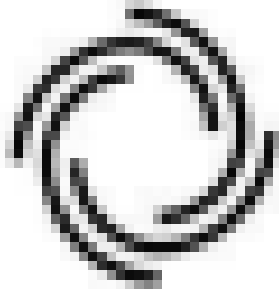


Variance Committee

November 28, 2025

3003 Danforth Ave.

Level 3 EV Charger with Third
Party Advertising Displays



JOLT



The Project and Premises

- Location: 3003 Danforth Ave. – Shoppers World Danforth
- 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 provides free charging to the community.
- The proposed charger compliments the shopping plaza that offers a wide variety of shops and amenities that service residents in the area.



1st Variance

- Allow a third-party ground sign with 2 displays on a CR Sign District.
- The property does not contain any residential dwellings or land uses.
- Permit has a sunset provision of 5 years

Amendment to Municipal Code Chapter 694

- Digital signage now allowed in CR zones with conditions
- Reflects shifting urban mix of residential and commercial uses
- Balances modern signage tech with aesthetics, safety & community impact

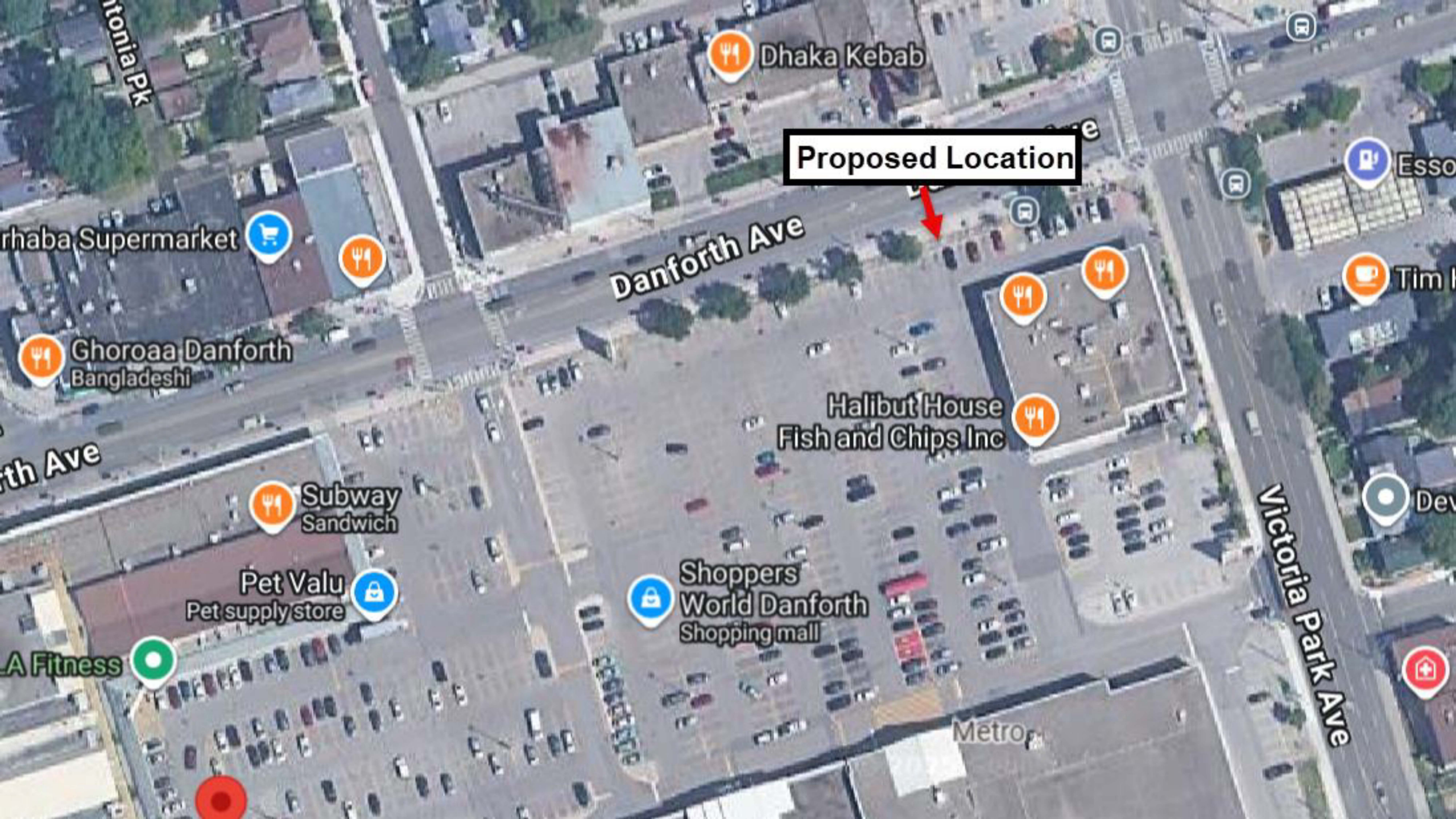
Implementation Considerations

- Aesthetic integration
- Safety
- Community impact
- Technology standards



EV Charging Unit on
Landscaped Bed

Location on Premises



Proposed Location

Danforth Ave

Victoria Park Ave

Halibut House
Fish and Chips Inc

Shoppers
World Danforth
Shopping mall

Subway
Sandwich

Pet Valu
Pet supply store

Ghoroaa Danforth
Bangladeshi

Dhaka Kebab

Phaba Supermarket

A Fitness

Esso

Tim

Dev

Metro

To the North and Across the Street of the Proposed



- Directly across from a building containing Beauty Supply Retail Store, Hair and Nail Salon, Bangladesh Restaurant, Optical Retail Store and Auto Tire Store, commercial in nature and aligned with development of the immediate area.
- Confirmed that there are no residences across the street.

To the East of the Proposed



To the West of the Proposed



To the South of the Proposed



Zoning Certificate Obtained



Certificate No:	25 256361 ZAP 00 ZR
Folder RSN:	5743946

ZONING APPLICABLE LAW CERTIFICATE

Issued pursuant to Section 363-10.1. of Chapter 363 - Toronto Municipal Code

Property Address:	3003 DANFORTH AVE
Proposed Use of Property:	RETAIL
Date of Issuance:	November 24, 2025
Expiry Date of Certificate:	November 24, 2026

Examination of your application has been completed and it has been determined that the submitted proposal complies with the applicable City Zoning By-law(s) and all other Applicable Law, as set out in Division A, Part 2, Sentence 1.4.1.3 of the Ontario Building Code.

This approval is based on the drawings and documents submitted with this application and attached to this document.

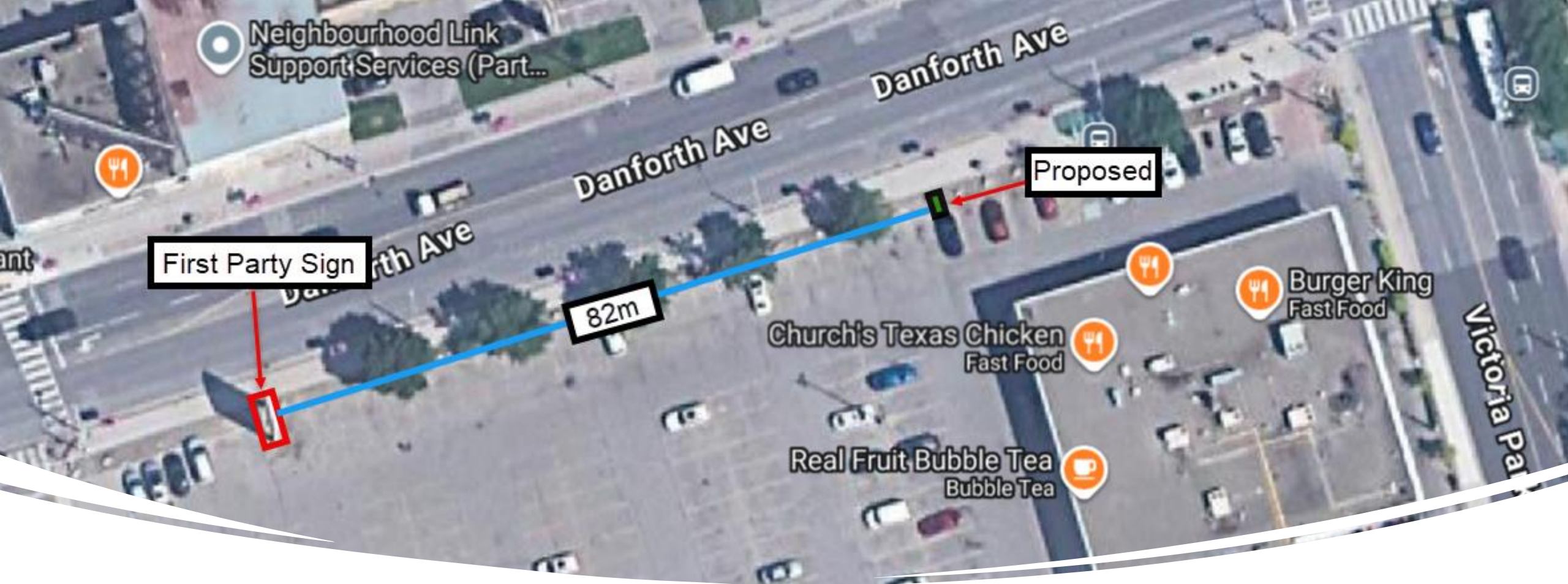
Any changes to this proposal will invalidate this Zoning Applicable Law Certificate.

Should there be changes to the Zoning By-law or other applicable law prior to the issuance of the building permit you will be required to comply with those changes.

Where a building permit application is being submitted in connection with the proposal, you must include a copy of this Zoning Applicable Law Certificate with the permit application.

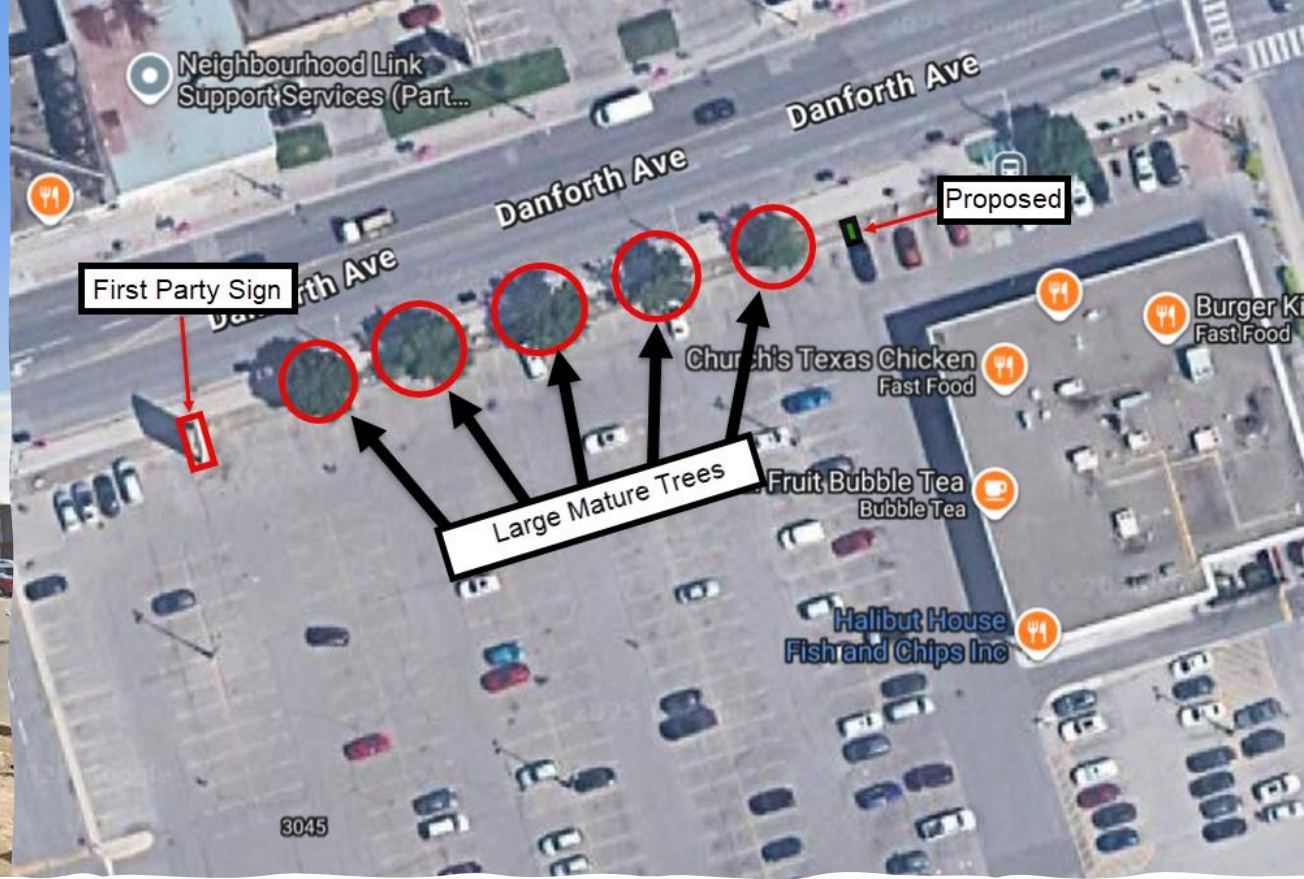
Building permit applications without Zoning Applicable Law Certificate will be considered incomplete submissions and will not be subject to prescribed timeframes in Article 1.3.1.3. of Division C, Part 1 of the Ontario Building Code.

Kamal Gogna, P. Eng., Interim Chief Building Official & Executive Director



2nd Variance

- Additional ground sign on the Premises.
- Proposed setback from existing ground sign by 82 meters. The placement is unique due to the trees lining the property and in between the both signs.
- The displays are ancillary and intended for vehicular traffic travelling along Danforth Ave.
- Placed strategically so this does not infringe on residential land use.



2nd Variance continued

- Trees disperse the viewpoint of both signs and breaks up the site lines to alleviate the concern of sign clutter.
- Property owner has committed to maintaining the trees and will remain on the property.

Staff's report – 8 Criteria Assessment

Sign By-Law's Staff evaluates 8 criteria and requests more context on 3 out of the 8:

-  Section 694-30A(1): The Proposed Sign belongs to a sign class permitted in the Sign District where the premises is located.
-  Section 694-30A(2): The Proposed Sign is compatible with the development of the premises and surrounding area
-  Section 694-30A(3): The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area
-  Section 694-30A(4): The Proposed Sign does not adversely affect adjacent premises
-  Section 694-30A(5): The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety
-  Section 694-30A(6): The Proposed Sign is not a sign prohibited by §694-15B
-  Section 694-30A(7): The Proposed Sign does not alter the character of the premises or surrounding area
-  • Section: 694-30A(8): The Proposed Sign is not contrary to the public interest

★ Criteria #2: Compatibility with the development of the premises and surrounding area

The Proposed in this mixed-use area would align with the development, particularly with respect to integration into the public realm and compatibility with anticipated mixed-use development.

Strategic scale and placement

- Rather than digital billboards, the Proposed, a small digital sign is integrated at ground level. This aligns with the pedestrian scale of Danforth Ave.
- By placing digital signage at street level and not dominating the skyline, the Proposed will support visual interest.

Brightness controls

- To avoid overwhelming the area and maintaining comfort in public spaces, as a condition of approval, the displays can be reduced to 150 nits (50% of the allowable brightness level) and will adhere to the 10 seconds dwell times, instantaneous transition time and be turned off from 11 pm to 7 am.

Public benefit trade-offs

- The displays have community benefit associated with it. The display can be integrated for wayfinding and provides a pedestrian-oriented medium for community messaging (transit, community, safety messaging). As well as publicly accessible EV charging station.

Economic viability

- Provides economic opportunities for local business to advertise on a main road in Toronto.

Urban vitality

- Contributes to a more dynamic streetscape. This energy aligns with the character of Danforth as a vibrant corridor.
- Designed to be sleek and enhance and blend in with natural environment align with public realm design.

Anticipated Development

- Jolt has performed a search on any development projects in the nearby area. There are no development projects and those involving residential planned.
- If any developments begin, the proposed has a 5 year sunset provision. The proposed can then be reassessed with any future developments in mind
- Recognizing the local area can evolve and change over time.

How do small third-party signs work with mixed use areas?

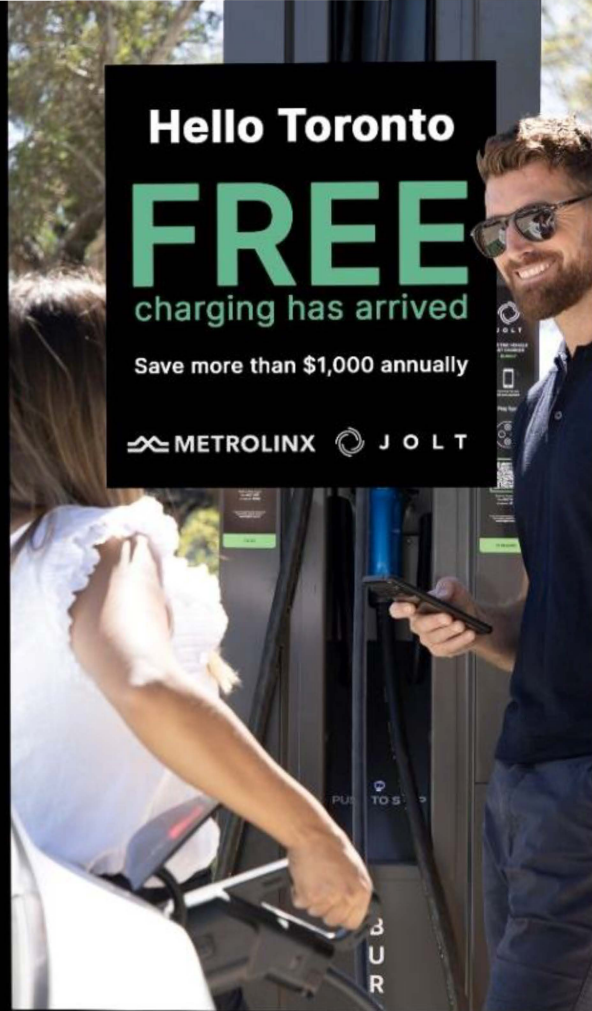
1. Enhances the Pedestrian Experience
2. Supports Local Economic Vitality
3. Advances Smart-City Goals
4. Aligns With Planning Principles and Official Plan Goals
5. Manages Risks Through Clear, Sensible Regulation

Many of the City Councilors are supportive of digital to support utility infrastructure (Transit Shelters, Bixi Bike program).

Mobility solutions act to further enhance areas. This has already been implemented on City Right of Ways

Criteria #3: Official Plan Alignment

- Enhances Pedestrian Environment
- Respects Neighborhood Character
- Supports Economic Vitality
- The Integrated digital displays also 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.
- 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
- Enhances Visual interest
- Foster local identity and economic connectivity
- The proposed 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.





Criteria #3: Site and Specific Area Policy – SASP 552 Alignment

Support incremental, context-sensitive development

- SASP 552's purpose is to “guide and manage incremental development” along Danforth.
- The proposed is a small sign (not a large billboard) and respects this incremental scale. It will not overwhelm the built form.

Respect existing mixed-use character

- The policy explicitly seeks to “respect and reinforce the existing mixed-use and physical character of Danforth Avenue.”
- The proposed (physical scale is pedestrian oriented) can be integrated into the subject premise, contributing to the commercial vibrancy without undermining any residential character.

Enhance public realm coordination

- SASP 552 calls for a “coordinated public realm and streetscape network.”
- The proposed is designed thoughtfully (size, placement, lighting), the proposed can contribute to a more animated street, improving pedestrian experience, rather than acting as a visual nuisance.

Support “complete streets” goals

- The policy includes direction for “complete streets” along Danforth — prioritizing pedestrians, cycling, transit, and street-level activity.
- The proposed will serve both commercial and wayfinding functions, enhancing the utility of the pedestrian environment rather than distracting from it.

Enable compatibility / transition to neighborhoods

- SASP 552 emphasizes “appropriate built form and transition” between higher-intensity development on Danforth and the lower-rise neighborhoods north and south.
- The proposed is limited in height, brightness, and footprint in a commercial area (respecting transition), avoiding visual intrusion into adjacent residential areas.

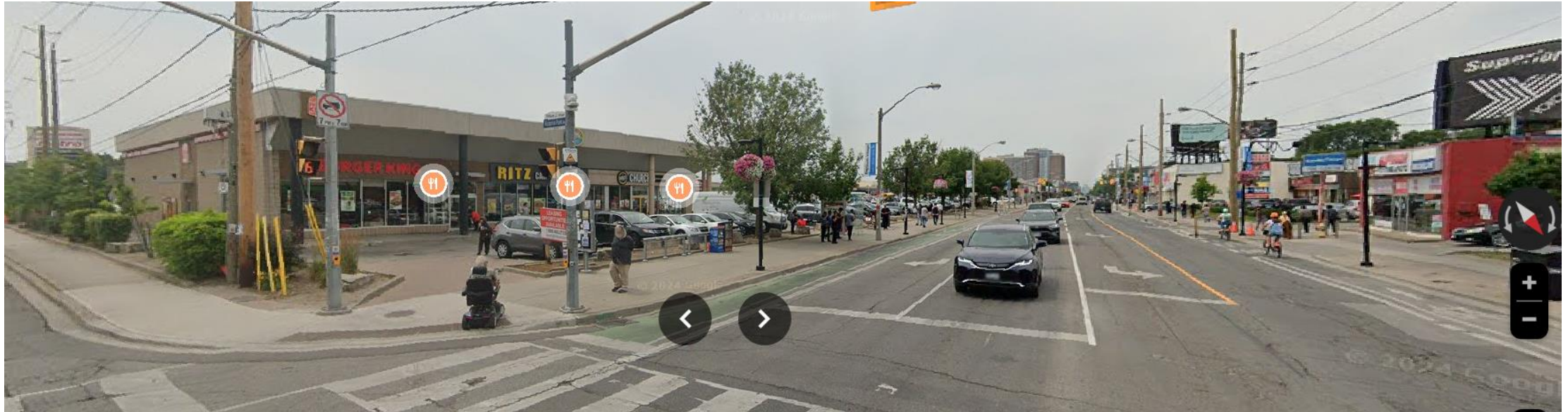
Support intensification while managing visual impact

- The policy supports increased density along Danforth, but within a framework that preserves character.
- Visual impact is minimal as the proposed is smaller than many first party signs in the area and limited due to trees.

Minimize negative effects on safety and adjacent premises

- When permitted, third-party signs in Toronto must not “adversely affect adjacent premises” or public safety.
- By controlling change frequency (dwell time), brightness, and form (static or slowly changing), the proposed is designed to avoid distracting pedestrians or drivers and reduce light spill into residential windows.

Area's Vibrant Streetscape





Digital third party
incorporated at
Trent and
Danforth



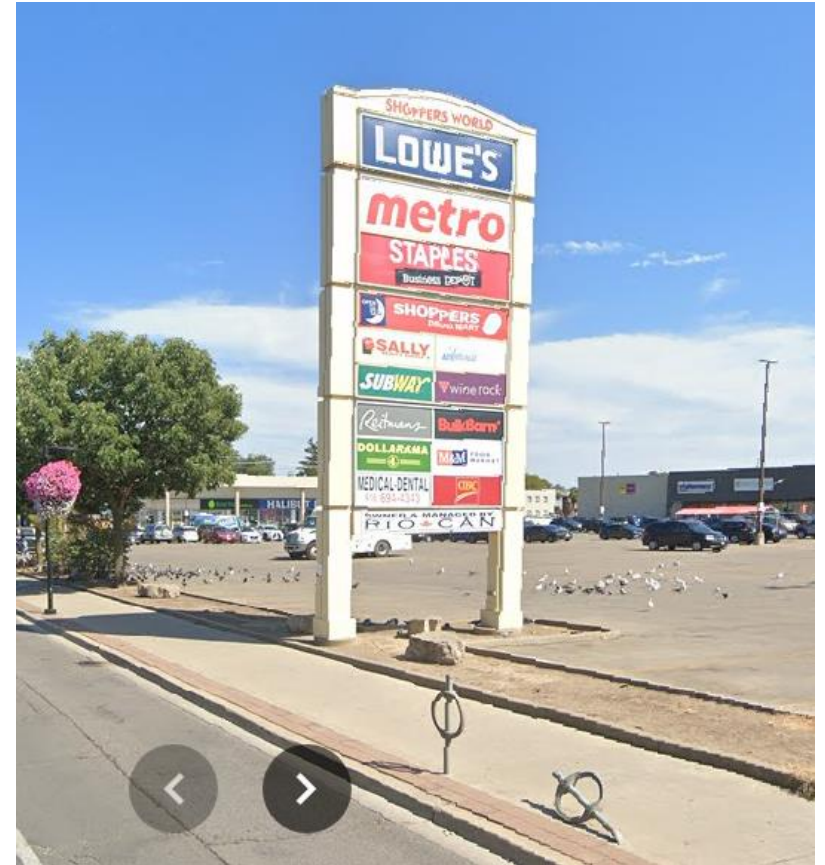
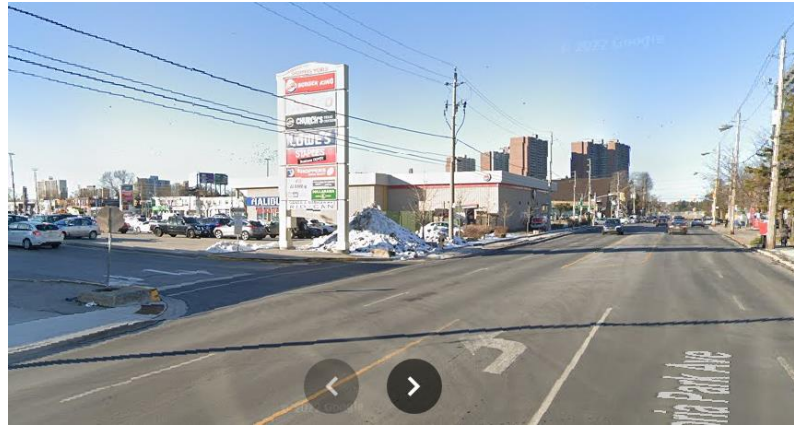
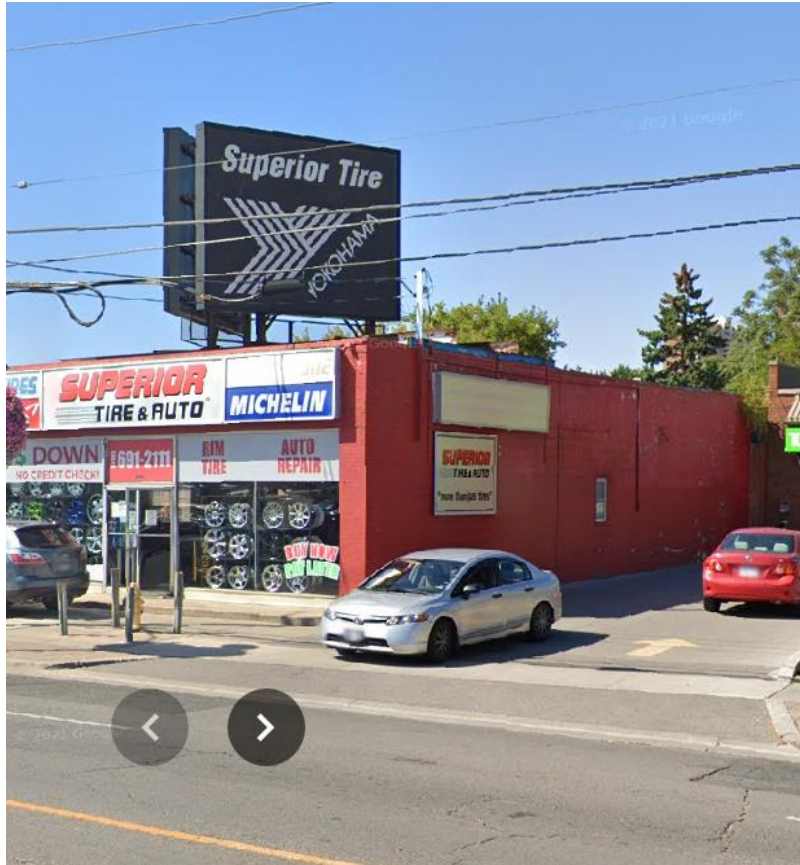
Recently converted
to digital - 3rd party
sign incorporated
into bixie bike
program

Ancillary digital signs associated with utility programs

- Ancillary digital signs associated with Utility does not impact the streetscape or neighbourhood character as shown in the same area.
- No objections from Councillor – vision for efficient transportation to move around in Toronto with ease and affordability for Torontonians – free and discounted charging.

Criteria #8: Not contrary to the public interest

- The commercial character of the surrounding area supports the appropriateness of the Proposed Sign's location.
- The Proposed Sign's design, modest in both size and scale, aligns with the area's established context and is not expected to result in adverse effects.
- The immediate area is commercial in nature, with no sensitive land uses within the light shed, and the site itself is not currently intended for redevelopment.
- The Proposed Sign's visibility is naturally limited due to trees lining the property line.
- The Proposed Sign would be compatible with the functional and visual character of the area given the commercial nature of the immediate area.



The Proposed - Smaller than many 1st Party signs lining this commercial stretch. Signage Consistency?

For clarity, there is a large format rooftop billboard in the area that is almost 100 sq m in total area, which can be argued that this would not align with the intent of the neighborhood. Whereas the proposed is ground level and only 2.6 m in height.

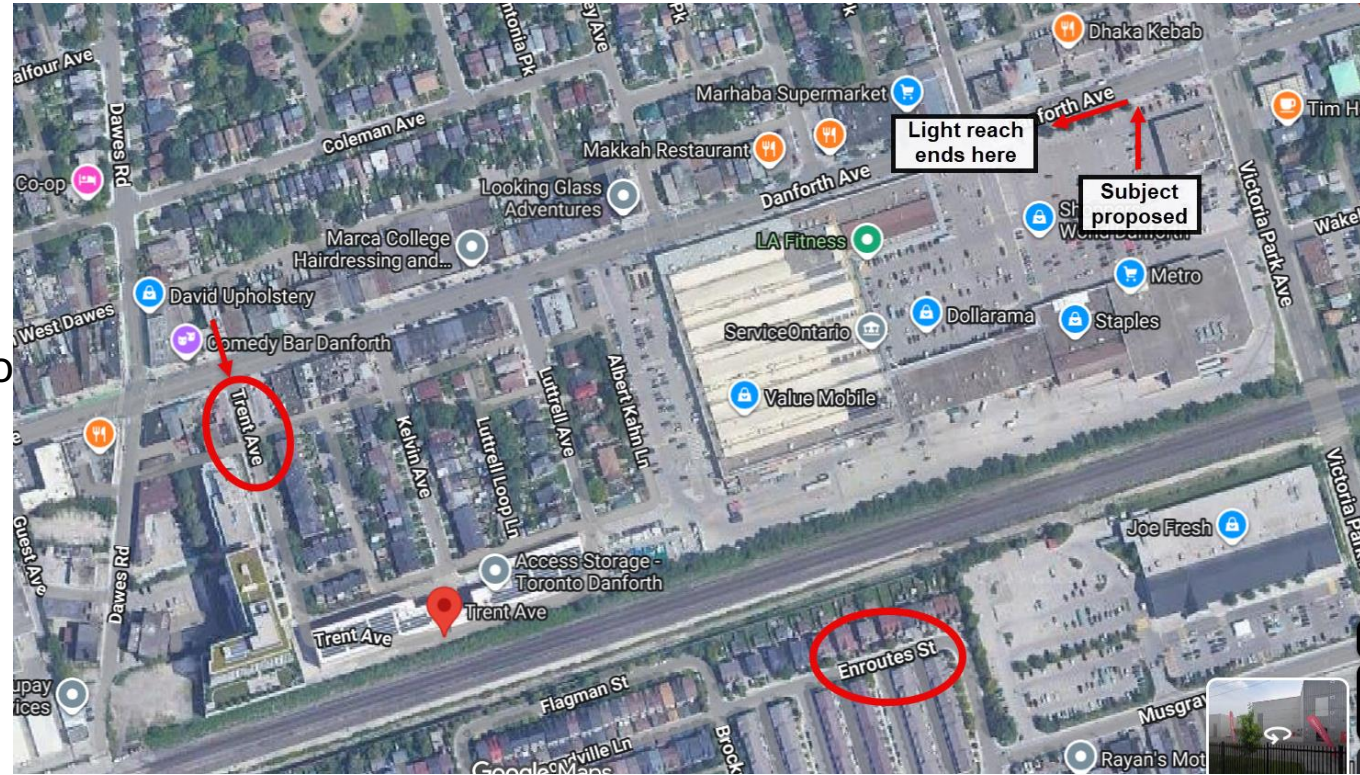
99.59 sq. m - total area of billboard signs faces 82 m away

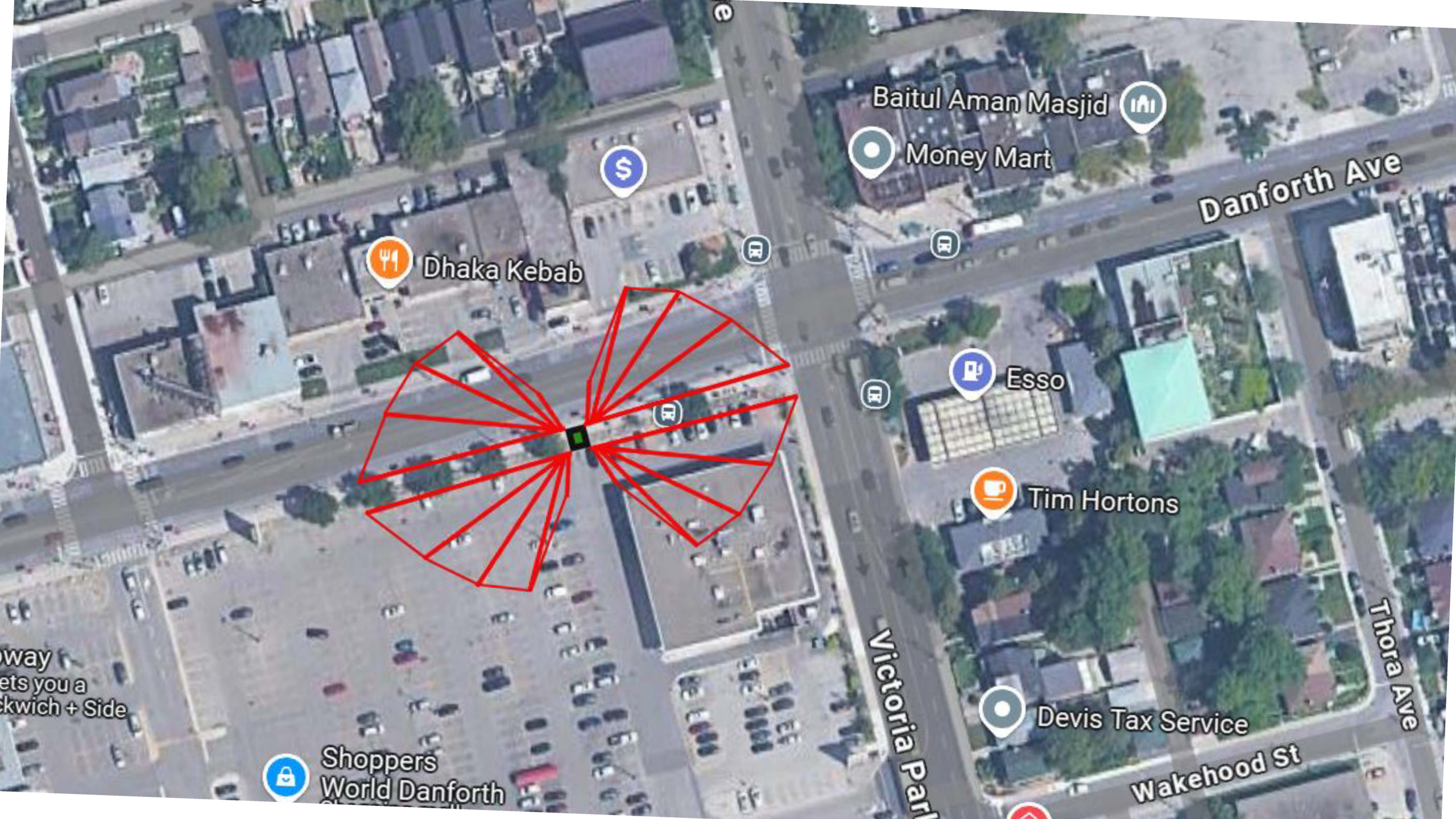
Proposed sign face area of 3.06 sq. m



Addressing Letters of Community Feedback

- Public consultation was scheduled and no one attended to voice concerns.
- Based on a 1 page description.
- To address the concerns: 2 individuals were apprehensive about light shed that could enter into their residence at Trent Ave. and Danforth Ave. and Enroutes St.
- The diagram shows where Enroutes St. and Trent Ave. is located in relation to the Proposed. There is no opportunity for the ancillary displays light shed to enter into either.
- Additionally, Jolt has met with Councillor Brad Bradford office about the proposal and there were no concerns or opposition to the project.





Baitul Aman Masjid

Money Mart

Dhaka Kebab

Esso

Tim Hortons

Devis Tax Service

Shoppers
World Danforth

Danforth Ave

Victoria Park

Thora Ave

Wakehood St



Same Make and Model as Digital Transit Shelters –
Demonstrates Negligible Impact on Adjacent Land Uses



The Proposed Shall...

- JOLT partners with local companies to implement a consistent maintenance program, supporting the creation of local jobs.
- This stretch of Danforth Ave. is commercial in nature, compliments the area.
- A significant investment into Toronto for innovative low impact green methods of advertising that do not overwhelm sight lines.
- 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.

Jocelyn Wigley

Jolt Development Manager

Jocelyn.Wigley@joltcharge.com

Christopher James

Jolt Development Manager

Christopher.James@joltcharge.com

