 2N1

Toronto Building

416-395-0360

brandon.schleifer@toronto.ca

Apply for your building permit online! Toronto Building is making it easier to apply for building permits through our Online Services! **Starting January 12th, permit applications for residential accessory structures, decks, porches, backwater valves, new houses, laneway and garden suites, and any related demo and child permits (drain, plumbing, and mechanical) will no longer be accepted via email. Please apply via our Online Services by visiting the Building Permit Application Guide related to your proposal.** [Building Permit Application Guides – City of Toronto](#)

From: David Ezeard [REDACTED]
Sent: June 22, 2026 12:25 PM
To: Toronto Building Express Services <ExpressServices@toronto.ca>
Cc: David Ezeard [REDACTED]
Subject: [External Sender] 24 Jefferson Avenue - third party sign variance

Hello Fernanda: Please see the variance application for the above noted property. Please note that this application has been modified to have some of the concerns fixed for this application. Please let me know if you need anything else.

Thanks,

Dave

--

David Ezeard
Landmark Digital Inc.
416-816-1901 Canada

414-909-0055 USA

In compliance with the new Canadian Anti-Spam Legislation (CASL), if you no longer wish to receive emails from Landmark Digital Inc, please reply to this email with the word "Unsubscribe" in the subject heading.

--

David Ezeard
Landmark Digital Inc.
416-816-1901 Canada

414-909-0055 USA

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--

David Ezeard
Landmark Digital Inc.
416-816-1901 Canada
414-909-0055 USA

In compliance with the new Canadian Anti-Spam Legislation (CASL), if you no longer wish to receive emails from Landmark Digital Inc, please reply to this email with the word "Unsubscribe" in the subject heading.

Receipt No: 1875851

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 191920 ZSV 00 ZR	Date & Time:	June 26, 2026 01:08:24 PM
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Paid By:	LANDMARK DIGITAL INC C/O DAVID EZEARD 15 SILVERCREEK CRES BARRIE ON L4N 0Z8		
Project Location:	24 JEFFERSON AVE TORONTO ON M6K 1Y4		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$2,039.44	
TB-American Express - online	110583 - PAYMENT	-\$2,039.44	
Total:			\$.00
Paid Amount			\$2,039.44
Paid by :TB-American Express - online			

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



June 4th 2026

City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor 1E
Toronto, Ontario
M5H 2N2

RE: Sign Bylaw Variance – 24 Jefferson Avenue

Sign By-Law Unit:

By way of this letter, I am making application for a minor variance to the City's Sign Bylaw respecting 24 Jefferson Avenue.

The property is located south of the Gardiner Expressway between Jefferson Avenue and Pardee Ave., on the north side of the Gardiner Expressway.

We are seeking to replace one static roof sign with a total area of 163m² with a digital static ground sign with a total area of 50m².

The variance we are seeking is that the proposed sign is not replacing a sign that was lawfully erected with a digital face prior to the By-law being changed in 2015. This refers to the City's Sign Bylaw, Section 694-26I (4)(D).

Why should this variance be granted?

(1) Is warranted based on physical circumstances applicable to the property or premises

The property is in the Gardiner Special Sign District GG-SSD and will be a ground sign meeting all of the required setbacks from other signs and property lines. It will contain one single sided digital static face which adheres to the required sizing in the GG-SSD. The zoning of the property is Employment which allows ground signs for third party advertising.

(2) Is consistent with the architecture of the building or development of the property

The property is an Employment area which has uses of third-party signs as a usage. This is an industrial area and the property is used for self-storage.

(3) Is consistent with buildings and other features or premises within 120 metres of the location of the proposed sign.

Many of the buildings in the general vicinity of the subject site are consistent to that of the subject site. Many of the buildings in the vicinity are one story light industrial/commercial buildings. With respect to signage on other buildings in the surrounding area, most of them are ground signs which are located in closer proximity to the Gardiner Expressway. Those ground signs are a result of sign variances which were approved over the past 5 years ago.

(5) Will not adversely affect adjacent properties

The proposed sign application will be in keeping with existing signage both roof and ground located on either side of the Gardiner Expressway.

(6) Will not adversely affect public safety

The proposed sign, will not affect public safety. By virtue of the existing front and side yard setbacks, the sign does not interfere or obstruct the visibility of vehicular traffic, that being along Jefferson Avenue. Should the proposed sign be located within the visibility triangle of the two-intersecting street, then, there may be a visibility issue, but this is certainly not the case.

(7) Is, in the opinion of the decision maker, not contrary to the public interest

At first glance at the relief being sought from the Sign Bylaw, it may be contrary to the public interest in so far as the public would perceive the sign would be in close proximity to the Gardiner Expressway having an impact on traffic. However, when reviewing the site plan, one can conclude that it will not go against public interest.

Public interest does not find roof signs appealing; the application is for a ground sign that would replace a roof sign on the property.

Public interest finds billboard signs cluttering; the existing sign is setback away from the street line and adjacent to the building and therefore the sign face blends in with the building and will not face any residential properties.

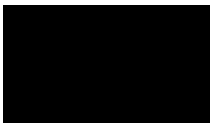
(8) Is of a sign class or a sign type that is permitted in the sign district where the premises is located

The property at 24 Jefferson Avenue for purposes of the new City Sign Bylaw is zoned E for Employment District which permits third party ground signs with the exception of the installation of a digital sign prior to the adoption of 694-261(4)(d).

We believe the variance sought in this instance based on the nine listed criteria above is within the general intent and spirit of the City's new Sign, bylaw. We look forward to discussing the matter further before the City's Sign Variance Committee.

Again, I reiterate that the variance sought here would be consistent with previous variances, sharing similar characteristics with the application before you.

Yours truly,



David Ezeard
Landmark Digital Inc.