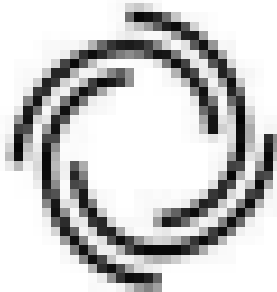


Variance Committee

June 13, 2025

700 Markham Road, Scarborough

Level 3 EV Charger with Third Party
Advertising Displays

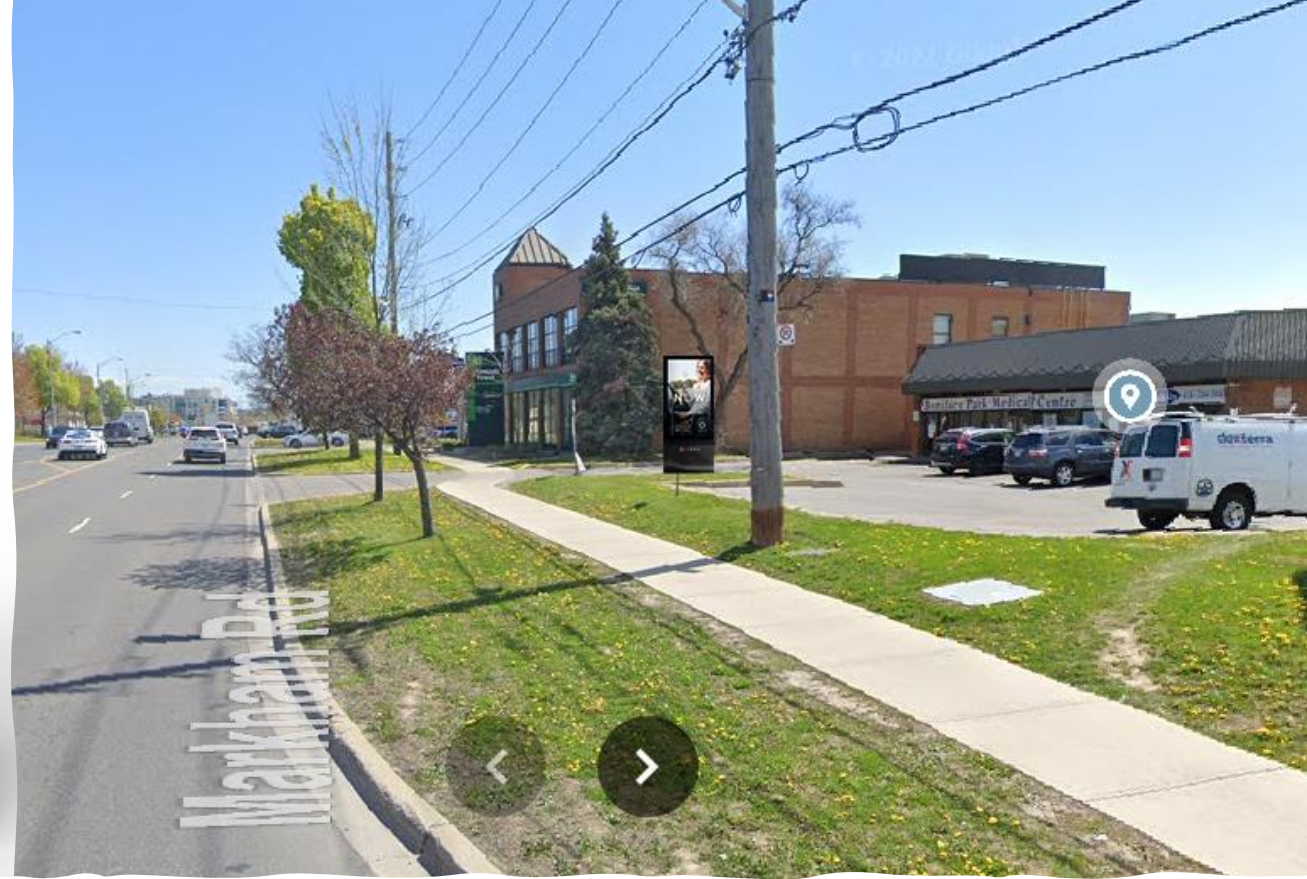


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The Project and Premises

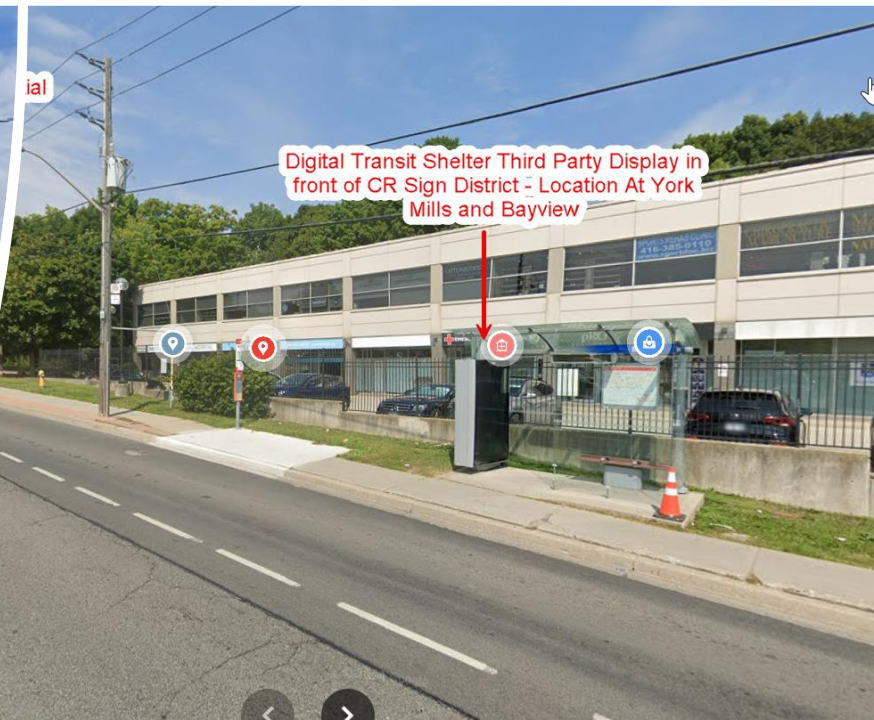
- Location: 700 Markham Road in Scarborough.
- Proposal: To install a fast DC Level 3 EV charger unit accessible to public.
- Third Party Displays on each side of unit – offsets costs to install and provide free charging.

Official Plan Alignment

- Enhances the Pedestrian Environment
- Respects the Character of the Area due to the ancillary screens
- Supports economic vitality
- serves a clear and substantial public benefit
- Screens serve a dual purpose: beyond third-party advertising, they provide wayfinding and visibility for the EV chargers themselves. This functionality is vital in increasing awareness, accessibility, and utilization of EV charging stations—key factors in accelerating EV adoption and meeting Toronto’s climate targets.
- Compliant with the regulatory framework of the City’s Official Plan, Sign By-law, and Urban Design Guidelines but actively advances their aims. It provides critical infrastructure to support Toronto’s climate goals, facilitates economic opportunity for local businesses, and enriches the public realm through careful, respectful design.

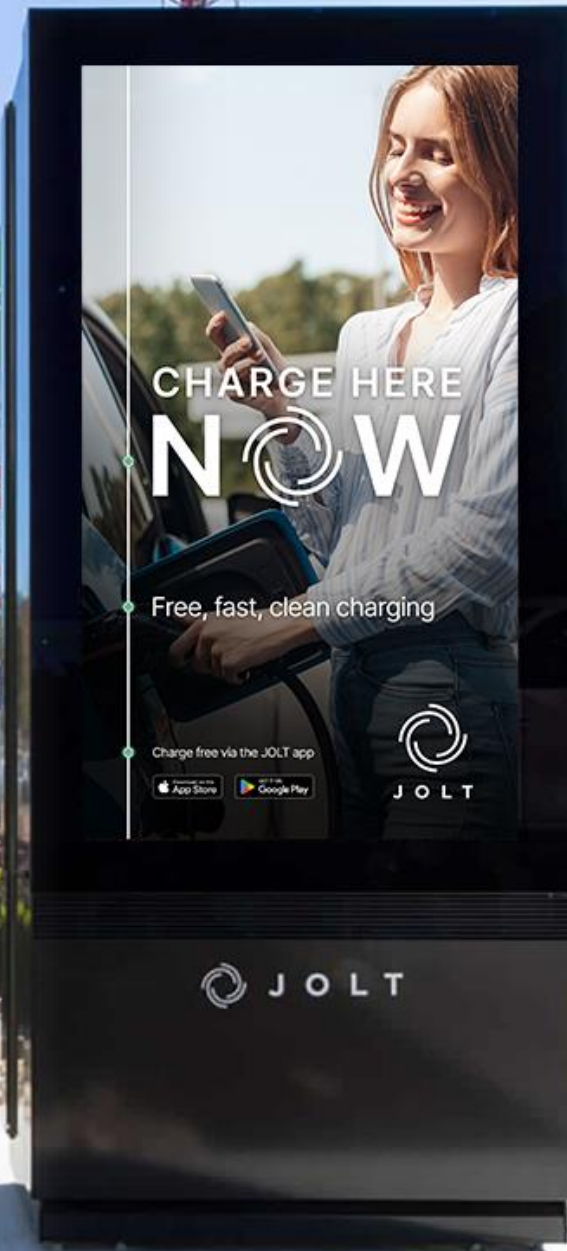
The Proposed is the same make and model as Digital Transit Shelters

- Many of the digital TSA's deployed across the City of Toronto are the same make, model and format as the proposed.
- These Digital TSA's are in locations that would be restricted as per the Sign By-Law
- Pose no safety risk and in operation



Compatible with the Sign By-Law

- Appropriate for Existing Land use
– Employment in Nature
however zoned– CR-Commercial
Residential Sign District
- Small format 1.53 meters squared for each display face, roughly 15% of the allowable size.
- 2.65 meters in height, 10 meters is the maximum.
- Compliments property use and offer free EV charging for community and public

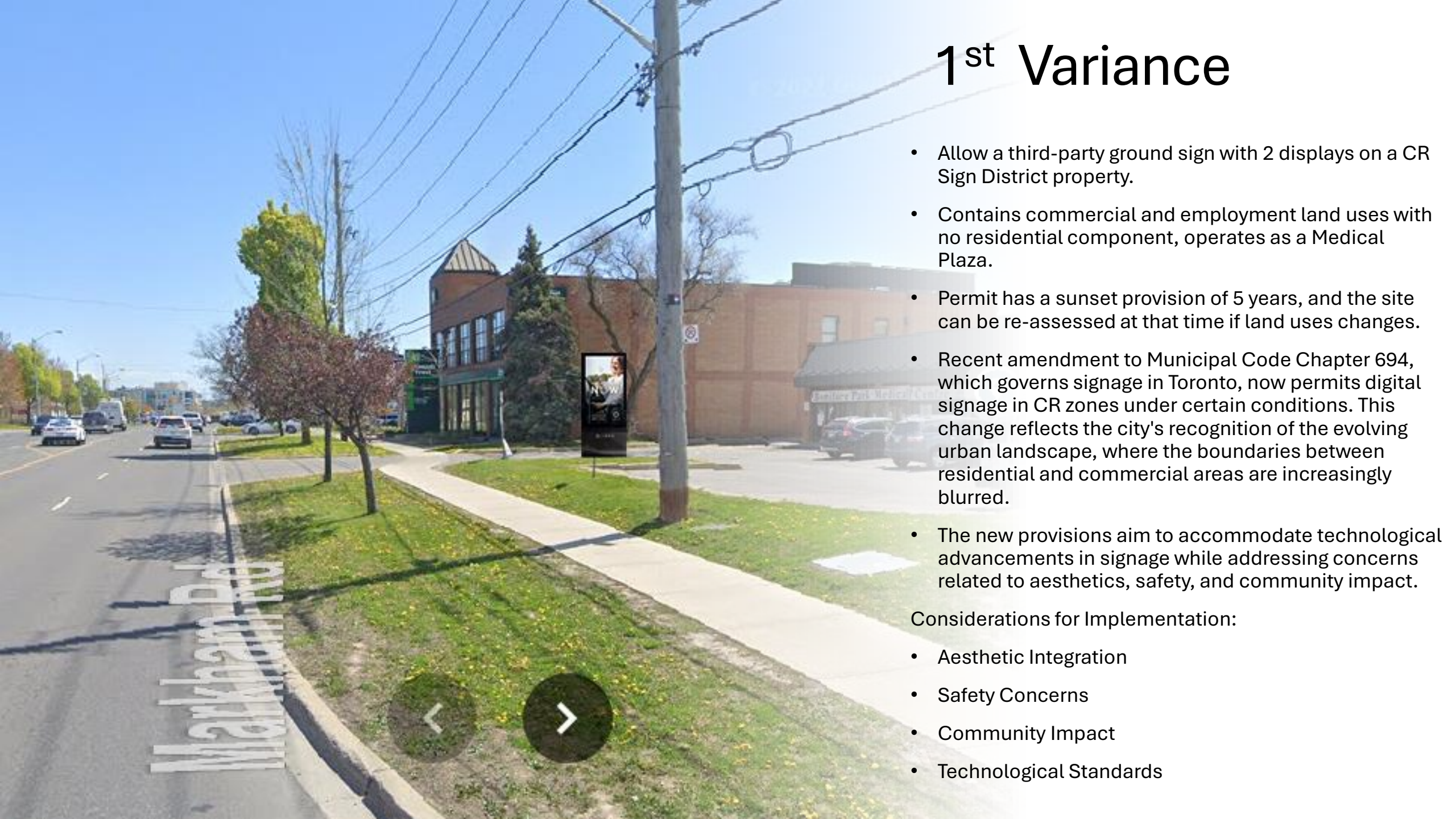


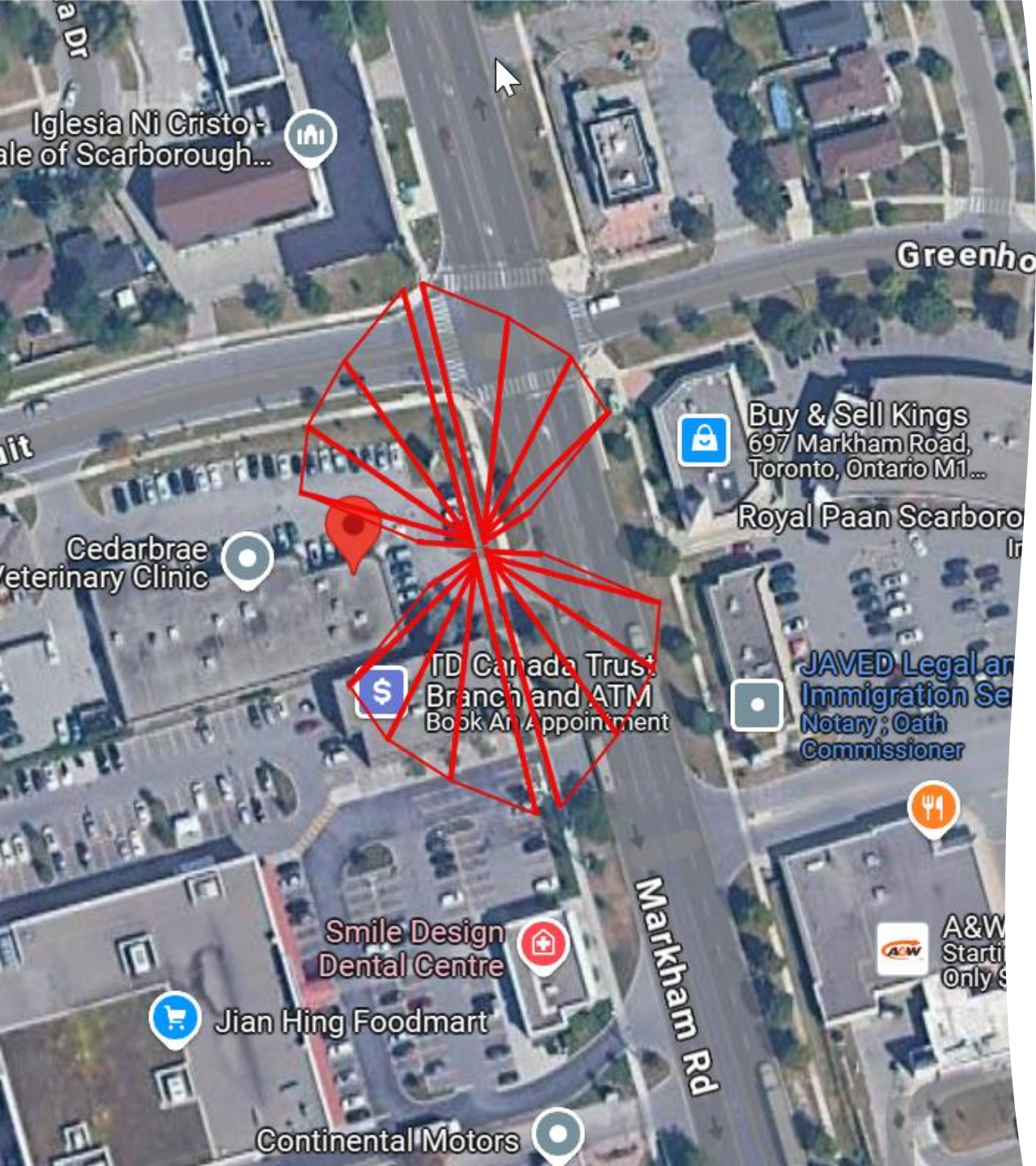
1st Variance

- Allow a third-party ground sign with 2 displays on a CR Sign District property.
- Contains commercial and employment land uses with no residential component, operates as a Medical Plaza.
- Permit has a sunset provision of 5 years, and the site can be re-assessed at that time if land uses changes.
- Recent amendment to Municipal Code Chapter 694, which governs signage in Toronto, now permits digital signage in CR zones under certain conditions. This change reflects the city's recognition of the evolving urban landscape, where the boundaries between residential and commercial areas are increasingly blurred.
- The new provisions aim to accommodate technological advancements in signage while addressing concerns related to aesthetics, safety, and community impact.

Considerations for Implementation:

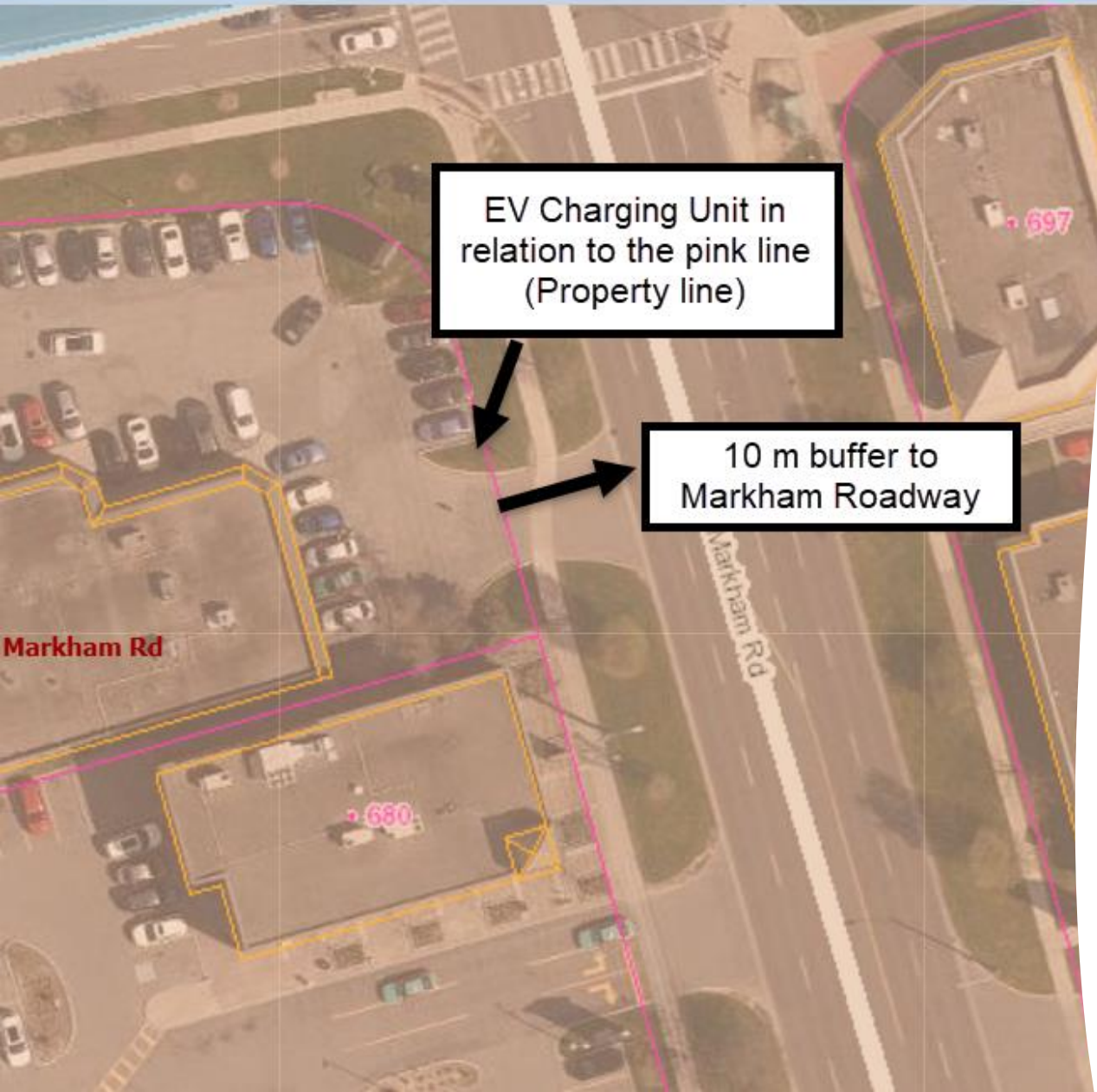
- Aesthetic Integration
- Safety Concerns
- Community Impact
- Technological Standards





2nd Variance

- Within 250 meters facing a R and CR Sign District.
- This guideline is for large format billboards.
- The screens are 75 inch or 1.53 square meters and cannot be legible from these sensitive land uses
- Light shed study shows the light emitted from the displays will not enter any residences or any other sensitive land uses. Longest light reach is 50 m
- Displays are ancillary, not large format



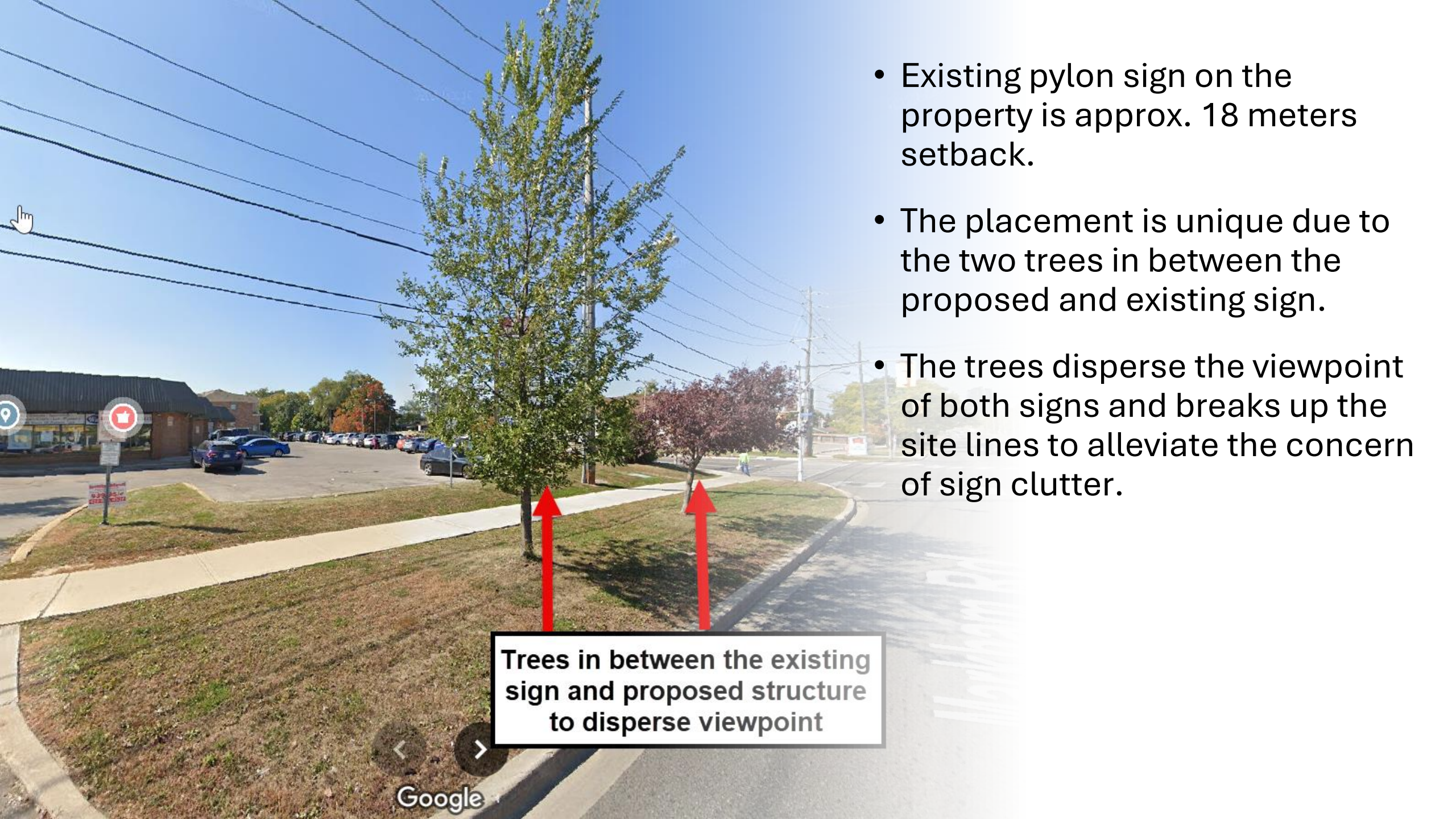
3rd Variance

- Structure is proposed to be 0.16 m from property line to ensure vehicular legibility and visibility from the roadway.
- The property line is setback from the roadway by 10 m creating a buffer to vehicular traffic.
- This ensures that no parking space is eliminated from the property's parking lot that contains many businesses.
- Yellow bollards will be surrounding charger to ensure safety.



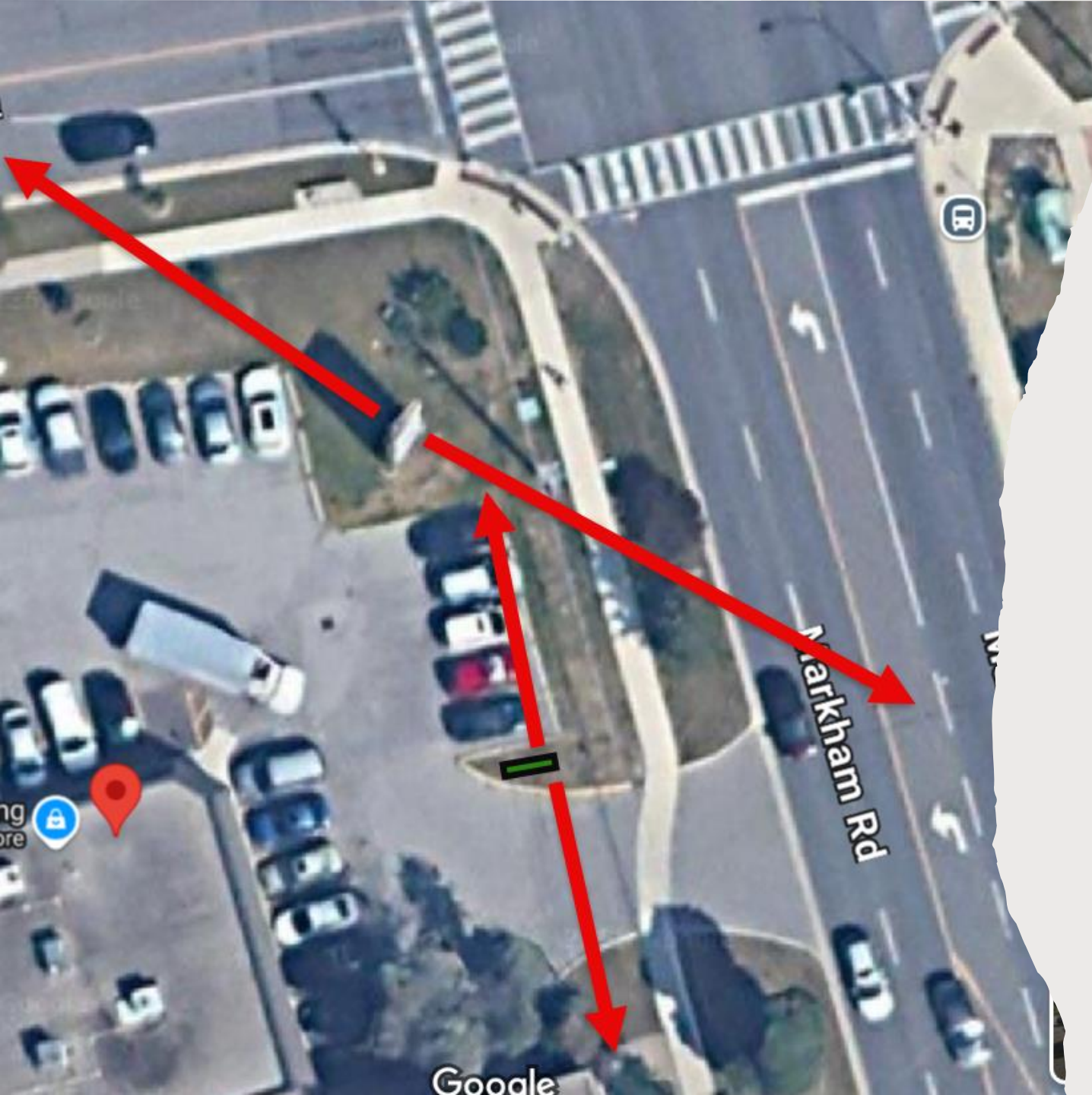
4th Variance

- Additional ground sign on the Premises.
- The proposed sign is setback from the existing ground sign by 18 meters.
- Separated by a tree line
- The existing ground sign is significantly larger than the proposed.
- Placed strategically so this does not infringe on residential land use.

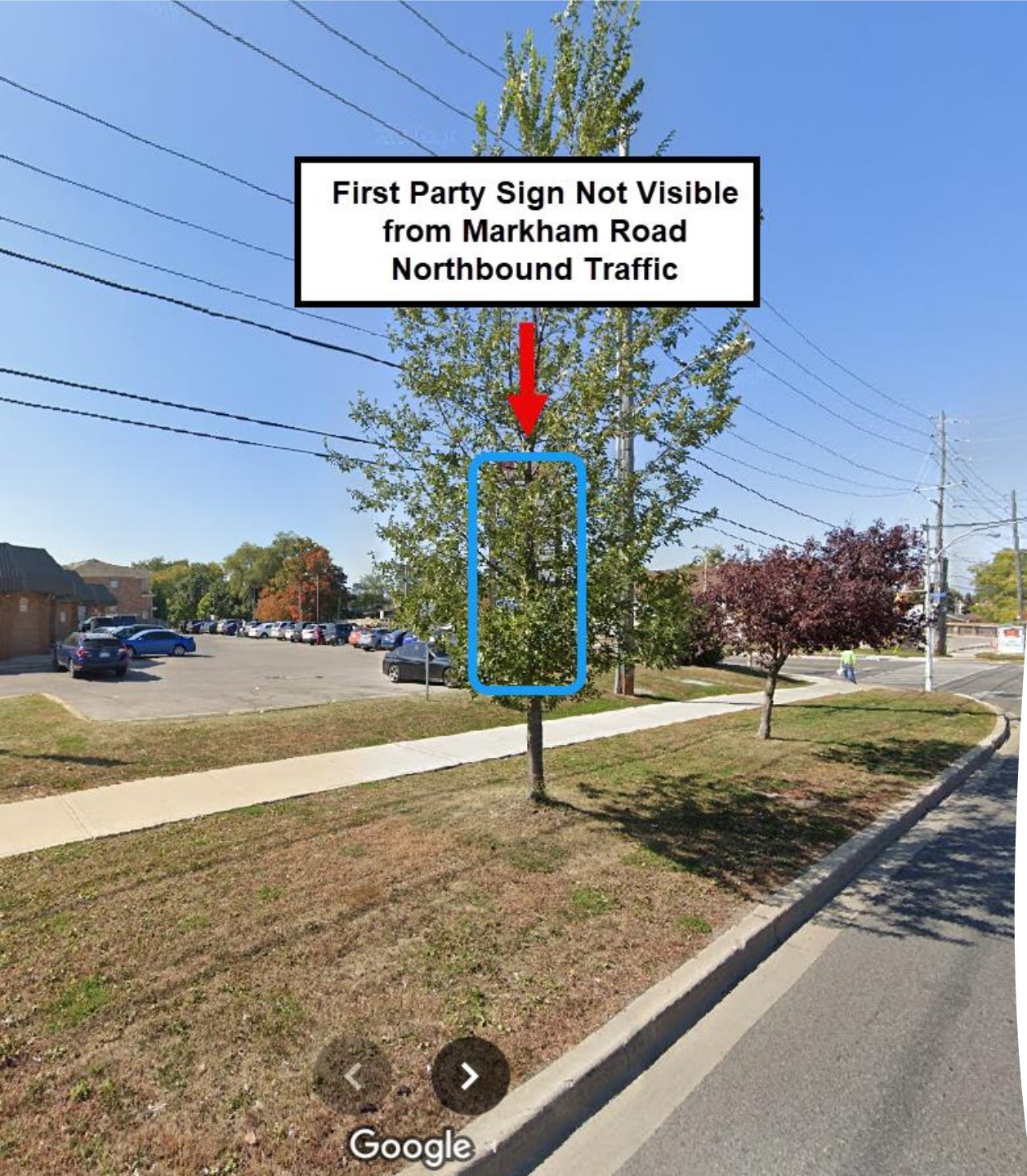


- Existing pylon sign on the property is approx. 18 meters setback.
- The placement is unique due to the two trees in between the proposed and existing sign.
- The trees disperse the viewpoint of both signs and breaks up the site lines to alleviate the concern of sign clutter.

Trees in between the existing sign and proposed structure to disperse viewpoint



- The orientation of the existing sign and proposed sign is not identical.
- The existing sign is angled to face northwest along Greenbrae Circuit and southeast toward vehicular traffic traveling northbound on Markham Road.
- In contrast, the proposed sign is oriented in a true north-south direction.

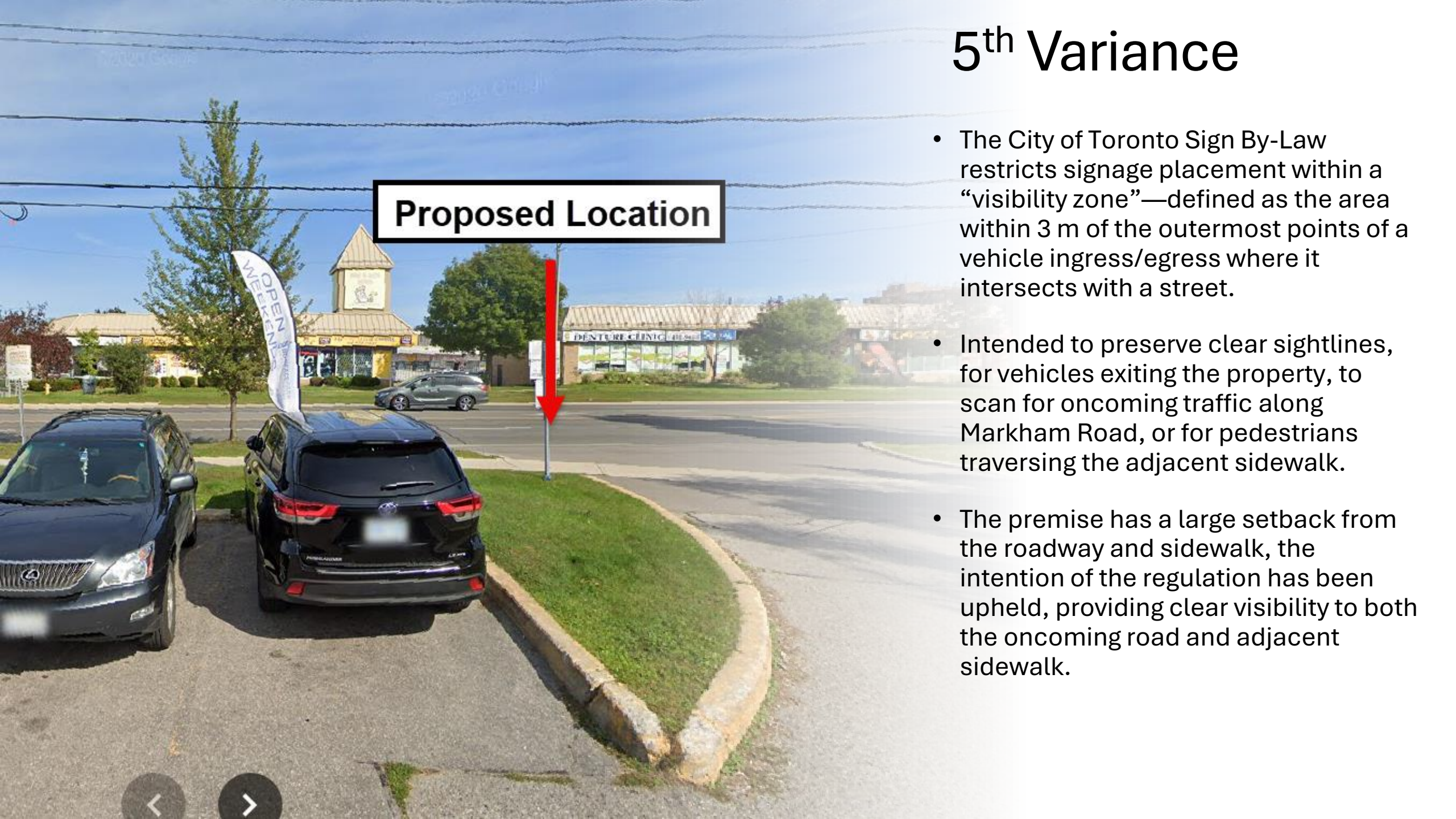


- The southeast-facing side of the existing sign is obstructed by a tree, which significantly limits its visibility to northbound traffic on Markham Road.
- Tree is expected to grow, this obstruction will likely worsen over time.
- The differing orientations of the existing and proposed sign is justified, as each is positioned to address distinct traffic flows in the area.

5th Variance

Proposed Location

- The City of Toronto Sign By-Law restricts signage placement within a “visibility zone”—defined as the area within 3 m of the outermost points of a vehicle ingress/egress where it intersects with a street.
- Intended to preserve clear sightlines, for vehicles exiting the property, to scan for oncoming traffic along Markham Road, or for pedestrians traversing the adjacent sidewalk.
- The premise has a large setback from the roadway and sidewalk, the intention of the regulation has been upheld, providing clear visibility to both the oncoming road and adjacent sidewalk.



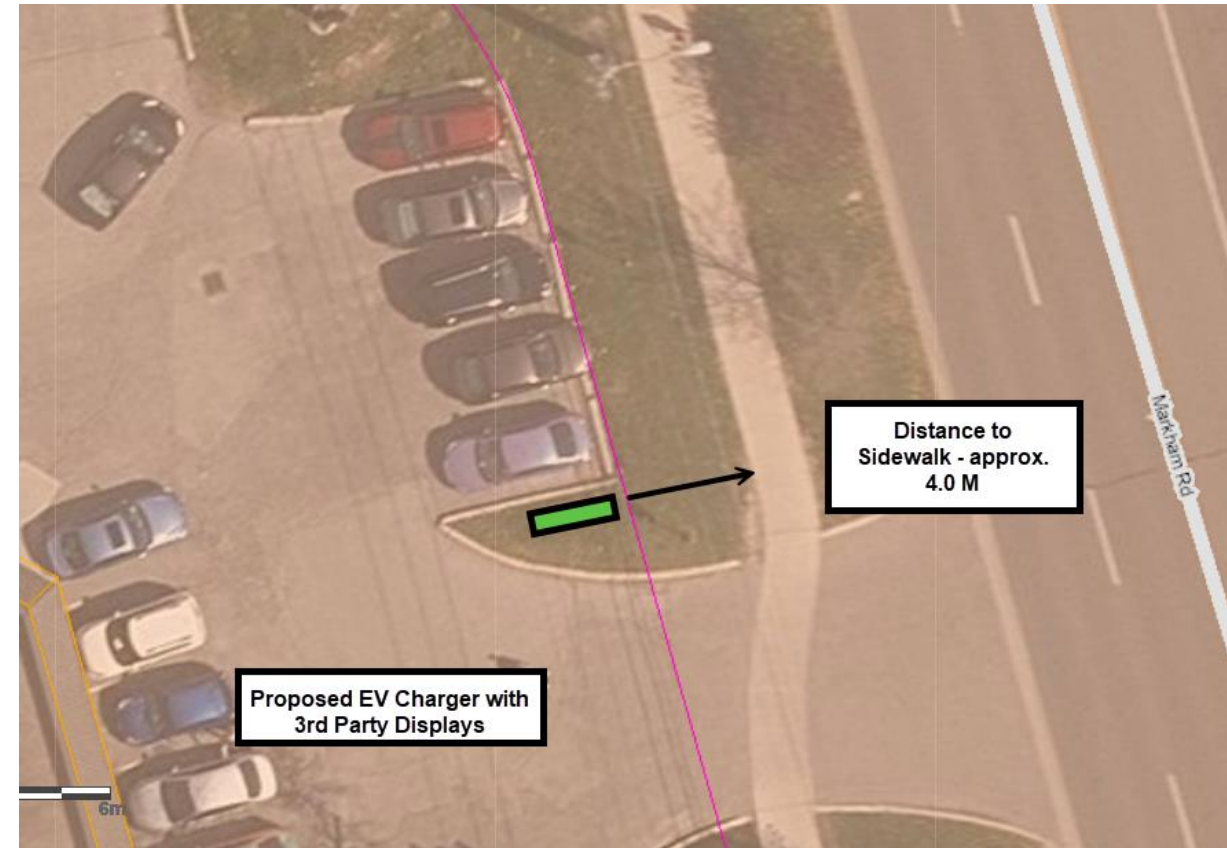
Location of Structure

Red Line Denotes
Property Line

Markham Rd



- The proposed is more than 10 m from Markham Road, providing safe visibility to oncoming traffic for anyone exiting the driveway.
- The leading edge is 4 m setback from the sidewalk, providing safe and adequate visibility to pedestrians.
- The City ROW is 10 m wide, in front of the proposed sign, forms a natural and effectively buffered clear visibility zone.
- Visibility for drivers and pedestrians is not impaired yet allows the public to be able to identify the structure and its use.
- The proposed shall be raised from the parking lot on the grass.
- Will not obstruct any actual throughways needed for safe vehicle movement or block traffic flow on the property.



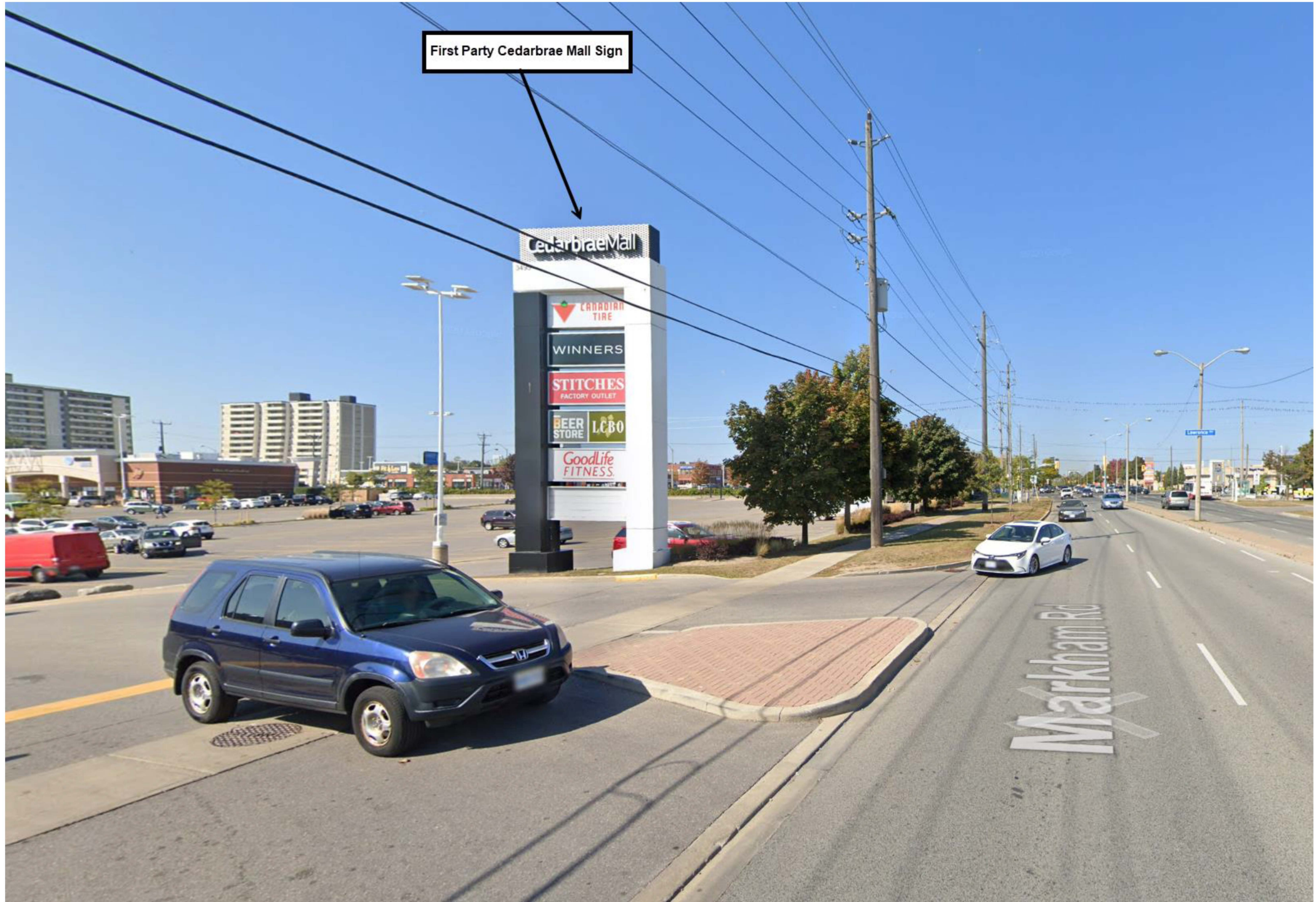


Precedence – Ground
Signs beside
Ingress/Egress'

First Party Cedar Heights Sign



First Party Cedarbrae Mall Sign



First Party Shell Gas Station Sign



First Party One-Stop Medical Pharmacy Sign



The Proposed Shall...

- Provide EV users with 50km/h of free charge (able to offer due to third party advertising).
- JOLT partners with local companies to implement a consistent maintenance program, supporting the creation of local jobs.
- Provided wayfinding for EV chargers
- Align with City of Toronto's Official Plan.
- Provide increased economic opportunities for local businesses in the area.
- Adhere to Canadian Code of 3rd Party Advertising.
- Abide by operational perimeters (10 second dwell time and off at 11pm – 7 am).
- 100% renewable energy.



Thank You For Attending.

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