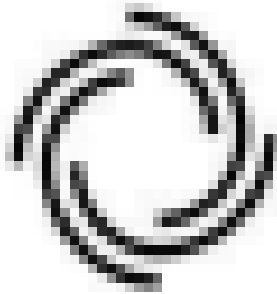


Variance Committee

May 15, 2026

3493 Kingston Rd., Scarborough

Level 3 EV Charger with Third Party
Advertising Displays



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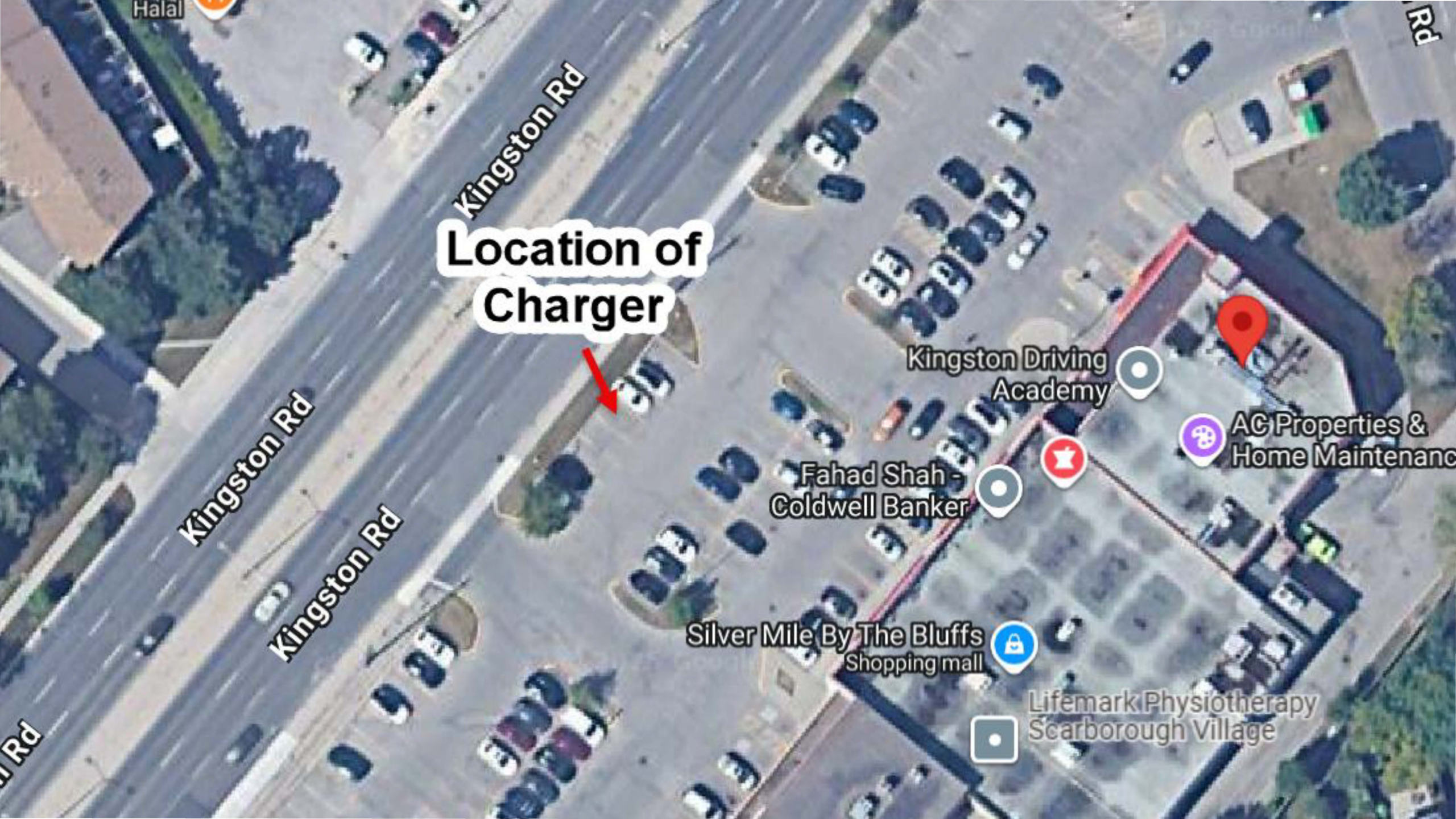
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The Project and Premises

- Location: 3493 Kingston Road in Scarborough.
- Proposal: To install a fast DC Level 3 EV charger unit accessible to public.
- Third Party Displays on each side of unit – offsets costs to install and provides free charging to the community.



Halal

Rd

Kingston Rd

Location of
Charger

Kingston Rd

Kingston Rd

Rd

Kingston Driving
Academy

Fahad Shah -
Coldwell Banker

AG Properties &
Home Maintenance

Silver Mile By The Bluffs
Shopping mall

Lifemark Physiotherapy
Scarborough Village

Official Plan Alignment

- In a Mixed-Use Area per Toronto's Official Plan (Section 4.5).
- The display will be used for advertising local businesses and wayfinding for the EV station.

Site & Land Use Context

- Property is 100% retail and commercial; no residential component.
- Owner confirms no plans for residential development.
- Land use aligns with the intent of Mixed-Use Areas to support business and economic activity.

Policy Alignment & Compatibility

- Complies with the Toronto Official Plan and zoning regulations.
- Supports key Official Plan goals:
 - Economic Vitality (Sections 2.2.2, 4.5.2)
 - Pedestrian Enhancement (Section 3.1.1)
 - Equity and Accessibility (Section 2.1)
 - Mitigating Land Use Conflicts (Section 2.3.1)
- Sustainable Energy Integration (aligns with Net Zero Strategy)

Urban Design Considerations

- Modest scale and sensitively located.
- Designed to avoid pedestrian disruption and respect neighbourhood character.
- Positioned $\geq 70\text{m}$ from existing signs to prevent clutter.
- Ancillary signage, much smaller than existing first-party pylon signs.

Zoning and Technical Compliance

- One parking space used for installation; offset by adding one space elsewhere on the property.
- Zoning examiners have approved the location; and a Zoning Applicable Law Certificate has been issued.



Sign By-Law Compatibility

- Appropriate for Existing Land use – Commercial in Nature on a main street zoned– CR-Commercial Residential Sign District
- 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.
- Compliments commercial property use
- Critically needed infrastructure to reduce CO2 emissions





- Allow a third-party ground sign with 2 displays on a CR Sign District property.
- The property does not contain any residential dwellings or land uses.
- Permit has a sunset provision of 5 years, and the site can be re-assessed at that time if land uses changes.

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

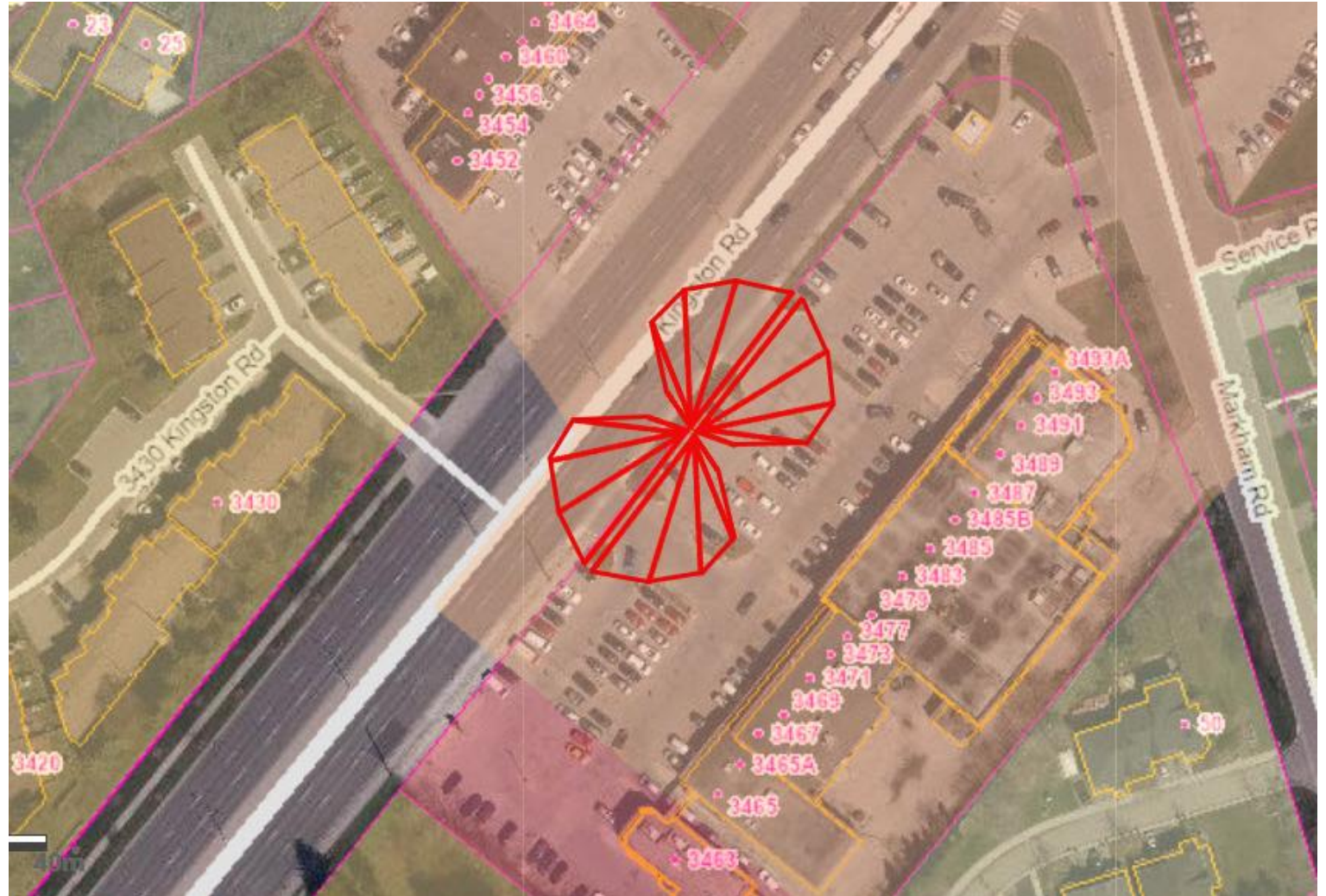


Kingston Rd



- The screens are 75 inch or 1.53 square meters and cannot be legible from these sensitive land uses. Negligible impact on adjacent premises.
- Light shed study shows the light emitted from the displays will not enter any residences or any other sensitive land uses.
- Has the ability to reduce nit level further to reduce light if required.
- No community concerns

Light Shed Study Operating at 50% Nit Level





- Proposed will take a parking spot, having it setback further would compromise traffic flow in and out of the shopping plaza and pose a safety issue.
- Yellow bollards will be surrounding charger to ensure safety.
- Creation of a new parking spot will ensure number of parking spots will remain the same.





- City trees disperse the viewpoint of both signs.
- Trees will be maintained – obligation by City.
- Proposed is setback from existing ground signs by 81 m and 84m. The placement is unique due to the trees lining the property and in between the proposed sign and large pylon sign at the corner of Markham and Kingston.
- The larger existing sign is intended for the intersection Markham and Kingston Road and is significantly larger than the proposed.
- The Popeyes sign is smaller and fronts onto different roadway (Markham Rd.).
- The proposed displays are ancillary and intended for vehicular traffic travelling along Kingston Road.
- Placed strategically so this does not infringe on residential land use.



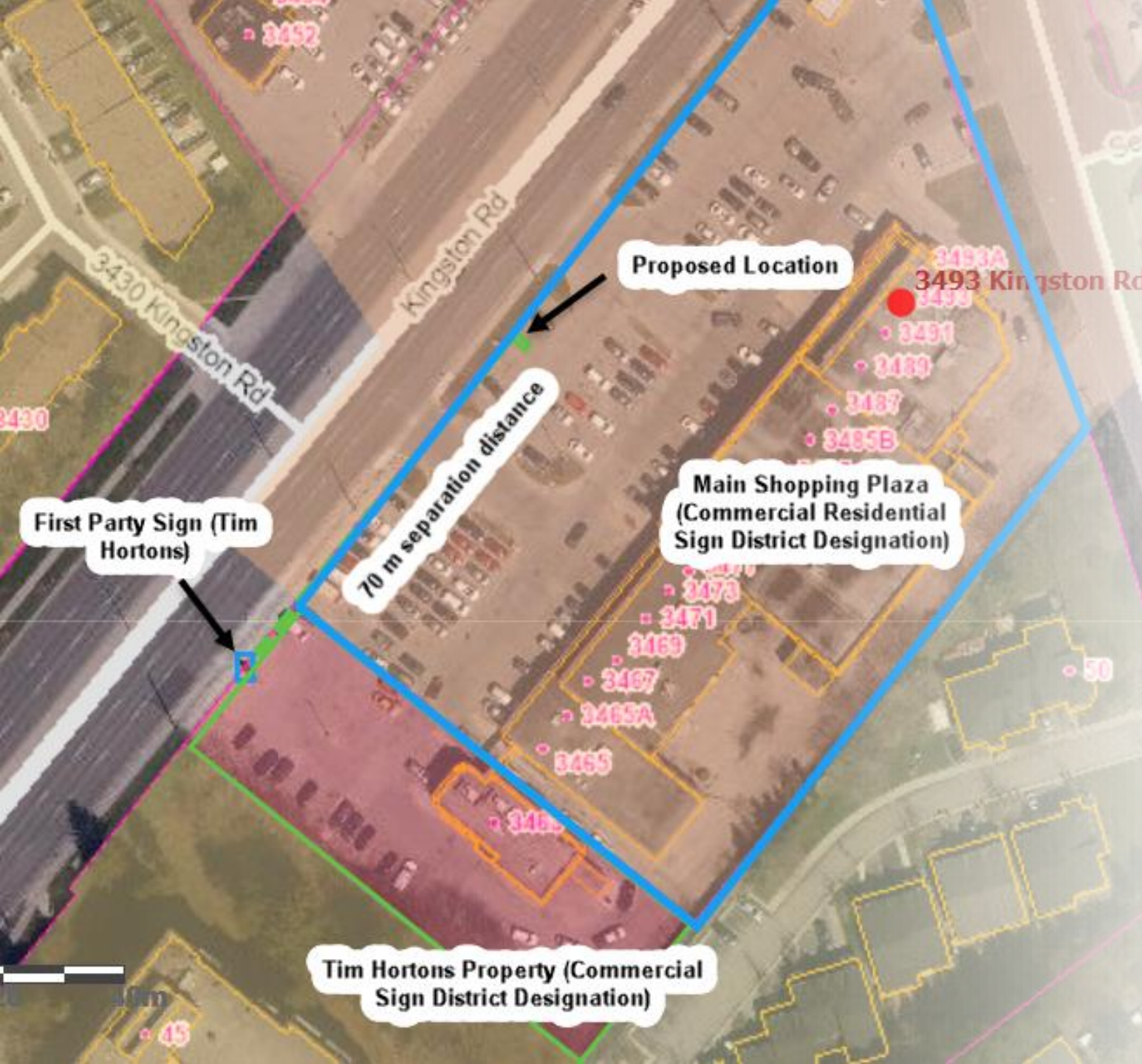
Existing Pylon and the Proposed

- The first party pylon sign is approximately 8m (height) x 3.5m (width) whereas the proposed is 2.65m (height) and 1.1m (width)
- Truly ancillary in nature

- The proposed displays help reduce the use of unregulated portable signs.
- Portable signs often clutter on grassy areas.
- The proposed can provide tenants with a regulated way to advertise and will eliminate portable signs on property.
- This removes the financial burden from tenants to purchase portable signs.
- Will support wayfinding clarity, guiding toward key transportation infrastructure intended for community use rather than creating confusion, which conversely is associated with "sign clutter".
- The proposed maintains a large setback, of 84m, from the smaller first party Popeye's Chicken sign located on the Markham Rd. frontage.
- Both signs are oriented toward completely different flows of vehicular traffic and would not be visible within the same line of site. This alleviates the optics and concerns related to sign clutter on the property.
- In addition, JOLT proposed to plant 2 trees to further break up sightline



Sign to the West



- The west portion of the Subject Premises, currently contains a Tim Hortons, operates independently.
- The building is detached from the main shopping plaza and carries a separate lot number (3463 Kingston Road).
- Assigned a different sign district designation, a C Sign District, versus the larger remaining portion of the property to the East, where the proposed sign is located, which is designated as a CR Sign District.
- Given the different sign district zoning designation and its separate frontage, should not be considered as contributing to sign clutter or crowding the extremely large frontage of 3493 Kingston Rd.
- The addition of JOLT proposed sign should not be seen as crowding in on the Tim Horton's portion of the property.
- The proposed sign was strategically located 70m away from the Tim Horton's first party sign, to purposely avoid the optics of any sign clutter on the property.
- The very large frontage on to Kingston Rd. aptly allows for this larger separation distance allowing for more than just one business to conduct their commercial operations with their unique and individual signage.

Other Canadian Municipalities Sign Separation Requirements

Municipality	Minimum Required Distance to Existing Ground Sign
Calgary	30 m
Mississauga	20 m
Ottawa	15 m
Edmonton	30 m
Oakville	30 m
Langley	50 m
Cambridge	15 m



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ROCKWOOD PLAZA

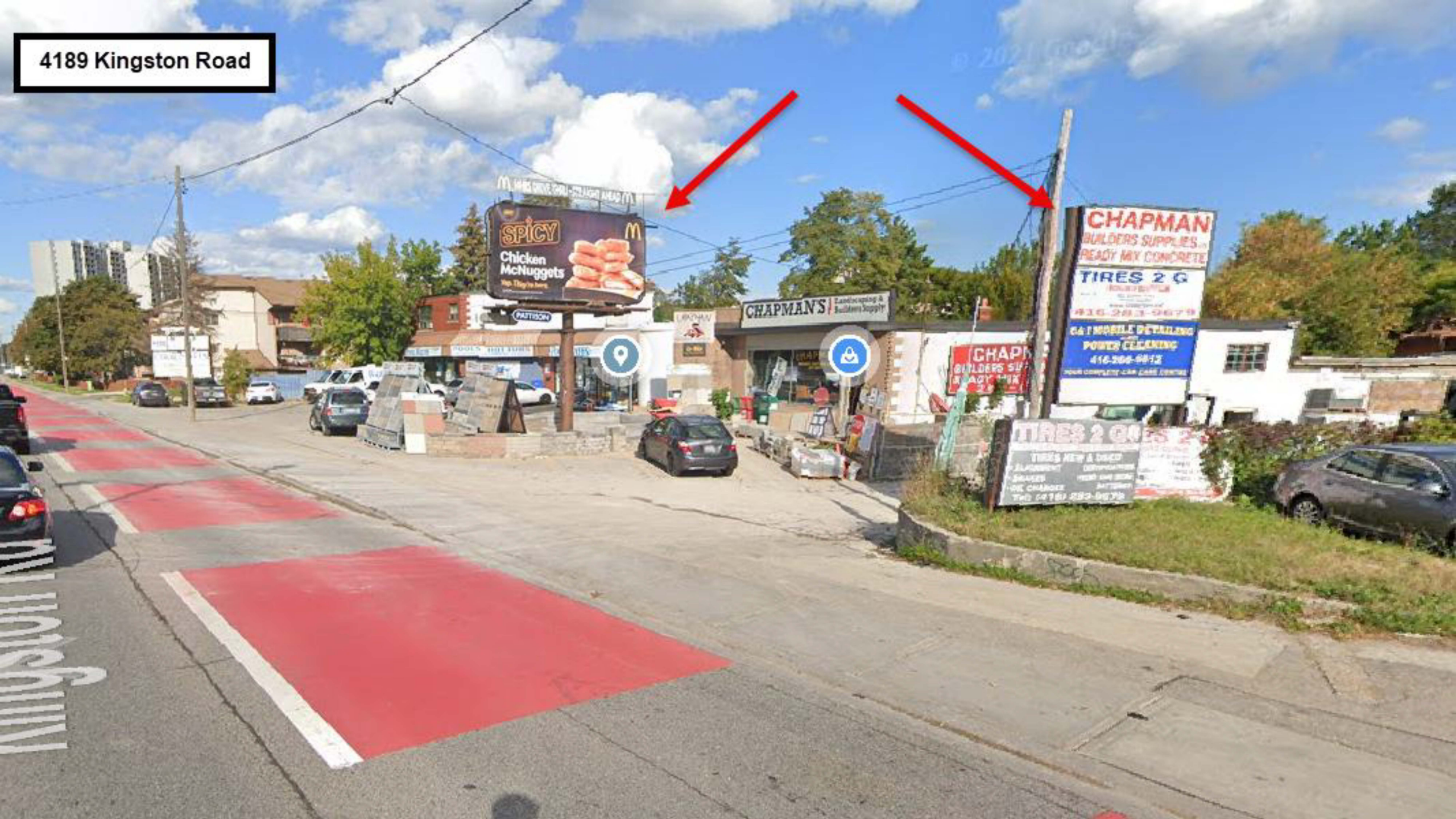
Canadian Science Society
and Healing Room

ROCKWOOD

3220 Kingston Road



4189 Kingston Road





JOLT'S Commitment

- JOLT partners with local companies to implement a consistent operational and maintenance programs, supporting the creation of local jobs.
- This stretch of Kingston Road is commercial in nature, compliments the area.
- A significant investment into Scarborough for innovative low impact green methods of advertising that does 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).
- Negligible light shed impact.
- Uses 100% renewable energy.

Thank You For Attending.

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