

**ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE**

|               |                   |
|---------------|-------------------|
| Folder Number | Date (yyyy-mm-dd) |
|---------------|-------------------|

Project Information

|               |                  |            |             |
|---------------|------------------|------------|-------------|
| Street Number | Street Name      | Lot Number | Plan Number |
| 1150-1176     | Morningside Ave. |            |             |

Describe the variance(s) being applied for:

- setback to Open Space Sign District

- relaxation of zoning. Site is zoned Commercial Residential but does not hvae any residential on site and area is appropriate.

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 |
|--------------------------|----------|

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):

Please see Rationale

Property Owner Information

|                              |                  |                   |                  |
|------------------------------|------------------|-------------------|------------------|
| First Name                   |                  | Last Name         |                  |
|                              |                  |                   |                  |
| Company Name (if applicable) |                  |                   | Telephone Number |
| Pleasance Corp.              |                  |                   |                  |
| Street Number                | Street Name      | Suite/Unit Number | Mobile Number    |
| 1150-1176                    | Morningside Ave. |                   | (416) 358-3001   |
| City/Town                    | Province         | Postal Code       | Fax Number       |
| Toronto                      | ON               | M1B 3A4           |                  |
| Email                        |                  |                   |                  |
| ag@luminiz.com               |                  |                   |                  |

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<br>I, Jocelyn                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                    | Last Name<br>Wigley             |                                    |
| Company Name<br>Jolt Charge Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                    |                                 | Telephone Number<br>(416) 659-8866 |
| Street Number<br>of 66                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Street Name<br>Wellington Street W | Suite/Unit Number<br>5300 TD Tw | Mobile Number<br>(416) 659-8866    |
| City/Town<br>Toronto                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Province<br>ON                     | Postal Code<br>M5K 3A4          | Fax Number                         |
| Email<br>Jocelyn.Wigley@joltcharge.com                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                    |                                 |                                    |
| <div>Do hereby declare the following:</div> <div><div><div>• That I am <input type="checkbox"/> the Property Owner as stated above</div><div><input checked="" type="checkbox"/> the owner's authorized agent.</div><div><input type="checkbox"/> an officer/employee of _____, which is an authorized agent of the owner.</div><div><input type="checkbox"/> an officer/employee of _____, which is the Property Owner's authorized agent.</div></div><div><div>• 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.</div><div>• That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law</div><div>• That the information included in this application and in the documents filed with this application is correct.</div></div><div><div><div><div></div></div><div>Jocelyn Wigley</div></div><div><div></div><div>2024-12-20</div></div><div><div></div><div>Print Name (First, Last)</div></div><div><div></div><div>Date (yyyy-mm-dd)</div></div></div></div> |                                    |                                 |                                    |

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) |
|---------------|---------------------------|

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

|               |                 |            |             |
|---------------|-----------------|------------|-------------|
| Street Number | Street Name     | Lot Number | Plan Number |
| 1150-1176     | Morningside Ave |            |             |

Site and Building Data

|                                  |                                                           |                              |
|----------------------------------|-----------------------------------------------------------|------------------------------|
| Lot Area                         | Lot Frontage                                              | Lot Depth                    |
| 17771.57 sq m                    | 155 meters                                                | 155 meters                   |
| Number of Building(s) on the lot | Date of Construction of Building(s) if known (yyyy-mm-dd) |                              |
| 2                                |                                                           |                              |
| Building Height(s)               | Number of Storeys                                         | Building(s) Gross Floor Area |
| 10-12 meters                     | 1-2                                                       | NA                           |
| Building Uses(s)                 |                                                           |                              |
| Shopping Plaza and Offices       |                                                           |                              |

Site Context

|                                                                                                                          |                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary) |                                                                                                            |
| North                                                                                                                    | Open Space Sign District functioning as Malvern Woods                                                      |
| South                                                                                                                    | Employment Sign District functioning as a Telecommunications Office                                        |
| East                                                                                                                     | Commerical Sign District functioning as a shopping plaza                                                   |
| West                                                                                                                     | Institutional Sign District functioning as a Place of Worship, building is on the Northern end of property |

Proposal

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Please describe in detail what is being proposed (use additional pages if necessary)</p> <p>Jolt Charge is proposing to install a Level 3 fast DC EV charger on the premises of 1150-1176 Morningside Ave in Scarborough. The EV charger is accessible to the public and provides any EV user a fast free (up to 50 km) charge. To offset the cost of free charging, the sign has 2 electronic illuminated screens displaying third party messaging that will be visible to vehicular traffic along Morningside Ave.</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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)  
[Please refer to provided Rationale](#)

Sign Data Sheet

|                                 |            |
|---------------------------------|------------|
| Date (yyyy-mm-dd)<br>2024-12-20 | Folder No. |
|---------------------------------|------------|

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 <sup>2</sup> ) |                     |                      |                       |                                       |
| 1         | Ground Sign | Electronic Static Copy | 1.65                           | 0.92           | 1.00                   | 0.47                | 2.65                 | Yes                   | Yes                                   |
|           |             |                        |                                |                | 1.00                   |                     |                      |                       |                                       |
|           |             |                        |                                |                | 1.00                   |                     |                      |                       |                                       |
|           |             |                        |                                |                | 1.00                   |                     |                      |                       |                                       |
|           |             |                        |                                |                | 1.00                   |                     |                      |                       |                                       |
|           |             |                        |                                |                | 1.00                   |                     |                      |                       |                                       |
|           |             |                        |                                |                | 1.00                   |                     |                      |                       |                                       |
|           |             |                        |                                |                | 1.00                   |                     |                      |                       |                                       |
|           |             |                        |                                |                | 1.00                   |                     |                      |                       |                                       |

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

Receipt No: 1820432

## Receipt

NOTE: This is not a Permit. Do not construct until a permit is issued.

You will be notified when your permit is ready.

|                   |                            |                         |                                      |
|-------------------|----------------------------|-------------------------|--------------------------------------|
| <b>Folder No:</b> | <b>25 197498 ZSV 00 ZR</b> | <b>Date &amp; Time:</b> | <b>July 21, 2025<br/>03:30:34 PM</b> |
|-------------------|----------------------------|-------------------------|--------------------------------------|

|                             |                                                                                              |               |                   |
|-----------------------------|----------------------------------------------------------------------------------------------|---------------|-------------------|
| <b>Paid By:</b>             | JOLT CHARGE INC<br>C/O JOCELYN WIGLEY<br>66 WELLINGTON ST W 5300 TD TW<br>TORONTO ON M5K 3A4 |               |                   |
| <b>Project Location:</b>    | 1150-1176 MORNINGSIDE AVE<br>TORONTO ON<br>M1B 3A4                                           |               |                   |
| <b>Project Description:</b> | Zoning Review; Non-Residential Building; Sign                                                |               |                   |
| <b>Fee Description(s):</b>  | <b>Cost Center Number:</b>                                                                   | <b>Value:</b> |                   |
| Sign Variance Fee           | 9010 - BL0014 - PAYMENT                                                                      | \$1,961.00    |                   |
| TB-Visa - online            | 110583 - PAYMENT                                                                             | -\$1,961.00   |                   |
| <b>Total:</b>               |                                                                                              |               | <b>\$0.00</b>     |
|                             |                                                                                              |               |                   |
|                             |                                                                                              |               |                   |
| <b>Paid Amount</b>          |                                                                                              |               | <b>\$1,961.00</b> |
|                             |                                                                                              |               |                   |
| Paid by :TB-Visa - online   |                                                                                              |               |                   |

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

## LICENCE AGREEMENT

### Electric Vehicle Charging Network

THIS AGREEMENT is entered into as of **October 28, 2024**

BETWEEN:

**Pleasance Corp.**, a corporation incorporated pursuant to the laws of Ontario

Address: **1150-1176 Morningside Ave., Toronto, ON M1B 3A4**

Attention: **Amir Ghasabi**

Email: **ag@luminiz.com**

(the "**Licensor**")

AND

**[JOLT CHARGE INC.]**, a corporation incorporated pursuant to the laws of the  
**[Province of Ontario]**

Address: 66 Wellington St. W., 5300 TD Bank Tower, Toronto, ON M5K 1E6

Attention: Jocelyn Wigley, **Development Manager**

Email: **Jocelyn.Wigley@joltcharge.com**

(the "**Licensee**", and together with the Licensor, the "**Parties**", and either one of them, a "**Party**").

**FOR AND IN CONSIDERATION OF** the premises, the mutual promises, covenants and agreements contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

#### **1. COMMENCEMENT DATE AND LICENCE TERM**

- 1.1 The term of this Licence is ten (10) years commencing on the Effective Date (the "**Initial Term**"). The Licensee shall have the one-time right to extend the Term, on the same terms and conditions, for an additional period of five (5) years (the "**Option Term**") if mutually agreeable prior to the expiration of the then current Term.
- 1.2 The Licensor shall provide the Licensee and its contractors, agents and representatives access and possession of the Site and the Property from the Commencement Date to enter onto, occupy and access the Site and the Property (including with or without any vehicles, equipment or machinery) for the purposes of undertaking the Works.

#### **2. LICENCE GRANT**

- 2.1 The Licensor licences to the Licensee the Site and the Property for the purpose of performing the Permitted Activities during the Term.

DS  
AG

DS  
BD

IN WITNESS WHEREOF, the parties have executed this Licence as of the day and year first above written.

|                                                                                                                                                                                                                    |                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><i>by the Licensor:</i></p> <p><b>Pleasance Corp.</b></p> <p>DocuSigned by: 08 November 2024</p> <p>By: Amir Chasabi<br/>7F55A04255D843E<br/>Authorized Signatory</p> <p>By: _____<br/>Authorized Signatory</p> | <p><i>by the Licensee:</i></p> <p><b>[JOLT CHARGE INC.]</b></p> <p>DocuSigned by: 08 November 2024</p> <p>By: Brendan Dillon<br/>D6E91525EDAD4A5<br/>Authorized Signatory</p> <p>By: _____<br/>Authorized Signatory</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

DS  
AG

DS  
BD

LEGEND:  
(E) - DENOTES EXISTING  
(P) - DENOTES PROPOSED

CLIENT



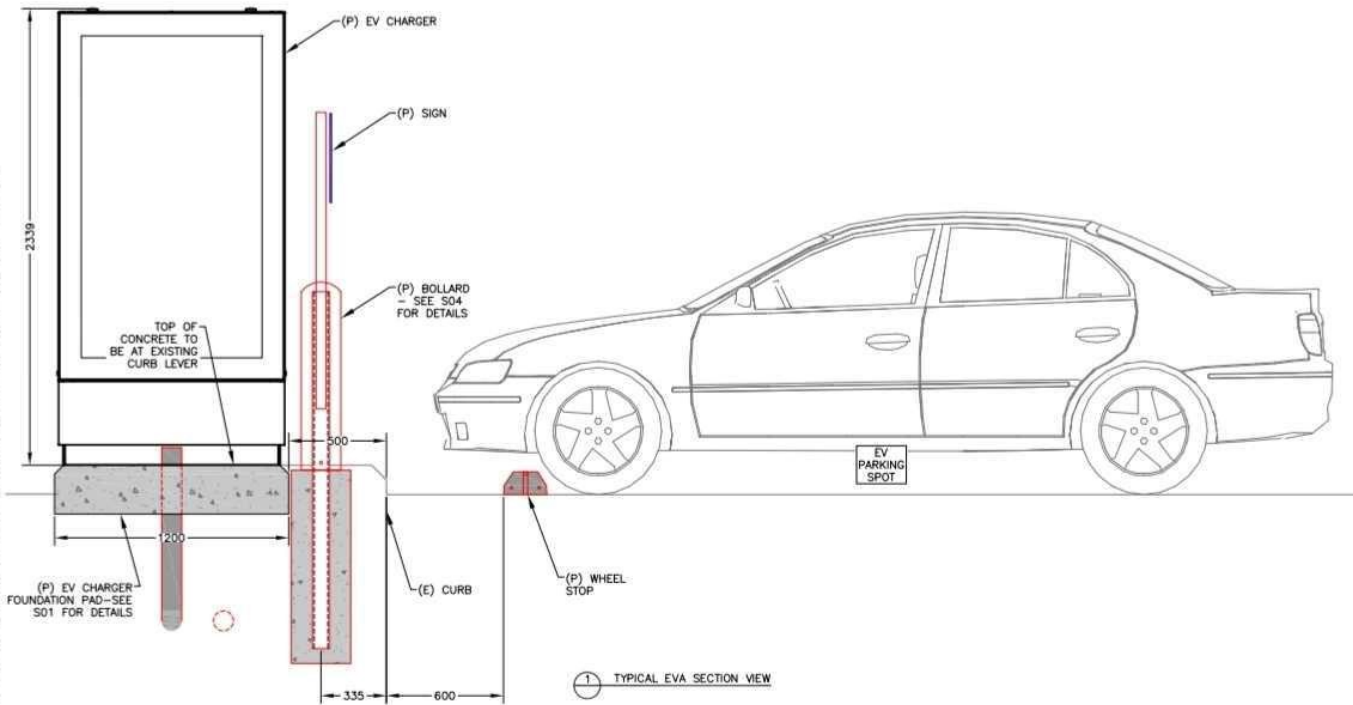
CURB

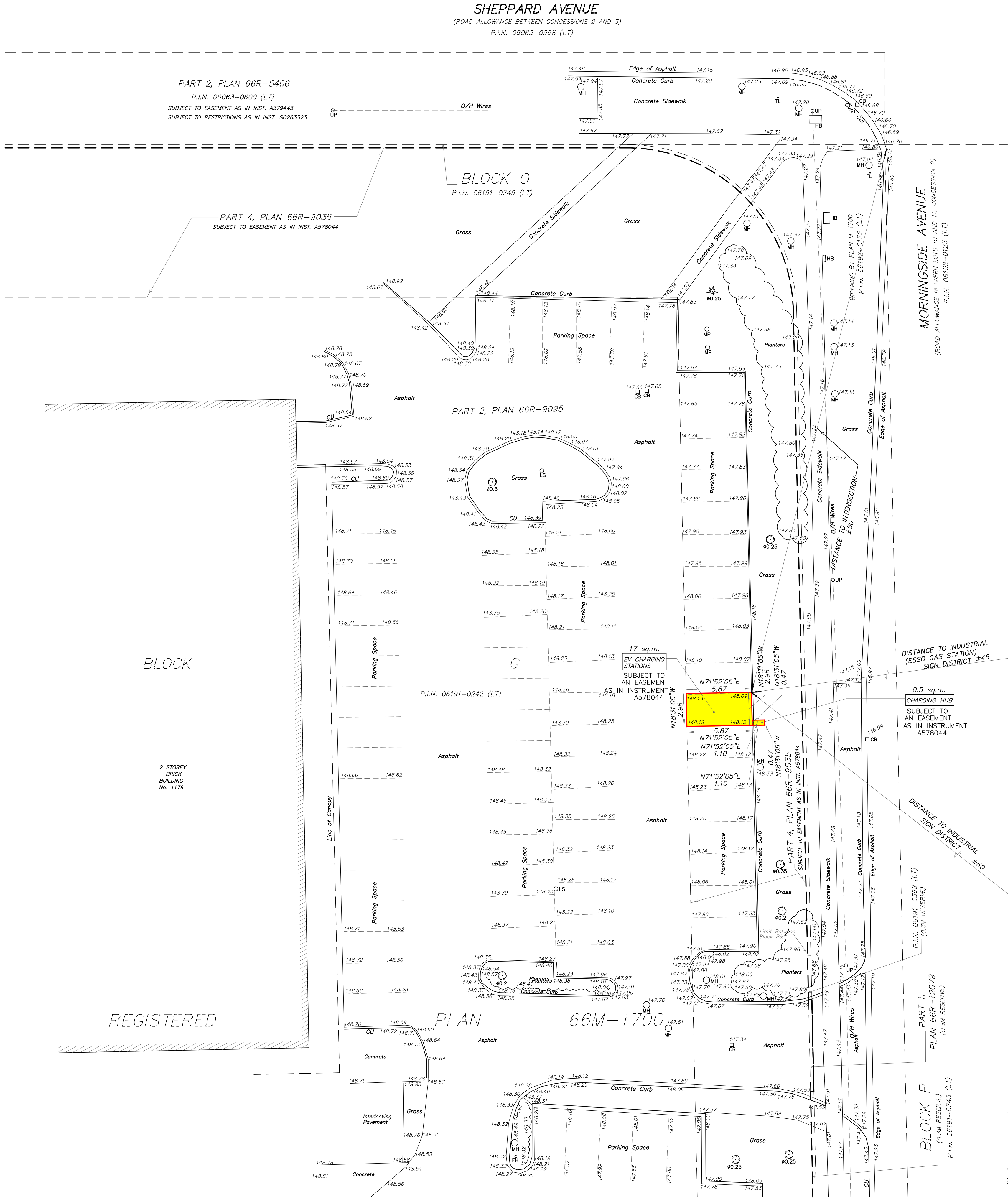
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|-----|----|-------------------------|-----------|
| 5   |    |                         |           |
| 4   |    |                         |           |
| 3   |    |                         |           |
| 2   |    |                         |           |
| 1   |    |                         |           |
| 0   | FY | ISSUED FOR CONSTRUCTION | 04 JUN 25 |
| NO. | RY | DESCRIPTION             | DATE      |



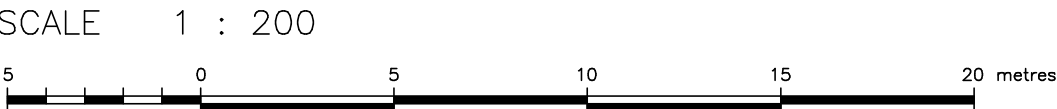
LOCATION  
3975 17 AVE SW, CALGARY, AB  
TITLE  
TYPICAL EVA SECTION VIEW  
PROJECT NAME  
CHARGING STATION DESIGN

DWG. NO.  
A04





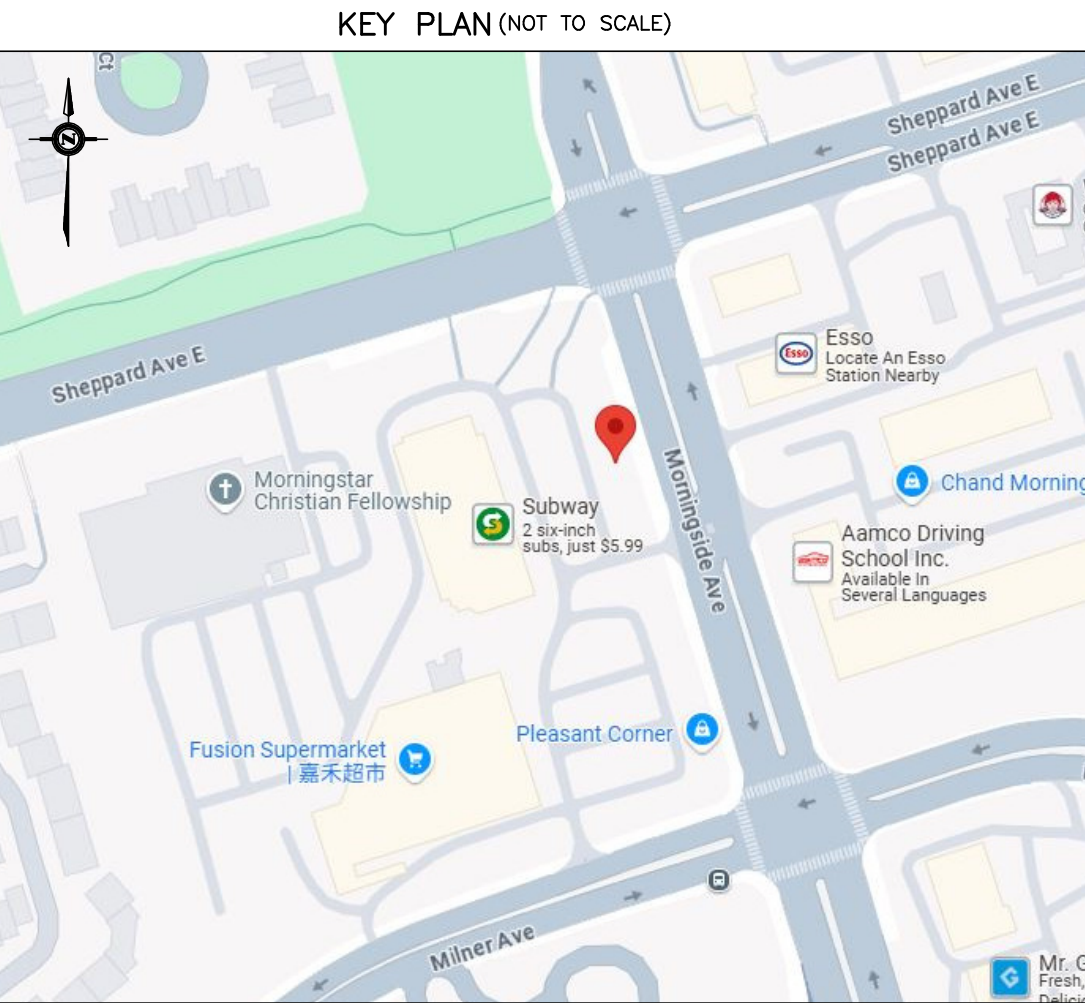
SITE PLAN  
PROPOSED  
ECOSYSTEM INSTALLATION  
1150-1176 MORNINGSIDE AVENUE  
PART OF BLOCK G,  
REGISTERED PLAN 66M-1700  
CITY OF TORONTO  
(FORMERLY BOROUGH OF SCARBOROUGH)



ALEX MARTON LTD.  
ONTARIO LAND SURVEYORS

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

**CAUTION**  
THIS IS NOT A PLAN OF SURVEY.



**NOTE**  
BOUNDARY INFORMATION HAS BEEN COMPILED FROM AVAILABLE RECORDS.

**ELEVATION NOTE**  
ELEVATIONS SHOWN HEREON ARE GEODETIC AND ARE DERIVED FROM GPS OBSERVATIONS USING REAL TIME NETWORK OBSERVATIONS.

**COMPLETION CERTIFICATE**  
I CERTIFY THAT:  
1. THE FIELD WORK WAS COMPLETED ON THE 8TH DAY OF JANUARY, 2025.

JANUARY 24, 2025  
DATE

A. MARTON  
ONTARIO LAND SURVEYOR

| AMENDMENTS |                                    |            |
|------------|------------------------------------|------------|
| No.        | DESCRIPTION                        | DATE       |
| 1.         | CHARGING STATIONS LOCATION CHANGED | 27.05.2025 |

SITE: 1150-1176 MORNINGSIDE AVENUE

ALEX MARTON LTD.  
ONTARIO LAND SURVEYORS  
160 APPLEWOOD CRESCENT, UNIT 8,  
CONCORD, ONTARIO, L4K 4H2  
PHONE: 905-879-9889 FAX: 905-879-0770  
E-MAIL: info@amsurveying.ca  
WEBSITE: www.amsurveying.ca

|                    |                         |
|--------------------|-------------------------|
| PARTY CHIEF : P.C. | FILE NAME: 2025-003.DWG |
| DRAWN : Z.Y.       | PLOT SCALE: 1:200       |
| CHECKED : A.M.     | PROJECT No. 2025-003    |

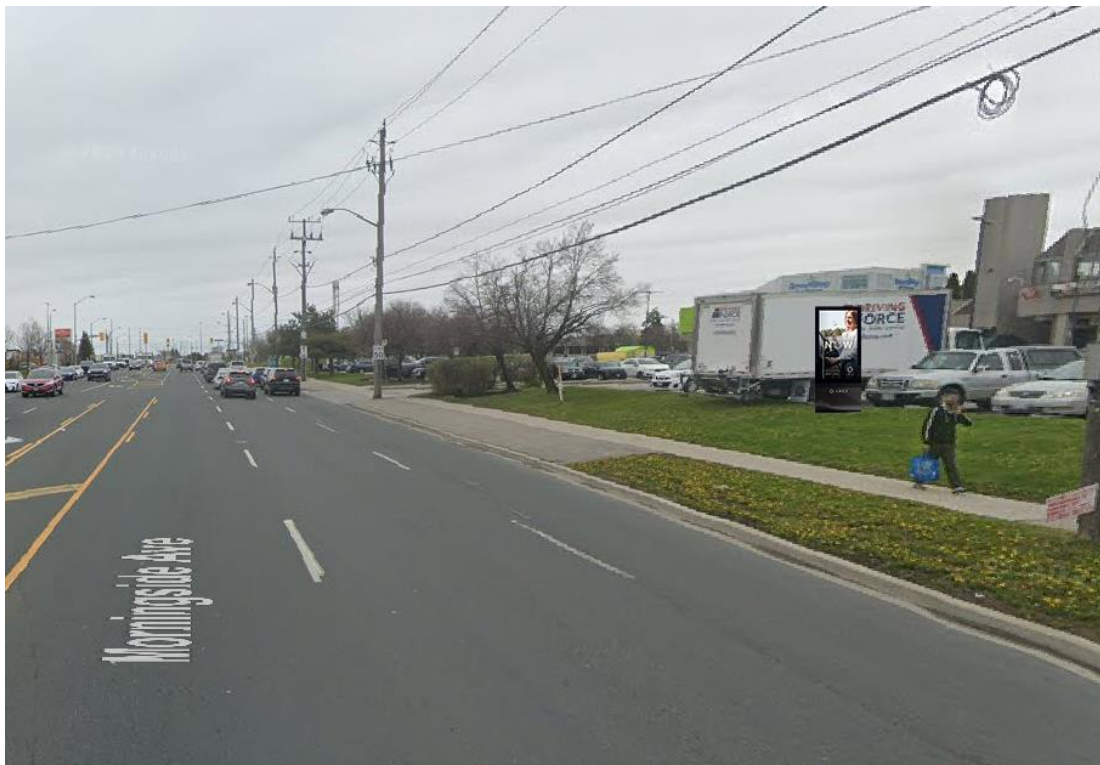
June 10, 2025

City of Toronto Sign By-Law Unit  
100 Queen Street West, Floor 1E  
Toronto, ON M5H 2N2

**Re: Sign Variance Application for a EV Charger Station with Third Party Electronic Sign display located at 1150-1176 Morningside Ave, Toronto, ON**

Jolt Charge Inc. (Jolt) is applying for (2) variances and the relaxation on the Sign Class in a Sign District that restricts third party signage to the City's Sign By-Law for the installation of an EV Charging Station with incorporated electronic LED third party advertising displays located at 1150-1176 Morningside Ave. on the (Eastern) frontage of the premises. The proposed structure will be 2.65 meters in height and will contain 2 display faces measuring 1.65 meters and 0.93 meter in width for a total sign face area of 3.06 square meters (individual sign face area, 1.53 square meters). The display faces will be oriented North and South and perpendicular to the roadway of Morningside Ave. to be viewed by vehicular traffic.

**Image #1:** *A Mock-Up Of The Proposed EV Charger With Electronic Third-Party Display On The Premises*



**The Proposed Sign Does Belong To A Sign Class Permitted In The Sign District Where The Premises Is Located**

The Premises, 1150-1176 Morningside Ave. is designated as a Commercial Residential (CR) Sign District that allows for the Sign Class. The CR Sign District, does not permit the installation of third-party ground signs (sign type) with static electronic copy, however as indicated below on

Image #2 A and B, the Premises, does not contain any residential dwellings and is commercial in nature. The property operates as a commercial retail plaza. The proposed structure will function as a fast DC Level 3 EV charging unit that is publicly accessible and provides the public with free charging up to 50 km.

Although the property does not meet the sign district of an electronic third-party advertising ground sign, Jolt believes that the area is appropriate as the property does not function with residential land use and will not adversely impact the CR Sign District which operates as a commercial land use.

Jolt requests permission to allow a ground sign containing 2 electronic 75-inch display faces, oriented back-to-back, to be constructed as the commercial property itself has a frontage of approximately 480 meters that will ensure there is no saturation of ground signs. The proposed is setback from the existing sign by over 100 meters which complies with the setback outlined in the Sign By-Law.

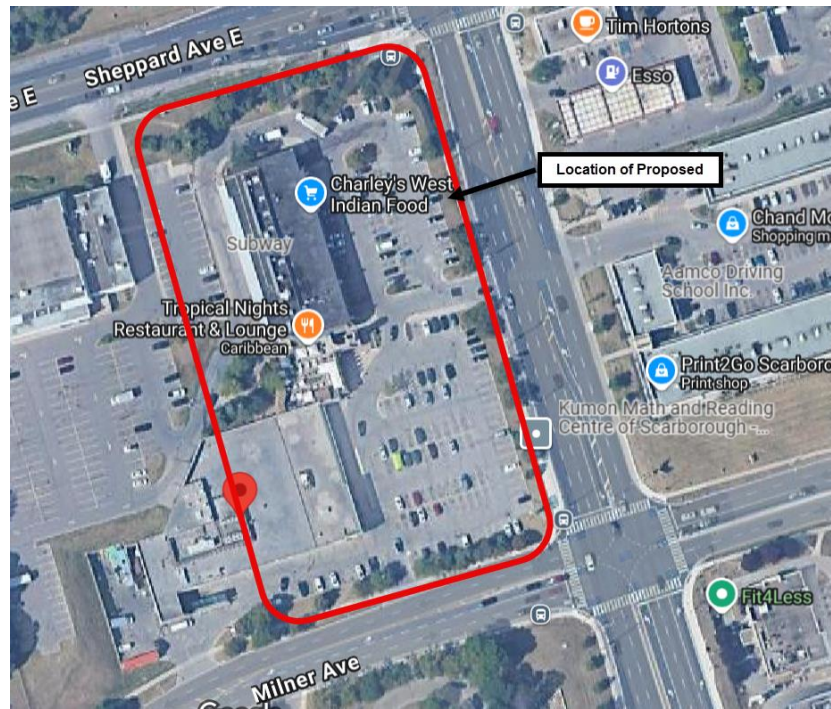
While not a traditional billboard, the digital advertising component of the proposed charger aligns with the intent of the by-law which was established to regulate large format third-party advertising and avoid impact on sensitive land uses. Compared to most large format third party signs, the proposed ancillary digital advertising screens are smaller and pose the potential for significantly less visual impact. The site is located within a commercial corridor, well-suited for digital advertising aimed at passing vehicular traffic while not detracting from the existing design character of the area. Furthermore, the location's distance away from residential areas ensures no significant impact on sensitive land uses, making it an appropriate location for this type of smaller format signage.

In addition, justification for the proposed ancillary digital sign lies in its significantly smaller scale compared to the large-format billboards. The proposed sign has an electronic copy display area of 1.53 meters squared per sign face, which is considerably smaller than traditional billboards and the maximum sign area of 20 meters squared permitted under the signage bylaw. The format is the same size as transit shelters with third party advertising, currently deployed all types of areas throughout the City of Toronto as referenced in Image #3. The digital transit shelters in Toronto are the same size, make, and model as the proposed EV charging displays shown in Image #4 A & B and located in front of CR Sign Districts, close to residential land uses. The smaller format of the proposed digital screens makes the ancillary signage a modest and contextually appropriate addition to the site.

Much like other EV charging stations that are installed in parking lots of larger commercially zoned properties and mall spaces, it is common practice to install them in the ground rather than on a wall. It is not out of character to place an EV charger in the ground of parking lots, as evidenced by other Charge Point Operators (CPO's) such as FLO or ChargePoint.

The proposed structure will function primarily as a fast DC Level 3 EV charging station that is publicly accessible and provides the EV users with free charging up to 50 km. The integration of the proposed EV charging station with digital displays supports the city's sustainability goals and enhances the utility of the site. It provides essential services to the growing population of electric vehicle users while maintaining visual harmony with the surrounding commercial environment.

**Image #2 A & B:** Aerial View and Street View Of The Premises To Contain The Proposed EV Charger, Operating As A Shopping Plaza, Commercial In Nature.

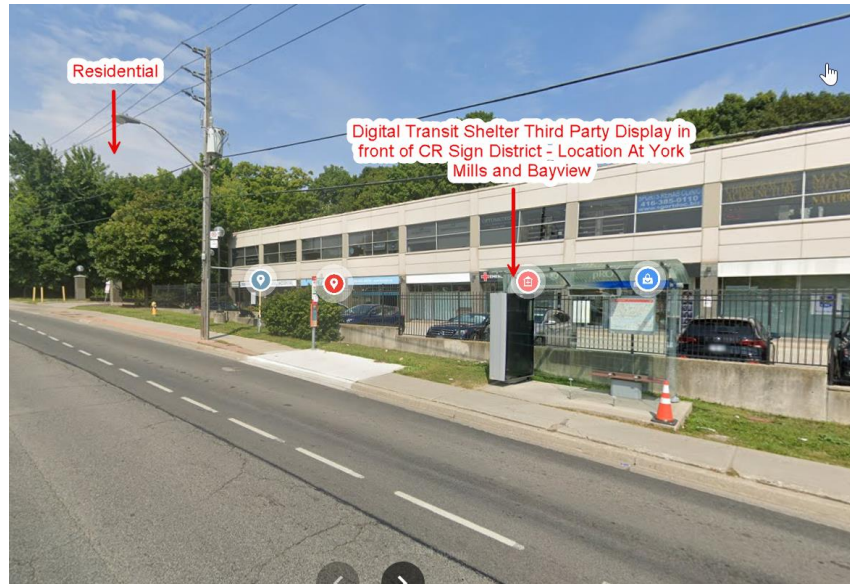


**Image #3:** Transit Shelter Format, Same Size As Proposed EV Charging Display



**Image #4 A&B:** *Digital Transit Shelters, Same Make And Model As Proposed EV Charging Displays*





### **The Sign Type Is Permitted In The Sign District Where The Premises Is Located**

The sign class would be categorized as a third-party sign which is permitted however the type (ground sign) under the current local Sign By-Law is not permitted. The proposed, does not operate as a large format billboard as many third-party ground signs are. The proposed structure is primarily used as a publicly accessible Level 3 EV charger. This is a direct response to the Report For Action released September 16, 2024 from the Executive Director of Environment and Climate re the Approach to Public Electric Vehicle (EV) Charging to 2030 (provided as supplemental material).

### **The Sign Is Compatible With The Development Of The Premises And Surrounding Area**

The subject property is utilized as a shopping plaza and the other buildings in the immediate area are utilized as commercial and employment purposes (Shopping Centre, Gas Station, Tim Hortons, and Telecom Company).

The proposed EV charger will be located directly across from another Shopping Plaza and Gas Station. This is representative of the commercial character of the area. All neighbouring properties located within a 60-meter radius are zoned Commercial Sign Districts. The proposed EV charger will be placed on the grass, approximately 47 meters south of the intersection, Sheppard Ave. E and Morningside Ave. All properties located North and South (the direction the displays will be facing) within a 250-meter distance are zoned as CR (the premises), Employment (E), Employment Office Industrial (EIO) and Open Space (OS) Sign Districts. The OS on the Northwest Corner of Sheppard Ave and Morningside Ave. is approximately 82 meters from the proposed EV Charging Station and separated by a large intersection.

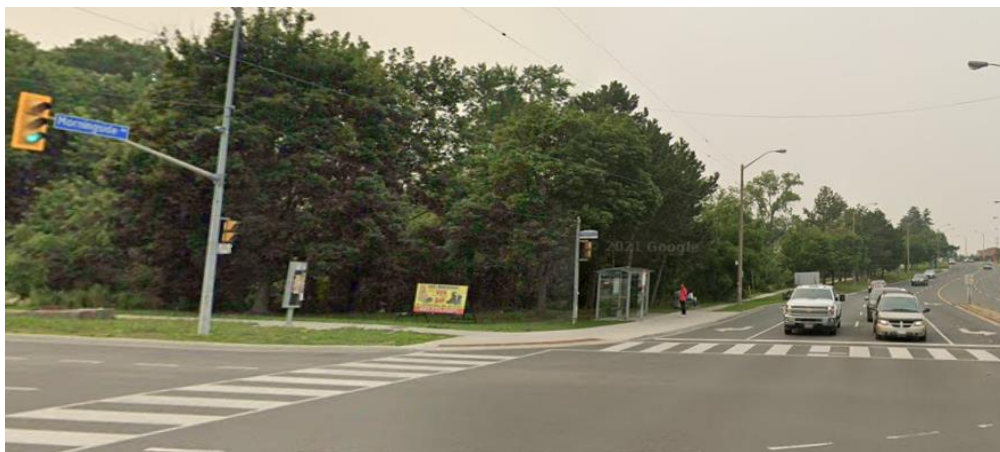
There are no residentially zoned properties within 60 meters of the immediate area and the direction of the displays within 250 meters where light trespass would be an issue, making third party digital signage compatible with the character of the local area.

**Image #5:** Sign District Zoning Map Of Local Area. The Orange Colouring Denotes CR Sign District Zoning.



The OS to the North of the property is known as Malvern Woods. Discussed further below, Jolt will demonstrate that the proposed EV Charging Station shall not be seen from the OS or adversely affect this land use due to the light reach from the displays, the natural barriers of trees lining the Premises and the heavy tree lining bordering Malvern Woods. Moreover, Malvern Woods does not fall within designated boundaries of Toronto's Ravine and Natural Feature Protection By-Law or the Toronto Regional Conservation Authority (TRCA) Limit.

**Image #6:** A Picture Of The Immediate Adjacent Neighbouring Property To The North, Zoned Open Space Sign District, With Heavy Treeline (82 Meters Away From The Proposed EV Charger)



**Image #7:** A Picture Of The Immediate Adjacent Neighbouring Property Directly East Of The Proposed Premises, Zoned Commercial Sign District, Operating As Shopping Plaza And Gas Station, Commercial In Nature



**Image #8:** A Picture Of The Immediate Adjacent Neighbouring Property To The South, Zoned Employment Sign District, Operating As A Telecom Company, Employment In Nature



**Image #9:** A Picture Of The Immediate Adjacent Neighbouring Property To The West, Zoned Institutional, Operating A Place Of Worship.



From the described above, Jolt feels that the area is appropriate and will not adversely impact the character of the surrounding area or the development of the premises.

The current property owner of 1150-1176, has communicated that there are no future plans to redevelop the property and/or incorporate residential dwellings on to the premise. Despite the Commercial-Residential mixed-use zoning of the property, the property will be maintained for Commercial usage only, which is why the proposed signage is compatible in this instance. In order to ensure compatibility with the current zoning of the property is maintained, JOLT Charge would like to offer a condition on the requested permit being sought, which would require JOLT Charge to revoke said permit and remove the proposed sign from the property, if any residential dwellings are to be added to the property in the future. This will ensure that if the property does transition away from its current state of 100% commercial business/retail utilization, and into an alternative use that could incorporate sensitive land uses, such as a park, residential care home, a retirement home, or student residence - that the sign would not longer be deemed compatible with the premise and subsequently be mandated to be removed.

JOLT Charge also recognizes that there is currently a 5-year sunset provision under the Sign By-Law that requires third party sign owners to apply to renew the associated permits and allows for City staff to reassess the compatibility of the sign with the property and the surrounding area before permit and reissued. As an additional condition on the requested permit being sought, JOLT Charge would agree to a 2-year sunset provision to be incorporated, such that City staff would have more flexibility to renew and/or revoke the associated permit in line with any future redevelopment/changes to the property or the surrounding area. Currently, there are only two development applications within 250 metres of the subject premises, which are for commercial or light industrial buildings that would unlikely be impacted by the proposed sign. With that said, a shorter 2-year sunset provision on the sign permit would allow city staff to mitigate against if there were to be any new residential development in the area at some point in the future.

### **The Proposed Supports The Official Plan Objectives For The Subject Premises And Surrounding Area**

This application seeks approval for a third-party electronic static display sign integrated into a publicly accessible Level 3 electric vehicle (EV) charging station. The proposed installation is located within a designated Mixed Use Area under the City of Toronto Official Plan (Section 4.5) and does not fall within any of the listed Secondary Plans of Area Specific policies under the Toronto Official Plan.

Mixed Use Areas are intended to achieve a multitude of planning objectives by combining a broad array of residential uses, offices, retail and services, institutions, entertainment, recreation, and cultural activities, and parks and open spaces. Torontonians will be able to live, work and shop in the same area, giving people an opportunity to depend less on their cars, and create districts along transit routes that are animated, attractive, and safe at all hours of the day and night.

Mixed Use Areas will absorb most of the anticipated increase in retail, office, and service employment in Toronto in the coming decades, as well as much of the new housing. The proportion of commercial and residential uses will vary widely among Mixed use areas. For example, office and retail uses will continue to be paramount in the Financial District, but more of the new development along the Avenues will have residential emphasis. As such, when

assessing compatibility, the proposed sign within an area, it is important to establish context to any one specific Mixed use area and its current composition of business vs office vs institutional vs residential use.

In the case of 1150-1176, Mixed-Use, it is currently 100% used for retail and commercial activities; there is a residential component to the site. As referenced above, the landowner has confirmed that there are no future plans to redevelop the property and/or incorporate residential dwellings. Despite the Commercial-Residential mixed use zoning of the property, the property will be maintained for Commercial usage only, which is why the proposed signage is compatible in this instance. In order to ensure compatibility with the current zoning of the property is maintained, JOLT Charge would like to offer a condition on the requested permit being sought, which would require JOLT Charge to revoke said permit and remove the proposed sign from the property, if any residential dwellings are to be added to the property in the future. This will ensure that if the property does transition away from its current state of 100% commercial business/retail utilization, and into an alternative use that could incorporate sensitive land uses, such as a park, residential care home, a retirement home, or student residence - that the sign would not longer be deemed compatible with the premise and subsequently be mandated to be removed. Overall, this would allow the property to continue to remain in-line with overall objectives of the Toronto Official Plan.

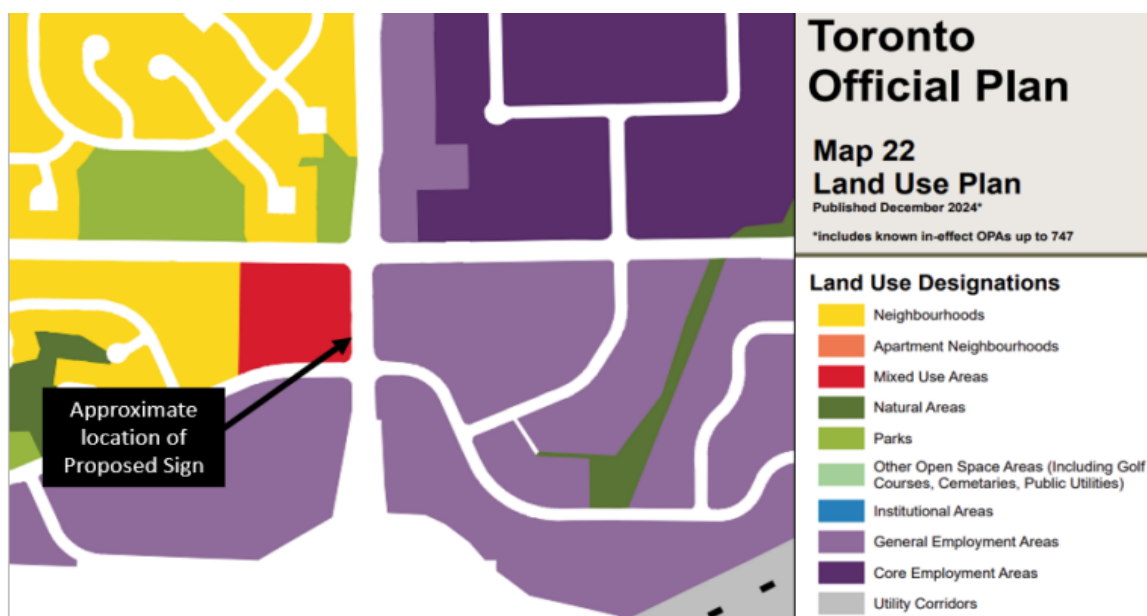
Mixed Use Land Designation are places of business and economic activities vital to Toronto's economy and future economic prospects and are generally located on the periphery of Employment Area on major roads where retail, service, and restaurant uses can serve workers in the Employment Area and would also benefit from visibility and transit access to draw the broader public. The proposed sign is able to be utilized by the local commercial and retail businesses along this commercial strip to effectively advertise their goods and services made available to public and help to draw foot-traffic to the businesses in the area, stimulating and promoting the desired economic activity promoted within these land uses under the Toronto Official Plan. Now that JOLT Charge has been in operation for 7-years, with over 200 active locations, we have gathered and completed data survey sets which show that for every one of our units installed, there is approximately \$90,000/annum in incremental spending at local businesses nearby. As such, each one of our units acts as a mini economic stimulator to boost the economy of the local neighborhood. A key objective of the Toronto Official plan for said Mixed Use neighborhoods is to create districts along key transit routes that are animated, attractive, and provide economic stimulus - our proposed sign does exactly that.

In addition, per the Land Use Plan Map 22, majority of the properties facing along the Morningside frontage, which the proposed sign would be visible from, majority of the surrounding properties are designated "General Employment Areas", denoted by the light purple shading and are only used for retail and commercial purposes - there are no residential uses, nor are they zoned for residential use. In order to accommodate for any potential future Land Use Plan changes under the Toronto Official plan in the future, as mentioned above, JOLT would like to propose incorporating a reduced 2-year permit sunset provision as a condition of the permit. As such, if any of the surrounding area did evolve to include residential land use in the future, City staff would have an ability to frequently assess if the proposed sign is still compatible and possibly choose not to renew the associated permit. As is Employment Area are places of business and economic activities vital to Toronto's economy and future economic prospects and are generally located on the periphery of Employment Area on major roads where retail, service, and restaurant uses can serve workers in the Employment Area and would also benefit from visibility and transit access to draw the broader public. The proposed sign is

able to be utilized by the local commercial and retail businesses along this commercial strip to effectively advertise their goods and services made available to the public and help to draw foot-traffic to the businesses in the area, stimulating and promoting the desired economic activity promoted within these land uses under the Toronto Official Plan.

General Employment Areas also often serve as a buffer between industries in the interior of Employment Areas and Residential Areas. As such, because 1150-1175 Morningside Ave is surrounded by neighboring properties designated as General Employment Areas, there is a clear delineation/buffer zone between the commercial strip along Morningside Ave, where the proposed sign is located, and residential zones located further away in the area. This creates a balance that is ideal in both Employment and Mixed Use areas under the Toronto Official Plan.

### **Map 22 Land Use Plan From The Toronto Official Plan - 1150 -1176 Morningside Avenue**



In addition to adding to the economic vitality of the local commercial area, the proposed display also helps to add utility to mixed use areas. The proposed signs are to be incorporated into a Level-3 EV charging station to be located on site, for public use, and provides free charging to the public. While the Sign By-law unit cannot take into consideration the benefits of the EV charging station specifically, it is important for staff to be able to weigh the benefits that the signage component of the project provides, which is its ability to provide the public with clear wayfinding and identification that there is free and available EV charging accessible to the public on site in the form of a free accessible EV Charging Station. One of the key objectives under the Toronto Official Plan for Mixed Use Designations is to integrate small local integrated energy solutions that incorporate renewables. However, if the local community is not made aware of that energy solution via effective signage, its full benefits cannot be realized by the community. This is a direct response to the growing demand of publicly accessible EV charging infrastructure for residents and visitors to the area. Investing in mixed use areas in Scarborough, creates equity and accessibility for residents as well as promoting EV's rather than traditional gas fueled vehicles. The charger contributes to integrated energy solutions (free to public and offset by third party advertising) that incorporates renewable energy and contributes to overall green infrastructure development in the City of Toronto. This is an

essential component of Toronto's Net Zero Strategy and broader efforts to reduce greenhouse gas (GHG) emissions.

The proposed displays are moderate in scale, sensitively located on commercial properties, and designed in accordance with the City's Urban Design Guidelines for Third-Party Advertising. The guidelines aim to balance effective communication with the enhancement of Toronto's streetscapes and public realm.

Specifically, the installation supports several objectives of the Official Plan:

- Enhancing the Pedestrian Environment (Section 3.1.1 and Urban Design Guidelines): The units are strategically located within active commercial areas, where pedestrian activity is high. Their placement is designed to avoid interference with pedestrian flow (situation in underutilized lawn space) while contributing to a vibrant, well-animated streetscape.
- Respecting Neighbourhood Character (Section 3.1.1 and Urban Design Guidelines): The signage components are contextually appropriate—modest in size and scale—and integrate with the surrounding built environment. They are designed to complement, not compete with, the existing urban fabric.
- Supporting Economic Vitality (Section 2.2.2 and Section 4.5.2): These displays offer valuable advertising space for small businesses, local events, and community initiatives. This provides economic opportunities in mixed-use areas, as mandated in Mixed Use Designations under the Toronto Official Plan, without compromising the visual character of the public realm.
- Mitigating Land Use Impacts (Section 2.3.1): A light shed analysis confirms the installation will not adversely impact adjacent uses, consistent with OP policy direction to minimize land use conflicts. Located ~82m from nearby Open Space, the project does not interfere with Ravine and Natural Feature Protection policies (Section 3.4).
- Enhancing Equity and Accessibility (Section 2.1): The proposed reflects the OP's direction to "create an inclusive and accessible city." Free fast charging infrastructure in high-visibility locations improves access for residents without at-home parking and addresses range anxiety—particularly important in diverse communities like Scarborough, where EV uptake may otherwise lag due to socioeconomic and built environment factors. The integrated digital displays serve an important functional role by providing wayfinding and visibility for the EV chargers themselves. This increases user awareness and access, supporting higher utilization rates and accelerating the adoption of electric vehicles across the city. Without the displays, many would not be as aware that the attached charger is available and/or for public use.

The proposed signage complies with the regulations of the City's Sign By-law (Chapter 694), which governs size, placement, and illumination. Through the Sign Variance and Signage Master Plan processes, the proposal addresses and mitigates potential concerns around visual clutter and aesthetic disruption. As referenced above, the proposed signage is located >100m from the existing first party sign on site in order to not overcrowd the street line with signage, and is considered more as ancillary signage, due very small size (relative existing first party pylon signs in the area).

Overall, when thoughtfully designed and appropriately located, third-party signage can be an asset to urban design. Rather than detracting from good planning principles, these displays:

- **Improve Wayfinding and Accessibility:** Particularly in areas new to EV infrastructure, visible signage supports navigation and public use.
- **Enhance Visual Interest:** With careful attention to materials, scale, and siting, the installation can positively contribute to the streetscape.
- **Foster Local Identity and Economic Connectivity:** These signs offer hyper-local platforms for businesses and organizations to engage with their communities, strengthening the economic and cultural vibrancy envisioned in the Official Plan.

The proposed charging station—with its integrated digital displays—not only complies with Toronto’s Official Plan, Sign By-law, and Urban Design Guidelines, but actively advances their objectives. It delivers essential infrastructure to support climate goals, provides new economic channels for local businesses, and enhances the public realm through design sensitivity.

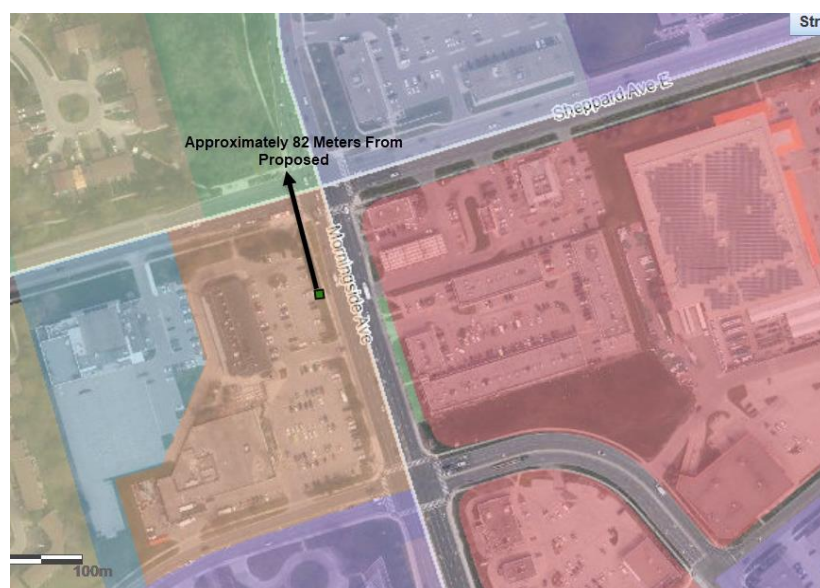
Should the Sign By-law Unit be unable to fully assess the public benefit of this proposal, its alignment with the broader intent of the Official Plan could be misunderstood. Evaluation criteria must reflect the multifaceted value this type of infrastructure brings to the city.

As Toronto continues to evolve into a more sustainable, inclusive, and economically resilient city, integrated infrastructure solutions like this—where utility, design, and economic benefit converge—should be seen as instrumental in achieving those goals.

### **The Proposed Will Not Adversely Affect Adjacent Premises**

The proposed will not adversely affect any of the adjacent premises. There are no sensitive land uses within 60 meters. The displays on the EV Charger Station will be oriented North and South, perpendicular to Morningside Avenue. Within 250 meters facing South of the proposed there is no sensitive land use and is designated as an E and Commercial Sign District. Within 250 meters facing North there is an OS Sign District (82 m away).

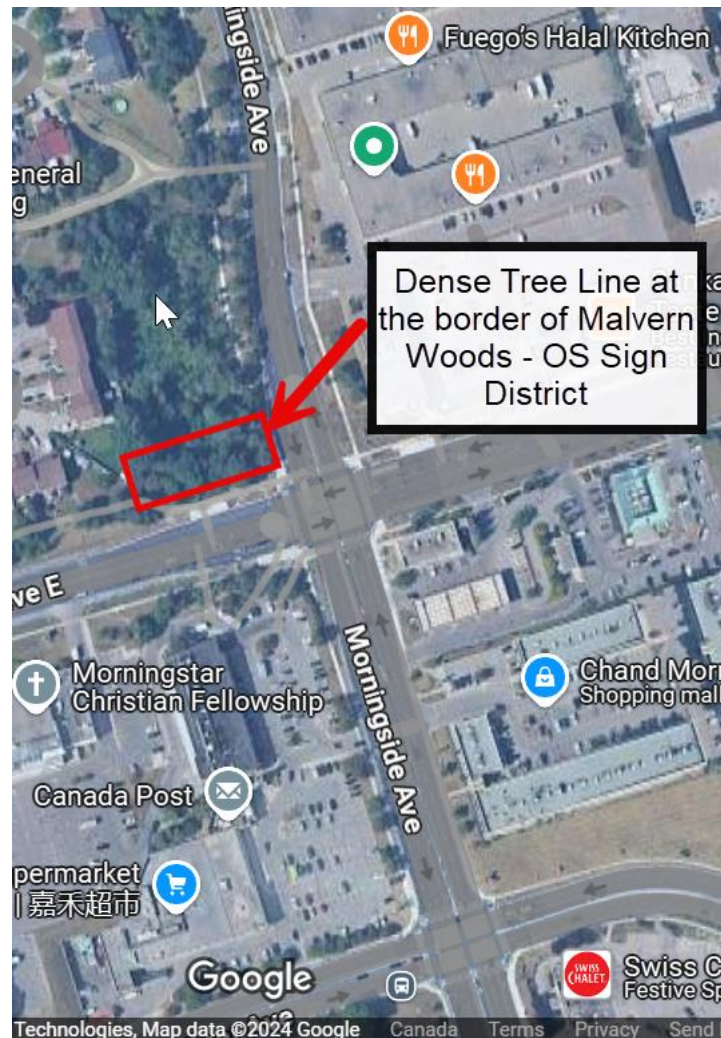
**Image #10:** Sign District Zoning Map Of Local Area. The Green Coloring Denotes OS Sign District Zoning With The Distance From The Proposed EV Charger And The OS Sign District.



It is Jolt's belief that the application will require a minor variance under 694-25 C(2)(f) in which the proposed North display face is facing towards an OS Sign District within 250 meters. The City of Toronto's Sign By-law requires where a sign is located within 250 meters of an OS, the sign cannot face any premises of an OS. The proposed is facing towards the subject OS and has a setback of 82 meters, leaving a deficiency distance of 168 meters. JOLT believes this to be minor in nature as there will be no light intrusion into this Sign District discussed further in the rationale through light shed analysis.

The area categorized as OS is Malvern Woods and is surrounded by a dense tree line shown in Image #11. The trees will provide a natural barrier from any potential light emitted from the proposed face acting to prohibit light shed from reaching the district. Along with the dense tree coverage, there are trees lining the property of 1150-1176 Morningside Ave. that will provide additional barriers to further block light shed from intruding into the OS. The diagrams below visually demonstrate the natural barriers to any potential light illumination from the proposed digital displays.

**Image #11:** Aerial Photo Of Trees Bordering Malvern Woods, Open Space Sign District



**Image #12:** Streetview Photo Showing Trees Lining The Premises, Creating Natural Barrier



In addition to the barriers outlined above, for your review, JOLT has included a light shed table and diagram that illustrate how light is horizontally dispersed from the proposed static electronic displays to be installed. The light shed data shown and discussed below, directly from our electronic sign manufacturer LG-MRI, illustrates how light is horizontally dispersed from the proposed digital faces to be installed. The perimeter of the red polygon shapes that are shown in the diagrams below, demonstrate that the distance of light dispersed decreases dramatically when measuring light distance travelled laterally (when looked at from the side edges of the digital face, examples: 20 degrees, 40 degrees, 60 degrees, 80 degrees) compared to light distance travelled measured when looking at the display face dead-on (0 degrees). Light is not dispersed equally in a perfect radial circle, rather, the cone of light emitted directionally, and has negligible impact beyond 50 meters shown in Image #14 and #15.

**Image #13:** LG-MRI Lux table for 75" Screen

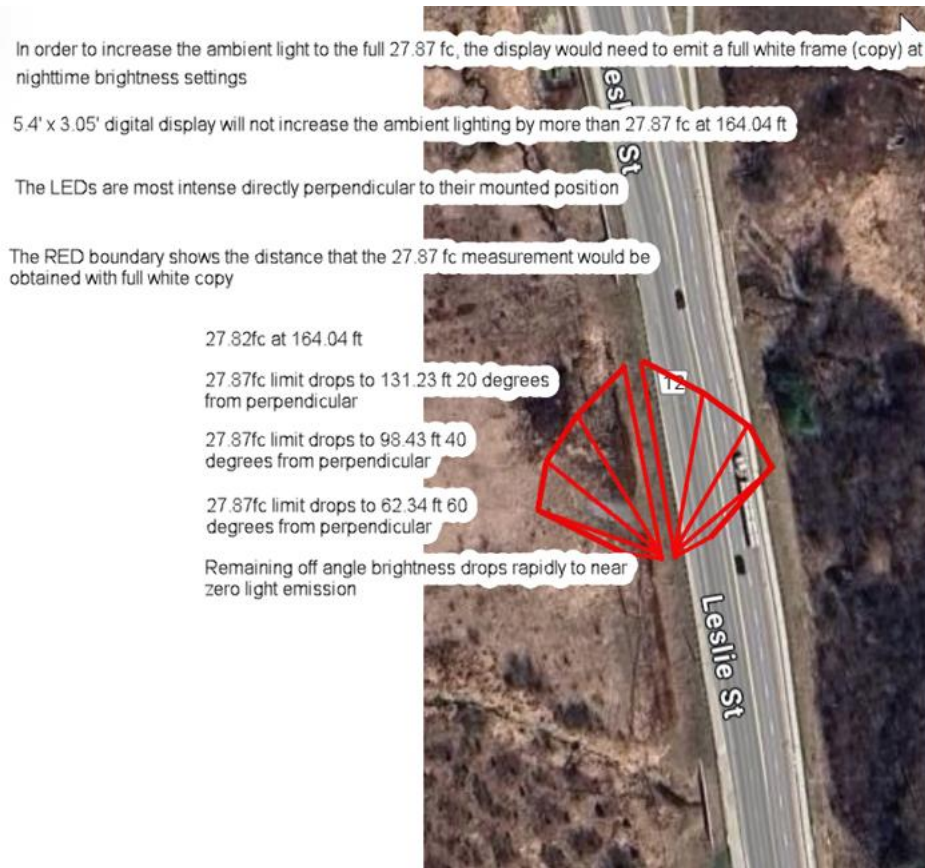
## Distance for 0.3 Lux



|                   | Angle<br>[deg] |        | Distance<br>[m] |       |       |
|-------------------|----------------|--------|-----------------|-------|-------|
|                   | 0              | 20     | 40              | 60    | 80    |
| Brightness [nits] |                |        |                 |       |       |
| 150               | 31.00          | 25.00  | 19.00           | 12.00 | 3.00  |
| 300               | 50.00          | 40.00  | 30.00           | 19.00 | 5.00  |
| 3500              | 255.00         | 205.00 | 154.00          | 98.00 | 26.00 |

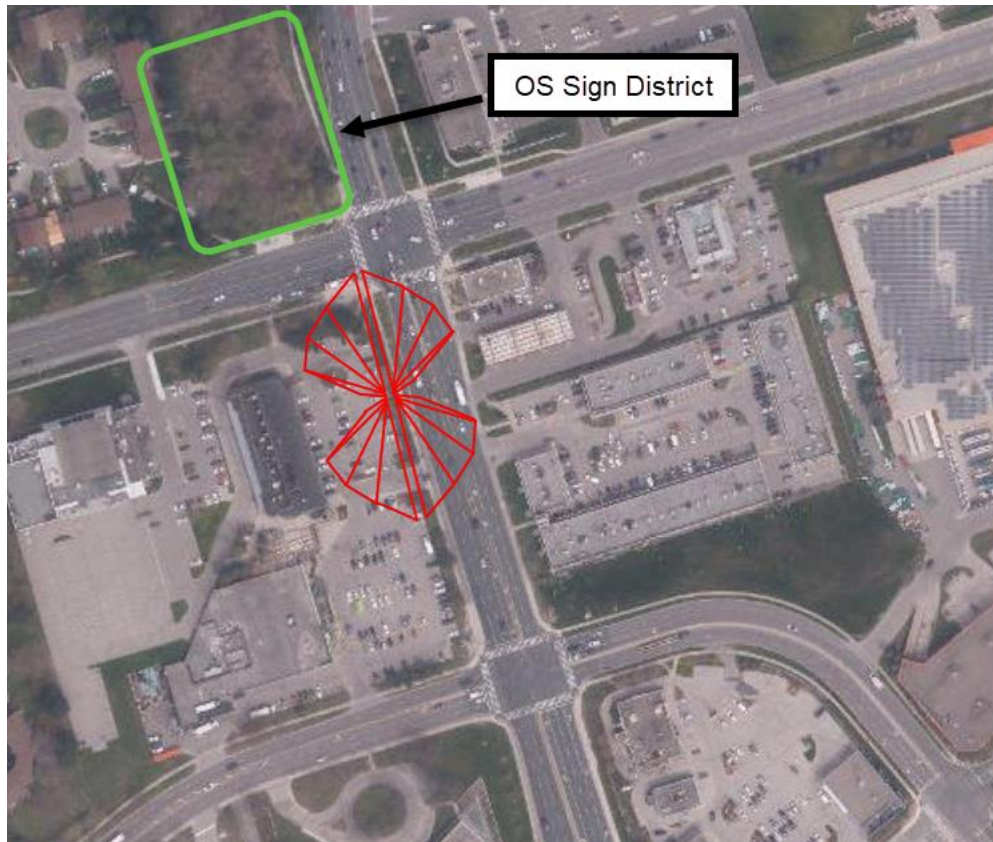
Our goal with this project is to ensure that no portion of Malvern Woods to the North is impacted by the light dispersed from the proposed static electronic display. It is a common understanding that when the intensity of light emitted from a source reaches a measurement of 27.87 Foot Candles (or 0.3 Lux), that said light level equates to that emitted from a full moon, setting a threshold of when emitted light becomes negligible. If we were to operate the proposed display faces at a light level of no more than 300 nits at night (in accordance with the Sign By-Law), the perimeter of dispersed light, where the intensity would equate to 27.87 Foot Candles (negligible levels), would look like what is shown in Image #14 below. When looking at the sign directly perpendicular to the displays (0 degrees), the light would travel a distance of 164.04 feet before dissipating to a 27.87 level of intensity. Conversely, the same dissipation of light intensity is reached at 131.23 feet at 20 degrees of lateral dispersion, 98.43 feet at 40 degrees of lateral dispersion, 62.34 feet at 60 degrees of lateral dispersion, with the remaining light intensity dropping rapidly toward zero light emission as we approach 90 degrees of lateral dispersion.

**Image #14:** *The Red Polygon Represents The Perimeter/Distance At Which Emitted Light Would Become Negligible, When The Digital Displays On The EV Charging Station Is Operated At An Intensity Of 300 Nits Or 27.87 Footcandles.*



When we overlay this directly on to satellite imagery of 1150-1176 Morningside Avenue, illustrating the orientation/angling of our proposed display faces, we can observe that the longest distance of light travelled while operating at 300 nits will show no negative light trespass that would breach Malvern Woods. The outer perimeter represents where the light equates to that emitted by a full moon. There is no significant light shed that goes beyond what it would already be subjected to from a full moon. Within the light shed perimeter there is no sensitive land use that would be impacted by the illumination. When we combine this, with the fact that the OS's bordering dense tree line, coupled with the trees lining the Northwestern corner of the premises, we are confident that there is no opportunity for light trespass to impact Malvern Woods and it will be sufficiently shielded (reference Image #15).

**Image #15:** The Red Polygon, Representing The Horizontal Dispersion Of Light, Over Laid On Top Of 1150-1176 Morningside Ave. And Adjacent Properties, Illustrating That Light Shed Emitted From The Proposed EV Charger With Displays Would Not Impact Any Open Space Sign District In The Immediate Area.



To summarize, the electronic static displays on the proposed structure have a light reach of 50 meters operating at 300 nits which is the allowable level under the Sign By-law. At this light reach distance, Jolt can confidently confirm that there will be no light shed trespass into this OS and will not adverse impact Malvern Woods or natural features as indicated in the image #15 illustrating the light shed reach.

As indicated in Image #15, any amount of light outside the light shed cone is negligible and will be less than what a full moon emits. Additionally, the light emitted from the displays are less than what the city streetlamps emit that line the intersection and border Malvern Woods referenced in Image #16.

**Image #16:** A Picture Of Malvern Woods And The Streets Lamps Lining Both Streets Of Morningside And Sheppard Ave.



### **The Proposed Does Not Adversely Affect Public Safety, Including Traffic And Pedestrian Safety**

The proposed meets all setback requirement outlined in Chapter 694 of the Toronto Municipal Code for third party electronic ground signs. Per the designated location of the electronic displays identified in the enclosed site maps, the sign faces shall not interfere or obstructed visibility of vehicular traffic along Morningside Ave. or Sheppard Ave. The location is over 45 meters away from the closest traffic-controlled intersection, and the sign does not obstruct any sight triangles for vehicular traffic. Furthermore, the proposed displays will not interfere or obstruct the visibility of traffic entering or exiting the subject site, as it is located with an ample setback from the ingress/egress into the property.

There are no other static billboard signs within 150 meters or digital signs within 500 meters.

Additionally, Jolt has received an approval and the necessary permit from the Ministry of Transportation (MTO) to allow for the installation and operation of this EV Charger with Third Party advertising display. This is required by the Sign By-Law as the proposed is less than 400 meters from a 400 series highway. Attached to Schedule A is the permit. We request our second variance as per Section 694-24 A(14) where the proposed is less than 400 meters of any limit of the portion of Highway 401 contained within the municipal boundaries of the City. As the local geographies and municipal landscapes evolve, so should associated site specific restrictions written into By-laws. The proposed signage on the proposed EV charger is compatible with the objectives of the most up to date Toronto Official Plans and permission has been granted by MTO to allow for the structure with third party signage.

### **The Proposed Will Not Be A Sign Prohibited By S694-15B Of Chapter 694**

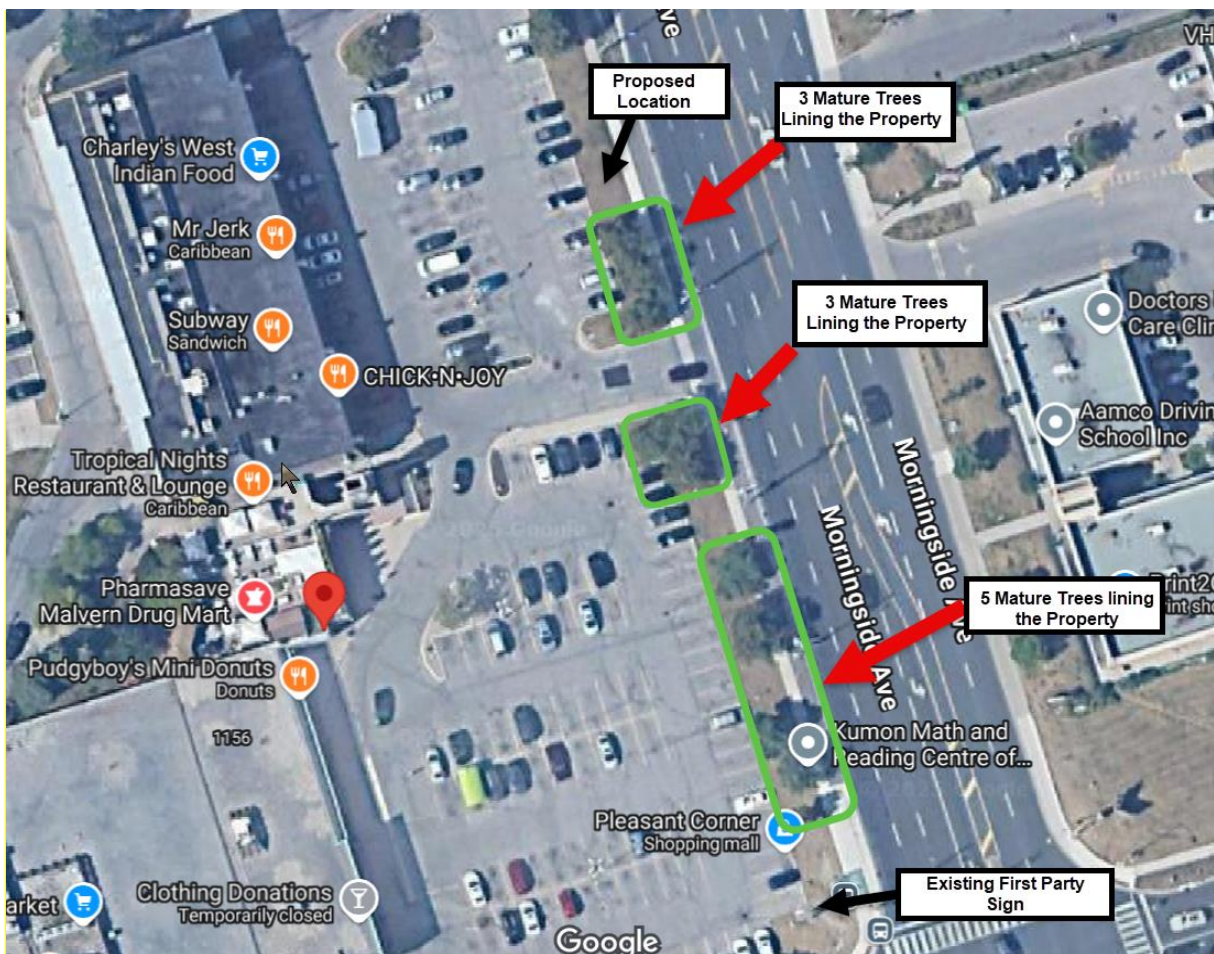
Ground Signs with Static Electronic Copy allowable under the City of Toronto is 20 square meters in surface area. The proposed will have a surface area display of overall 3.06 square meters (2 sides). This is roughly 15% of the allowable display size and thus compatible with third party display size.

## The Proposed Will Not Alter The Character Of The Premises Or Surrounding Area

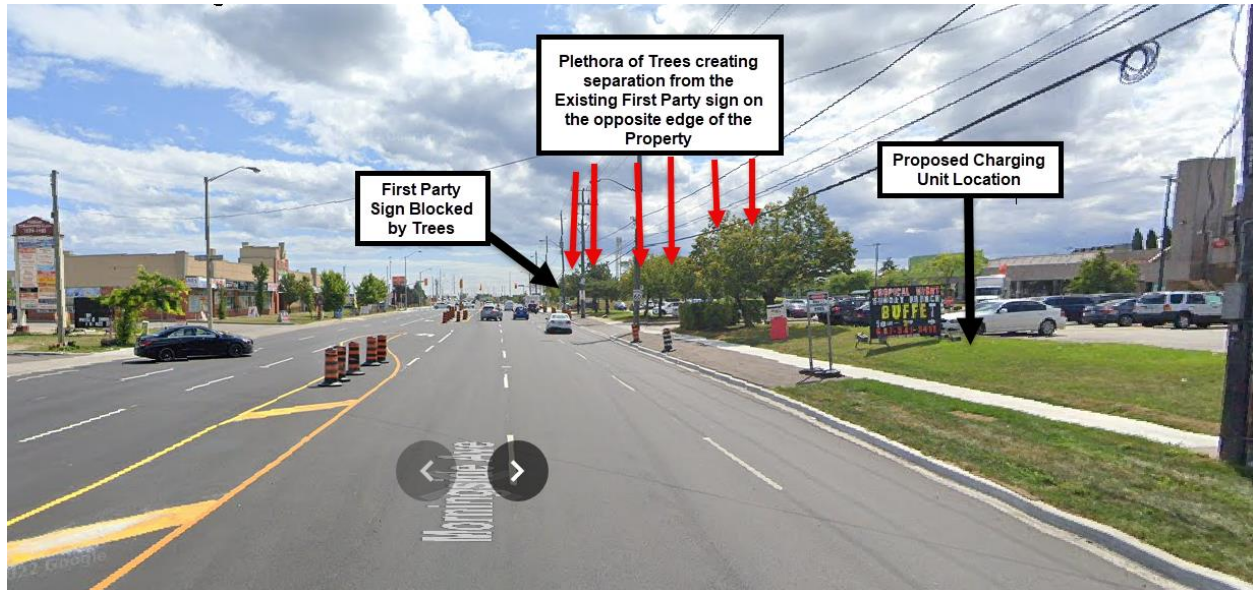
The Premises and surrounding area have buildings that range from 8-15 meters in height and are commercial in nature. Along with the buildings in and around the area, there are transit shelters that are the same size and format of the proposed displays on the EV charger in the immediate area.

The City of Toronto's Sign By-Law typically only permits only 1 ground sign on a property; however, notwithstanding this requirement, where a property frontage exceeds 200 metres, two signs are typically allowed to be erected provided they are separated by a distance of 100 metres. In the case of this application, we have met this requirement, which ensures that there is not an overcrowding of signage structures relative to the size of the property. In addition there are approximately 10 existing large trees on the Morningside Rd. frontage, which would be located between the existing first party pylon sign on the far South of the frontage versus the location of the new proposed signage referenced in Image #17 and #18. This would provide a natural breakage in the line-of-site between the two sign, such that they would not likely be visible at the same time by passing vehicular traffic.

**Image #17: An Aerial Picture Indicating the Trees between the Proposed and Existing Sign**



**Image #18: Google Streetview Photo of Proposed and Trees Lining the Property**



The design of the proposed EV charger is sleek and state of the art (referenced in Image #19) that will blend in with the area to compliment and improve the man-made environment ensuring that it does not overwhelm the environment or become a source of visual clutter while still serving their function of providing essential utility. This aligns with Toronto's Official Plan.

In addition to ensuring an appropriate setback to existing signage on site, the location was carefully selected to maintain a healthy setback to the OS Sign District to the North (the Malvern Woods) - as outlined with the light shed diagrams shown previously. They clearly illustrate no negative light-trespass into the Malvern Woods area.

The sign itself is imperative to indicate to EV users available publicly accessible charging infrastructure on site - in a dynamic and effective manner. Toronto, like many major cities, is actively working toward reducing carbon emissions and promoting sustainable practices. Electric vehicles (EVs) and its charging infrastructure are a key part of this initiative. With the increasing adoption of electric vehicles, drivers need easily accessible locations to charge their cars. By allowing the additional ground sign on the property, this increases EV infrastructure and improves the visibility of EV charging stations, ensuring that users can find them without unnecessary difficulty. For these reasons, we believe that the proposed will not alter the character of the premises or area.

**Image #19: Design Of The Proposed EV Charger With Display**



### **The Proposed Will Not Be Contrary To The Public Interest**

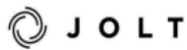
The EV charger provides utility to the area by providing accessible fast free (up to 50km) EV charging daily for UV users. Not only does this align with the Report for Action and the goals the City of Toronto has to expand and increase efficient EV charging infrastructure but it considers EV users time. Providing Level 3 charging expedites the charge time and allows users to charge in less than an hour.

The EV charger displays will not have any negative social impacts. The third-party advertisements published on the proposed display faces will abide by the Canadian Code of Advertising Standards (<https://adstandards.ca/code/the-code-online/>). This will help to ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

Furthermore, the electricity required to operate the proposed sign shall be provided by and in conjunction with a distributor recognized and licensed by the Ontario Energy Boards and shall be governed by an agreement to purchase renewable energy (Distributor: Bullfrog Power).

Regarding illumination, the proposed sign will only be operated between the hours of 7am and 11pm. The illumination of the proposed displays shall not exceed illumination levels of 300 nits (the By-Law allows for the maximum illumination of 300 nits) during the period between sunset and sunrise.

A variance is required to 694-24A(14) to allow the Proposed Sign to be erected within 400 metres of Highway 401. JOLT Charge will not interfere with Highway traffic given that it would not be visible from vehicular traffic along the Highway lanes and would not interfere with vehicular decision points. JOLT Charge has consulted with the Provincial Ministry of Transportation (Ontario) who manage Highway 401 and has subsequently submitted a sign permit application and successfully received a corresponding approval for the necessary permit



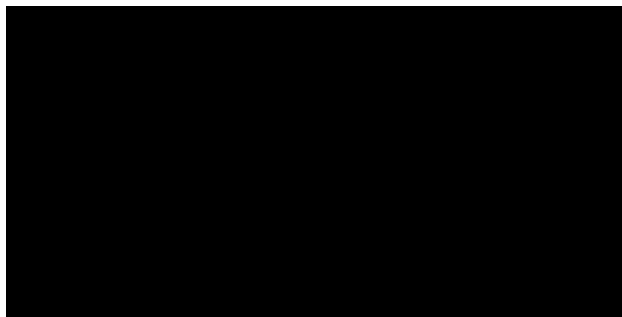
from the Ministry of Transportation (MTO) to allow for the installation and operation of this EV Charger with Third Party advertising display. This is required by the Sign By-Law as the proposed is less than 400 meters from a 400 series highway. No safety matters had been flagged during said permit review. Attached to Schedule A is the permit.

As mentioned previously, JOLT Charge deliberately setback the proposed sign by 100+ metres from the existing first party sign to avoid any potential optics of sign clutter on the property. The frontage of 1150-1176 is extremely large, which allowed for this setback to be possible. In addition, as referenced in previous diagrams, there are 10 large existing trees between the two sign locations, such that they are unlikely to be visible at the same time.

Finally, in order to address the Commercial Residential designation of the subject premises and allow the possibility of redevelopment of the property in future to include residential components, without impact from the proposed sign, JOLT has offered to incorporate a condition on the permit being sought. That condition would require JOLT Charge to revoke its permit and remove the sign structure from the premise completely if any residential dwellings were to be added to the property in the future. This aptly incorporates a level of flexibility for the property to change and evolve over time with no negative future impacts. For the time being, the property is 100% utilized for commercial/retail and the property owner has confirmed there are no plans to redevelop and/or incorporate residential units. As such, the sign would have no negative impact on any associated sensitive land uses on site. In addition, as previously referenced, JOLT has offered to incorporate a 2-year sunset provision on the permit, such that staff can decide whether to renew, or not, based on compatibility with the surrounding area as neighboring properties change over time as well.

We thank you for taking the time to evaluate our application and we would encourage you to contact us for further discussion should you have any questions regarding our variance application.

Yours truly,



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T: 416-659-8866  
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August 18, 2025

City of Toronto Sign By-Law Unit  
100 Queen Street West, Floor 1E  
Toronto, ON M5H 2N2

**Re: Sign Variance Application for a EV Charger Station with Third Party Electronic Sign display located at 1150-1176 Morningside Ave, Toronto, ON – Supplemental Rationale**

In addition to the rationale previously submitted to the Sign By-law Unit, Jolt would like to provide further context regarding the surrounding area, current developments, and permitted uses.

Within 60 metres to the east and directly adjacent to the premises is Commercial Zone, currently operating as the large retail complex known as “Chand Morningside Plaza.” This plaza hosts a wide range of goods and services that align with the area’s commercial zoning.

As shown in Image #1, there is a first-party sign promoting all businesses located at the premises, 1139–1145 Morningside Avenue (Chand Shopping Plaza). All of these businesses represent permitted uses as outlined in the City of Toronto’s Sign Zoning By-law, and are listed below.

**Image #1: Streetview Image Of First Party Sign Adjacent To Subject Premises**



## Chapter 40.20 – Commercial Zoning Permitted Uses

- Office
- Retail Store
- Retail Service (e.g., dry cleaner, copy shop)
- Personal Service Shop (e.g., hair salon, tattoo studio)
- Financial Institution (e.g., banks, credit unions)
- Medical Office (e.g., clinics, dentist offices)
- Eating Establishment (restaurant, café)
- Take-out Eating Establishment
- Service Shop (e.g., electronics repair, locksmith)
- Veterinary Hospital
- Wellness Centre
- Automated Banking Machine
- Production Studio
- Art Gallery
- Artist Studio
- Performing Arts Studio
- Software Development and Processing

Uses Permitted with Conditions (Subject to Specific Zoning Criteria) Certain commercial uses in C zones are allowed only if they meet conditions (location, size, layout, etc.):

- Hotel
- Funeral Home
- Nightclub / Cabaret
- Amusement Arcade
- Entertainment Place of Assembly
- Place of Assembly (e.g., banquet hall)
- Drive-through Facility
- Outdoor Patio
- Vehicle Fuel Station
- Vehicle Dealership
- Vehicle Service Shop
- Vehicle Washing Establishment
- Public Parking
- Day Nursery
- Laboratory
- Club
- Recreation Use
- Cogeneration / Renewable Energy Facility

To the north of the shopping plaza is a gas station with an associated convenience store. These commercial land uses are consistent with the permitted uses under the commercial zoning and do not include any sensitive land uses that would be impacted by the proposed sign.

**Image #2: Streetview Image Of Gas Station And Convenience Store Adjacent To Subject Premises**



To the south of the premises, at a setback of over 120 metres, the land is zoned for Employment use and contains a telecommunications office building. This use is employment in nature and aligns with the permitted uses under the Employment zoning designation.

**Image #3: Streetview Image Of Employment Zoning South Of The Subject Premises**



According to the City of Toronto's Zoning By-law 60.10.20.10, both Employment Light Industrial and Employment Industrial zones permit office uses, among others. These zones are intended to support manufacturing, warehousing, distribution, and office-related activities, which align with the current land uses in operation.

These zones are the closest to the proposed location, and the permitted and existing uses complement the proposed signage. Third-party signs in such areas can enhance the urban

character, support the local economy, contribute to a stronger area identity, and help create a more modern and dynamic streetscape.

#### 60.10.20.10 – Employment Permitted Uses:

- Ambulance Depot
- Artist Studio
- Automated Banking Machine
- Bindery
- Carpenter's Shop
- Cold Storage
- Custom Workshop
- Dry Cleaning or Laundry Plant
- Financial Institution
- Fire Hall
- Industrial Sales and Service Use
- Laboratory
- Office
- Park
- Performing Arts Studio
- Police Station
- Production Studio
- Self-storage Warehouse
- Service Shop
- Warehouse
- Wholesaling Use

#### 60.10.20.20 – Employment Uses Permitted with Conditions:

These are allowed if specific conditions (outlined in section 60.10.20.100) are met:

- Apparel & Textile Manufacturing
- Beverage Manufacturing
- Cogeneration Energy
- Contractor's Establishment
- Crematorium
- Eating Establishment
- Education Use\*
- Food Manufacturing
- Furniture Manufacturing
- Metal Products Manufacturing
- Open Storage
- Outdoor Patio
- Plastic Product Manufacturing
- Printing Establishment
- Public Utility
- Recreation Use
- Renewable Energy
- Retail Store
- Software Development & Processing

- Take-Out Eating Establishment
- Transportation Use

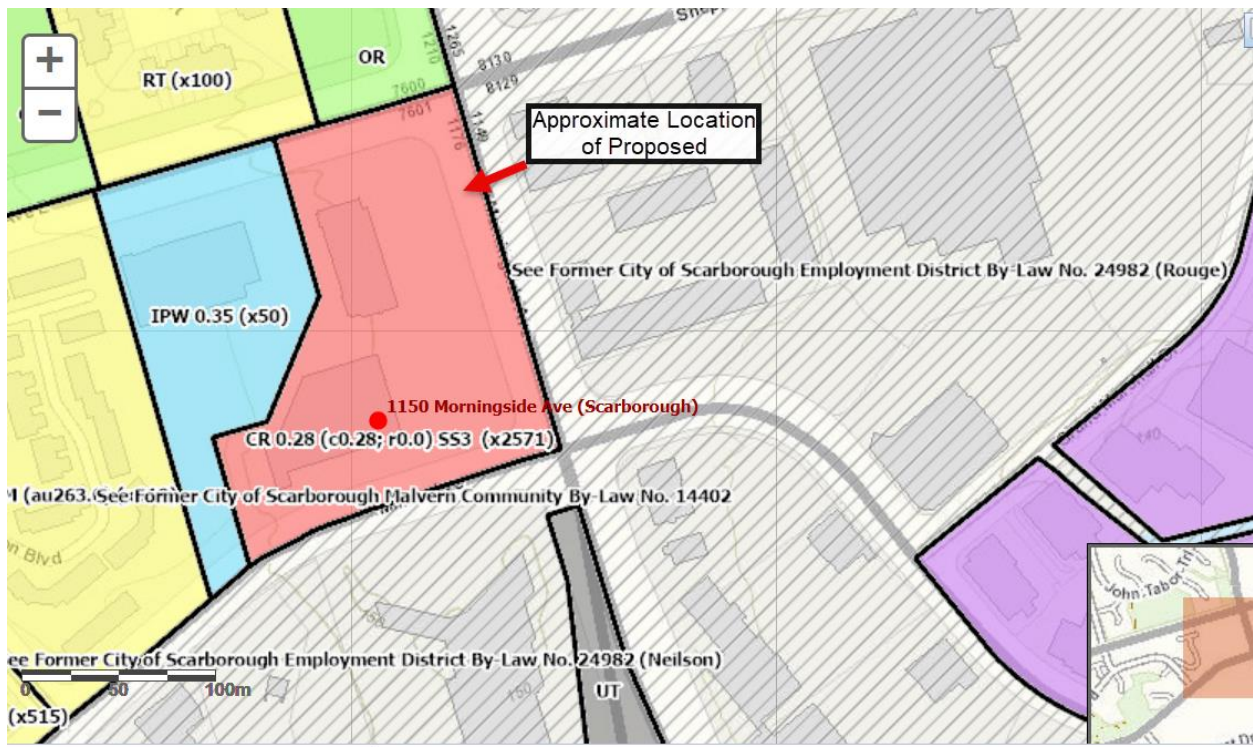
The surrounding properties do not include any sensitive land uses that would be impacted by the proposed third-party digital advertising sign.

Upon reviewing the zoning map, it appears that these properties fall under the City of Scarborough Employment District Zoning By-law No. 24982. This by-law does not establish a single, uniform set of permitted uses. Instead, it introduces zones such as ME (Employment) and MG (General Industrial), with site-specific amendments or exceptions that define the allowable uses on a case-by-case basis.

Common themes within this by-law include:

- Mixed-use permissions (e.g., combining industrial with retail, service, automotive, or entertainment uses)
- Strict performance standards related to size, location, and signage regulations

#### Image #4: A Picture Of The City Of Toronto's Zoning By-Law Map



The adjacent properties, along with their current and permitted land uses, are consistent with the guidelines for third-party advertising and support the proposed displays. Jolt is of the opinion that the proposed EV charger with ancillary third-party advertising displays is appropriate for the area and will not have any negative impact on the surrounding context.

To the west of the premises, approximately 78 metres away, is a property zoned Institutional, currently operating as a place of worship.

**Image #5: Streetview Image Of Employment Zoning South Of The Subject Premises**



The zoning map indicates this property is Institutional place of worship. Its permitted uses include:

By-right (no conditions) permitted uses include:

- Municipal Shelter
- Park
- Place of Worship
- Religious Education Use
- Religious Residence

Although some sensitive uses are permitted on this Institutional property, the proposed sign is only 2.65 metres in height and will be visually screened by the large shopping plaza (Pleasant Corner), which is the subject property. As a result, the sign will not be visible in its entirety from the Institutional zone, which is set back approximately 78 metres.

Furthermore, access to the Institutional property is from Sheppard Avenue, and due to its orientation and location, the proposed display and the structure in its entirety will not be visible to individuals entering and exiting the site.

To the North of the Subject property is OS open space zoning known as Malvern woods, this zone is approximately 82 m setback from the subject premises.

**Image #6: Streetview Image Of Open Space Zoning North Of The Subject Premises**



According to the Zoning By-law, this area is designated as an Open Space – Recreation (OR) zone. This zone is intended to accommodate parks and recreational facilities such as sports fields, arenas, and community centres.

As outlined in Section 90.30.20.10, the following uses are permitted outright:

- Ambulance Depot
- Art Gallery
- Community Centre
- Day Nursery
- Entertainment Place of Assembly
- Fire Hall
- Library
- Municipal Shelter
- Museum
- Park
- Place of Assembly
- Police Station
- Public Utility
- Recreation Use
- Sports Place of Assembly
- Transportation Use

In addition, Section 90.30.20.20 permits further uses, provided they meet specific conditions set out in Section 90.30.20.100. These include:

- Amusement Arcade
- Club
- Cogeneration Energy

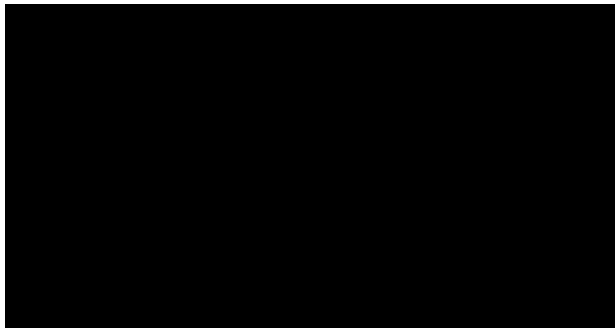
- Eating Establishment
- Education Use
- Outdoor Patio
- Personal Service Shop
- Public Works Yard
- Renewable Energy
- Retail Store
- Service Shop
- Stable
- Take-out Eating Establishment

Many of these are commercial in nature. However, due to the limited light shed from the proposed signage—as detailed in the previously submitted rationale—no light spill will reach this zone. Therefore, any existing or potential sensitive land uses within the OR zone will not be impacted by the proposed display.

The zoning and permitted land uses within a 60-metre radius of the subject site align with the intent and guidelines for third-party advertising displays. The surrounding area is predominantly characterized by commercial and employment uses that are compatible with the proposed signage.

Beyond 60 metres, while there are some properties with sensitive land use permissions, the proposed structure—measuring only 2.65 metres in height—will be effectively screened by the existing building on the premises. Additionally, the light shed from the display, as detailed in the supporting rationale, will not extend into these areas. As a result, the proposed third-party advertising display is expected to have a negligible impact on any sensitive land uses in the broader vicinity.

Yours truly,



Jocelyn Wigley  
Development Manager for Jolt Charge  
T: 416-659-8866  
E: [Jocelyn.Wigley@joltcharge.com](mailto:Jocelyn.Wigley@joltcharge.com)

**From:** [Jocelyn Wigley](#)  
**To:** [Fernanda Patza](#)  
**Subject:** [External Sender] Re: Clarification on Reporting Conditions – 1150-1176 Morningside Avenue & 3493 Kingston Road  
**Date:** August 28, 2025 10:00:58 AM  
**Attachments:** [image001.png](#)

---

Hi Fernanda,

Yes, confirming that this will also apply for 3493 Kingston Road.

Kind regards,

Jocelyn Wigley  
Development Manager  
T: 416-659-8866  
E: [Jocelyn.Wigley@joltcharge.com](mailto:Jocelyn.Wigley@joltcharge.com)  
W: [joltcharge.com](http://joltcharge.com)



On Thu, Aug 28, 2025 at 11:47 PM Fernanda Patza <[Fernanda.Patza@toronto.ca](mailto:Fernanda.Patza@toronto.ca)> wrote:

Hi Jocelyn,

Further to our discussion, staff will disregard the conditions referenced in the submissions concerning sign removal contingent on new developments, as well as the two-year sunset clause. As noted, any matters related to the permitting regime of a third-party sign must be addressed by City Council through a formal amendment to the Sign By-law. These issues fall outside the jurisdiction of the Sign Variance Committee (SVC) and therefore cannot be considered by the SVC.

As per your confirmation, the staff's report concerning the sign variance application for 1150–1176 Morningside Avenue will no longer consider such conditions as part of the submissions.

Could you please confirm whether this approach should also be applied to the sign variance application for 3493 Kingston Road?

Thank you,

Fernanda Patza

Policy Development Officer, Citywide Priorities

Toronto Building

City of Toronto

416-392-6987



## Schedule A

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                              |                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <p>MINISTRY OF TRANSPORTATION</p> <p><b>ISSUED TO</b><br/> <b>PROPERTY OWNER:</b> PLEASANCE CORP.<br/> <b>APPLICANT/TENANT:</b> JOLT CHARGE INC.</p> <p><b>LOCATION OF WORK</b><br/> <b>HIGHWAY:</b> 401</p> <p><b>STREET ADDRESS:</b> 1172 MORNINGSIDE AVENUE, TORONTO, ON M1B3A4, CANADA</p> <p><b>GPS CO-ORDINATES:</b> Start: 43.801251, -79.200446 End: N/A</p> <p><b>LOT/SECTION:</b> LOT 11    <b>CON:</b> CON 2    <b>GEOGRAPHIC TOWNSHIP:</b> SCARBOROUGH    <b>LOT/BLOCK:</b> N/A    <b>PLAN NO:</b> N/A<br/> <b>MUNICIPALITY:</b> N/A    <b>REFERENCE PLAN PART:</b> N/A    <b>REFERENCE PLAN NO:</b> N/A</p> <p><b>PERMIT DETAILS</b><br/> <b>TYPE OF SIGN:</b> Other    <b>PURPOSE OF APPLICATION:</b> Erect new sign(s)<br/> <b>TOTAL PERMITTED NUMBER OF SIGN(S):</b> 1    <b>TOTAL PERMITTED AREA OF SIGN(S):</b> 3.06 m<sup>2</sup><br/> <b>DISTANCE FROM HIGHWAY PROPERTY LINE TO SIGN CLOSEST TO THE HIGHWAY:</b> 150.00 m<br/> <b>DESCRIPTION:</b> To erect a new EV charging station changeable illuminated sign at "1172 Morningside Ave, Scarborough, ON"<br/> <b>EFFECTIVE DATE:</b> January 9, 2025<br/> <b>EXPIRY DATE:</b> N/A</p> | <br>Ontario | <p><b>Highway Corridor Management<br/>Sign Permit</b><br/> <b>SG-2024-20T-00000271 V2</b></p> |
| <div style="background-color: black; width: 150px; height: 40px; margin: 0 auto;"></div> <p>Authorized Signatory</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                              |                                                                                               |
| <p><b>THIS PERMIT IS ISSUED UNDER THE AUTHORITY VESTED IN THE MINISTER BY THE PUBLIC TRANSPORTATION AND HIGHWAY IMPROVEMENT ACT AND THE REGULATIONS PURSUANT THERETO AND IN SUBJECT TO THE CONDITIONS ATTACHED TO THE PERMIT, INCLUDING ANY AGREEMENT APPLICABLE TO THE SIGN AUTHORIZED BY THE PERMIT</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                              |                                                                                               |

Ministry of Transportation

Highway Corridor Management Section - Downsview Office  
159 SIR WILLIAM HEARST AVE, 7TH FLOOR  
DOWNSVIEW, ON M3M 1J8



January 9, 2025

Pleasance Corp.  
1150 MORNINGSIDE AVE  
TORONTO, ON  
M1B 3A4

Dear Amir:

Re: SG-2024-20T-00000271 V2

---

Please find attached your Sign Permit, which has been issued in accordance with the  
***PUBLIC TRANSPORTATION AND HIGHWAY IMPROVEMENT ACT, R.S.O. 1990, P50.***

It is the responsibility of the permit holder to ensure that all employed/contracted personnel performing the work are aware of and adhere to all conditions of the permit.

If you have any questions or require further assistance, please contact the undersigned.

Sincerely,

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

-----  
Matthew Prestinaci  
Corridor Management Officer

159 SIR WILLIAM HEARST AVE, 7TH FLOOR  
DOWNSVIEW, ON M3M 1J8

Attach.



**Highway Corridor Management  
Sign Permit  
SG-2024-20T-00000271 V2**

**ISSUED TO**

**PROPERTY OWNER:** PLEASANCE CORP.  
**APPLICANT/TENANT:** JOLT CHARGE INC.

**LOCATION OF WORK**

**HIGHWAY:** 401

**STREET ADDRESS:** 1172 MORNINGSIDE AVENUE, TORONTO, ON M1B3A4, CANADA

**GPS CO-ORDINATES:** Start: 43.801251, -79.200446 End: N/A

**LOT/SECTION:** LOT 11      **CON:** CON 2      **GEOGRAPHIC TOWNSHIP:** SCARBOROUGH      **LOT/BLOCK:** N/A      **PLAN NO:** N/A  
**MUNICIPALITY:** N/A      **REFERENCE PLAN PART:** N/A      **REFERENCE PLAN NO:** N/A

**PERMIT DETAILS**

**TYPE OF SIGN:** Other      **PURPOSE OF APPLICATION:** Erect new sign(s)

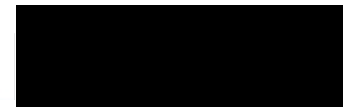
**TOTAL PERMITTED NUMBER OF SIGN(S):** 1      **TOTAL PERMITTED AREA OF SIGN(S):** 3.06 m<sup>2</sup>

**DISTANCE FROM HIGHWAY PROPERTY LINE TO SIGN CLOSEST TO THE HIGHWAY:** 150.00 m

**DESCRIPTION:** To erect a new EV charging station changeable illuminated sign at "1172 Morningside Ave, Scarborough, ON"

**EFFECTIVE DATE:** January 9, 2025

**EXPIRY DATE:** N/A



-----  
**Authorized Signatory**

**THIS PERMIT IS ISSUED UNDER THE AUTHORITY VESTED IN THE MINISTER BY THE PUBLIC TRANSPORTATION AND HIGHWAY IMPROVEMENT ACT AND THE REGULATIONS PURSUANT THERETO AND IN SUBJECT TO THE CONDITIONS ATTACHED TO THE PERMIT, INCLUDING ANY AGREEMENT APPLICABLE TO THE SIGN AUTHORIZED BY THE PERMIT**

## Highway Corridor Management Permit Conditions

**Permit Number:** SG-2024-20T-00000271

**Permit Version:** 2

**Date Approved:** January 9, 2025

**The permit is subject to the following conditions:**

1. In addition to the conditions of this permit, the registered property owner must meet all of the requirements of the local municipality and any other agency having jurisdiction.
2. The work for this permit must commence within 6 months of the date that the permit is issued, or the permit shall be void and cancelled by the Ministry.
3. All work authorized by this permit shall be carried out in accordance with the approved plans, specifications and agreements and subject to the approval of the Ministry. The registered property owner must bear all expenses related thereto.
4. Vegetation on the right of way must not be cut or trimmed without the written permission of the Ministry. Any cutting or trimming permitted must only be done under the supervision of the Ministry or its authorized agent at the expense of the registered property owner. Any cutting or trimming of vegetation adjacent to the highway right-of-way requires the permission of the land owner.
5. The registered property owner shall ensure that the operation of the highway is not interfered with, and that the right-of-way remains free of debris, earth or other materials.
6. If there is an expiry date on this permit and a further term is required, a request shall be made to the Ministry before the expiry date. An extension may be approved, approved with additional conditions, or denied by the Ministry.
7. If during the life of this permit any Acts are passed or regulations adopted which affect the rights herein granted, the said Acts and regulations shall be applicable to this permit from the date on which they come into force.
8. The registered property owner holds harmless the Ministry for all damages and liabilities caused as a result of the works undertaken pursuant to this permit.
9. This permit may be cancelled at any time for breach of the regulations or conditions of this permit, or for such other reasons as the Ministry at its sole discretion deems proper. When a permit is cancelled for any reason, the registered property owner shall not be entitled to any compensation or damages by reason of or arising from the cancellation of the permit.
10. If this permit expires, all works constructed, maintained or operated under this permit, if the Ministry so requests, shall be removed at no cost to the Ministry.
11. Each sign authorized by this permit shall be maintained in a condition satisfactory to the Ministry. Failure to maintain the sign(s) in a satisfactory condition shall result in the cancellation of this permit.
12. This permit is not transferable from one registered property owner to another. If the registered property changes ownership then the new registered property owner must apply for a new sign permit. Each new permit is subject to the conditions in effect at the time of applying.
13. This permit is issued in accordance with the following permit submission documents:
  - Jolt-55-Aug2020.500.jpg.pdf submitted by Jocelyn Wigley on 11 November 2024
  - IMG\_4564.jpg.pdf submitted by Jocelyn Wigley on 11 November 2024

## Highway Corridor Management Permit Conditions

**Permit Number:** SG-2024-20T-00000271

**Permit Version:** 2

**Date Approved:** January 9, 2025

**The permit is subject to the following conditions:**

-Aerial View of Charger and Stall.png.pdf submitted by Jocelyn Wigley on 11 November 2024

14. Permit holder/tenant must obtain all other required permits/approvals prior to installing the sign
15. The message on the sign must not promote violence, hatred, or contempt against any identifiable group. “Identifiable group” means any section of the public distinguished by colour, race, ancestry, religion, ethnic origin, sexual orientation, or disability. The message on the sign must be in good taste. The Ministry reserves the right to determine what constitutes good taste.
16. Sign must not move or turn by mechanical or other means, and must not have any flashing, intermittent or accentuated lighting of any kind including searchlights which are used solely as a means of attracting attention
17. A sign may be luminous or illuminated but sign lighting must not cause direct or indirect glare that may interfere with traffic safety. Lighting causing glare must be rectified by the sign owner at their expense
18. Any alterations to the signage must receive prior approval from the Ministry
19. Should the sign not adhere to the conditions of this permit, the Ministry will cancel the permit and it will be considered null and void
20. The Ministry sign permit is not transferable. Should the property owner change, then a new Ministry sign permit will need to be issued
21. This MTO Permit and/or a copy of, is to be retained ON-SITE at all times (from the date of issuance) until construction-installation is complete. Then to be retained on file for future reference

Ministry of Transportation  
Highway Corridor Management Section - Downsview Office  
159 Sir William Hearst Ave, 7th Floor  
Downsview, ON M3M 1J8

## **Re: JOLT Free Public EV Charging Stations**

### **Third-party Signage Clearance and Approval – 1150-1176 Morningside Ave., Scarborough, ON**

Dear Ministry of Transportation,

Jolt Charge Inc. is seeking an approval to allow for the installation of one fast, free, and clean electric vehicle ("EV") charging station, from the Ministry of Transportation due to the distance from our location and the on ramp to the Highway 401.

#### **Background and Project Context**

JOLT was established in 2018 with a mission to accelerate the global move to electric, and we're already leading the charge. JOLT's vision is universal, equitable access to free, fast, and clean public charging - charging that's built to last and exactly where drivers need them to be.

Our world-leading EV charging stations combine state-of-the-art, digital out-of-home media technology with innovative urban design and free, DC fast charging for an exceptional charging experience. We partner with local businesses, municipalities, and regional governments across the globe to deliver chargers that provide a best-in-class experience for our customers and our partners. We pioneered the roadside advertising-funded, free EV charging model that resonates with like-minded brands, commercial partners, and communities. We're proud to be powering cleaner, greener cities for the people of today and tomorrow.

Some of the benefits of JOLT chargers include:

- Zero cost to cities and property owners. JOLT builds, operates, and maintains chargers at no cost.
- 7 kWh of free DC fast charging per day per customer, saving EV owners up to \$1100 per year.
- 79% of all charging sessions are provided completely free of charge to customers.
- Average yearly GHG offset of 20.04 metric tons of CO2 per charger.
- Integrates well with existing parking policies and systems.

This project is part of the initial charging roll out of a comprehensive network of fast, free, public EV charging stations that JOLT is planning on installing in Toronto and across the rest of the Greater Toronto Area. Unlike other EV charging initiatives, JOLT's plans are not reliant on government funding. This request is submitted to develop, in part, the critical infrastructure required to meet the demand of EV charging infrastructure, helping to drive the adoption of EVs, support the reduction of greenhouse gas emissions and carbon footprints and meet Low-Carbon Strategy's goals, and ensure that the shift to zero-emission vehicles (ZEVs) is accessible and equitable for everyone. This represents a substantial investment and commitment to the City of Toronto over the life of this project.

#### **Proposed Chargers and Site Context**

The sign that is the subject of this application is internally illuminated, digital display, ground sign containing two faces, with each face displaying electronic static copy. However, the primary purpose of these units are as EV charging stations, designed to provide the public with fast, free, and clean energy for electric vehicles.

The delivery of this vital service is offset through third party advertising.

The subject sign's attributes are as follows:

- Containing two sign faces, each 1.65 m in length by 0.93 m in width (5.4' x 3.05') for an aggregate sign face area of 3.06 sq.m(individual sign face area = 1.53 sq.m);

- At heights not exceeding 2.65 m (8.7');
- Displaying third party, electronic static copy; and
- Integrated ambient light sensor that automatically dims the screen in overcast weather and at night.

Our JOLT EV chargers fit perfectly into the surrounding context of the area as our chargers support commercial and retail-oriented businesses. They are a draw for customers of the site and other local businesses nearby, enabling Toronto residents to charge their EVs in a quick amount of time while providing the opportunity to frequent the vehicle maintenance centre business on site and/or other local businesses in the local vicinity. The free EV charging station that is proposed will support this property as it aims to help meet the service needs of residents.

### **Land Use Justification**

JOLT's EV charging station is designed with a focus on innovation, site sensitivity, and user experience, ensuring maximum compatibility with adjacent land uses, both existing and proposed. Their compact and aesthetically pleasing design minimizes visual impact and preserves the character of the surrounding area. To mitigate any potential adverse impacts, the stations offer highly reliable and fast utility charging that is free to the user. This reduces congestion and enhances convenience for users. The EV charger demonstrates a high degree of creativity and sensitivity through its state-of-the-art technology and user-friendly design, ensuring the product meets community's needs while promoting sustainable transportation solutions.

JOLT has made substantial efforts to minimize its impact and explore alternative solutions. JOLT chargers automatically dim display to low-light and nighttime conditions, and do not display video or animated messaging. This ensures no negative impact to driver distractibility or pose adverse impacts to the surrounding properties. JOLT chargers are of similar size to existing digital street furniture in Toronto, which operate in even closer proximity to roadways and traffic signaling devices than what JOLT is proposing without causing undue harm to roadway users or surrounding properties.

The inclusion of third-party signage is indispensable for funding the free charging service, which is crucial given the rising costs of public EV charging and the shortage of DC fast charges in the City of Toronto. This demonstrates a clear hardship in the absence of the approval, as the community would remain underserved in terms of EV charging infrastructure. JOLT's proposal strikes a balance between providing a necessary public utility amenity and maintaining compliance with the broader goals of urban development in Toronto, showcasing a reasonable and justified effort to address those needs while mitigating potential impacts.

### **Examples of Precedent in Area**

Currently there are existing Transit Shelter Displays that include third party advertising in operation that are the same size format as Jolt's proposed display (in the same or similar area). Below are examples of these types of displays.

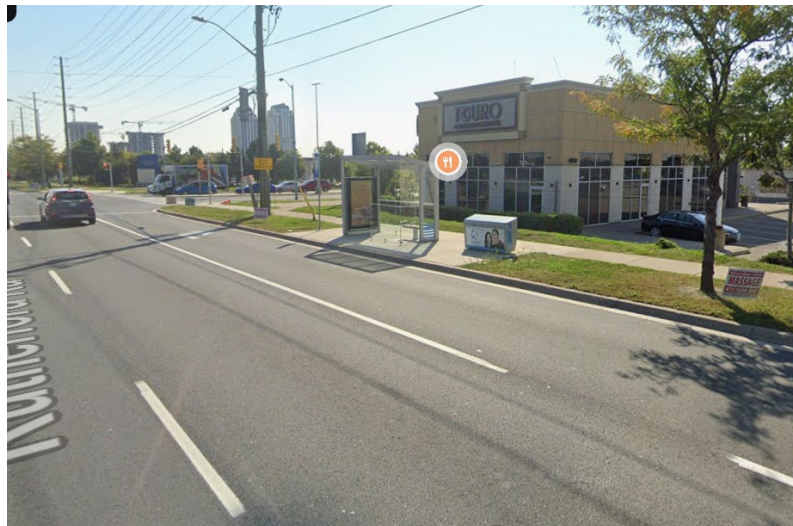
#### **Transit Shelter Located at Morningside Ave. and Milner Ave.**



**Digital Transit Shelter at Leslie St. and Sheppard Ave. (less than 400 m away from on ramp of Highway 401)**



**Digital Transit Shelter at Sweet River Blvd and Rutherford Road (less than 400 m away from on ramp of Highway 400)**



**Digital Transit Shelter at Hwy 7 and East Beaver Creek (170 m away from on ramp of Highway 404)**



## Digital Transit Shelter at Hwy 7 and Weston Road (280 m away from on ramp of Highway 400)



All of these examples provide precedent for Morningside Ave. to contain these types of displays and pose no adverse effects on vehicular drivers, local business to the area, community members and residents of Toronto. Jolt's proposed EV charger incorporating third party advertising shall not be seen by vehicular traffic travelling along Highway 401. The displays can only be seen while driving past the premises of 1150-1176 Morningside Ave. There will be no adverse effects for drivers exiting or entering Highway 401 at Morningside Ave. as it is will not be visible and will not interfere of drivers vehicular decision points.

### Environmental Context

The approach discusses the establishment of aspirational targets for ZEVs and to develop a regional EV charging network. As EV uptake in Toronto continues to grow annually, supporting this trend is crucial to meet environmental targets and ensures equitable access to sustainable transportation and their operation. The free charging that our stations provide to all of our customers every single day will ensure that the pathway to electrification is equitable and accessible to all. Approval will facilitate these goals by providing essential EV charging infrastructure, promoting and supporting incentives for EV ownership, and supporting private investment into EV charging infrastructure.

Approving the sign permit application for JOLT's EV charging stations will provide a significant net benefit to the community and the immediate area. By enabling the installation of fast, free EV chargers, this project addresses the current under-served need for EV charging infrastructure in Toronto. This charger will help facilitate the adoption of electric vehicles, reduce greenhouse gas emissions, and directly support the City's sustainability goals and objectives. The third-party advertising is a necessary component to deliver this critically needed infrastructure, making it possible to offer free level 3 public charging through ancillary advertising revenue. This approach provides an essential public amenity at no cost to users or property owners in Toronto, enhancing accessibility to EV charging in the city.

### Not Contrary to Public Interest

The proposed sign will not have any negative social impacts. The third party advertisements published on the proposed sign will abide by the Canadian Code of Advertising Standards (<https://adstandards.ca/code/the-code-online/>). This will help to ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

We trust that this is in accordance with your expectations, and we look forward to your consideration of this application. If you have any questions or require any more information, please do not hesitate to reach out.

Best regards,



Jocelyn Wigley  
Development Manager, JOLT Charge  
[Jocelyn.wigley@joltcharge.com](mailto:Jocelyn.wigley@joltcharge.com)  
416-659-8866