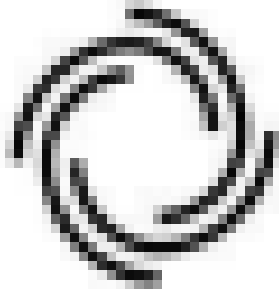


Variance Committee

May 15, 2026

123 Rexdale Blvd.

Level 3 EV Charger with Third
Party Advertising Displays



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The Project and Premises

- Location: 123 Rexdale Blvd., Etobicoke, ON
- Proposal: To install a fast DC Level 3 EV charger unit accessible to the public.
- Third Party Displays on each side of unit – offsets costs to install and provides free charging to the community.
- The proposed charger complements the shopping plaza, which offers a wide variety of shops and amenities serving residents in the area.



Location on Premises



Rexdale Blvd

Proposed to Roadway - 6.4m

**Proposed 1.5m to
property line**

1st Variance – Proposed is 1.5m to property line

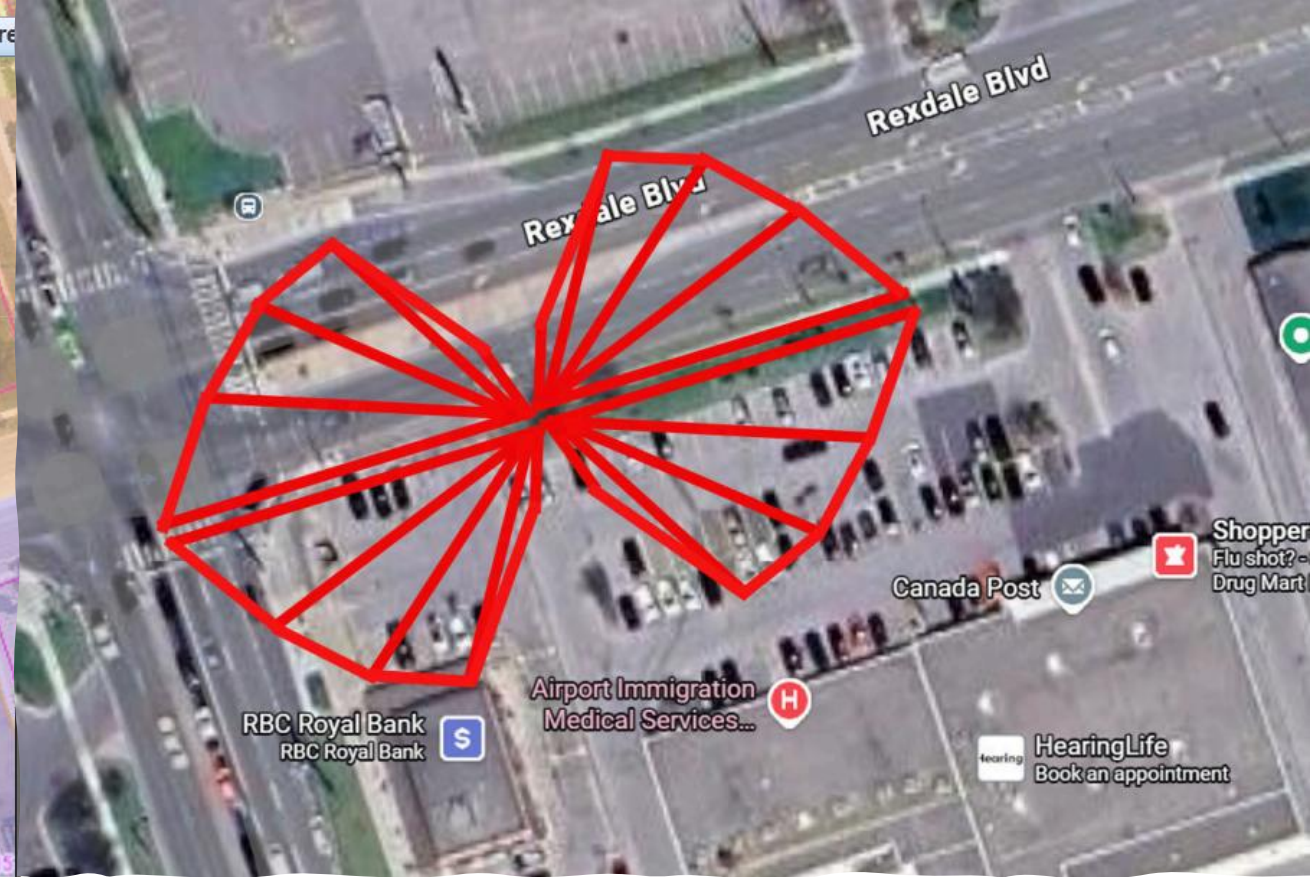
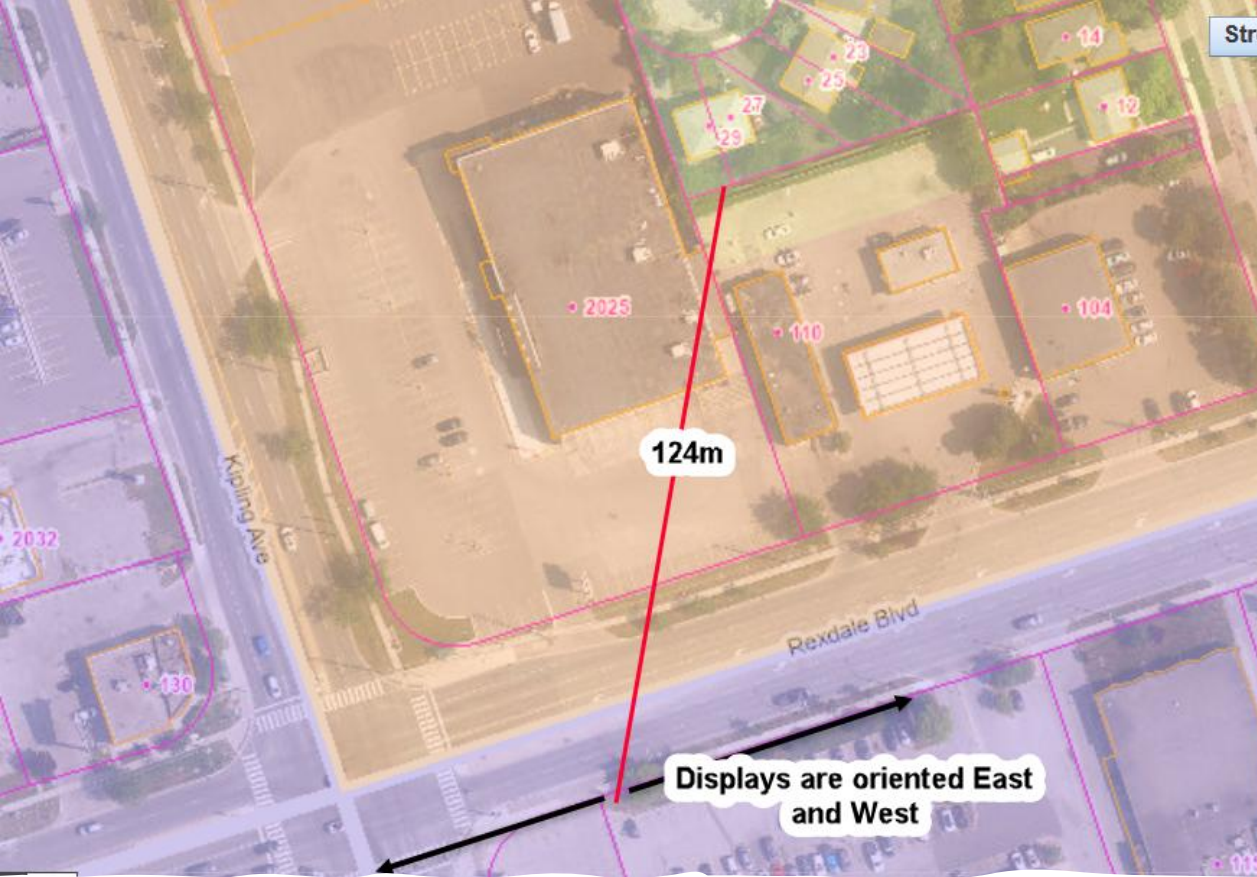
- 1.5 m setback to the property line
- 6.4 m to the roadway ensuring public safety.
- Many transit shelters with digital displays across the street operate even closer to the roadway – establishing a clear precedent that safety is not compromised by a reduced setback.



3rd Variance – Facing into CR and R Districts

- The surrounding CR Districts along Rexdale Blvd. are characterized by established commercial uses, including Canadian Tire, a gas station, Active Green + Ross, and multi-tenant commercial buildings with no residential uses.
- City development application mapping confirms there are no active plans to redevelop the CR Sign District for residential purposes.



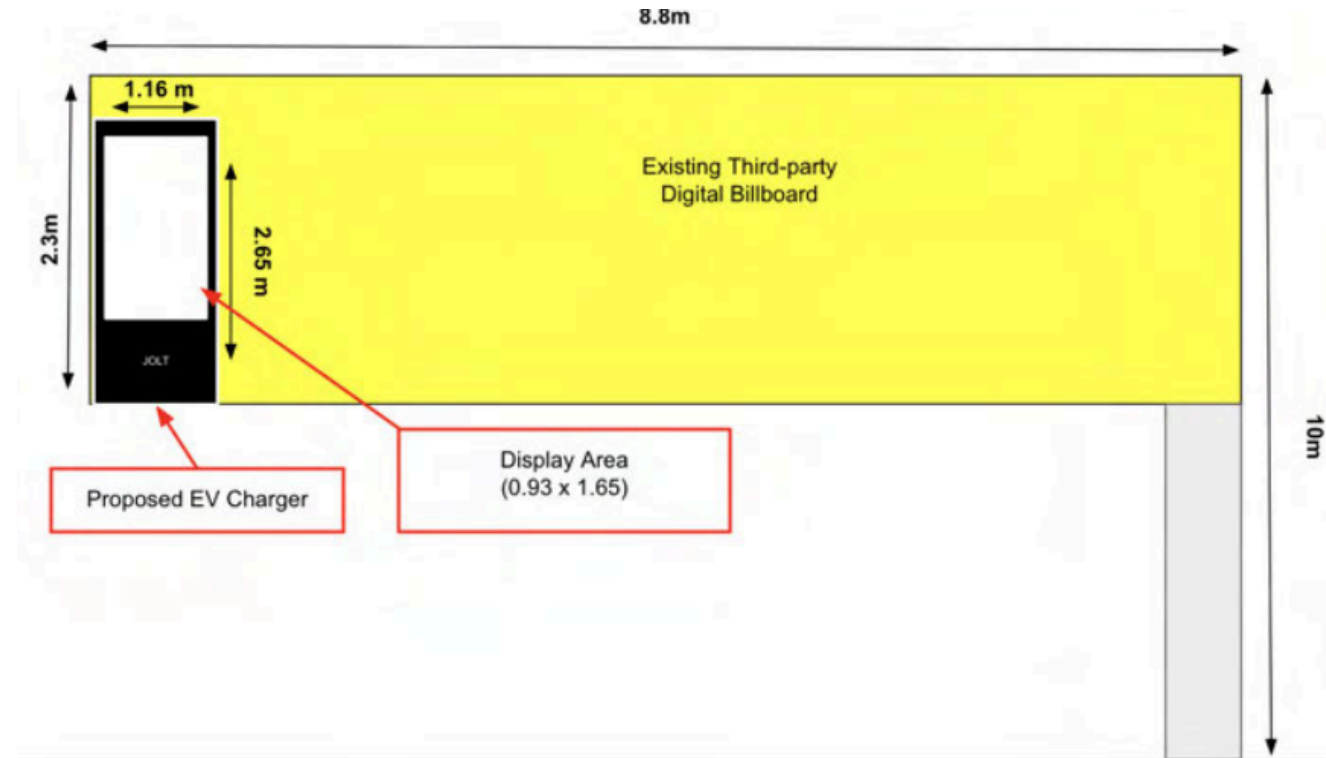


3rd Variance continued

- The light shed study shows the illumination from the Proposed becomes negligible beyond 50 m.
- There are no residential dwellings within that cone of light.
- The light shed does not extend into adjacent CR Sign Districts or any residential Sign Districts, confirming there will be no adverse residential lighting impacts.
- Nearest residential dwellings are 124 m away, on a separate street — not visible from Rexdale Blvd.
- Dwellings are two-storey buildings; no high-rises with elevated sightlines to the Proposed.
- Buildings along the north side of Rexdale Blvd. form a continuous visual barrier, fully blocking any view of the sign from residential areas.
- There is no physical opportunity for the Proposed Sign to be seen from this residential land use.

4th Variance – 100 m Setback to Large Format Digital Billboard

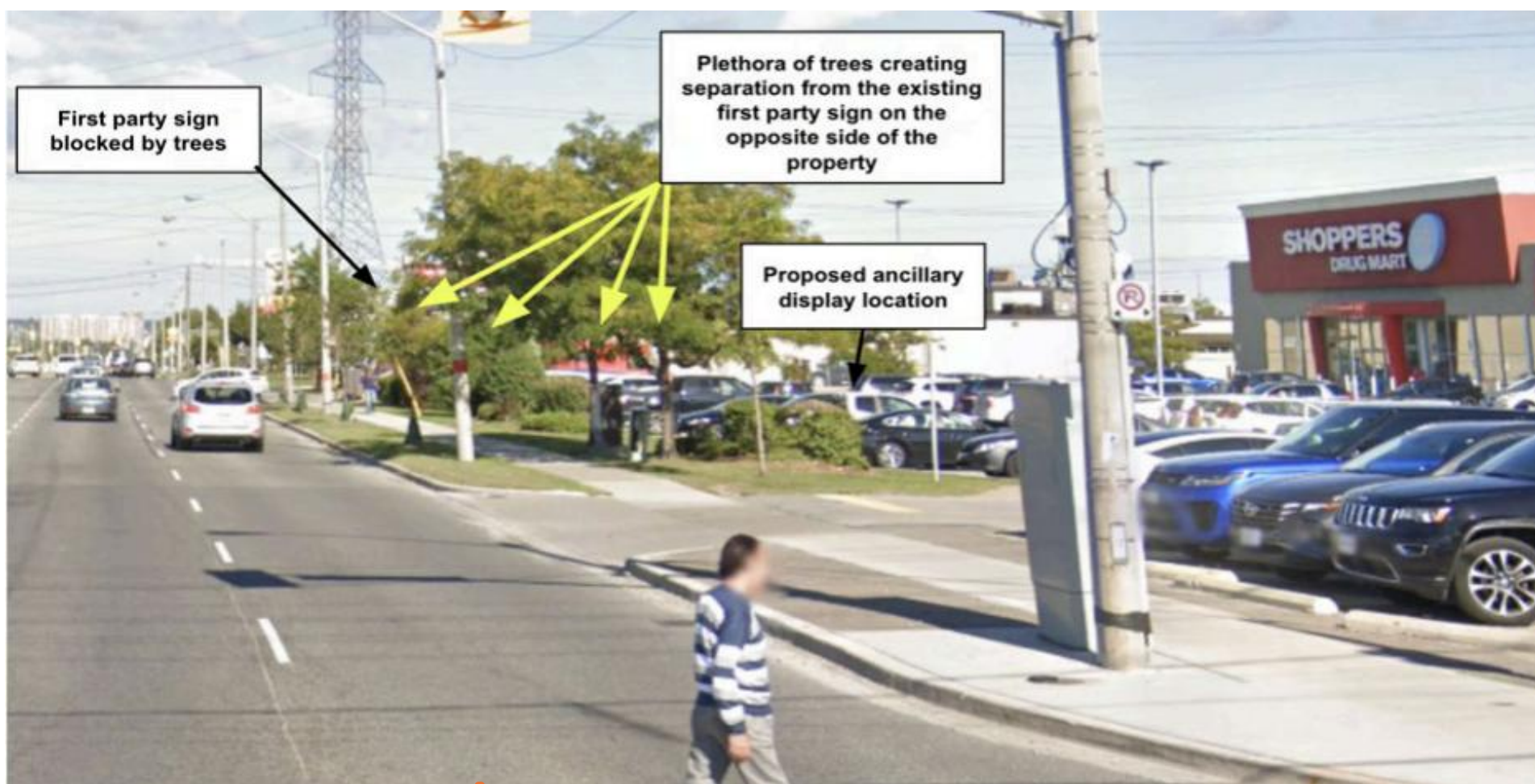
- The Proposed Sign is located approximately 100 m from a large-format digital billboard at 130 Rexdale Blvd.
- The Proposed Sign is modest in scale – approximately 15% of the area of the existing large-format billboard.
- Does not dominate the skyline.
- Difference in scale, combined with the public benefit of complimentary EV charging, distinguish this installation from a conventional billboard.





5th Variance

- Additional ground sign on the Premises.
- The Proposed Sign is setback 60 m from the existing ground sign on the premises. The placement is buffered by a mature tree canopy – both privately owned and City-owned trees – positioned between the two signs.
- These private trees will be maintained by the property owner.
- City-owned trees are protected and not subject to removal.



5th Variance continued

- The mature tree canopy disperses sightlines between both signs, creating a natural visual break that directly addresses the concern of sign clutter.

Rexdale Blvd. Appropriate Streetscape

Commercial Land Uses Lining the Street



Proposed

Office Building

Currently a large digital billboard



Commercial land Use Lining The Street, No Sensitive Land Use



Proposed

Larger format digital

Rexdale Blvd

Letter of Support From Ward 1- Etobicoke North' City Councillor



City Councillor
Vincent Crisanti



April 24th, 2026

Folder #26-101944 ZSV 00 ZR (123 Rexdale Blvd)

Chair and Members of the Sign Variance Committee,

Please accept this letter in support of JOLT's application for variances that would enable the installation of an electric vehicle charging station at 123 Rexdale Boulevard.

JOLT plays a significant role in building Canada's electric vehicle charging infrastructure, possessing a proven track record of partnering with local governments to establish state-of-the-art stations that deliver free and fast publicly accessible charging.

Located within a well-established commercial and employment corridor, the station would conveniently and safely serve the local community while supporting the implementation of the Toronto City Council adopted *Approach to Public Electric Vehicle (EV) Charging to 2030* by expanding access to public charging infrastructure. Using the displays on the station to offer limited third-party advertising also allows for the generation of revenue that would offset the capital and operating costs of offering free charging, demonstrating the long-term financial sustainability of the proposed structure for both the City and the public.

Based on their previous success in establishing one of their charging stations at 130 North Queen Street in Etobicoke, I am confident in the organization's application to continue supporting the growing use of electric vehicles in the City of Toronto.

I thank you in advance for your consideration. If you have any questions or concerns, please feel free to contact my office at 416-397-9255 or by email at councillor_crisanti@toronto.ca.

Sincerely,

A handwritten signature in black ink, appearing to read "Vincent Crisanti".

Vincent Crisanti
Toronto City Councillor
Ward 1 - Etobicoke North

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 #5: The Proposed Sign Does Not Adversely Affect Public Safety, Including Traffic and Pedestrian Safety

- The Proposed is modest in scale — only **1.53 sq. m. (each display)** and **2.65 m. high** — making it comparable to a transit shelter display throughout Toronto without safety concerns.
- The proposed will not dominate the streetscape, obstruct sightlines, interfere with traffic control devices, or visually overwhelm drivers or pedestrians.
- The proposed operates within the Sign By-law framework for electronic ground signs, which already reflects municipal policy considerations respecting illumination, display timing, and roadway compatibility.
- Retained landscaping required under Condition 2 further softens and visually contains the sign, reducing any potential distraction effect.
- There is no evidence in the record of collision history, pedestrian conflicts, or operational deficiencies at this location attributable to signage.
- Taken together, the sign's small scale, subordinate visual presence, existing commercial context, retained landscaping, and comparable citywide signage conditions support the conclusion that the Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety.



Criteria #7: The Proposed Sign Does Not Alter The Character Of The Premises Or Surrounding Area

- The Sign By-law expressly permits electronic ground signs in Employment (“E”) districts, reflecting a policy determination that this sign type is compatible with corridor character.
- The Proposed Sign complies with the By-law’s form permissions and is modest in scale - **1.53 sq. m. for each display and 2.65 m. high.**
- Same size as a TTC transit shelter display, the sign reflects a common urban signage format that does not alter neighbourhood character.
- The Rexdale Boulevard corridor is already characterized by commercial signage, automotive uses, and arterial infrastructure; the proposal does not introduce any new character element.
- Existing signage at 130 Rexdale Boulevard already defines the block’s signage environment; the Proposed Sign is substantially smaller and visually subordinate.
- The sign does not dominate the skyline, obstruct views, or create a visually prominent built form.
- Condition 2 requires retained trees and landscaping along the north frontage, ensuring the sign remains screened and visually contained.
- Collectively, the scale, subordinate visual presence, compatible form, and retained landscaping demonstrate that the character of the area will remain unchanged.
- Criterion 7 is satisfied because the Proposed Sign neither changes nor redefines the established commercial-employment character of the corridor.



**Proposed located on
Employment Zoning,
dominating this area**



Criteria #8: The Proposed Sign Is Not Contrary To Public Interest

- Staff’s concern about “concurrent message changes” is theoretical and unsupported by evidence of traffic safety impacts.
- Multiple digital signs are common in commercial arterial corridors and do not inherently create driver distraction.
- The proposed sign is small, ground-oriented, and visually subordinate to the existing billboard at 130 Rexdale Boulevard.
- Scale, limited viewing time, driver focus, and site context significantly reduce any potential distraction.
- Westbound drivers experience the signs sequentially, with limited visibility of the proposed sign due to its size and location.
- Eastbound visibility is brief and limited to vehicles passing the site.
- The proposed sign fully complies with Sign By-law standards for brightness, timing, and display transitions.
- There is no collision history or evidence linking signage in this corridor to traffic safety issues.
- Existing landscaping further limits visual prominence and exposure.
- Overall, the proposed sign does not intensify visual complexity or create a public safety concern.



Pickering Precedent – JOLT Signs Operating Safely Near a Signalized Intersection

- A comparable scenario exists in Pickering, where two JOLT Chargers were approved close to a signalized intersection and have been operating safely. The configuration mirrors the current scenario, with signage located near an intersection and additional digital advertising present on the opposite side of the roadway.
- Despite similar conditions involving multiple digital sign faces within a shared viewshed, there have been no reported safety, traffic, or operational issues since installation.
- This real-world precedent demonstrates that proximity to intersections and the presence of multiple digital signs do not, in practice, result in adverse impacts when properly regulated.
- The safe and ongoing operation of that installation supports the conclusion that the Proposed Sign can function safely within a comparable urban context without creating public safety concerns.

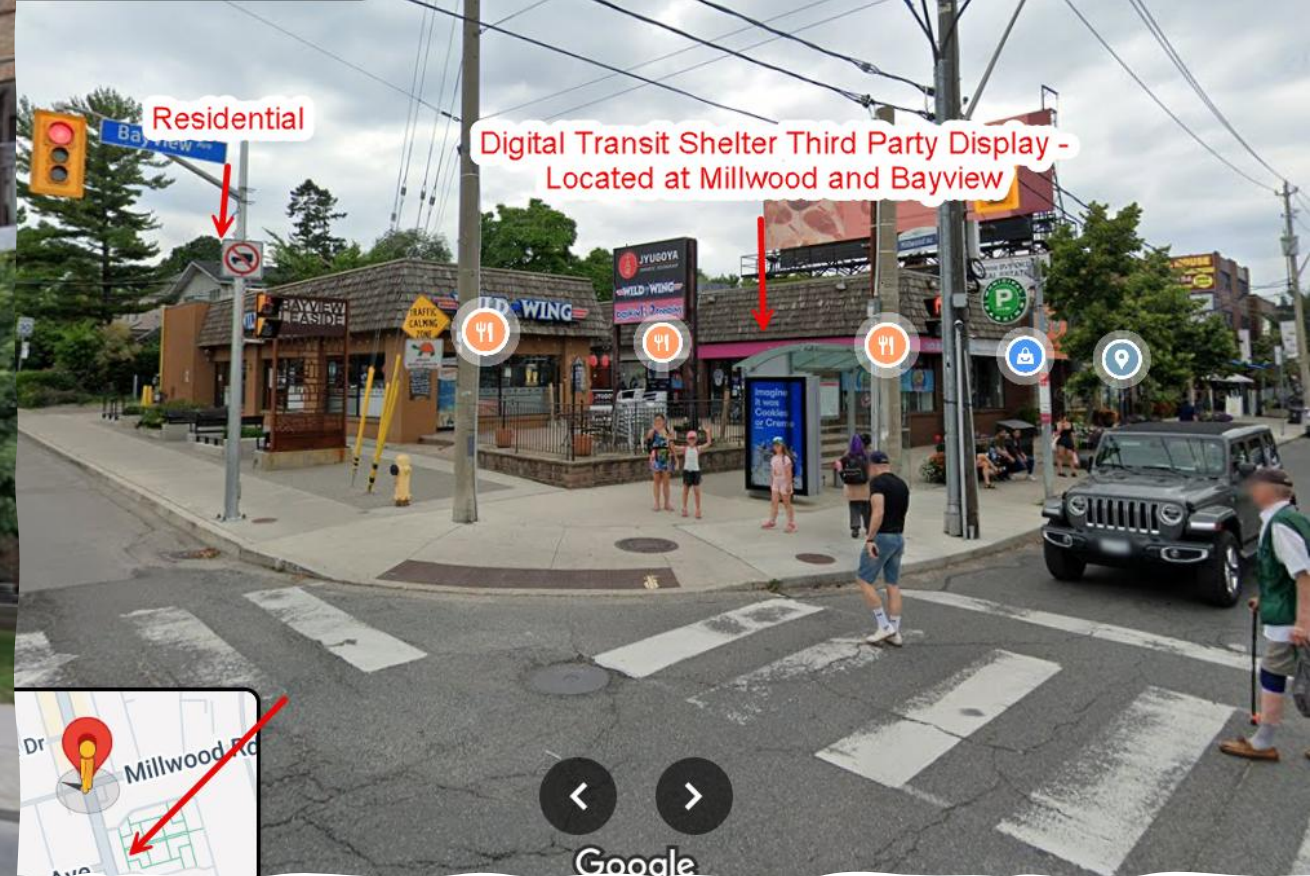


GO NOWHERE
FAST



mountaindew.ca

JOLT



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 Rexdale Blvd. is Employment in nature; the Proposed Sign complements the area's commercial character.
- A significant investment in Toronto: innovative, low-impact, green advertising that does not overwhelm sightlines.
- 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

Justin Dempsey

VP of Real Estate

Justin.Dempsey@joltcharge.com

