

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE

Folder Number	Date (yyyy-mm-dd)
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Project Information

Street Number	Street Name	Lot Number	Plan Number
123	Rexdale Blvd		
Describe the variance(s) being applied for: Front property line setback, Orientation toward a CR Sign District, Separation from a CR Sign District, Maximum number of electronic ground signs per frontage, Separation from other third-party electronic signs on the same street			
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

First Name		Last Name	
Steven		Rogul	
Company Name (if applicable)			Telephone Number
994480 Ontario Limited			
Street Number	Street Name	Suite/Unit Number	Mobile Number
1696	Bayview Ave		
City/Town	Province	Postal Code	Fax Number
Toronto	Ontario	M4G 3C4	
Email steve@finewayproperties.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 I, Chris		Last Name James	
Company Name JOLT Charge Inc.		Telephone Number (416) 833-1461	
Street Number of 66	Street Name Wellington St W	Suite/Unit Number 5300	Mobile Number
City/Town Toronto	Province Ontario	Postal Code M5K1E6	Fax Number
Email christopher.james@joltcharge.com			
Do hereby declare the following: • That I am ☐ the Property Owner as stated above ☒ the owner's authorized agent. ☐ an officer/employee of , 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.			
Signature		Chris James	2026-01-07
	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.

Folder number	Request Date (yyyy-mm-dd)
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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
123	Rexdale Blvd		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
15,457.6 sq.m	95m	150m
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
8m & 6m	1	5685 sq.m
Building Uses(s)		
Commercial/Medical/Office		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Commercial Residential - Tile Distributor, Automotive Shop
South	Employment - Place of Worship
East	Employment - Bowling Alley
West	Employment - Bank

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) See planning rationale

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)

[See Planning Rationale](#)

Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.
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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

Receipt No: 1847855

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:	26 101944 ZSV 00 ZR	Date & Time:	January 07, 2026 04:12:59 PM
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Paid By:	JOLT CHARGE INC C/O CHRIS JAMES 66 WELLINGTON ST W SUITE 5300 TORONTO ON M5K 1E6		
Project Location:	123 REXDALE BLVD TORONTO ON M9W 1P1		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$2,039.44	
TB-Visa - online	110583 - PAYMENT	-\$2,039.44	
Total:			\$0.00
Paid Amount			\$2,039.44
Paid by :TB-Visa - online		_____	

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

January 6, 2026

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 123 Rexdale Blvd, Toronto, ON

The proposal consists of a 25 kW DC fast Level-3 electric vehicle charging system configured as a split-unit design, whereby the electronic display component and the EV charging podium are physically separated but functionally integrated through a dedicated power and communications connection. This configuration allows the charging equipment to be located within an optimal parking stall location while the digital display is positioned for maximum visibility to approaching motorists along Rexdale Boulevard. Despite the physical separation, the system operates as a single, unified piece of infrastructure, with the display and charger unable to function independently of one another.

The split-unit configuration provides several practical and operational benefits that directly improve site functionality and public safety. By separating the display from the charging hardware, the charger itself can be set back within the parking area, reducing potential conflicts with pedestrian circulation, vehicular sightlines, and on-site manoeuvring, while ensuring full accessibility compliance at the charging stall. The display performs a critical wayfinding and user-interface function, guiding drivers to the charging location, communicating charger availability and instructions, and reducing unnecessary on-site searching or idling. This configuration also minimizes physical clutter at the charging stall, improves equipment durability by reducing exposure to vehicular impacts, and allows for more flexible placement to respond to site constraints without compromising operational performance.

The electronic display is ancillary to and operationally dependent on the EV charging infrastructure, which provides publicly accessible electric vehicle charging to the community at no cost to users. Revenue generated through third-party advertising displayed on the unit offsets the capital, maintenance, and operational costs associated with delivering this public benefit. It is for this reason that the proposed signage is integrally linked to the EV charging use and forms the basis of this variance application before the City of Toronto.

JOLT is requesting the following five (5) variances from the City's Sign By-law to permit the proposed electronic ground sign associated with the EV charging station at 123 Rexdale Boulevard:

Variance #1 – Front property line setback

Permit the sign to be erected within 2.0 metres of the front property line, whereas the By-law requires a minimum setback of 2.0 metres from any property line.

Variance #2 – Orientation toward a CR Sign District (250 m rule)

Permit the sign, where located within 250 metres of a CR Sign District, to face premises within the CR Sign District, whereas the By-law prohibits a sign within 250 metres of a CR Sign District from facing any premises in that CR Sign District.

Variance #3 – Separation from a CR Sign District (60 m rule)

Permit the sign to be erected within 60.0 metres of a CR Sign District, whereas the By-law requires a minimum separation distance of 60.0 metres from a CR Sign District.

Variance #4 – Maximum number of electronic ground signs per frontage

Permit more than one ground sign or electronic ground sign per frontage without providing 100 metres of separation between sign structures, whereas the By-law permits no more than one such sign per frontage unless a minimum separation distance of 100 metres between sign structures is maintained.

Variance #5 – Separation from other third-party electronic signs on the same street

Permit the proposed electronic ground sign to be located within 500 metres of another third-party electronic sign located on the same street, whereas the Sign By-law requires a minimum separation distance of 500 metres between third-party electronic signs located on the same street.

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, 123 Rexdale Blvd. is designated as an Employment (E) Sign District that allows for the Sign Class. The E Sign District permits the installation of third-party ground signs (sign type) with static electronic copy. The property operates as a commercial retail plaza and 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 per day.

While the proposal includes third-party content, JOLT believes the site is appropriate given its employment and commercial context of the subject site. The adjacent CR Sign District to the north contains no residential uses, with properties occupied by a big box retailer and several automotive garages. As such, the proposed sign will not adversely impact nearby uses or the surrounding commercial character.

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 (75 inch display faces) and pose the potential for significantly less visual impact. The site is located within a mixed commercial-employment corridor, well-suited for digital advertising aimed at passing vehicular traffic while not detracting from the existing design character of the area. Furthermore, the proposed unit is located more than 160 metres from the nearest residential dwelling and will not be visible from any existing residential areas. This ensures no impact on sensitive land uses and reinforces that the site is an appropriate location for smaller-format electronic 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. 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 per day. 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: *Aerial View and Street View Of The Premises To Contain The Proposed EV Charger, Operating As A Shopping Plaza, Commercial In Nature.*

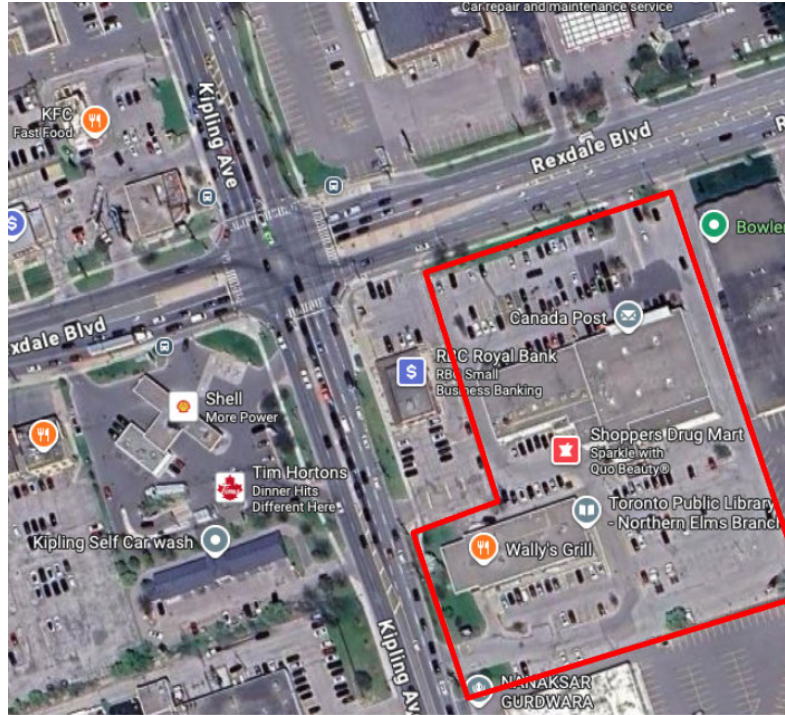


Image #3: *Approximate Location of the Proposed EV Charger*

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 proposed sign is classified as a third-party electronic ground sign, which is permitted within the Employment Sign District under the City of Toronto Sign By-law 694. While the sign meets the technical definition of a freestanding ground sign, it is functionally integrated with a publicly accessible Level 3 electric vehicle (EV) charging station and is not a standalone advertising

structure. The sign plays a critical wayfinding role, clearly identifying the location of the EV charging station and informing the surrounding community that the chargers are publicly accessible and available for use, which is essential given the limited visibility and general unfamiliarity of on-street fast-charging infrastructure.

The proposed installation directly supports the objectives outlined in the *Report for Action released September 16, 2024, by the Executive Director of Environment and Climate – Approach to Public Electric Vehicle (EV) Charging to 2030*, by expanding access to and awareness of public charging infrastructure. In addition to serving a wayfinding and identification function for EV users, the inclusion of a small-format electronic display allows for limited third-party advertising. Revenue generated from the display is used to offset the capital and operational costs associated with delivering and maintaining free, publicly accessible fast-charging infrastructure, ensuring the long-term financial sustainability of the installation while delivering measurable community, transportation, and environmental benefits.

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

The proposed EV charging station will be located within a well-established commercial and employment corridor at 123 Rexdale Boulevard, directly across from an existing shopping plaza and gas station—reflective of the area's automotive and retail character. All properties within a 60-metre radius are designated Employment (E) or Commercial Residential (CR) Sign Districts. The properties on the opposite side of Rexdale Boulevard, to the north of the subject site, fall within the CR Sign District and contain automotive garages and a large tile distributor. These CR-designated sites do not contain any residential use component, and there are no residential dwellings within 145 metres of the proposed sign location. Furthermore, there are no existing residential dwellings within 250 metres in the direction of the sign faces where light trespass could occur, ensuring no impact on sensitive land uses. The proposed third-party ground sign, integrated with a public Level 3 EV charger, is therefore consistent with the prevailing land-use context, compatible with the built form and signage character of the Employment Sign District, and will not generate any adverse impacts on surrounding or sensitive uses.

Image #5: Sign District Zoning Map Of Local Area and Existing Third-party Signage. The Purple Colouring Denotes Employment; Amber Colouring Denotes CR Sign District Zoning.

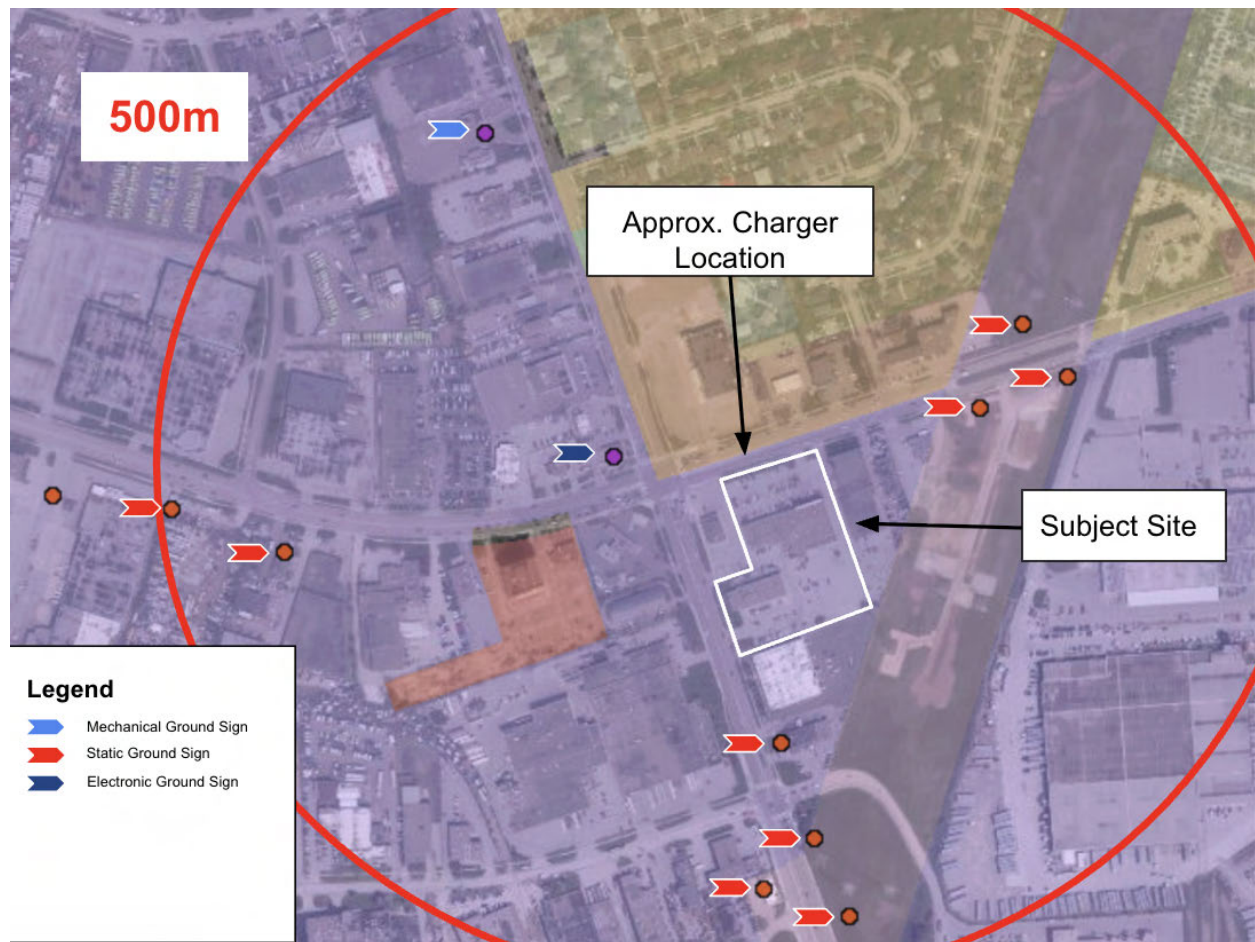




Image #6: *A Picture Of The Immediate Adjacent Neighbouring Properties to the North, Zoned Commercial Residential Sign District, Operating As a Large Tile Distributor, Car Wash and Automotive Garage, Employment-Commercial In Nature*

Based on the contextual analysis above, JOLT Charge maintains that the proposed signage is appropriate for the subject location and will not result in adverse impacts on the character of the surrounding area or the continued use and development of the property at 123 Rexdale Boulevard. The site operates as an established commercial plaza with retail and service-oriented tenants, which is consistent with the broader commercial and employment character of the Rexdale Boulevard corridor.

There are no existing residential uses on the subject property, nor are there any current redevelopment applications proposing residential or other sensitive land uses. While certain properties located north of Rexdale Boulevard are designated within a Commercial Residential (CR) Sign District, these parcels are presently occupied by automotive-oriented commercial uses, including service garages and a large-format tile distribution store, and do not contain any residential dwellings. Although a third-party electronic sign has been constructed at 130 Rexdale Boulevard, this installation exists within a similar commercial context and does not introduce residential sensitivity to the area.

The proposed EV charging station and associated signage are secured through a license agreement with the landowner, providing flexibility should future redevelopment be contemplated. In such circumstances, the agreement allows for the removal of the charging infrastructure and signage and termination of the license, ensuring that the proposal does not preclude or constrain long-term redevelopment potential.

To further reinforce compatibility with potential future land use changes, JOLT Charge would support a condition of approval requiring that the sign permit be revoked and the installation removed should the subject property redevelop to include residential dwellings or other sensitive land uses. This condition ensures that the sign remains appropriate within its existing commercial context and aligned with the intent of the Employment Sign District.

With respect to potential impacts on lands within the CR Sign District to the north, the proposed sign has been designed with strict light-shed controls, including a maximum luminance of 300 nits per display face. Given the significant width of Rexdale Boulevard, the orientation of the sign faces, and the controlled luminance levels, the resulting light-shed is fully contained within the public right-of-way and the subject commercial property. As illustrated in the accompanying light-shed diagram, no light spill penetrates adjacent properties within the CR Sign District, ensuring that both existing and potential future uses are protected from adverse illumination impacts.

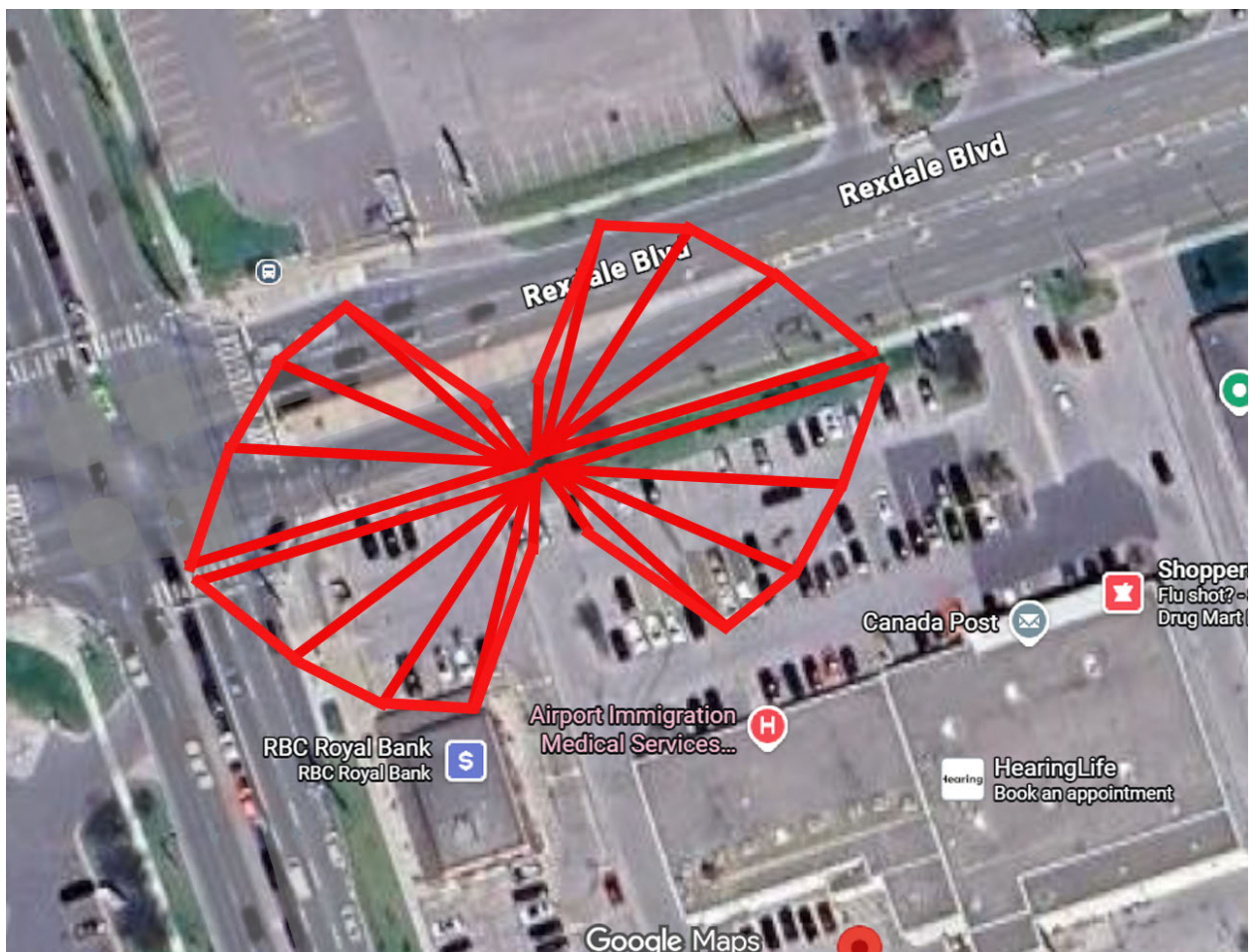


Image #7: Light Shed Diagram for proposed charger on Rexdale Blvd

Distance for 0.3 Lux

BoldVu[®]
byMRI

	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

Table #1: LG-MRI Lux table for 75" Screen

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 Employment Area under the City of Toronto Official Plan (Section 4.5). The property also falls within the Site and Area Specific policy designation under Policy 29 - Lester B. Pearson International Airport Operating Area. This policy area was established to support the operation of the airport and has restrictions on certain residential uses (generally high-density) that would impact said operation, furthering the case for limited risk for site redevelopment on the subject property and lending to the appropriateness of the proposed signage continuing to support the commercial-employment nature of the area.

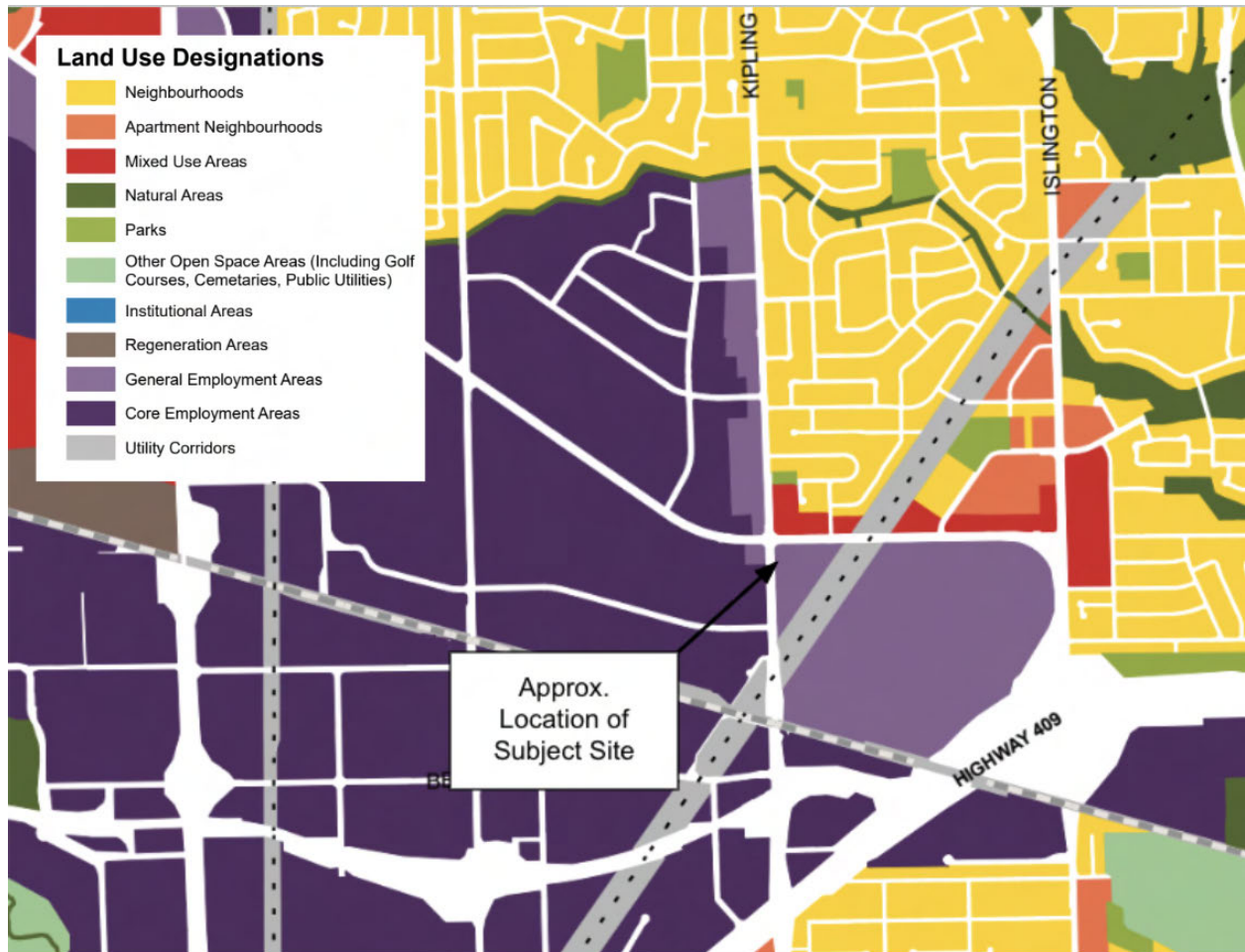
Employment Areas are places of business and economic activities vital to Toronto's economy and future economic prospects. Both Core Employment Areas and General Employment Areas are important and together comprise the City's "Employment Areas" as defined under the Provincial Planning framework. The majority of Employment Areas are designated as Core Employment Areas, which primarily accommodate manufacturing, processing, warehousing, distribution, and other industrial operations. Uses that would attract the general public into the interior of these industrial lands are generally not permitted in Core Employment Areas.

General Employment Areas, on the other hand, are typically located along the periphery of Employment Areas on major roads where retail, service, and restaurant uses can serve workers within the Employment Area and also benefit from visibility and transit access to draw the broader public. Retail and service uses in General Employment Areas also often function as a buffer between the heavier industrial operations in the interior and nearby residential neighborhoods. These lands contribute equally to the City's overall economic development and growth objectives.

In the case of 123 Rexdale Boulevard, the site is designated General Employment Area and is currently used exclusively for retail and commercial activities. The property operates as a single-storey commercial plaza, and there are no residential or sensitive land uses within proximity to the site. As noted under Policy 4.6.7 of the Official Plan, residential uses are

prohibited within Employment Areas, which reinforces that the current and intended land use of the property is entirely non-residential in nature. The continued commercial operation of the property aligns with the permitted uses outlined in Policies 4.6.1 through 4.6.3 and maintains compatibility with the surrounding Employment context.

Map 13 Land Use Plan From The Toronto Official Plan - 123 Rexdale Blvd



In addition to contributing to the economic vitality of the local employment corridor, the proposed display also adds utility within the City's General Employment Areas. The proposed sign is to be integrated with a Level-3 EV charging station located on site, providing 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 weigh the benefits that the signage component provides—specifically, its ability to offer the public clear wayfinding and identification that free and accessible EV charging is available on site.

One of the key objectives under Section 4.6 of the Toronto Official Plan for Employment Areas is to promote high-functioning, competitive, and attractive business environments that support the City's economic and environmental objectives. Integrating EV charging infrastructure within Employment Areas directly supports these goals by enhancing sustainability, providing an amenity to workers and visitors, and supporting Toronto's broader Net Zero Strategy. However,

without visible and accessible signage to inform the public of its location and availability, the full benefits of this infrastructure cannot be realized by the community.

Investing in Employment Areas such as Rexdale Boulevard supports equitable access to low-carbon transportation infrastructure, while encouraging the transition from gas-fuelled to electric vehicles. The proposed charging station contributes to integrated energy solutions—free to the public and offset through third-party advertising—that promote renewable energy use and help advance the City’s green infrastructure objectives.

The proposed displays are modest in scale, sensitively located on a commercial property, and designed in accordance with the City’s Urban Design Guidelines for Third-Party Advertising. These guidelines seek to balance effective communication with enhancement of Toronto’s streetscapes and public realm.

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

Enhancing the Public Realm (Section 4.6.8 and Urban Design Guidelines):

The unit is strategically positioned within an active commercial area along a major arterial roadway, consistent with the intent of Employment Areas to maintain high-quality, functional, and attractive environments. The display is situated in landscaped frontage space to avoid interference with pedestrian movement while contributing to a visually cohesive and well-maintained streetscape.

Respecting Employment Character (Section 4.6.1 – 4.6.3 and Urban Design Guidelines):

The signage component is contextually appropriate—modest in size, scale, and illumination—and integrates with the surrounding built form of low-rise commercial and industrial buildings. It complements, rather than competes with, the existing employment character of Rexdale Boulevard.

Supporting Economic Vitality (Section 2.2.2 and Section 4.6.8):

The proposed display provides advertising space for nearby businesses within the Employment Area, assisting in promoting goods and services available to the local workforce and visiting the public. This reinforces the intent of General Employment Areas to support retail and service uses along major corridors and contributes to local economic activity without detracting from the area’s industrial and commercial function.

Mitigating Land Use Impacts (Section 2.3.1):

A lightshed analysis confirms that the installation will not adversely impact adjacent properties. There are no residential or sensitive land uses within 160 metres of the site, consistent with the Official Plan’s directive to mitigate conflicts and ensure compatibility within Employment Areas.

Advancing Environmental and Energy Objectives (Section 3.4 and Section 4.6.8):

By integrating publicly accessible EV infrastructure, the proposal contributes to the City’s climate action goals and its objective to build a network of renewable energy and electric mobility infrastructure. The signage ensures the infrastructure is visible and accessible, supporting higher utilization and accelerating EV adoption across the city.

The proposed signage complies with **Chapter 694 of the City’s Sign By-law**, which regulates sign size, placement, illumination, and operational performance. Where minor variances are requested, the Sign Variance process provides a structured framework to assess and mitigate potential concerns related to visual clutter or cumulative impact. The proposed display is

intentionally set apart from existing first party signage on the site to avoid over signage along the street frontage and, due to its modest scale and integrated design, functions as ancillary infrastructure rather than a dominant advertising feature within the Rexdale Boulevard Employment corridor.

The subject property is designated General Employment in the City of Toronto Official Plan. This designation is intended to accommodate a broad range of employment generating uses, service uses, and infrastructure that support economic activity, mobility, and long term operational viability. The proposed EV charging station and integrated digital signage are consistent with this designation, as they introduce supportive, publicly accessible infrastructure without displacing employment uses or creating land use conflicts. The signage remains clearly subordinate to the primary commercial and employment function of the site and contributes to the efficient use of employment lands by enhancing accessibility and visibility for a public serving amenity.

From a broader land use planning perspective, the proposal aligns with the intent of the City of Toronto Official Plan, which emphasizes the protection and enhancement of Employment Areas as places for business activity, innovation, and investment, while also encouraging infrastructure that supports sustainable transportation and environmental objectives. When thoughtfully designed and appropriately located, third party signage within Employment Areas can operate as a supporting element of the urban environment rather than a competing land use.

In this context, the proposed installation contributes positively by improving wayfinding and accessibility. The ground sign plays an important role in clearly identifying the location of a publicly accessible Level 3 EV charging station and improves awareness and usability of sustainable transportation infrastructure for employees, customers, and the travelling public.

The installation also enhances the employment streetscape. Through careful consideration of scale, proportion, orientation, and illumination, the signage contributes to a legible and orderly commercial frontage along Rexdale Boulevard and reinforces the corridor's employment and service oriented character.

The proposal further supports economic vitality. The limited third party advertising component provides an opportunity for local business and community messaging and supports reinvestment in public serving infrastructure. This approach reinforces the economic function of the Employment Area and aligns with Official Plan objectives related to competitiveness and long term economic resilience.

Overall, the proposed EV charging station with its integrated digital display not only complies with the City's Sign By law and Urban Design objectives, but also advances the intent of the Official Plan by supporting environmental sustainability, strengthening economic activity within a General Employment Area, and enhancing the public realm through context sensitive design. As Toronto continues to evolve toward a more sustainable and economically resilient urban structure, integrated infrastructure solutions such as this represent an appropriate and forward looking form of development within Employment Areas.

The Proposed Will Not Adversely Affect Adjacent Premises

The proposed EV charging station and ancillary electronic displays will not adversely affect adjacent premises. There are no sensitive land uses within 60 metres of the proposed installation. The electronic display faces are oriented east and west, perpendicular to Rexdale

Boulevard, which limits direct visibility beyond the public right of way and avoids light intrusion toward adjacent properties.

Although lands located north of Rexdale Boulevard are designated within a Commercial Residential (CR) Sign District, they are currently occupied by commercial and automotive-oriented uses and do not contain residential dwellings. While longer-term redevelopment of these lands may be contemplated, the proposed signage has been designed to ensure compatibility with both existing and potential future conditions.

The displays are subject to strict illumination controls, including a maximum luminance of 300 nits per display face, and have been evaluated through a light-shed analysis. Given the significant width of Rexdale Boulevard, the perpendicular orientation of the displays, and the controlled luminance levels, the resulting light-shed is contained within the public right of way and the subject commercial property. As illustrated in the accompanying light-shed diagrams, no light spill extends into lands within the CR Sign District, ensuring that adjacent properties are protected from adverse illumination impacts.

Low-density residential uses are located further north, approximately 140 metres from the proposed displays. These dwellings are additionally screened by intervening commercial buildings and mature vegetation, further mitigating any potential visual or lighting impacts. Taken together, the separation distances, physical screening, orientation, and illumination controls ensure that the proposed signage remains compatible with surrounding uses and does not result in adverse effects on adjacent premises.

Image #8: Sign District Zoning Map Of Local Area. The Amber Coloring Denotes Residential Apartment Sign District Zoning With The Distance From The Proposed EV Charger.

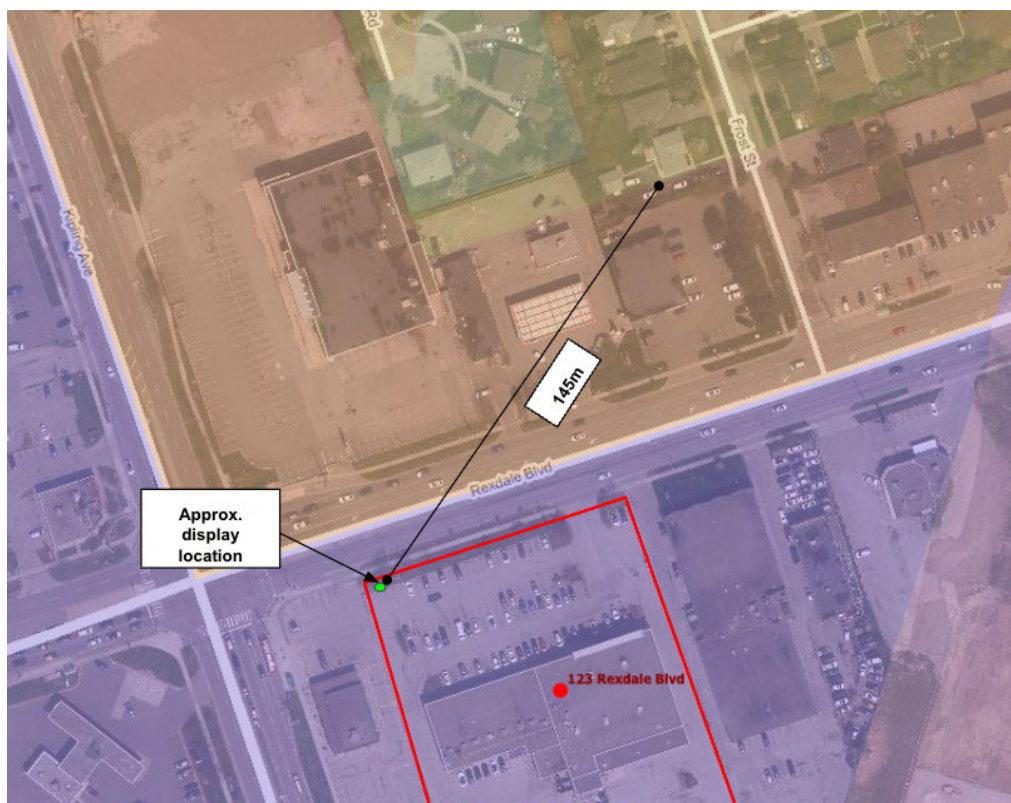


Image #9: Example of commercial-automotive nature of the area from the approximate charger location looking north



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

The proposed digital display does not strictly meet all setback provisions of Chapter 694 of the Toronto Municipal Code applicable to third-party electronic ground signs. However, the placement of the display is consistent with the intent of the regulation, which is to protect pedestrian safety, maintain clear sightlines, and prevent obstruction within the public realm. The display is setback approximately 1.5 metres from the front property line, representing a minor deviation of 0.5 metres, or 25 percent, from the required 2.0 metre setback. This limited reduction does not compromise pedestrian circulation or vehicular safety, as the display remains appropriately separated from the sidewalk and the travelled portion of Rexdale Boulevard.

As a split-unit EV charging system, the location of the display has been deliberately selected to balance visibility for approaching motorists with on-site safety and functionality. Separating the display from the charging podium allows the charging equipment to be located fully within the parking area, reducing pedestrian–vehicle conflict, preserving accessible routes, and avoiding congestion at the charging stall itself. The display serves an important wayfinding function, guiding drivers directly to the charging location and reducing unnecessary circulation, hesitation, or last-minute manoeuvres within the site.

The proposed sign location is situated more than 32 metres from the nearest traffic-controlled intersection and does not encroach upon any required sight triangles. In addition, the display is setback approximately 4.5 metres from the site's ingress and egress points, consistent with the separation requirements of the Sign By-law. As a result, the installation will not obstruct visibility

for vehicles entering or exiting the property and will not interfere with the safe and orderly movement of traffic.

With respect to sign separation, a third-party electronic sign has been approved and constructed at 130 Rexdale Boulevard, located on the opposite side of the street approximately 120 metres from the proposed EV charging station. While the proposal does not meet the minimum 500 metre separation distance from an existing third-party electronic sign on the same street, the surrounding context mitigates any potential cumulative impact. The two signs are located on opposite sides of Rexdale Boulevard, serve different directions of travel, and are separated by a wide, multi-lane arterial roadway, which significantly limits simultaneous visibility by drivers.

Furthermore, the proposed display is substantially smaller in scale than the approved digital billboard at 130 Rexdale Boulevard, which has a sign face area of approximately 20 square metres. By contrast, the proposed EV charging display has an individual sign face area of 1.53 square metres and is integrated into a public-serving piece of infrastructure rather than functioning as a standalone billboard. Given its limited size, orientation, and operational purpose, the display will not contribute to visual clutter, driver distraction, or an over-concentration of digital signage along this segment of the corridor.

Taken together, the modest setback reduction, strategic placement enabled by the split-unit configuration, appropriate separation from intersections and access points, controlled scale, and contextual location ensure that the proposal maintains the intent of Chapter 694. The requested variances are minor in nature and can be supported without adverse impacts on public safety, traffic operations, pedestrian movement, or the visual character of Rexdale Boulevard.

Image #10: Newly constructed Third-party Digital Signage at 130 Rexdale Blvd



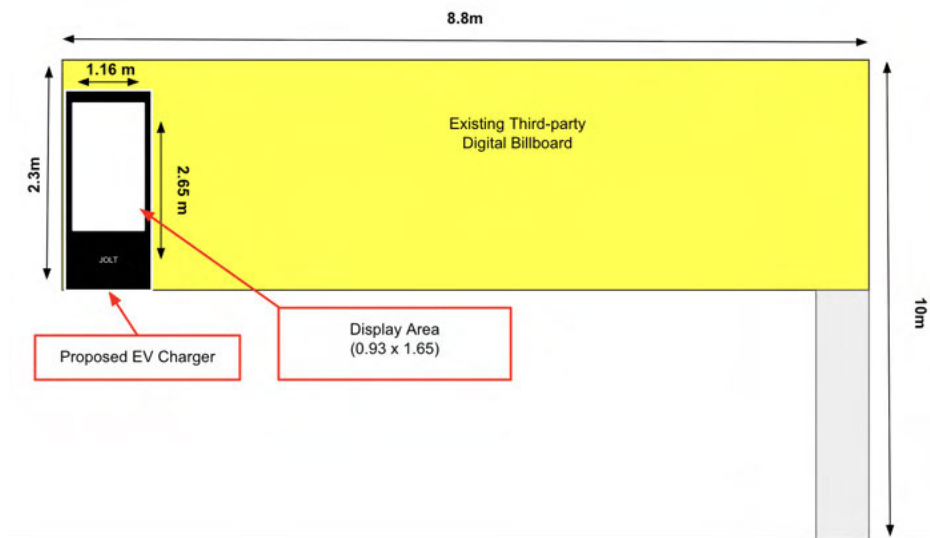
Image #11: Streetscape, including proposed EV charger and new digital sign, along Rexdale Blvd looking West



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.

Image #13: Size comparison of the existing digital sign at 130 Rexdale Blvd and the proposed EV charger at 123 Rexdale Blvd



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

The subject premises and surrounding area are characterized by low-rise commercial development, with buildings generally ranging from one to two storeys in height. The proposed signage is consistent with this context and will not alter the established commercial character of the site or the broader Rexdale Boulevard corridor.

The City of Toronto's Sign By-law generally permits one ground sign per property, with the opportunity for additional ground signage where a minimum separation distance of 100 metres is achieved. The subject property has a frontage of approximately 91 metres, and the proposed electronic ground sign would be located approximately 60 metres from the existing first-party ground sign. While this separation distance is below the numerical benchmark set out in the By-law, the physical and visual context of the site provides effective mitigation that achieves the intent of the separation requirement.

Specifically, there are five mature trees located on the private property frontage, all under the control of the landowner, including two dense groupings of heavy shrubs that reach heights comparable to the proposed display. These landscape elements create a substantial and continuous visual barrier between the two sign structures. In addition, four large City-owned street trees are located within the public boulevard directly in front of the private trees, creating a double layer of vegetation that further interrupts sightlines along the frontage.

Together, this layered landscaping ensures that the two signs are not simultaneously visible to passing motorists, maintaining visual clarity and preventing the perception of sign clutter along the street frontage. To reinforce this condition over time, the landowner has confirmed their commitment to maintaining all existing private trees and landscaping along the frontage for the lifespan of the signage, ensuring that the visual screening between the sign structures remains intact.

It is also important to consider the scale of the proposed sign in relation to the separation standard. While the 100-metre benchmark provides a general guideline, the proposed electronic ground sign is considerably smaller than a typical first-party pylon sign commonly found within commercial and employment areas. As a result, its visual presence is reduced, and its impact on the streetscape is proportionally less, further supporting the appropriateness of the reduced separation distance in this specific context.

Taken together, the combination of modest sign scale, intentional placement, and robust, permanently maintained vegetation ensures that the proposal will not result in over-signage or alter the established character of the premises or surrounding area. The intent of the City's Sign By-law to protect visual order and streetscape quality is therefore maintained.

Image #14: An Aerial Picture Indicating the Trees between the Proposed and Existing Sign

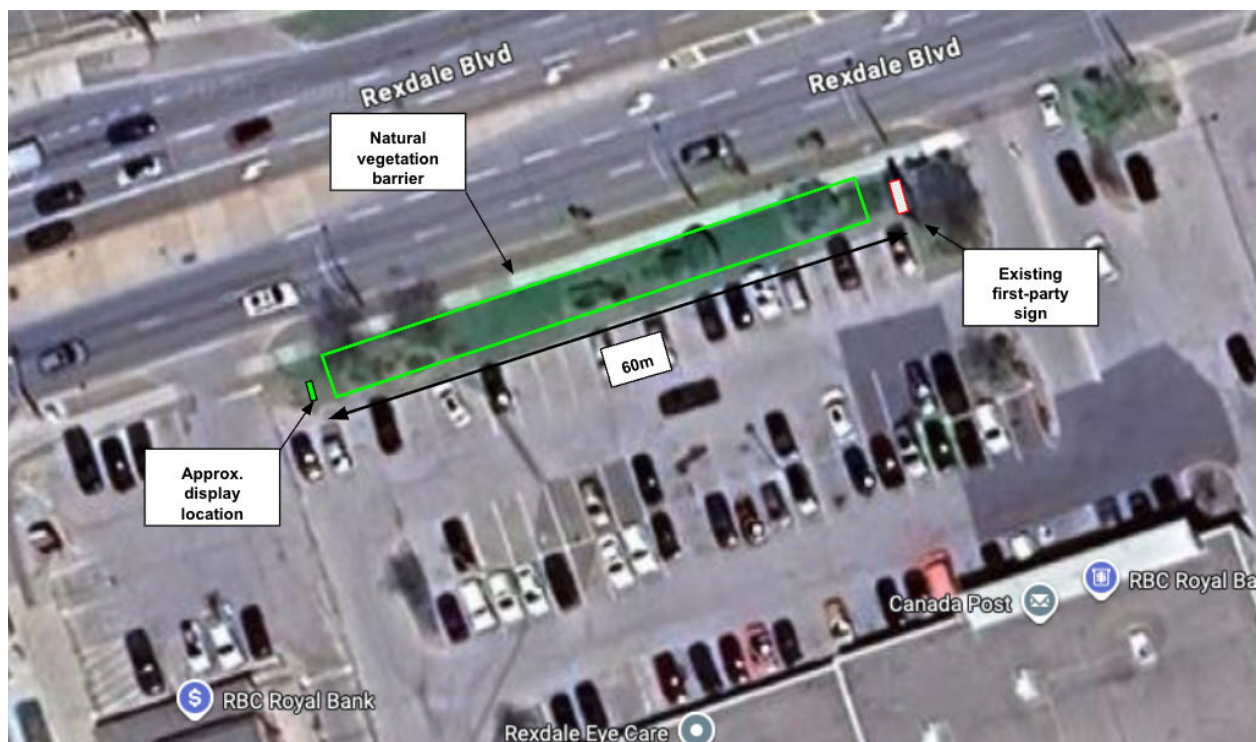


Image #15: Google Streetview Photo of Proposed and Trees Lining the Property



The design of the proposed EV charger (see Image #17) is sleek and state of the art 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 to maintain a healthy setback to the Residential Sign Districts to the North. They clearly illustrate no negative light-trespass into the residential 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 #16: Design Of The Proposed EV Charger With Display



The Proposed Will Not Be Contrary To The Public Interest

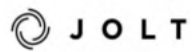
The EV charger provides utility to the area by providing accessible fast free (up to 50km) EV charging daily for UV users. Not only does this align with the Report for Action and the goals the City of Toronto has to expand and increase efficient EV charging infrastructure but it considers EV users time. 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 9pm. 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.

As mentioned previously, JOLT Charge deliberately setback the proposed sign to the furthest viable extent (60m) from the existing first party sign to avoid any potential optics of sign clutter on the property. In addition, as referenced in previous diagrams, there are 4 large existing trees/shrubs between the two sign locations, such that they are unlikely to be visible at the same time.



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,



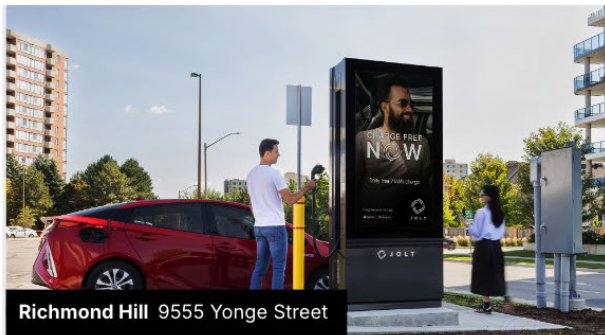
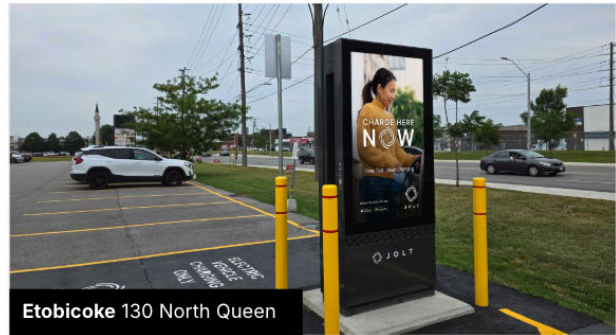
Christopher James

Development Manager, JOLT Charge Inc.

T: 416-833-1461

E: christopher.james@joltcharge.com

Appendix A: Recent Installations

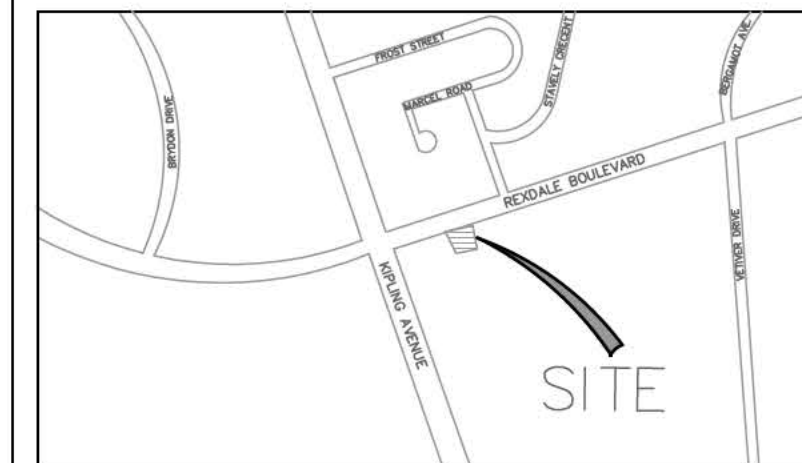


Appendix B: "Split-Unit Description"

While JOLT always endeavor to install our standard units where the EV Charger and Ad Displays are incorporated together as one, there may be instances where we are required to install "Split Units". A Split Unit is where the EV Charger and the Ad Displays are installed in two separate units, apart from one another (there would be hydro cabling between the two trenched underground). This is required where the designated EV charging parking space may not be visible to the traffic of the adjacent roadways. It is imperative that the ad displays are visible to by-passing vehicular traffic because it is the advertising revenue that generates the capital to install the EV charger unit, provide free charging to residents, pay for the ongoing maintenance/repairs, and provide an annual revenue stream for the municipality.

Below provides pictures of Split Units that have been installed in other municipalities where we operate. These are often deployed where the designated parking space is setback far from the roadway or there is natural obstruction to visibility, such as a row of trees/natural vegetation.





KEY PLAN - NTS

LEGEND

PROPOSED EV CHARGER	
RA—RESIDENTIAL APARTMENT	
R—RESIDENTIAL	
I—EMPLOYMENT INDUSTRIAL	
COMMERCIAL RESIDENTIAL	
UTILITY DISTRICT	
OS—OPEN SPACE DISTRICT	
PROPERTY LINE	
DISTANCE RADIUS	
FIRST PARTY SIGN	
THIRD PARTY SIGN	

3	2025/10/14	THIRD SUBMISSION	KW
2	2025/06/06	SECOND SUBMISSION	KW
1	2025/05/28	FIRST SUBMISSION	KW
REV	DATE	DESCRIPTION	BY



LEGAL DESCRIPTION

ELEVATIONS ARE GEODETIC AND ARE
REF. TO CITY OF TORONTO
BENCHMARK: E748. ELE. = 159.627
(DATUM: CGVD28: PRE78)

BENCHMARK



Aplin & Martin Consultants Ltd.
354 Davis Road, Suite 403, Oakville, ON, L6J 2X2
Tel: (905) 582-0630. Fax: (416) 644-1889. Email: general@aplinmartin.com

CLIENT

JOLT CHARGE

PROJECT

EV CHARGING UNIT
123 REXDALE BOULEVARD,
TORONTO, ON, M9W 1P1

DRAWING TITLE

SITE PLAN

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NOTICE TO CONTRACTOR IT IS THE RESPONSIBILITY OF THE CONTRACTOR'S SURVEYOR TO VERIFY THAT ALL LEGAL SURVEY DIMENSIONS SHOWN ON THE ENGINEERS' DRAWINGS AGREE WITH THOSE ON THE REGISTERED LEGAL SURVEY PLAN. SHOULD THERE BE ANY DISCREPANCIES, THEN THE CONTRACTOR MUST NOTIFY THE ENGINEER OF RECORD IMMEDIATELY.				1			3

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[illegible]



Technical Specifications - EVA 2.0

Product Features & Benefits



25kW DC Fast Charging
Designed for destination EV charging



CCS-1 Compatible
All JOLT chargers are compatible with North America's most popular connectors and can charge most vehicles



App-based Charging Experience
Real-time monitoring of charging status with records of previous charging sessions



Anti-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



3500-nit High Luminance Display
Automatic brightness adjustment in full compliance with regional luminance regulations



24/7 Remote Monitoring
Remote monitoring of screens and chargers via 4G connectivity with robust failover functionality



Integrated Cable Retraction Mechanism with Long Reach
Long-reach cables designed to keep the sidewalk clutter-free

Product Specifications

(EV Charger + 2x Advertising Screens)

General

Model
EVA 2.0

Screen Size
75" / 1190 mm

Charger Power
25kW DC Fast Charging

Region
USA and Canada

Dimensional

Dimension (W x H x D) - without any bolt-ons
1161 × 2650 × 470 mm

Weight
Approx. 1480 lbs (670 kg)

Communication

Network interface
4G, Ethernet

Environmental

Operating temperature
-22°F to 122°F / -30°C to +50°C

Humidity
5% to 95% relative humidity

Ingress rating
IP55+

Certification - Charger

Certificate
UL, UL 2202, UL2231

Electrical

Input rating
120/208 VAC, 60 Hz, 90 A

Wiring
3-phase/L1, L2, L3, N, PE

Electrical Protection
Overcurrent, Residual Current Detection, Surge Protection

DC output #1
CCS Type 1, 50-500 Vdc, 65A max., 25kW max.

Certification - Screens

Certificate
IEC62368 - 1

Luminance
Maximum 3500 Nits(equivalent to 3,500 cd/m2 to replace 3500 Nits/nit)

Screen Size
75" / 1190 mm (diagonal)

Orientation
Portrait

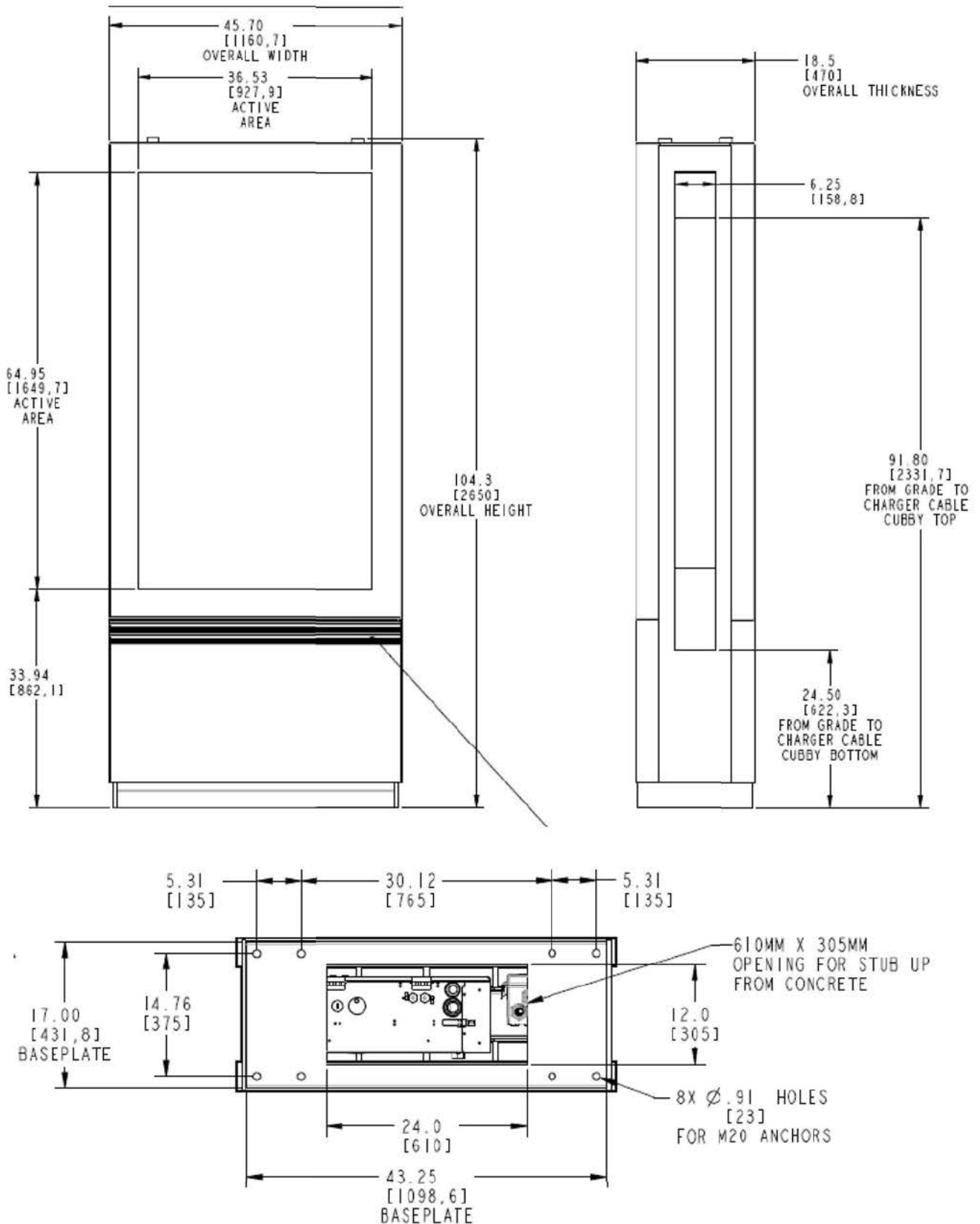
Resolution
3840 × 2160 (Ultra HD) / 16:9

Viewing Angle (H x V)
178°

Mask Colour
Black

Active Area (Artwork display area)
36.5" x 65.0" / 928 × 1650 mm

Dimensional Drawings



EDON DEVELOPMENT LIMITED

97 North Shore Blvd. West
Burlington, Ontario L7T 4G1
Telephone: (905) 632-2231

Friday April 25, 2025

Steve Rogul
994480 Ontario Limited
1696 Bayview Avenue
Toronto ON M4G 3C4

Re: 123 Rexdale Blvd.
Etobicoke ON M9W 1P1

Dear Steve,

As requested, you have authority under your lease with Edon Development Limited to enter into a licensing agreement with JOLT which installs charging stations for electric vehicles on commercial properties. Please ensure that all provisions as outlined in the lease agreement are satisfactorily met.

I trust this is what you require but please contact me if you have any questions.

Yours sincerely,



David H. Simpson
President- Edon Development Limited