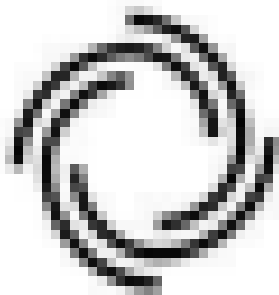


Variance Committee

60 Overlea Blvd., Toronto

Level 3 EV Charger with Third
Party Advertising Displays

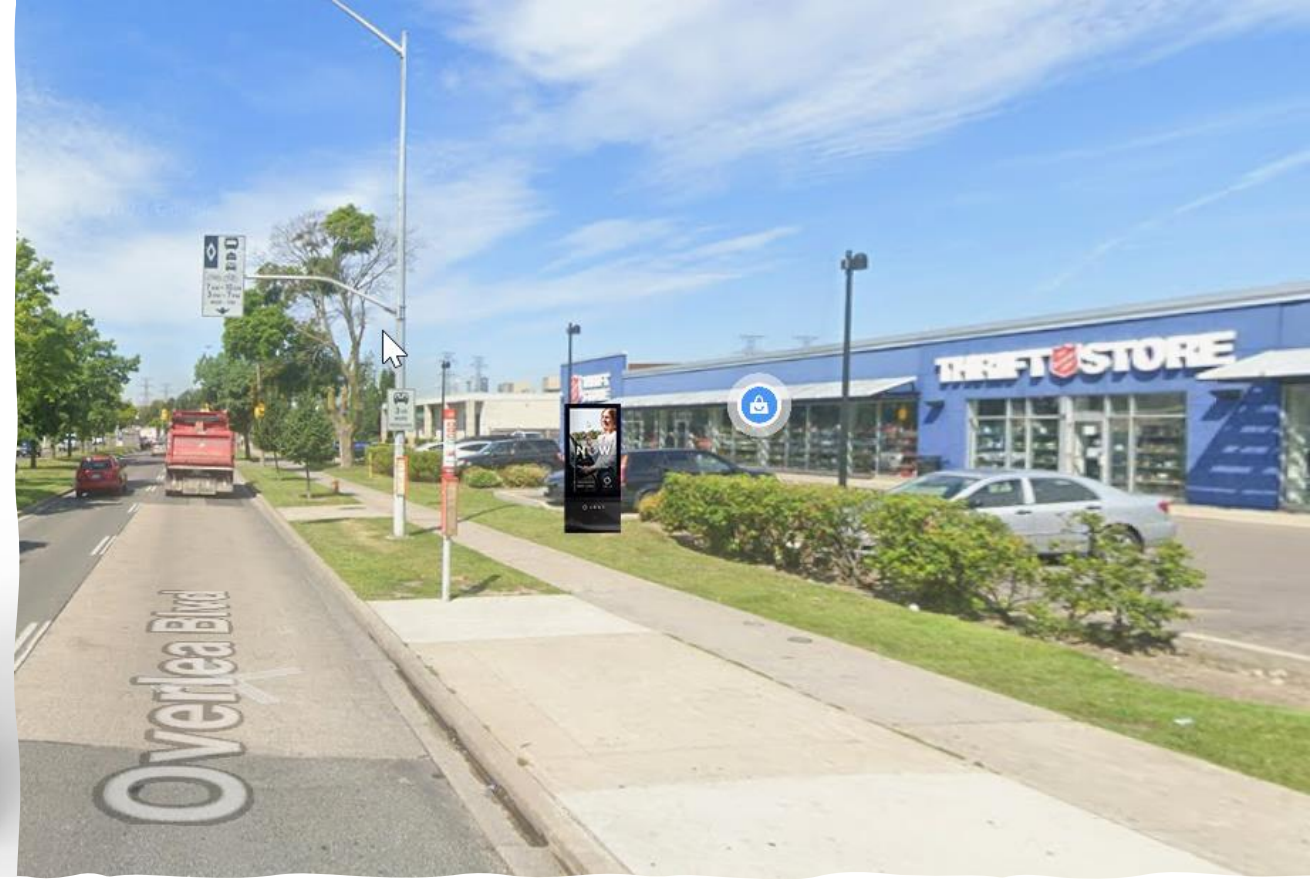


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The Project and Premises

- Location: 60 Overlea Blvd – Intersection of Overlea Blvd. and Thorncliffe Park Dr.
- 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 .
- Placement on grass for wayfinding purposes.
- Complimentary 50 km of charging, discounted rates past 50 km.

Staff's report – 8 Criteria Assessment

Sign By-Law's Staff evaluates 8 criteria and all have been satisfied:

- ✔ 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

The Proposed Sign belongs to a sign class permitted in the Sign District where the premises is located

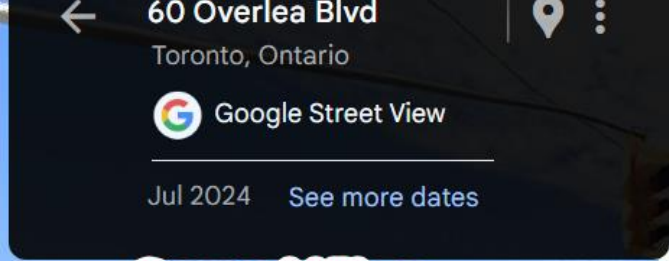
- Zoned – E-Employment Sign District. Compatible with the Sign By-Law. Not on sensitive land use, commercial and employment in nature.
- Meets setback to stop lines and intersections.
- Small format 1.53 meters squared for each display face, roughly 15% of the allowable size.
- 2.65 meters in height, 10 meters is the maximum.



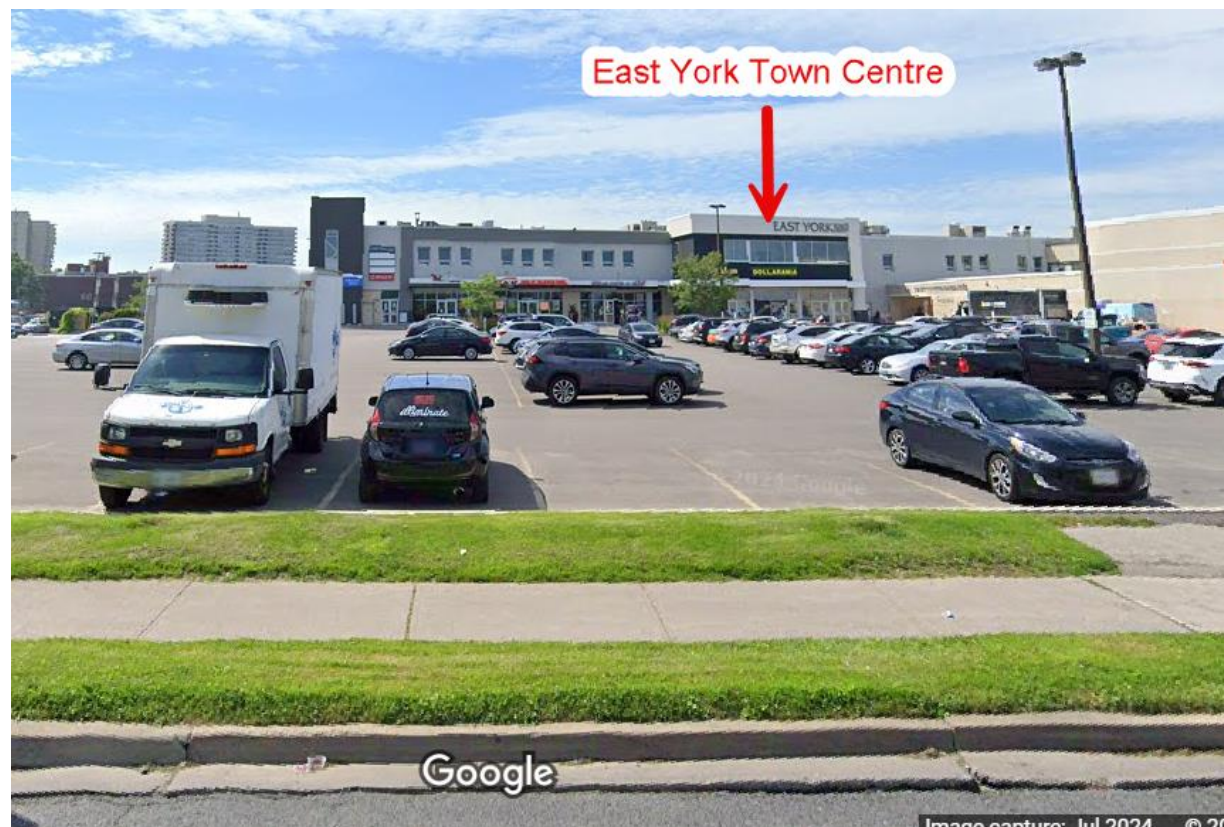
The Proposed Sign Is Compatible With The Development Of The Premises And Surrounding Area

To the North





To the East



To the South

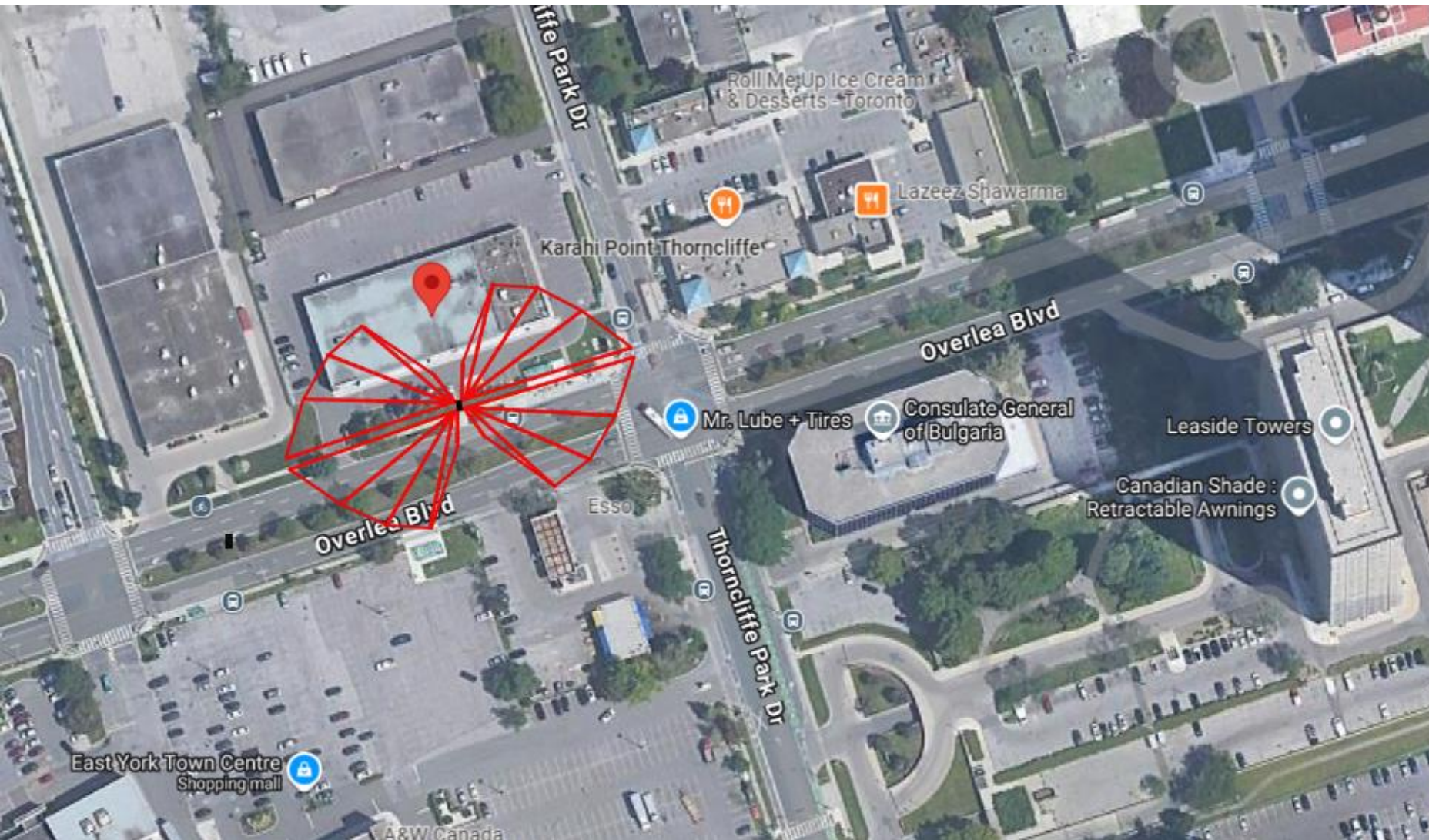


To the West

The Proposed Sign Supports Official Plan Objectives For The Subject Premises And Surrounding Area

1. Supports Economic Activity and Employment Uses
2. Compatible with the Intended Character of the Employment Sign District
3. Efficient Use of Transportation and Urban Infrastructure
4. No Adverse Impact on Neighbourhoods or Sensitive Uses
5. Contribution to a Well-Designed Urban Environment

The Proposed Sign Does Not Adversely Affect Adjacent Premises



- Operating at 300 nits (maximum allowable level), longest light reach is 50 m.
- Does not proliferate out into intersection
- Minimal impact to any sensitive land use in area.
- Visible only to vehicular traffic along Overlea Blvd. travelling East and West.
- Height is only 2.65 meters



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

Setback Compliance

- Adheres to 2 m property line setback.
- Meets all other safety setback requirements in Chapter 694, Toronto Municipal Code.

Traffic Safety & Visibility

- Sign faces do not obstruct vehicular visibility along Overlea Blvd.
- Located 48 m from the nearest traffic-controlled intersection (Overlea Blvd & Thorncliffe Park Dr).
- No obstruction of sight triangles for vehicular traffic.

Signage Separation

- No digital signs within 500 m.
- No static paper signs within 150 m.
- Fully compatible with Sign By-law requirements for third-party ground signs.

The Proposed Sign Is Not A Sign Prohibited By §694-15B



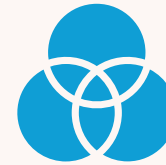
Maximum Allowable Size

City of Toronto permits ground signs with static electronic copy up to 20 m².



Proposed Sign Size

Total display area: **3.06 m² (both sides)**.



Compliance & Compatibility

~15% of the allowable size, fully compatible with third-party display regulations.

The Proposed Sign Does Not Alter The Character Of The Premises Or Surrounding Area

- Area contains buildings of varying heights and uses.
- Existing transit shelters with third-party signage demonstrate consistency with proposed displays.
- Sleek, state-of-the-art charger design compliments built form.
- Small, ancillary displays minimize visual impact.
- Commercial in nature

Sightline & Streetscape Mitigation

- Large bus shelter between existing and proposed signs naturally disrupts sightlines.
- Two mature trees to be planted as visual buffers, supporting integration.

Function & Public Benefit

- Enhances EV wayfinding and accessibility.
- Supports Toronto's climate and sustainability goals.
- Improves visibility of publicly accessible EV chargers without altering area character.



Sign Separation

The Proposed Sign Is Not Contrary To The Public Interest

- **Advances City Objectives**

- Supports TransformTO Net Zero Strategy and GHG reduction targets.
- Expands clean transportation options citywide.

- **Public EV Infrastructure**

- Provides fast, publicly accessible Level-3 charging.
- Up to 50 km of free daily charging, reducing wait times and increasing accessibility.
- Improves wayfinding and visibility of charging infrastructure.

- **Context-Sensitive Design**

- Thoughtful, small-scale digital displays enhance streetscape without visual clutter.
- Operates 7 a.m.–11 p.m., 10-second dwell times, ≤ 300 nits after sunset.
- Electricity supplied via renewable-energy provider (Bullfrog Power).

- **Economic & Community Benefits**

- Advertising supports local businesses, cultural institutions, and community organizations.
- Strengthens neighborhood identity and economic vitality.

- **Safety & Compliance**

- Signage fully complies with Canadian Code of Advertising Standards.
- Designed to protect visibility, sightlines, and public safety.

- **Public Realm Enhancement**

- High-quality materials and controlled illumination enrich streetscape.
- Integrates utility, design, and community benefit—supporting Toronto’s city-building objectives.

Zoning Certificate Obtained



Certificate No:	25 154732 ZAP 00 ZR
Folder RSN:	5627500

ZONING APPLICABLE LAW CERTIFICATE

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

Property Address:	60 OVERLEA BLVD
Proposed Use of Property:	EV CHARGING STATION ON EXISTING COMMERCIAL
Date of Issuance:	July 2, 2025
Expiry Date of Certificate:	July 2, 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.

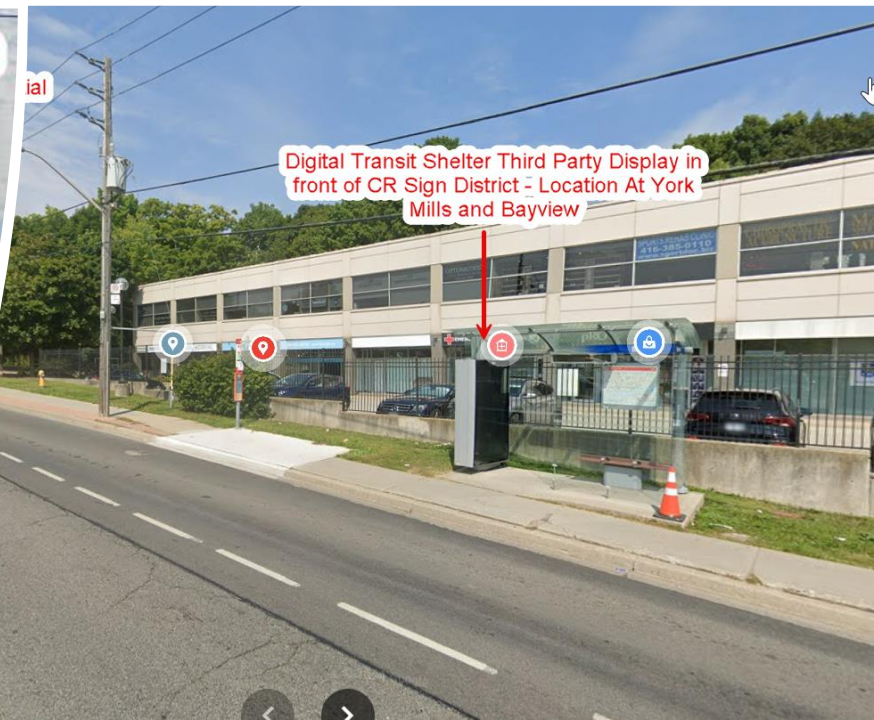
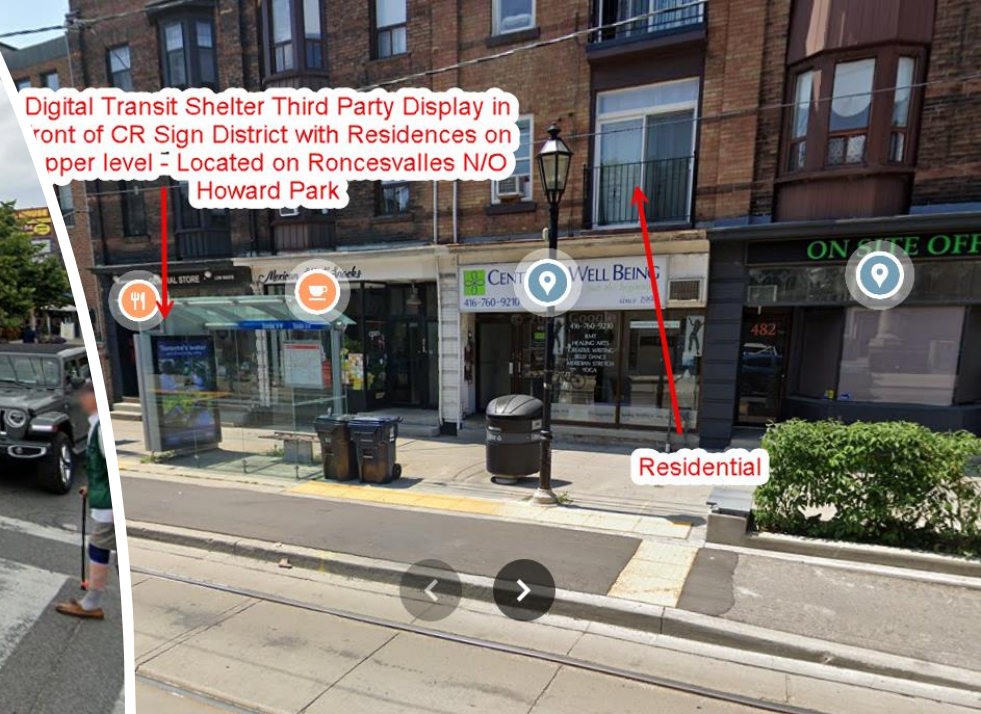
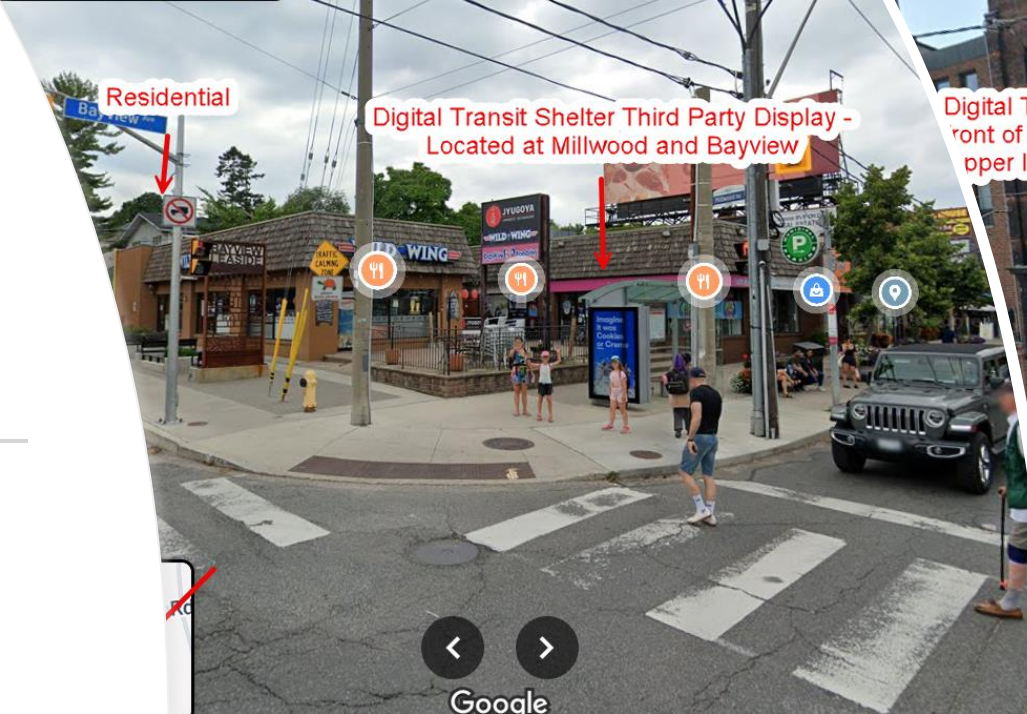
Kamal Gogna, P. Eng., Interim Chief Building Official & Executive Director

To Address Letters Of Objections

- **Objection Letters**
 - Letters submitted without attending community consultation, limiting JOLT's ability to address concerns.
 - Many issues raised could have been clarified through discussion.
- **Site Context**
 - Location is commercial in nature, not residential.
 - Concerns about “residential character” are not applicable.
- **Public Benefits**
 - Advertising enables complimentary EV charging and discounted rates for the public.
 - Clear, tangible community benefit.
- **Signage Design**
 - Modest 1.53 m² display, sleek and integrated into surroundings.
 - Not a billboard; designed to blend with the area.
- **Advertising Standards**
 - All content complies with the Canadian Code of Advertising Standards.
 - Safe for public spaces; no inappropriate, offensive, or explicit content.
 - Cannabis advertising not permitted.
- **Importance of Consultation**
 - Proper consultation ensures concerns are understood and addressed.
 - Many objections are resolvable with clear information.

Same Make and Model as Digital Transit Shelters

- Operating next to sensitive land uses, closer to intersections.
- No negative impact





The Proposed Shall...

- Provide EV users with 50km/h at no cost everyday (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.
- 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

