ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE

TORONTO

Application

Sign Variance

Folder Number	Date (yyyy-mm-dd)

Project Information

		Lot Number	Plan Number

) an additional ground sign on the property; (3) Setback to billboard; and (4) distance to another CR Sign District.

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 planning rationale provided.

Property Owner Information

		Last Name	
			Telephone Number
		ANAGEMENT INC.	
Street Number	Street Name	Suite/Unit Number	Mobile Number
2300	Yonge Street	2200	(416) 573-1811
City/Town	Province	Postal Code	Fax Number
Toronto	Ontario	M4P 1E4	
Email			
Ldunn@riocan.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

311 toronto at your service

Application

Sign Variance

Applicant Information and Declaration

I, First Name: Jocelyn	Last Name: Wigley		
Company Name: Jolt Charge Inc.			Telephone Number:
Street Number of: 66	Street Name: Wellington St W.	Suite/Unit Number: 5300	Mobile Number: (416) 659-8866
City/Town: Toronto	Province: ON	Postal Code: M5K 1E6	Fax Number:
Email: jocelyn.wigley@gmail.com			

Do hereby declare the following:

- That I am ☐ the Property Owner as stated above

  ☐ the owner's authorized agent.

  ☑ an officer/employee of Jolt Charge Inc., which is an authorized agent of the owner.

  ☐ an officer/employee of _____, which is the Property Owner's authorized agent.

- That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application.
- That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law
- That the information included in this application and in the documents filed with this application is correct.

[redacted] | Jocelyn Wigley | 2025-09-30

Signature | Print Name (First, Last) | Date (yyyy-mm-dd)

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.

TORONTO

Data Sheet

Sign Variance

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

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
		Appr. 192m
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
8-10 meters	2	
Building Uses(s)		
Shopping/plaza		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)

North Commercial Residential Sign District - Tire Shop, Bank

South Employment Sign District - Railway corridor

East Commercial Residential Sign District - Gas Station

West Commercial Residential Sign District - LA Fitness

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
Please see attached Planning Rationale.

Continue on next page

Rationale

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

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above
(use additional pages if necessary)
Planning Rationale attached addresses all criteria.

Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.
2025-09-29	

Sign Information

Sign No.*	Sign Type	Method of Copy Display	Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m^2)				
1	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

Please Use Additional Pages as required

TORONTO South District

Receipt No: 1833582

Receipt

NOTE: This is not a Permit. Do not construct until a permit is issued.
You will be notified when your permit is ready.

Folder No:	**25 232922 ZSV 00 ZR**	**Date & Time:**	**October 01, 2025 09:53:15 AM**

Paid By:	JOLT CHARGE INC C/O JOCELYN WIGLEY 66 WELLINGTON ST W 5300 TD TW TORONTO ON M5K 3A4
Project Location:	3003 DANFORTH AVE TORONTO ON M4C 1M9
Project Description:	Zoning Review; Non-Residential Building; Sign

Fee Description(s):	**Cost Center Number:**	**Value:**
Sign Variance Fee	9010 - BL0014 - PAYMENT	$933.81
TB-Visa - online	110583 - PAYMENT	-$933.81
	Total:	**$.00**

Paid Amount	**$933.81**

Paid by :TB-Visa - online	_____

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

LICENCE AGREEMENT

Electric Vehicle Charging Network

THIS LICENCE is entered into as of **August 14th**, 202**5**.

BETWEEN:

RIOKIM HOLDINGS (ONTARIO) INC., by its agent RIOCAN MANAGEMENT INC.

Address: c/o RioCan Real Estate Investment Trust
2300 Yonge Street, Suite 2200
PO Box 2386
Toronto, Ontario
M4P 1E4
Attention: Director, CAPEX Construction
Patrick Smith
psmith@riocan.com

(the "**Licensor**")

AND

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

Address: **1553 Jolt Charge Inc, 66 Wellington Street West 5300, TD Bank Tower, Toronto ON M5K1E6**
Attention: **Brendan Dillon**
Email: **brendan.dillon@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**").

1.2 The Licensor shall provide the Licensee and its contractors, agents and representatives reasonable access and possession of the Licensed Area within thirty (30) days of the Licensee obtaining all Approvals (including with or without any vehicles, equipment or machinery) for the purposes of undertaking the Works. Notwithstanding anything to the contrary in this License, in the

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

by the Licensor:

RIOKIM HOLDINGS (ONTARIO) INC., by its agent RIOCAN MANAGEMENT INC.

By: [redacted]
Authorized Signatory

By: _____
Authorized Signatory

by the Licensee:

JOLT CHARGE CANADA INC.

By: [redacted]
Authorized Signatory

By: _____
Authorized Signatory

SKETCH SHOWING TOPOGRAPHIC DETAIL OF PART OF LOT 1, CONCESSION 1, FROM THE BAY CITY OF TORONTO

(GEOGRAPHIC TOWNSHIP OF EAST YORK)

NO. 3003 DANFORTH AVENUE

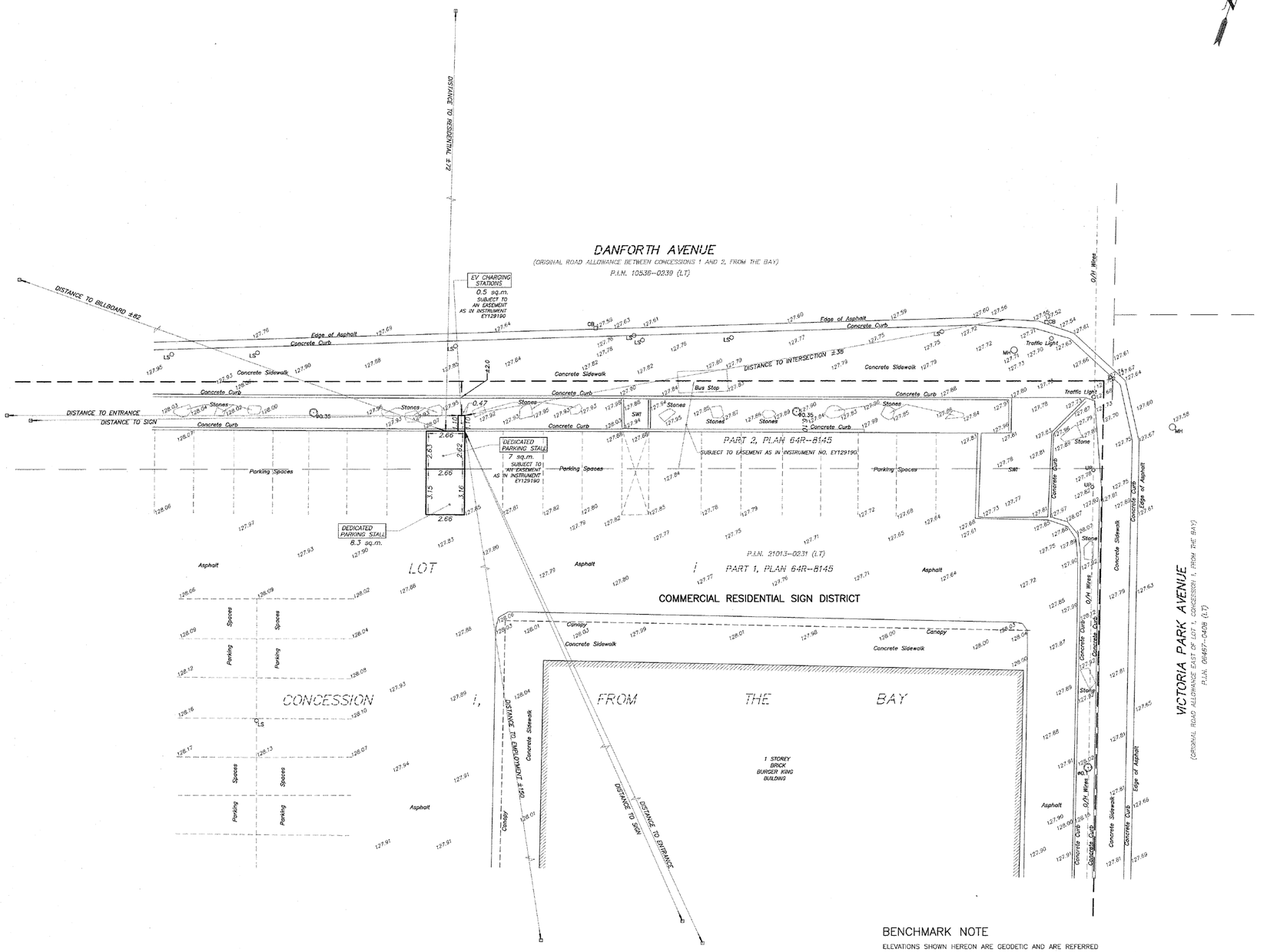
SCALE 1 : 150

0 3 6 9 10 Metres

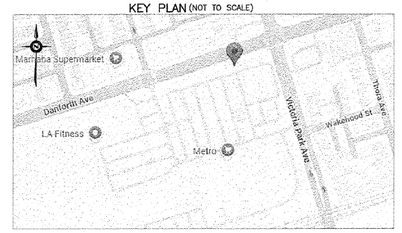
ALEX MARTON LTD.
ONTARIO LAND SURVEYORS
2025

METRIC

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



KEY PLAN (NOT TO SCALE)



LEGEND

MH	DENOTES	MANHOLE
CB	"	CATCH BASIN
SWI	"	INTERLOCKING PAVEMENT
LS	"	LIGHT STANDARD
O/H	"	OVERHEAD
UP	"	UTILITY POLE
SQ.M	"	SQUARE METER
PIN	"	PROPERTY IDENTIFIER NUMBER
ø	"	DIAMETER
⊙	"	DECIDUOUS TREE

COMPLETION CERTIFICATE

I CERTIFY THAT:

1. . THE FIELD WORK WAS COMPLETED ON THE 27TH DAY OF AUGUST, 2025.

SEPTEMBER 8, 2025
DATE

JUNKE SUN
ONTARIO LAND SURVEYOR

BENCHMARK NOTE

ELEVATIONS SHOWN HEREON ARE GEODETIC AND ARE REFERRED TO THE CITY OF TORONTO BENCHMARK No. 0011960UT48. (CGVD28:PRE78) HAVING A PUBLISHED ELEVATION OF 128.684 METERS.
LOCATED ON DENTONIA UNITED CHURCH, ON SOUTHEAST CORNER OF DENTONIA PARK AVENUE AND DAWES ROAD. TABLET IN CENTRE OF NORTH FACE OF PILASTER ON NORTH WALL OF CHURCH, IMMEDIATELY EAST OF DOORWAY, 0.15 METERS BELOW BRICK.

CAUTION

THIS IS NOT A PLAN OF SURVEY AND SHALL NOT BE USED EXCEPT FOR THE PURPOSE INDICATED IN THE TITLE BLOCK.

AMENDMENTS

No.	DESCRIPTION	DATE
1.	UPDATED AS PER CLIENT REQUEST	15.09.2025
2.	UPDATED AS PER CLIENT REQUEST	23.09.2025

JOLT

SITE: NO. 3003 DANFORTH 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 : H.G./H.Z.	FILE NAME: 2025-149.DWG
DRAWN : X.Z.	PLOT SCALE: 1:150
CHECKED : J.S.	PROJECT No. 2025-149

Technical Specifications -
EVA 3.0 Canada

Product features & Benefits

50 kW DC Fast Charging

Designed for destination EV Charging

CCS1 Compatible

JOLT chargers are compatible with most electric vehicle models

App-based Charging Experience

Real-time monitoring of charging status and record of previous charging sessions

Vandal Glass with a Graffiti-Resistant Finish

High quality chargers maintained to industry-leading standards

IP55+ Weatherproof Rating

Designed to operate in all weather conditions

High Luminance Display

Automatic brightness adjustment in full compliance with regional luminance regulations

24/7 Remote Monitoring

Remote monitoring via 4G connectivity with robust failover functionality

Integrated Cable Retraction Mechanism

Long reach cables designed to keep the sidewalk clutter-free and optimised for accessibility

JOLT

SPECIFICATIONS

GENERAL	Screen Size	75”
	Region	Canada
COMMUNICATION	Network interface	4G, Ethernet
	Communications protocol (charging infrastructure)	Open Charge Point Protocol (OCPP) 1.6 J/2.0.1
	Communications protocol (vehicle)	CCS1: SAE J1772; ISO 15118; CHAdeMO 1.2
ENVIRONMENTAL	Operating temperature	-40ºC up to +55ºC
	Humidity	0% to 95% relative humidity (non-condensing)
	Ingress rating	IP55+
	Impact rating	IK10
ELECTRICAL	AC Input Voltage*	3x 277 V (480 V) (+10%,-15%) / 60 Hz
	Output DC voltage range	150 Vdc – 1000 Vdc
		3-phase Wye (grounded)
DISPLAY	Screen Size	75 in.
CERTIFICATIONS	Charging / Safety Standards	UL2202, UL50, UL50E
	IT & A/V	IEC 62368-1
	Electromagnetic Compatibility (EMC)	FCC 47 CFR Part 15B; ICES-003:2017 and 2016

*Input rating may vary in North America

JOLT

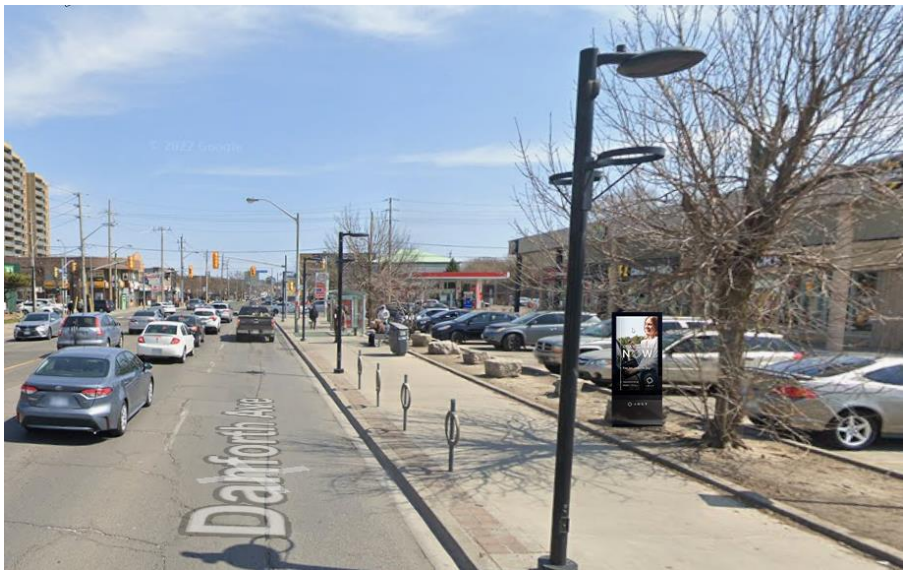
September 29, 2025

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 3003 Danforth Ave., Toronto, ON

The Applicant, JOLT Charge Inc. (JOLT) is applying for four (4) variances for the installation of a Level 3 EV Charging Station with incorporated electronic LED third party advertising displays located at 3003 Danforth Ave. The charger's location shall be on the Northern edge of the premises fronting onto Danforth Ave. The dedicated parking stall shall be the closest parking spot on the property in relation to the charger. The proposed structure will be 2.65 meters in height and will contain 2 display faces measuring 1.65 meters and 0.93 meters 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 East and West and perpendicular to the roadway of Danforth Ave. to be viewed by vehicular traffic and providing wayfinding for EV Users. Below, referenced in Image #1 is a mock up of what the charger will look like on the premises.

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, 3003 Danforth 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 in Image #2, this property does not contain any residential dwellings and operates as a commercial retail plaza serving the immediate area.

Jolt requests one (1) variance to allow a ground sign containing 2 electronic display faces to be constructed.

The proposed digital displays are the same make and model as those currently used in Digital Transit Shelters installed throughout the City of Toronto, as illustrated in Images #3 and #4. These units are found in a wide range of urban settings—including locations adjacent to residential properties—and, in many cases, are positioned closer to first-party signage than the proposed installation.

Although these transit displays fall under a separate deployment framework and therefore do not establish formal precedent, their widespread presence in comparable or more sensitive environments strongly suggests that they do not pose safety concerns or contribute to visual sign clutter. The compact format of the proposed displays—identical to those used in the transit shelters—ensures that the signage remains modest, visually unobtrusive, and well-suited to the surrounding context.

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 Charge Point.

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 an essential service to the growing population of electric vehicle users while maintaining visual harmony with the surrounding environment.

It is important to consider that the area does contain residential apartments and detached dwellings. Many of these residential types may have limited access to EV charging due lack of home parking, housing type and age, household income and proximity to parking allocation. Those that do have access to EV chargers are more likely to have access to level 2 chargers. Unlike standard chargers that can take several hours to fully recharge an electric vehicle, the proposed Level 3 charger provides up to 50 km of free range and can fully charge most EVs in under an hour. This significantly reduces charging times, offering a more efficient and convenient experience that better aligns with the refueling times of traditional gas-powered vehicles. By doing so, it gives EV users—particularly those without access to home charging—more equitable access to fast, reliable, and accessible infrastructure in urban settings and commercial areas.

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

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

Image #4: *Digital Transit Shelter, Same Make And Model As Proposed EV Charging Displays In Close Proximity to Residences*

The Sign Type Is Not Permitted In The Sign District Where The Premises Is Located

The sign type is characterized as a third-party ground sign under the current local Sign By-Law, however it does not operate as a large format billboard which typically have sign face areas of 20 sq. m. The proposed structure functions as a publicly accessible Level 3 EV charger with third party advertising incorporated into the sides of the unit. 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 to this application). In the document, the City of Toronto addresses the high demand for Level 3 chargers and the need to work with private enterprises to install further units. This proposal will contribute to the growth and increase of publicly accessible fast Level 3 EV chargers needed in the City of Toronto and provides a solution the City's EV Charging infrastructure disparity.

Although the property is zoned as a Commercial Residential Sign District, it currently functions exclusively as a commercial site, with no residential use or components. Furthermore, the landowner has confirmed that there are no future plans to redevelop the property to include residential units or uses. Despite the flexible zoning designation, the intent is to maintain the property as a fully commercial operation for the foreseeable future. As such, the proposed signage will not impact any on-site residential use—now or in the future—and remains consistent with the current and planned character of the property.

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

The subject property operates as a shopping mall, and surrounding buildings are primarily used for commercial and employment purposes. While classified within CR Sign Districts, the area includes a variety of commercial uses such as multi-tenant plazas with beauty supply stores, nail salons, quick-service restaurants, specialty grocers, optical retailers, tire service centres, a TD Bank, gas station, financial service offices, a Cash for Less, social services and employment offices. As there are other third-party billboards along Danforth Ave., East of the proposed, the

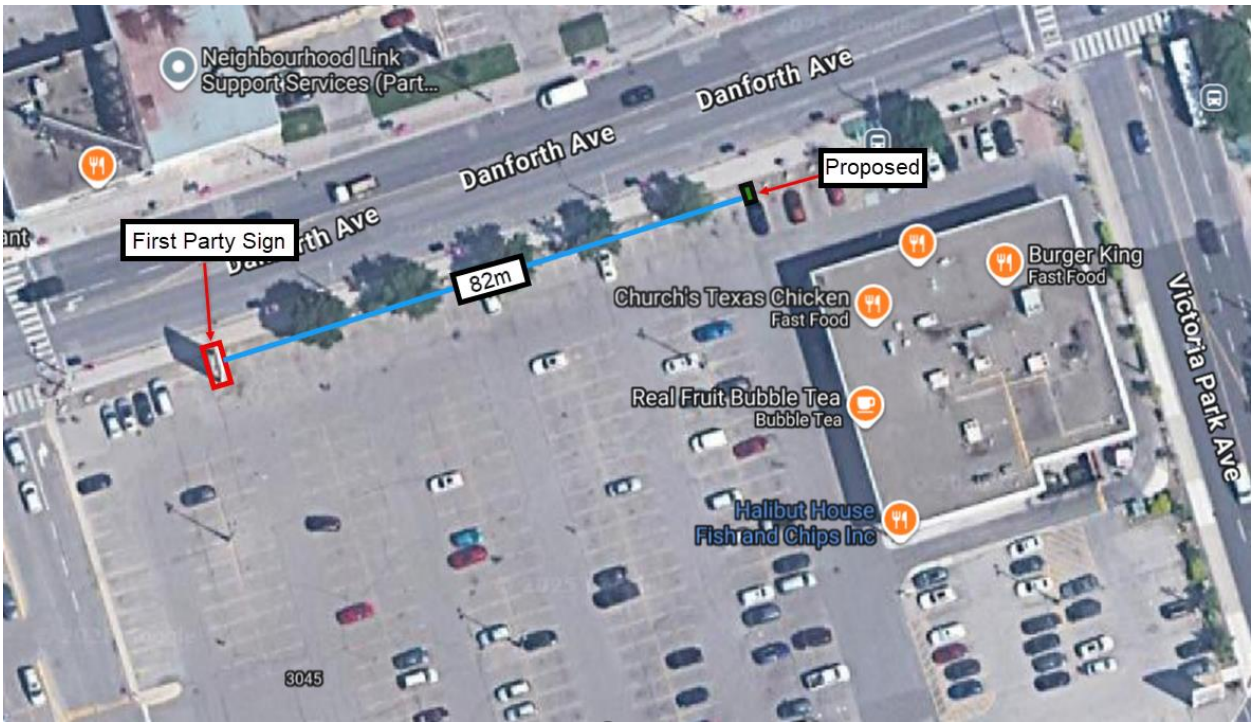
proposed will be compatible with the development of the Premises and Surrounding area. Unlike the other third-party billboards along Danforth Ave. the proposed offers utility to residents in the area and visitors to the Plaza.

The immediate area and the premises are commercial in nature.

Jolt has reviewed the Toronto Development permit queue and can confirm that there are no current active proposals in the immediate area that would indicate developments which would contain residential land use components on any adjacent properties. If this changes these applications do take a length of time that would line up the natural 5 year sunset provision on a granted permit, such that if the surrounding area changes the proposed sign could be reassessed by staff for compatibility during the permit renewal process. If in fact, there are planned residential development proposals that array.

The City of Toronto's Sign By-Law permits only 1 ground sign on a property, and we request a second (2) variance for the proposed. The proposed will be approximately 82 m setback from the existing first party sign on the premises as referenced in Image #5. We believe that at this distance, the proposed will not create or promote sign clutter on the Premises as they are significantly setback from each other. This will be discussed further below.

Image #5: *Aerial View Of Setback From The First Party Sign To The Proposed Measuring 82m*



The proposed EV charger will be located directly across from a building containing various businesses such as Beauty Supply Retail Store, Hair and Nail Salon, Bangladesh Restaurant, Optical Retail Store and Auto Tire Store. Although zoned CR, it is confirmed that there are no

residences on that property. This is representative of the mixed-use commercial character of the area. All neighbouring properties located within a 60 m radius are zoned CR Sign Districts.

For reference, the proposed EV charger will be placed approximately 38 m from the Danforth and Victoria Park intersection, meeting the compatible setback to an intersection and ensuring driver safety in relation to the displays (displays intended for vehicular traffic travelling East and West along Danforth).

All properties located East and West (displays orientation) within a 250 m distance are zoned CR Sign Districts. There are minimal residences above store fronts, many are other businesses. Although the proposed is not compatible with the Sign By-Law proximity to other CR Sign District zoning regulations, JOLT highlights that the displays (smaller than a large format billboard) light shed on the EV charging station will not enter residences shown in Image #17 and cannot be legible from those areas due to the size and format discussed further down in the rationale. It will ultimately provide utility to EV users in the area. As shown in Image #3 and #4, there are digital transit shelter (same make and model as the proposed) displayed in areas that have a shorter distance to residential land uses creating precedence for these types of displays and indicate that there will be no negative impact.

The proposed charger compliments the shopping plaza that offers a wide variety of shops and amenities that service residents in the area. Allowing a Level 3 Charger on the subject premises can offer quick charging, convenience and efficiency. An EV charging user can utilize the proposed efficiently while they shop for groceries and other necessities. As mentioned above, the chargers offer the first 50 km of charge for free, this is available due to the third-party advertising cost offset and adds value to the area.

Image #6: *Sign District Zoning Map Of Local Area, The Orange Colour Denoting CR – Commercial Residential Sign District*

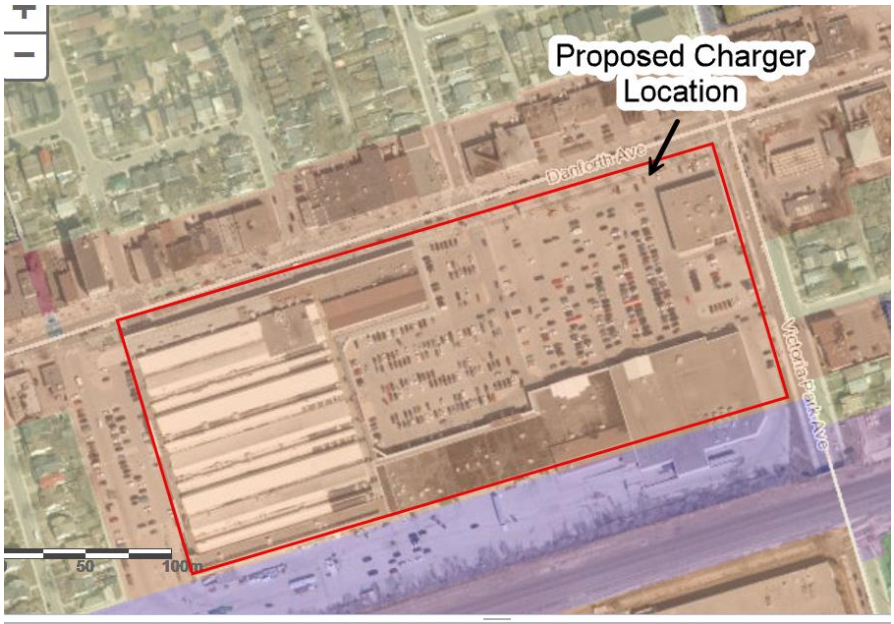


Image #7: A, B and C *The Immediate Adjacent Neighbouring Property To The North, Zoned CR – Commercial Residential Sign District*

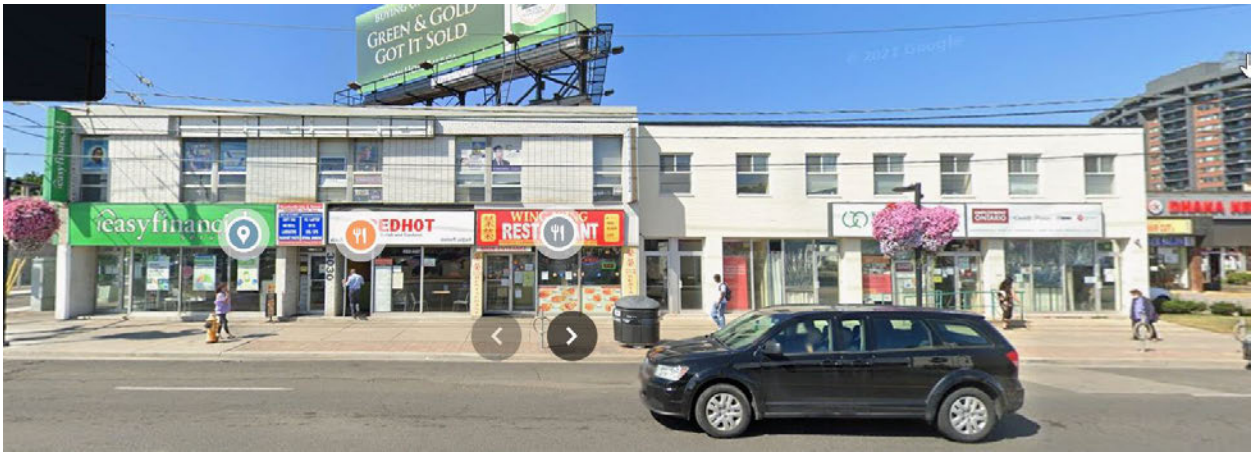


Image #8A and B: *A Picture Of The Immediate Adjacent Neighbouring Property Directly East Of The Proposed Premises, Zoned CR – Commercial Residential Sign District on Victoria Park Ave.*

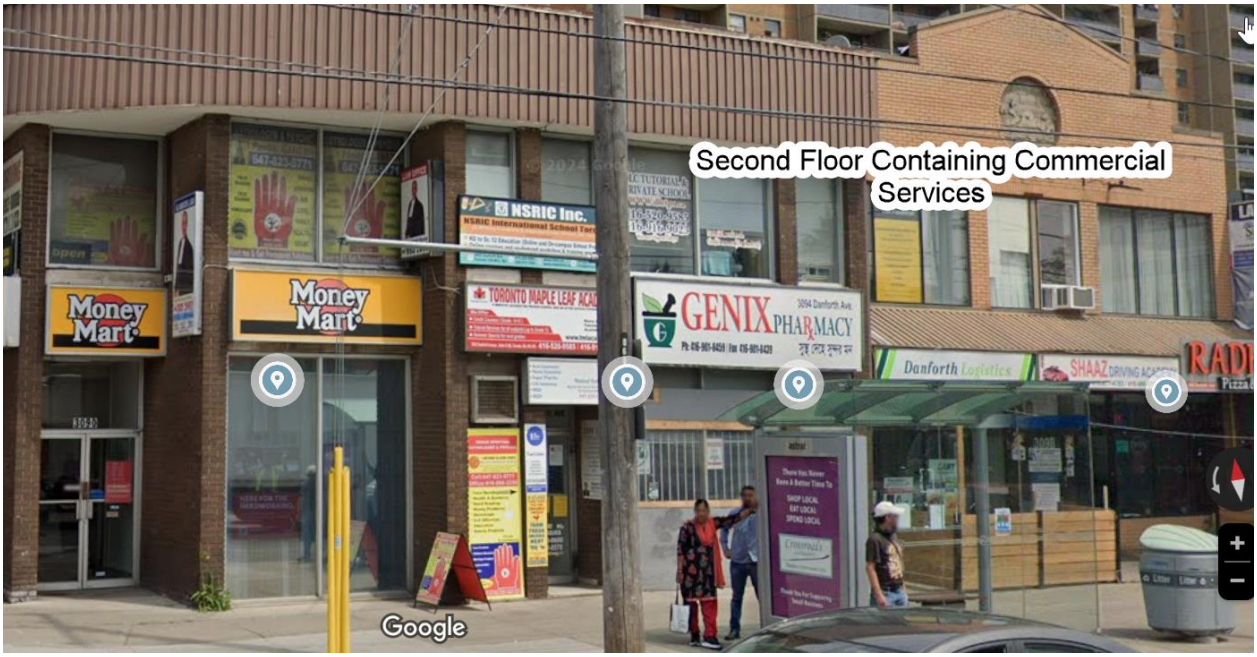
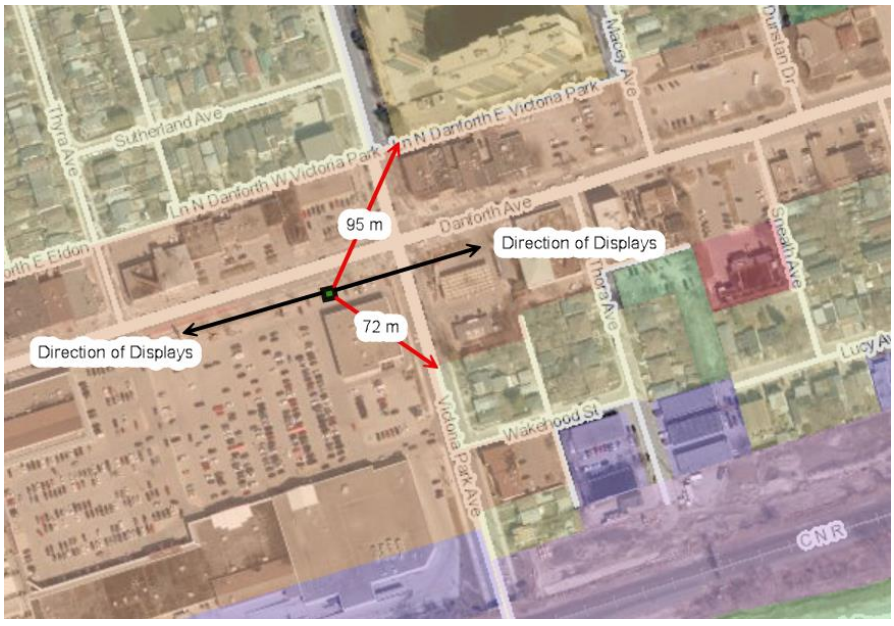


Image #9: *A Streetview Picture of The Immediate Adjacent Neighbouring Property to the South, Zoned E-Employment, on Lawrence Ave E.*

Image #10: *A Streetview Picture Of The Immediate Adjacent Neighbouring Property To The West, Zoned CR Sign District.*

Although the area is surrounded by a CR Sign District, there are no residences in the immediate area despite its zoning. Approximately 70 m away on a different roadway (Victoria Park Ave.) There are single detached dwellings however the display will not face into the residences and compatible with the 60 m setback to the sensitive land use as per the Sign By-Law, Image #11 shows the residences and distances to the proposed at 95 m north and 72 m south along Victoria Park Ave.

Image #11: *An Aerial View Of The Proposed Charger Displays Orientation In Relation To The Residential Sign District And Their Distances*



From the described above, JOLT believes this area is appropriate for the proposed EV charger that has incorporated third party advertising displays as it adds value and utility to the area. It will not adversely impact the character of the surrounding area or the development of the premises.

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, cultural activities, and parks and open spaces. Torontonians will be able to live and create districts along transit routes that are animated, attractive, and safe at all hours of 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 of 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 3003 Danforth Ave (designed Mixed Use), it is currently 100% used for retail and commercial activities, there is no residential components to the site. The landowner has confirmed that there are no future plans to redevelop the property and/or incorporate residential dwellings. Despite the Commercial-Residential mixed used zoning of the property, the premise itself will be maintained for Commercial usage only, which is why the proposed signage is compatible in this instance. If this portion of the property is redeveloped in the future, this relatively small ancillary sign, can easily be removed – future redevelopment would not be encumbered. In addition, the City permit that would be issued to the sign carries a 5-year sunset provision, which allows City staff to routinely assess if a particular sign remains compatible with a property over the course of time. As such, 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 residences – the sign permit would not be renewed by City staff and the sign would no longer be present.

Mixed Use Land Designations 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 Areas on major roads, where retail, service, and restaurant uses can serve workers in the 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. Now that JOLT Charge has been in operation for 7-years, with over 250 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. As 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.

As per the Land Use Map 21, all of the properties in the immediate area, facing along the Danforth Avenue frontage, which the proposed sign would be visible from, are also designated "Mixed Use Areas", denoted by the red shading in Image #12 below, and are all used for commercial and retail use. They contain no residential use, which further speaks to the compatibility of surrounding properties within the immediate vicinity.

In addition to adding to the economic vitality of the local commercial area, the proposed display also helps to add utility to Mixed Use area. 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, its is important for staff to be able to weight 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 East York 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 has (GHG) emissions.

The proposed displays are modest 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 streetscape 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.
- 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 East York, 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.

The proposal complies with Chapter 694 of the City's Sign By-law regarding size, illumination, and placement, and illumination. Through the Sign Variance and Master Plan process, the proposal addresses and mitigates potential concerns around visual clutter and aesthetic disruption. As referenced within this application, the proposed signage is setback a satisfactory distance from the existing first party sign on site in order to not overcrowd the street line with signage, and is considered more ancillary signage, due to its very small size (relative to existing first party pylon signs in the area).

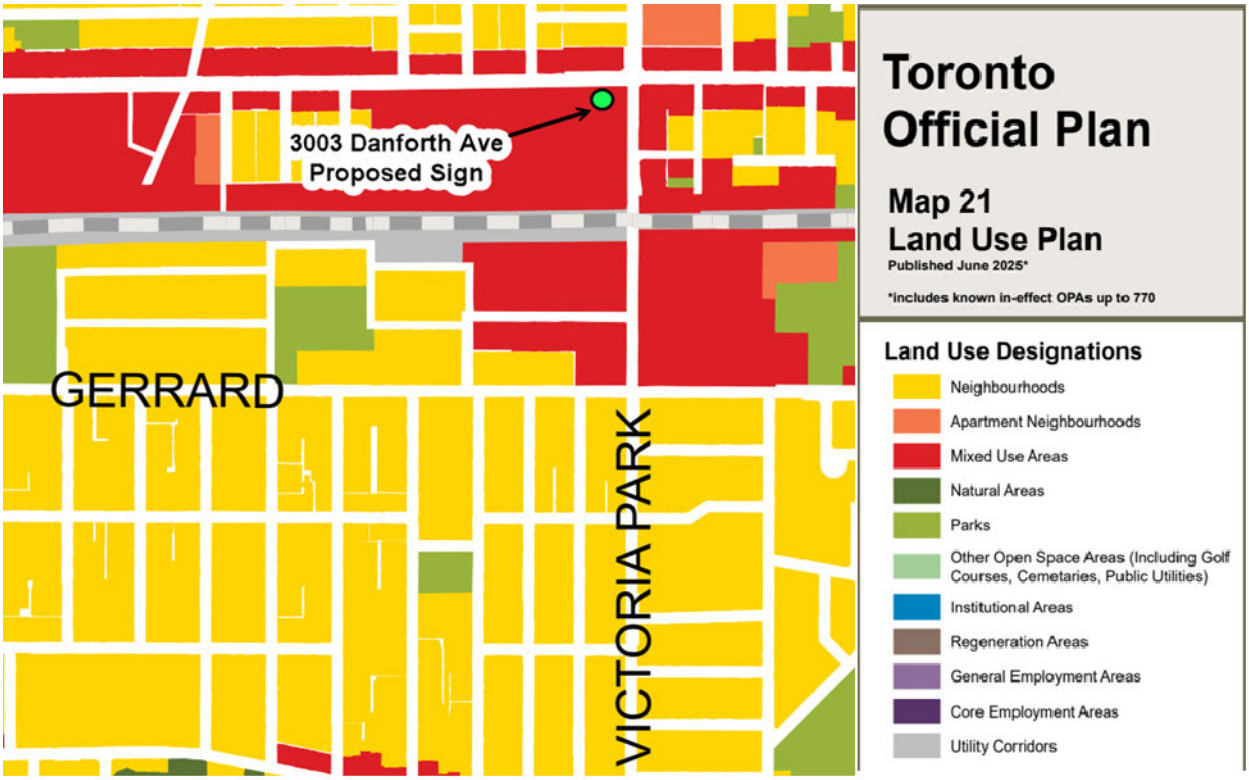
Overall, when thoughtfully designed and appropriately located, third-party signage can be an asset to urban design. Rather than detracting from good planning principles, these displays:

- 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.

Image #12: *Land Use Plan From The Toronto Official Plan – 3003 Danforth Ave.*

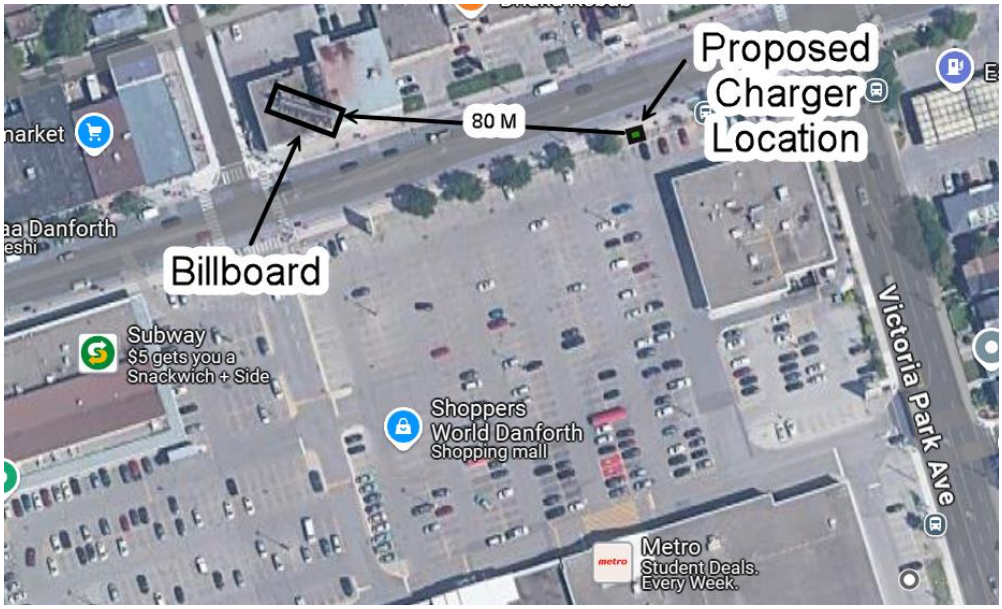


The Proposed Will Not Adversely Affect Adjacent Premises

The proposed will not adversely affect any of the adjacent premises. There are no sensitive land uses within 60 m, as the CR Sign District within this radius does not contain any residential dwellings. The displays on the EV Charger Station will be oriented East and West, perpendicular to Danforth Ave.

It is Jolt's belief that the application will require a Third (3) minor variance under 694-22 (D). At the distance of 80 m (reference Image #13), there is a static billboard on the Commercial building roof top (categorized as a CR Sign District). As the proposed is an EV charger that responds to the demand of EV infrastructure, we request this be considered due to the utility it brings to the premises and the significantly reduced size of the ad displays. The proposed does not operate as a large format display and we request this variance as the setback to other large format billboards should be proportionally setback from the proposed type of display.

Image #13: *An Aerial Photo Of The Proposed Charger And The Distance To The Nearest Billboard*



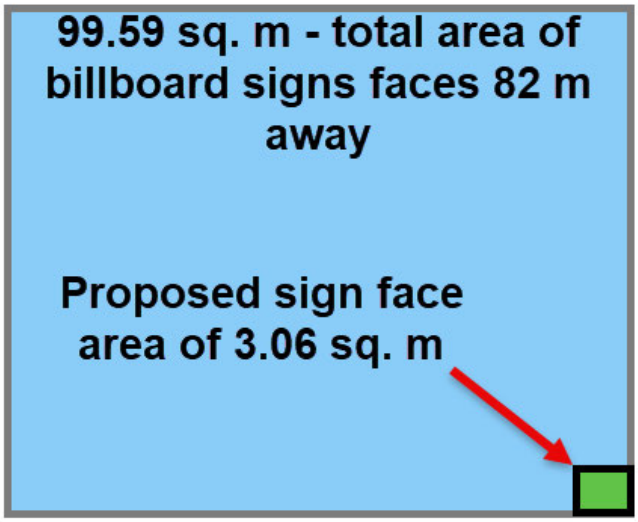
The existing third-party rooftop sign on the opposite side of the street, 82 m away comprises a total combined surface area of approximately 99.59 sq. m, consisting of one 14' x 48' face and two 10' x 20' faces. In comparison, the proposed digital display is only 3.06 sq. m in size—representing just 3.07% of the total surface area of the existing billboard.

It is important to recognize that the original intent behind the 150-metre separation distance requirement for third-party signs was to maintain appropriate spacing between traditional billboard formats, which typically measure 20 sq. m or more per face. These regulations were never designed with significantly smaller, ancillary signs—like the one proposed here—in mind.

Given the dramatically reduced scale and impact of the proposed display, it is reasonable to consider a more context-sensitive approach when evaluating setback requirements. The sign's compact footprint ensures it does not compete visually with larger signage and contributes minimally to the overall signage environment.

For reference, as shown in Image #14, the green square represents the total sign face area of the proposed JOLT display in relation to the existing blue square (99.59 sq. m billboard total sign face area). This visual clearly illustrates the scale and significantly reduced size of the proposed sign, emphasizing its minimal visual impact.

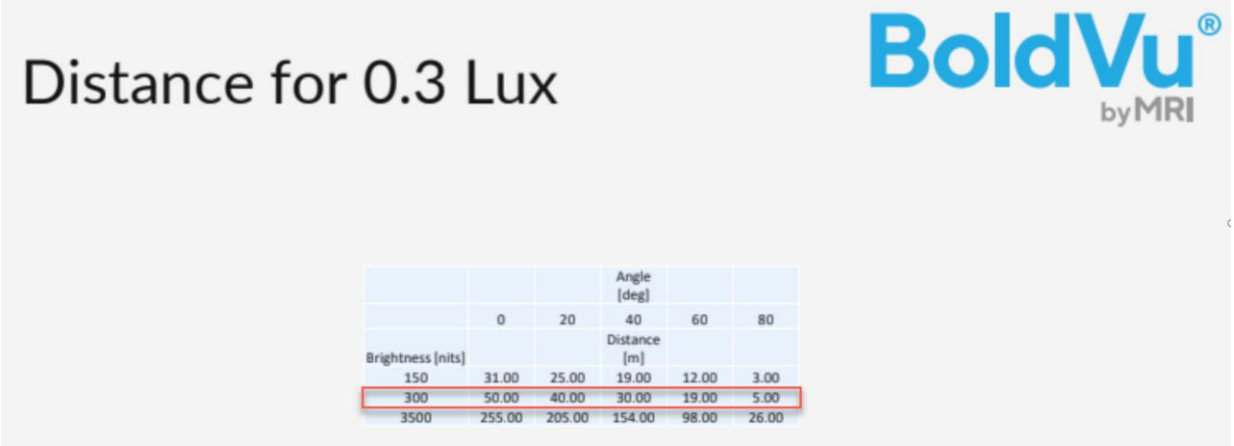
Image #14: *A Diagram Indicating The Proposed Total Sign Face Area In Relation To The Large Format Billboard Across The Street*



The proposed is facing within 250 m of another CR Sign, this would require a fourth (4) variance. However, the light shed emitted from the displays is minimal and will only reach 50 m at the longest reach, described below. Furthermore, at this distance there are no residences of sensitive land use and will not negatively impact any sensitive land use or the surrounding area.

For review, Jolt has included diagrams that illustrate how light is horizontally dispersed from the proposed static electronic displays 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: 30 degrees, 60 degrees, 90 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 looks more like an oval shaped tear drop – it is directional (reference Image #15 and #16).

Image #15: *LG-MRI Lux table for 75" Screen*



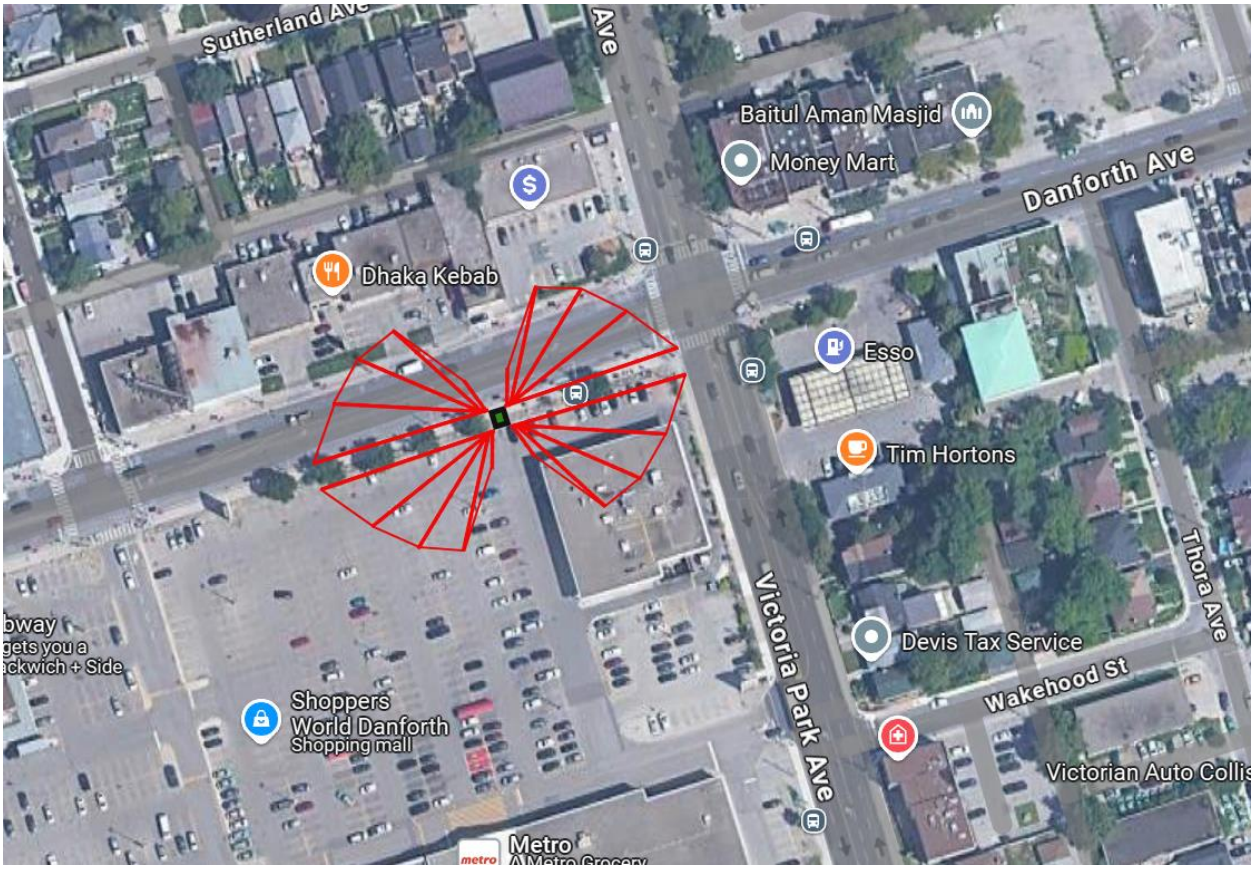
			Angle [deg]		
	0	20	40	60	80
Brightness [nits]			Distance [m]		
150	31.00	25.00	19.00	12.00	3.00
300	50.00	40.00	30.00	19.00	5.00
3500	255.00	205.00	154.00	98.00	26.00

Our goal with this project, is to ensure that no portion of residences there might be along Danforth Ave. 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 Jolt 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 #16 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 #16: *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 3003 Danforth Ave., illustrating the orientation/angling of the proposed display faces, the longest distance of light travelled observed, while operating at 300 nits will show no negative light trespass that would breach the CR Sign District along Danforth Ave. 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. We are confident that there is no opportunity for light trespass to impact Residences Land use along Danforth Ave. or Victoria Park Ave. (reference Image #17).

Image #17: *The Red Polygon, Representing The Horizontal Dispersion Of Light, Over Laid On Top Of 3003 Danforth Ave. And Adjacent Properties, Illustrating That Light Shed Emitted (Operating at 300 Nits) From The Proposed EV Charger With Displays Would Not Impact Any Residential Dwellings In The Immediate Area.*



To summarize, the electronic static displays on the proposed structure will have a light reach of 50 m operating at 300 nits (maximum 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 residences and will not adverse impact both sensitive land uses that may be in the area as indicated in the image #17 illustrating the light shed reach.

Any light emitted beyond the defined illumination cone of the sign will be negligible—well below the light levels produced by a full moon. Furthermore, the brightness of the display is significantly lower than that of the standard city streetlamps lining Danforth Avenue, as shown in Image #18. The light spill from those streetlights into adjacent properties is equal to or greater than any light that would be cast by our relatively small sign. As such, the sign's overall impact on surrounding illumination levels will be minimal and consistent with existing urban lighting conditions.

Image #18: *A Streetview Photo Of The Street Lamps Lining Danforth Ave.*

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

The proposed sign fully complies with all safety setback requirements outlined in Chapter 694 of the Toronto Municipal Code for third-party electronic ground signs. Based on the designated placement of the electronic displays, the sign faces will not interfere with or obstruct the visibility of vehicular traffic along Danforth Ave. The installation is located approximately 38 m from the nearest signalized intersection at Victoria Park Ave and Danforth Ave., ensuring adequate distance from key traffic control points. Additionally, the sign will not encroach upon any sight triangles critical to driver visibility.

The displays will operate in accordance with the mandated dwell time of 10 seconds, utilizing instantaneous transitions without animation, flashing, or motion effects. To further minimize any potential impact, the displays will be turned off between the hours of 11:00 p.m. and 7:00 a.m.

Moreover, the proposed location meets the required 3 m setback from the property's ingress and egress points, ensuring the displays will not obstruct visibility for vehicles entering or exiting the site.

There are no digital signs within 500 m, meeting the required setback to other digital third-party advertising ground signs.

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 sq m in surface area. The proposed will have a surface area display of overall 3.06 sq m (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 m in height and are mixed use in nature. Along with the buildings in and around the area, there are transit shelters that are the same size of the proposed displays on the EV charger in the immediate area. The proposed will not alter the character of the premises or area as there is already third-party signage in the area with separations that will not promote sign clutter. Additionally, the design of the proposed EV charger is sleek and state of the art that will blend in with the area to compliment and improve the man-made environment aligning with Official Plan objectives, shown below in Image #19.

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

JOLT Charge also recognizes that the evaluation of the sign variance application only pertains to regulations governed under the Toronto Sign By-Law and that matters related to the EV charging station's components fall outside the scope of this review. To ensure that any granted variances for the Proposed sign do not conflict with provisions of 694-15B, JOLT Charge agrees that final sign permit issuance would be conditional on obtaining all other necessary approvals for the EV charging station itself. If the accessory elements of the sign structure (i.e. the EV Charging Station) interfere with electrical or telephone wires, emit sound, discharge any gas, liquid or solid, or contain interactive sign content, the Proposed Sign would then be prohibited, and be susceptible to enforcement action.

The substantial street frontage of the property has enabled JOLT to position the proposed sign with an 82-metre setback from the existing first-party sign located on Danforth Avenue, as

shown in Image #20. This generous separation not only meets spirit of the Sign By-Law but is further enhanced by the presence of large, mature trees along the property's Danforth frontage.

As illustrated in Image #21, these privately-owned trees are strategically located between the proposed sign and the existing first-party sign. Their size and placement help visually buffer the two structures, breaking up sightlines and dispersing viewpoints. This natural screening effect significantly reduces the likelihood that both signs would be seen simultaneously by-passing vehicular traffic, effectively mitigating concerns around visual clutter or signage overload.

The combination of tree separation, property orientation, and thoughtful sign placement creates a unique scenario where the proposed sign integrates seamlessly into the site without altering the visual character of the area. Importantly, the trees lie within the property boundary, and the property owner is committed to their long-term preservation. There are no plans to remove them or redevelop this portion of the site in a manner that would impact their current positioning or screening benefits.

Image #20: *Aerial View Photo Of Premises With Large Mature Trees Lining Danforth Ave*

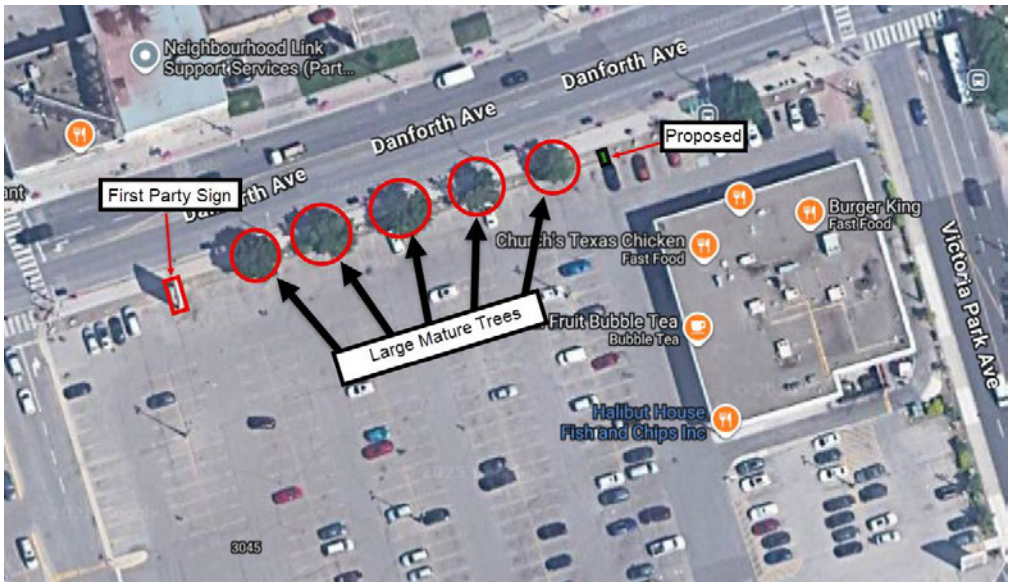


Image #21: *Streetview Photo Of Large Trees Breaking Up Line Of Sight From 1st Party Sign And Proposed*

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 EV 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 expediates 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 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, allowable under the By-law during the period between sunset and sunrise.

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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