

24 Jefferson Avenue

Toronto Ontario

Sign Variance Committee Presentation

October 20th 2026

By

David Ezeard
Landmark Digital Inc.



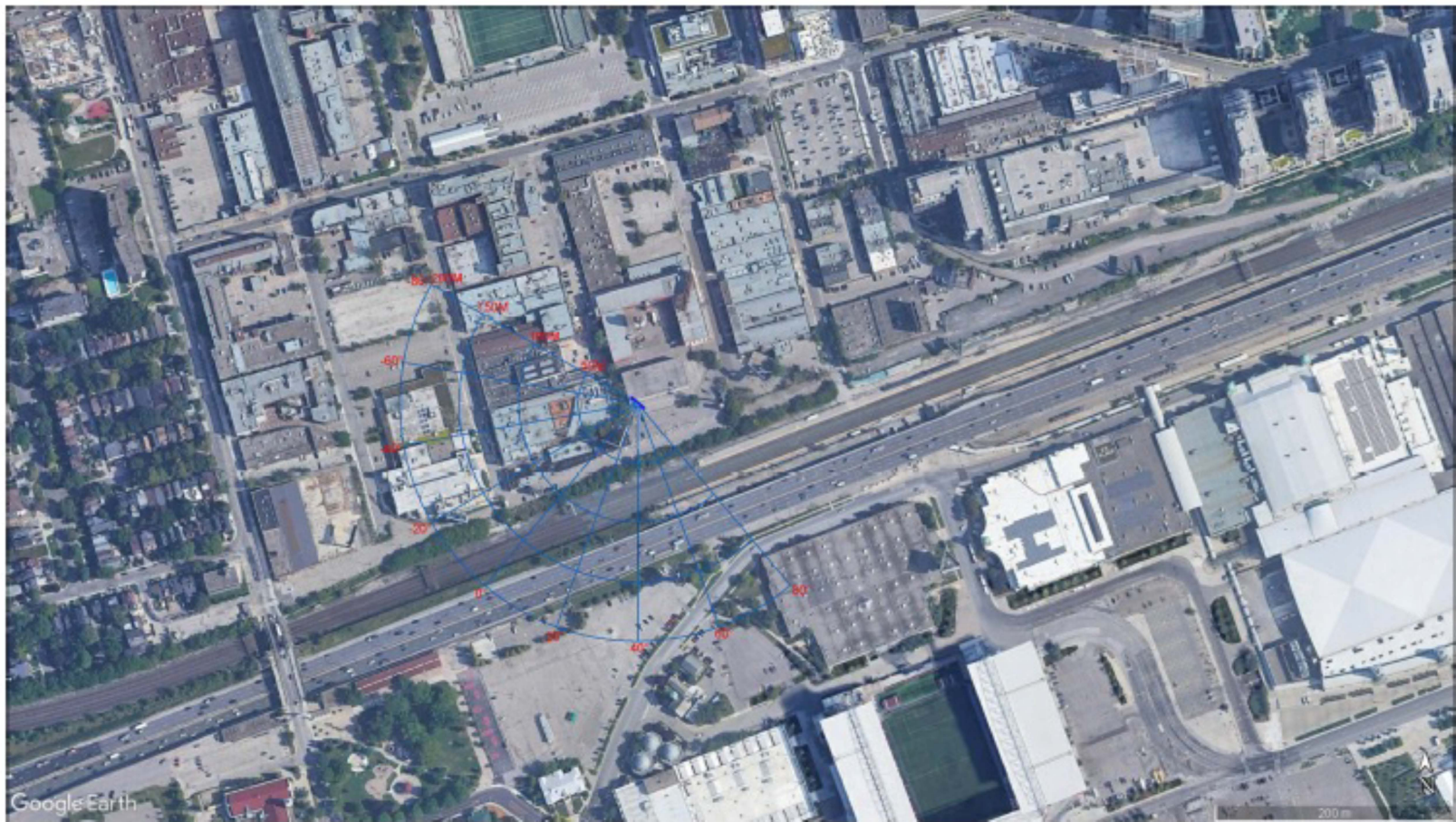
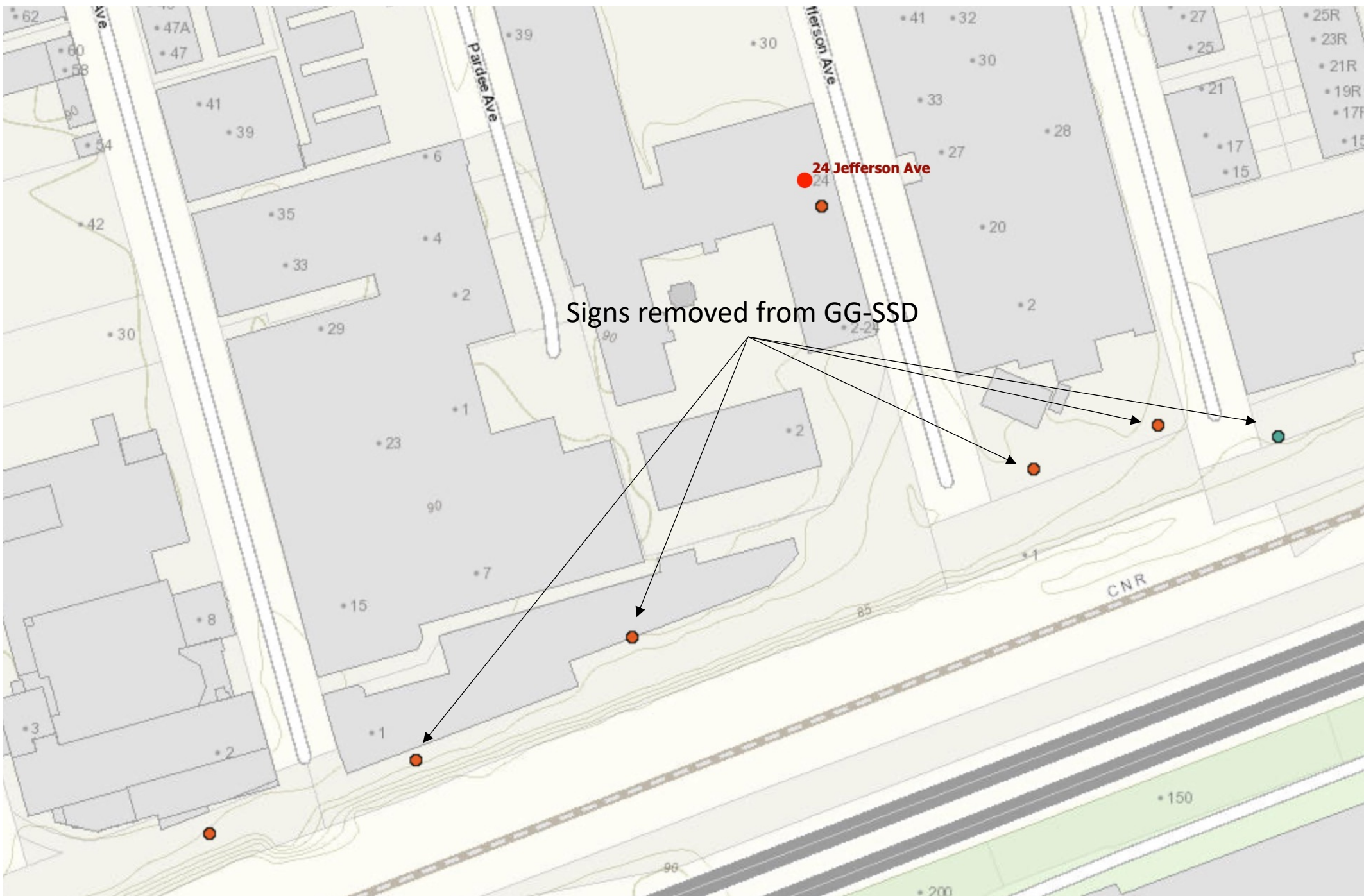


Figure 4. Site satellite photo overlay of distances and angles from proposed digital billboard site.

Site Calculations - 14'x48' 300 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.633lux	2.083lux	4.601lux	6.105lux	6.359lux	6.105lux	4.601lux	2.083lux	0.633lux
100	0.162lux	0.529lux	1.193lux	1.611lux	1.695lux	1.611lux	1.193lux	0.529lux	0.162lux
150	0.072lux	0.236lux	0.534lux	0.724lux	0.766lux	0.724lux	0.534lux	0.236lux	0.072lux
200	0.041lux	0.133lux	0.301lux	0.409lux	0.434lux	0.409lux	0.301lux	0.133lux	0.041lux





Current residential buildings facing west along Gardiner Expressway





Future Exhibition Station aerial view looking east, featuring shared GO/Ontario Line station building and platforms in foreground.



Artist's rendering – subject to change. Transit-Oriented Community proposals not shown.

View of Exhibition Station from the Gardiner Expressway.



24 Jefferson Avenue
Construction Plan
Not to scale
14' x 48' single faced sign



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