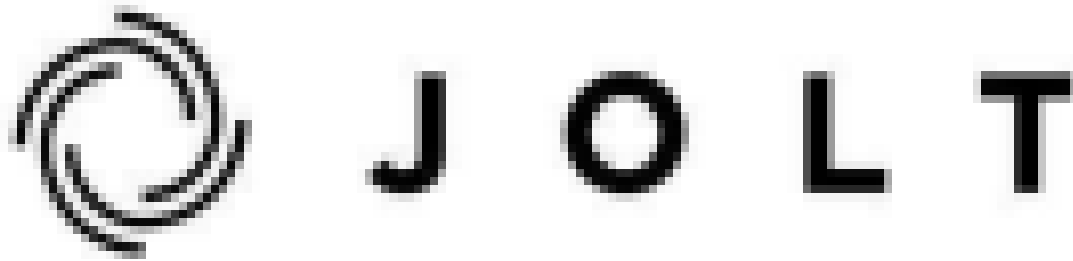


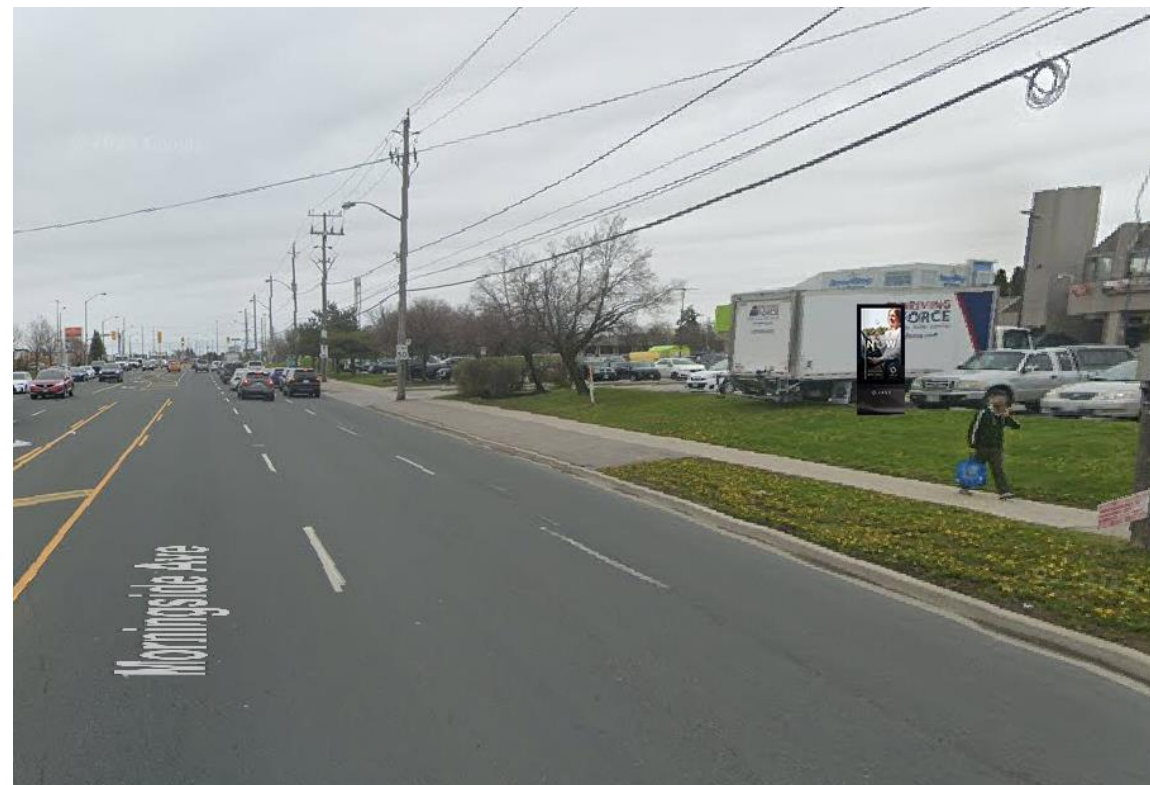
Variance Committee

September 12, 2025

1150-1176 Morningside Ave.,
Scarborough

Level 3 EV Charger with Third Party
Advertising Displays





The Project and Premises

- Location: 1150-1176 Morningside Ave 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.

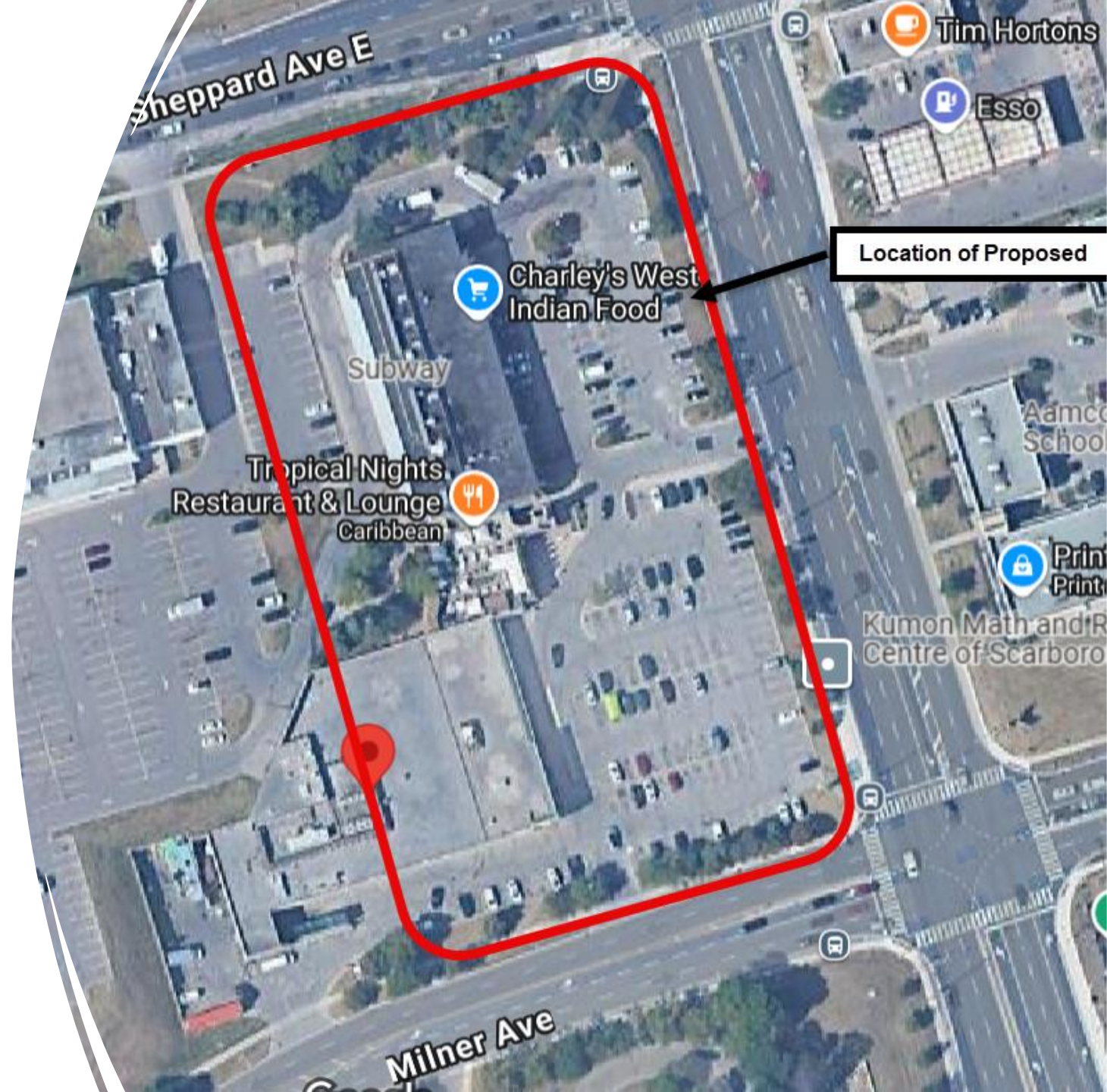
Compatible with the Sign By-Law

- Appropriate for Existing Land use – Commercial in Nature.
- Zoned– CR-Commercial Residential Sign District . No Residential land use on the property.
- Meets setback to stop lines at intersections and first party signs.
- Small format 1.53 meters squared for each display face, approx. 15% of the allowable size.
- 2.65 meters in height.
- Compliments commercial property use and offer free accessible EV charging for community and public.
- Critically needed infrastructure.



Location

- The proposed displays are **compatible** with the premises and surrounding area as the property and surrounding area is commercial in nature with 2 shopping plazas, gas station, Tim Hortons. There are no residential land uses fronting onto Morningside Ave. in the immediate area.





- The premises operates as a commercial plaza - Pleasance Corner Shopping Mall containing: a supermarket, English class service, pharmacy, restaurant and lounge, Several QSR's, convenience store, dentist office, jewelry store, dry cleaners and hair salon.
- The proposed displays compliments the commercial and employment operations on the premises and in the surrounding area by supporting economic generation. Third party brands signal that the area is economically active which can attract other businesses or investors to the area.
- Provides further advertising opportunities to the local businesses in the area.

The Proposed Sign is compatible with the development of the surrounding area

- The surrounding area mainly operates as a commercial/employment area with no sensitive land uses.
- East and Across the street is another shopping mall containing a wide array of goods and services, gas station and a Tim Hortons.
- To the South is a telecom building and another shopping plaza containing a Home Depot, Swiss Chalet, Walk in Clinic, Fit4Less, Mr. Greek, RBC and Harveys. The displays are **compatible** with the area as it is commercial and employment in nature, creating land use compatibility.
- Third-party signs are compatible with commercial developments because they align with the goals of **visibility, branding, and tenant success**, which are key to a thriving retail or mixed-use environment.
- This is not a large format billboard but ancillary displays that have a sign face area of 1.54 sq m and a height of 2.65 m. The area has buildings that are 8-15 m in height that will contain the proposed structure from being visible outside of the Morningside roadway.

To the East and across the street, fronting onto
Morningside Ave.

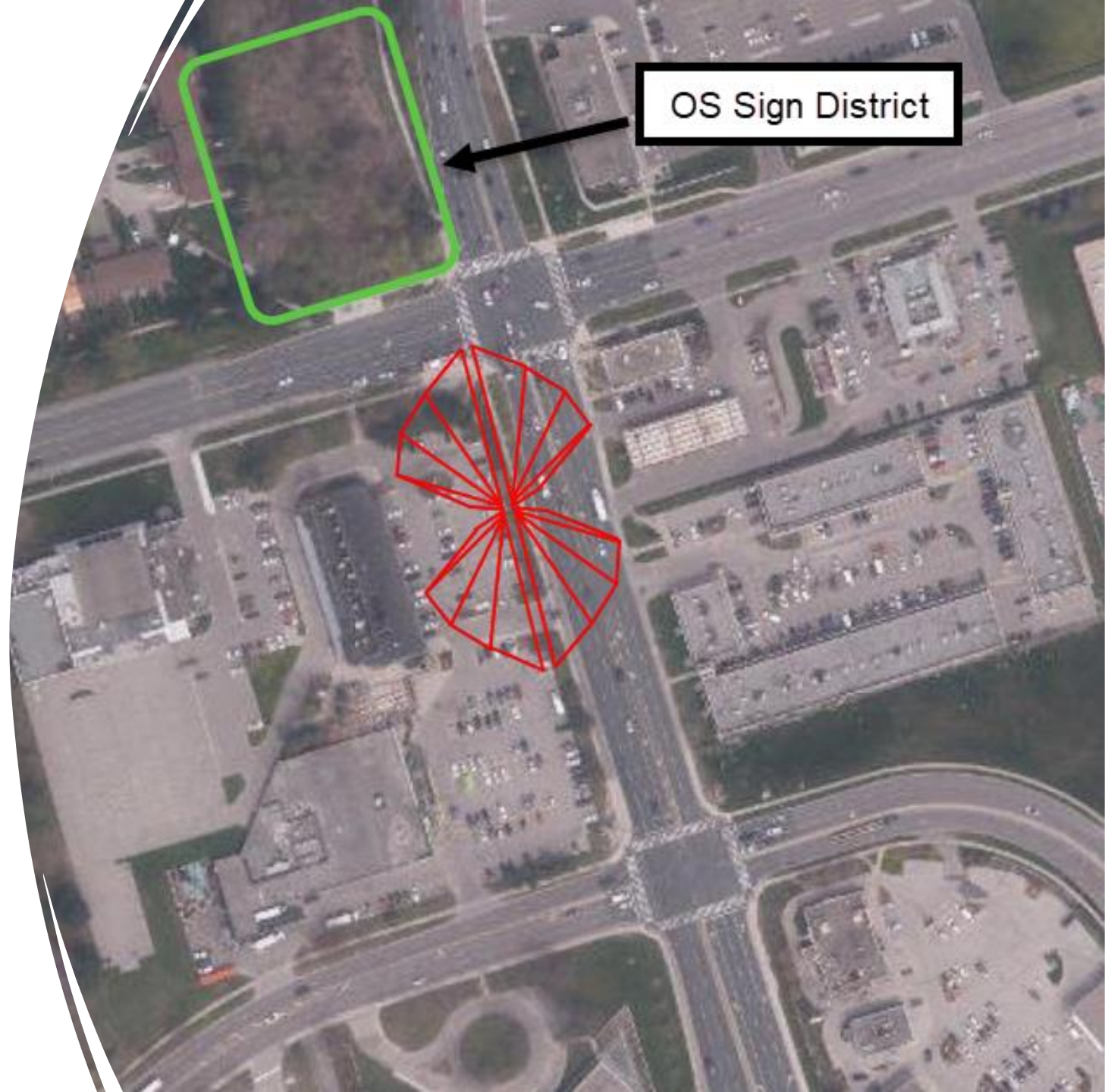


To the South and across from Milner Ave.

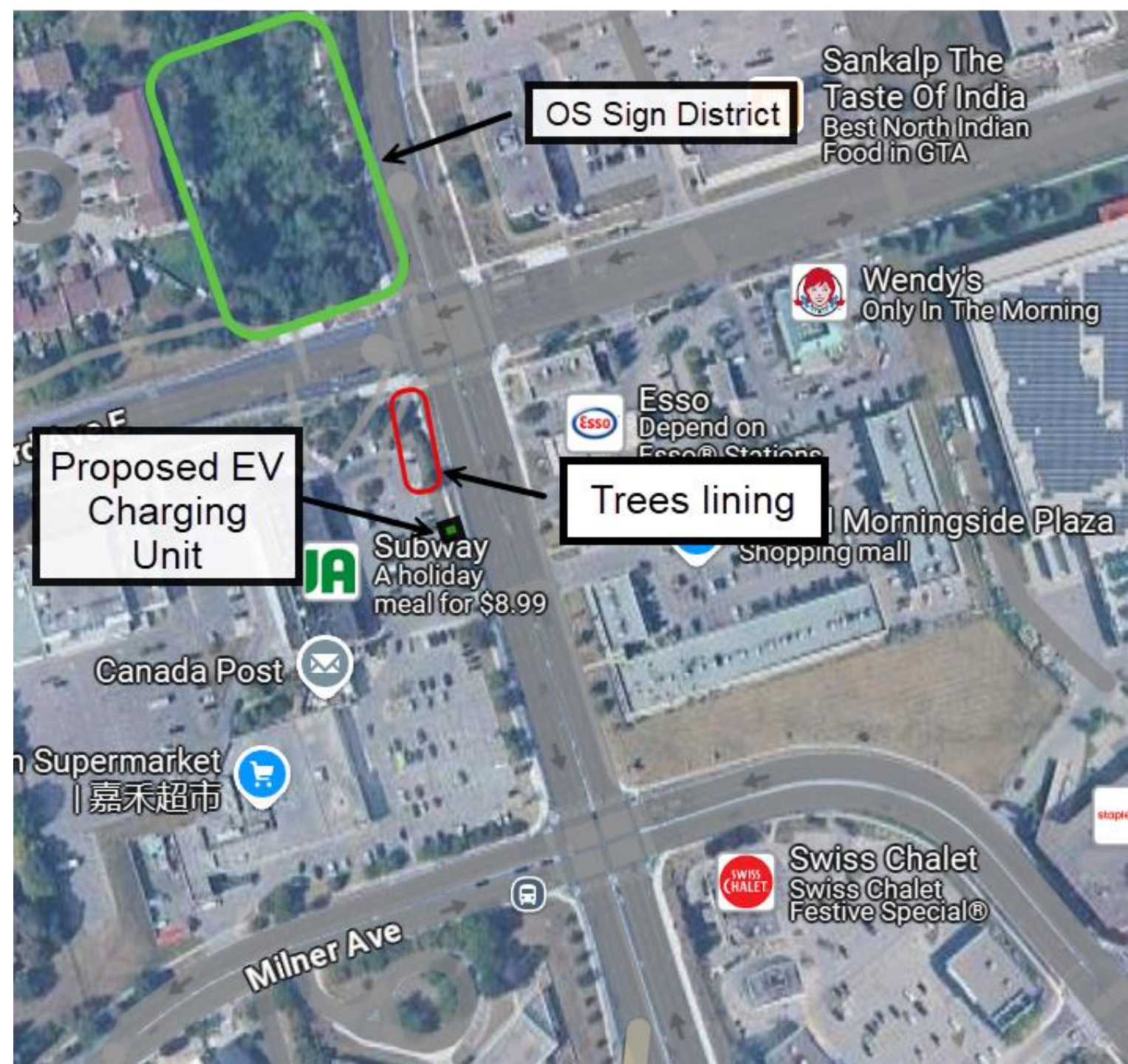


To the North - Open Space

- Displays light emission extends at the longest reach to 50 m whereas large format billboards 130 m.
- Does not proliferate out into other land uses or Open Space.
- Negligible light impact



Additional Barriers to OS



MTO Approved

- Ministry of Transportation has **assessed** the proposal, **approved** and **issued** sign permit.
- There are large format digital billboards on 400 series highways – creating precedence.
- Proposed **cannot** be seen from Hwy 401.

MINISTRY OF TRANSPORTATION		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
MUNICIPALITY: N/A	REFERENCE PLAN PART: N/A	REFERENCE PLAN NO: N/A
LOT/BLOCK: N/A	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 m²		
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		

The Proposed Displays Support the City of Toronto's Official Plan by:

Enhancing the Public Realm - Well-designed signs add visual interest, improve wayfinding, and help create attractive, pedestrian-friendly spaces.

Supporting Mixed-Use Development - They promote retail success in mixed-use areas, helping to activate streetscapes and support vibrant, walkable communities.

Driving Economic Development - Third-party signage boosts visibility for both local and national businesses, attracting shoppers and supporting economic growth.

Aligning with City Design Standards - the permit for the proposed is subject to a 5-year sunset provision, such that the Toronto Sign By-Law unit will be able to reassess the property and the renewal of permit every 5-years. This allows them to routinely reevaluate whether the unit is appropriate for the parcel of property and remains compatible with the surrounding area based on future developments.

Addition of Second Ground Sign

- The proposed is over 100m away from the existing ground sign, compatible with the Sign By-Law.
- This setback distance between the proposed and the existing is enough to ensure adequate spacing with consistent form of the character of the property.
- The proposed structure with displays is sleek and aimed to enhance the man-made environment as well as blend into the area's surroundings to ensure it does not overwhelm the area.





The Proposed Shall...

- Provide EV users with 50km/h of free charge (able to offer due to third party advertising).
- Contribute to overall increase in publicly accessible Level 3 EV charger infrastructure.
- Help to address and reduce range anxiety.
- 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 Standards.
- Abide by operational perimeters (10 second dwell time and off at 11pm – 7 am).
- 100% renewable energy.

Thank You For Attending.

Jocelyn Wigley

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Jolt VP of Real Estate Development

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