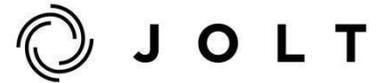


JOLT Charge Inc
66 Wellington Street West,
5300, TD Bank Tower,
Toronto, Ontario, Canada, M5K 1E6



Building Division
100 John West Way, Box 1000
Aurora, ON
L4G 6J1

November 24, 2025

Re: JOLT Free Public EV Charging Station
Third Party Sign Variance Application – 14751 Yonge Street, Aurora, ON

Dear Town of Aurora Staff,

In support of a request seeking approvals for the installation of a fast, free, and clean electric vehicle ("EV") charging station at 14751 Yonge Street, Aurora, ON, we are pleased to submit this application requesting a variance to the Town of Aurora's Council.

Background and Project Context

JOLT was established in 2018 with a mission to accelerate the global move to electric, and we are already leading the charge. JOLT's vision is universal, equitable access to free, fast, and clean public charging - charging that's built to last, strategically positioned to be exactly where drivers need them to be.

Our world-leading Level 3 DC fast EV charging stations combine state-of-the-art, digital out-of-home media technology with innovative urban design and free, DC fast charging for an exceptional charging experience. We partner with local businesses, municipalities, and regional governments across the globe to deliver chargers that provide a best-in-class experience for our customers and our partners. We pioneered the roadside advertising-funded, free EV charging model that resonates with like-minded brands, commercial partners, and communities. We are proud to be powering cleaner, greener cities for the people of today and tomorrow.

Some of the benefits of JOLT chargers include:

- Zero cost to cities and landowners. JOLT builds, operates, and maintains chargers at no cost.
- 7 kWh of free DC fast charging per day per customer, saving EV owners up to \$1100 per year¹.
- 79% of all charging sessions are provided completely free of charge to customers²
- Average yearly GHG offset of 20.04 metric tons of CO2 per charger³
- Integrates well with existing parking policies and systems.

It is estimated that 1 million EVs will be on Ontario's roads by the year 2030. The critical infrastructure proposed will help to meet the demand, helping to drive the adoption of EVs, support the reduction of greenhouse gas emissions, align with Aurora's climate and sustainability goals, and ensure that the shift to zero-emission vehicles (ZEVs) is accessible and equitable. This represents a substantial investment and commitment to the Town of Aurora's community over the life of this project.

Proposed Charger and Sign

The sign that is the subject of this application is defined by the Sign By-law as a Third-Party Sign with electronic static copy. However, the primary purpose of this unit is an EV charging station, designed to provide the public with fast, free, and clean energy for electric vehicles. Photos of installed stations in

¹ Based on 365 free charges of 7kWh at a delivered price of \$0.46 per kWh

² JOLT network data, 2023

³ Estimated 358 gm CO2/mile based off a 24 MPG gasoline burning car, estimated 3.07 miles per kWh, and JOLT 2023 network average of 18.23MW delivered per charger - Source: <https://nyseg.chooseev.com/carbon/>

other jurisdictions are seen in Appendix A.

The delivery of this vital service is offset by third party advertising, and it is for this reason that this variance application is before Town of Aurora's Staff and Council.

Further to the Sign By-law, the subject signs' attributes are as follows:

- EV Charger containing two sign faces on either side of the unit, each x meters in length by 1.2 meters in width (5.5' x 3.9') for an aggregate sign face area of 4.04 square meters (individual sign face area = 2.02 square meters);
- Sign located on Yonge Street, facing North and South;
- At a height not exceeding 2.603 meters (6.75');
- Displaying third party, electronic static copy;
- Integrated ambient light sensor that automatically dims the screen in overcast weather and at night.



Figure 1: Mock Up of Proposed Charger on Subject Site

Subject Site and Land Use Compatibility

The subject site zoned C4 is located along Yonge Street, featuring approximately 55 meters of frontage and containing two commercial businesses—a dental clinic and a gym—making the property suitable for commercial use and consistent with areas designated as appropriate for third-party signage. The immediate area is characterized by similar commercial uses to the north and south along Yonge Street, as discussed further in the rationale.

The proposed charger will be setback approximately 24 meters from the existing primary pylon sign and will be installed in an underutilized area adjacent to the last parking space on the south side of the site. This location was carefully selected to ensure that the charging station does not encroach upon any existing parking spaces. Figure 2 illustrates the proposed location on the subject site is provided below.



Figure 2: Aerial View of Subject Site and Proposed Location of EV Charging Station

The proposed JOLT EV charger is well suited to this property and the surrounding area, complementing the existing commercial, retail and other amenity uses. The charger provides an added benefit for the site's customers by offering convenient EV charging while they frequent the businesses on the subject site. The free charging station will enhance the property's ability to meet regional service demands and attract clients looking for accessible charging opportunities while visiting the property. Furthermore, the proposed charger will act as a destination attractor with JOLT users frequenting charging hubs their daily free charging allotment. Since the charger is proposed to be situated within a commercial area, it is expected to contribute to local economic stimulation through incremental daily spend at local businesses on while residents and visitors charge their vehicles.

The format is the same size as transit shelters with third party advertising, currently deployed all types of areas throughout York Region as referenced in Figure 3 and 4. The smaller format of the proposed digital screens makes the ancillary signage a modest and contextually appropriate addition to the site.



Figure 3: Digital Transit Shelters in York Region – Major Mackenzie Dr. W and Dufferin St.

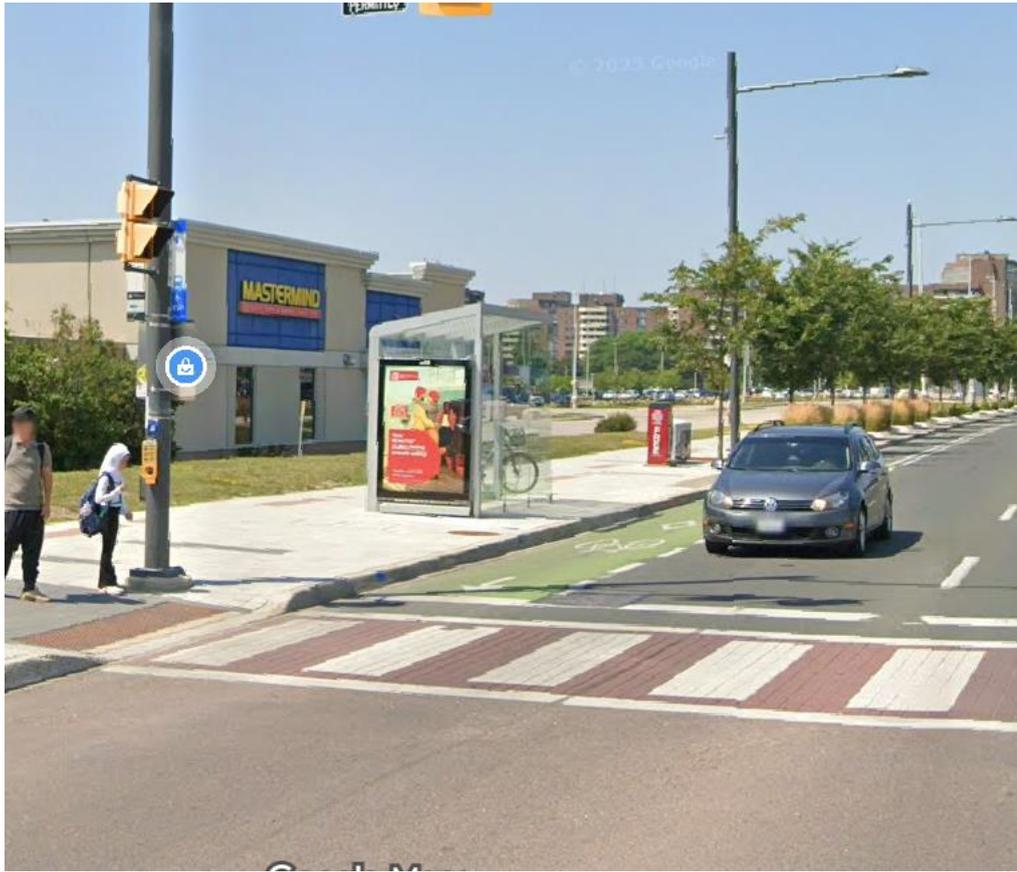


Figure 4: Digital Transit Shelters in York Region – Yonge St and Carville Rd, Richmond Hill

The Proposed Is Consistent with the Architectural Feature of the Site

As illustrated in Figure 5, the subject site has recently undergone significant renovation and now exhibits a contemporary architectural character. The proposed electric vehicle (EV) charger has been designed to maintain consistency with the architectural features of the site. Its modern, streamlined form and high-quality materials are compatible with the existing built environment, ensuring visual coherence and integration. As referenced in Figure 6, the proposed installation will complement the site's design intent without detracting from the overall streetscape. The charger's unobtrusive profile and refined aesthetic will prevent visual clutter, ensuring that the installation contributes positively to the public realm while fulfilling its functional role as essential urban infrastructure.



Figure 5: Streetview Photo Of The Subject Site



Figure 6: Design Of The Proposed Ev Charger With Display

The proposed signage is essential for clearly identifying the availability of publicly accessible electric vehicle (EV) charging infrastructure on the site in a dynamic and effective manner. The Town of Aurora, like many municipalities, is actively pursuing initiatives to reduce carbon emissions and promote sustainable development practices. Electric vehicles and their associated charging infrastructure form a critical component of this broader environmental strategy. With the increasing adoption of EVs, it is vital that drivers can readily locate charging facilities. The inclusion of an additional ground sign on the property will enhance the visibility of the EV charging station, improving accessibility and user convenience. For these reasons, the proposal is considered consistent with the character of the site and surrounding area and will not result in any adverse visual or contextual impacts.

The Proposed Is Consistent with the Character of the Neighborhood

The proposed EV charging station is to be located along the frontage of Yonge Street, a primary commercial arterial within the Town of Aurora. This section of Yonge Street is characterized by a continuous mix of retail, service, and commercial uses, making it an appropriate and compatible location for the introduction of EV charging infrastructure and associated third-party display elements. Figures 5–10 illustrate the established commercial context along this corridor.

Notably, at the northeast corner of the nearest intersection, as shown in Figure 7, an existing gas station provides fuel services for conventional, gasoline-powered vehicles. The ready availability of such facilities highlights the need to ensure equitable access to energy infrastructure for all vehicle types. The installation of the proposed EV charging station in this location supports the transition toward sustainable transportation options by providing comparable accessibility for electric vehicle users where conventional refueling options are already present.

Directly south of the subject site is a Shoppers Drug Mart and a Gas Station, commercial in nature.



Figure 7: Streetview Of The Property Directly South Of The Subject Site

To the west of the subject site shown in Figures 8-11 and across the street is the Aurora Shopping Centre with large commercial businesses including No Frills, Staples, Dollarama, The Beer Store, The Source, Bulk Barn and other businesses, commercial in nature.



Figure 8: Streetview Of The Property Directly West Of The Subject Site



Figure 9: Streetview Of The Property Directly West Of The Subject Site



Figure 10: Streetview Of The Property Directly West Of The Subject Site

To the north of the subject site and adjacent to is another multi business building containing a Popeyes, RBC Bank, Sushi restaurant, Life Labs and an addiction services office, commercial in nature, shown in Figure 11.



Figure 11: Streetview Of The Property Directly North Of The Subject Site

To the east of the subject site and located behind the existing building with a buffer of dense vegetation, is a former school property that has recently been decommissioned, as well as a building occupied by an engineering firm, as shown in Figure 12. Both properties front onto different streets and are separated from the subject site by intervening roads, buildings, and natural screening, which together create effective physical and visual barriers.

While schools are typically considered sensitive land uses, the closure of the school means the property no longer functions in that capacity. Given the existing separation, surrounding built form, and transition in land use, Jolt submits that the properties to the east are not in close proximity to the subject site and are instead part of a distinct area that will not be adversely affected by the proposed.

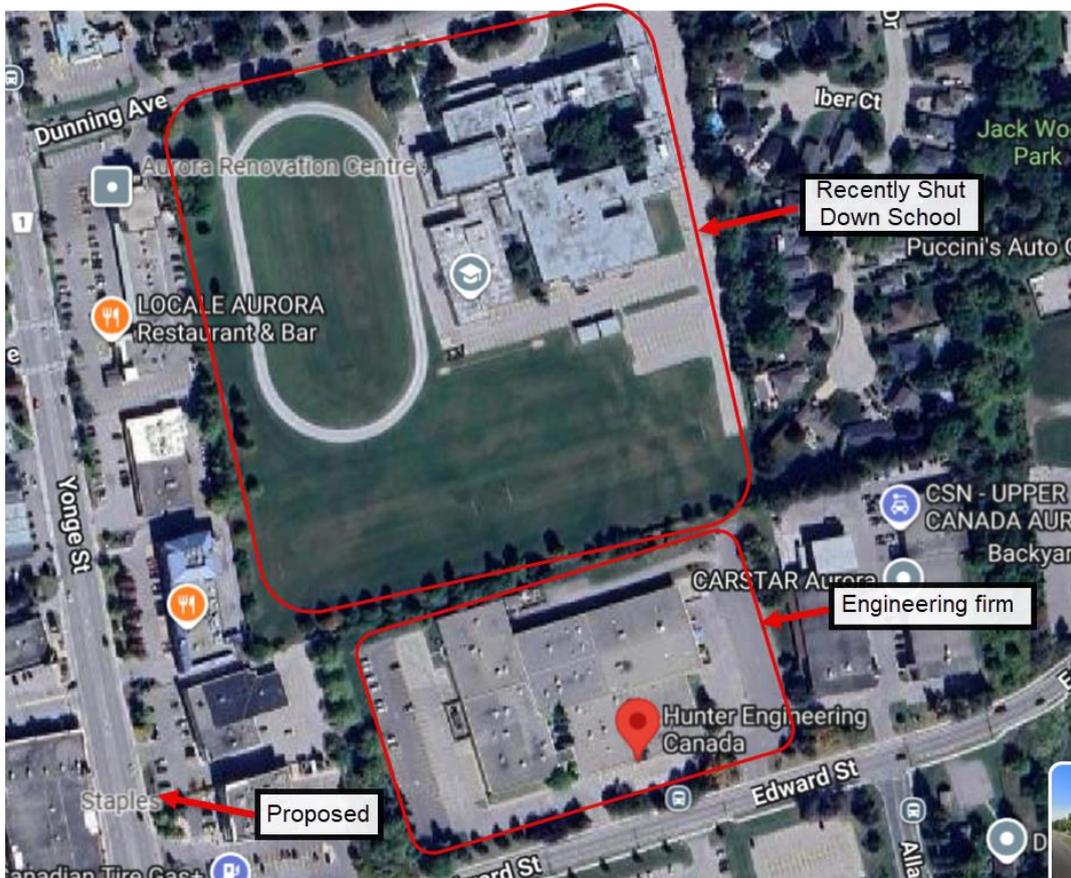


Figure 12: Streetview Of The Properties Directly East Of The Subject Site

The character of this section of Yonge Street is distinctly commercial in nature and in zoning. The introduction of the proposed EV charging station on the subject site will not alter this established character; rather, it will complement it. The integrated signage component may even support local businesses by providing opportunities for commercial visibility within a corridor already defined by such activity.

Third-party signage will not negatively impact an area that is purely commercial, as these environments are inherently characterized by high levels of visual communication and advertising. In commercial districts, signage is both expected and integral to the urban fabric, serving the needs of local enterprises and external advertisers alike without disrupting the area's established function or visual coherence. The inclusion of additional third-party signs in such a context typically reinforces the existing aesthetic rather than introducing incongruous visual elements. Moreover, commercial zones are intentionally planned and regulated to accommodate business promotion; thus, the proposed signage aligns with the intended land use and economic purpose of the area. Provided that all applicable regulations regarding size, placement, and illumination are met, the proposed signage will enhance advertising opportunities while maintaining the visual integrity and land use harmony of this commercial corridor.

The Proposed Will Not Adversely Impact To Adjacent Property Or General Public

The light shed data shown and discussed below, directly from our electronic sign manufacturer LG-MRI, illustrates how light is horizontally dispersed from the proposed digital faces to be installed. The perimeter of the red polygon shapes that are shown in the Figures 13 and 14 below, demonstrate that the distance of light dispersed decreases dramatically when measuring light distance travelled laterally (when looked at from the side edges of the digital face, examples: 20 degrees, 40 degrees, 60 degrees, 80 degrees) compared to light distance travelled measured when looking at the display face dead-on (0 degrees). Light is not dispersed equally in a perfect radial circle, rather, the cone of light emitted directionally, and has negligible impact beyond 50 meters.

Distance for 0.3 Lux

Brightness [nits]	Angle [deg]				
	0	20	40	60	80
	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

Figure 13: LG-MRI Lux table for 75" Screen

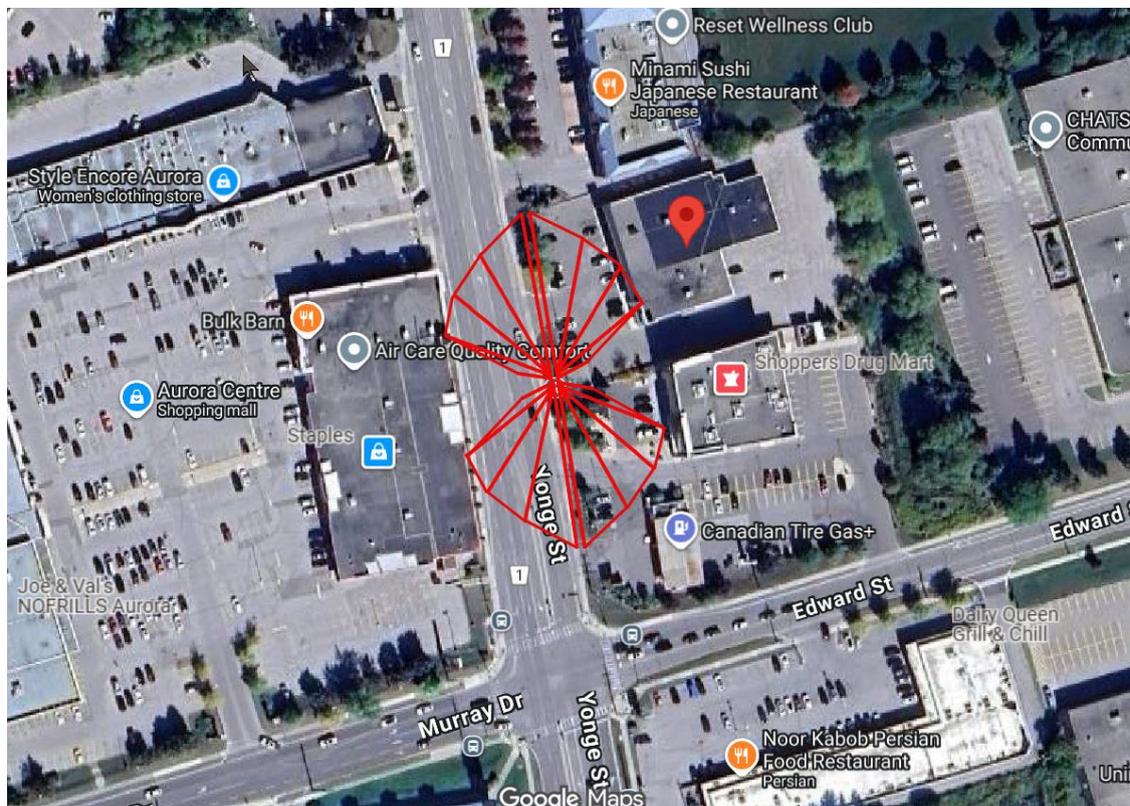


Figure 14: Light Shed Diagram for the Proposed Charger on Yonge Street

Figure 14 demonstrates that the proposed development will have no impact on sensitive land uses in terms of illumination or light shed. There is no residential zoning in the immediate vicinity, and the light emitted from the displays is not expected to extend onto neighboring properties. This ensures that the proposed development will not result in any adverse effects on adjacent land uses.

The Proposed Shall Not Adversely Impact on Safety, Traffic and Accessibility

The proposed EV charging station will be set back approximately 76 meters from the signalized intersection at Yonge Street and Edward Street. At this distance, the setback is appropriate and ensures the safety of both vehicular traffic and pedestrians at the intersection. For context, the City of Toronto requires third-party signs to be set back a minimum of 30 meters from signalized intersections and stop lines. The proposed setback is therefore more than double the distance required by these standards.

On-site, the proposed charger will be located approximately 1 meter from the property line, within an underutilized portion of the lot. This placement is consistent with the form and orientation of the existing first-party sign on the property, as shown in Figure 15. From the property line to the roadway, there is a distance of approximately 7.45 meters, providing a buffer between the roadway and the proposed charger. This results in a total setback of roughly 10 meters from the charger to the edge of the roadway. The substantial distance between the property line and the roadway creates a natural buffer that enhances both vehicular and pedestrian safety. Given the unique layout of the property, this total setback is considered appropriate and sufficient.

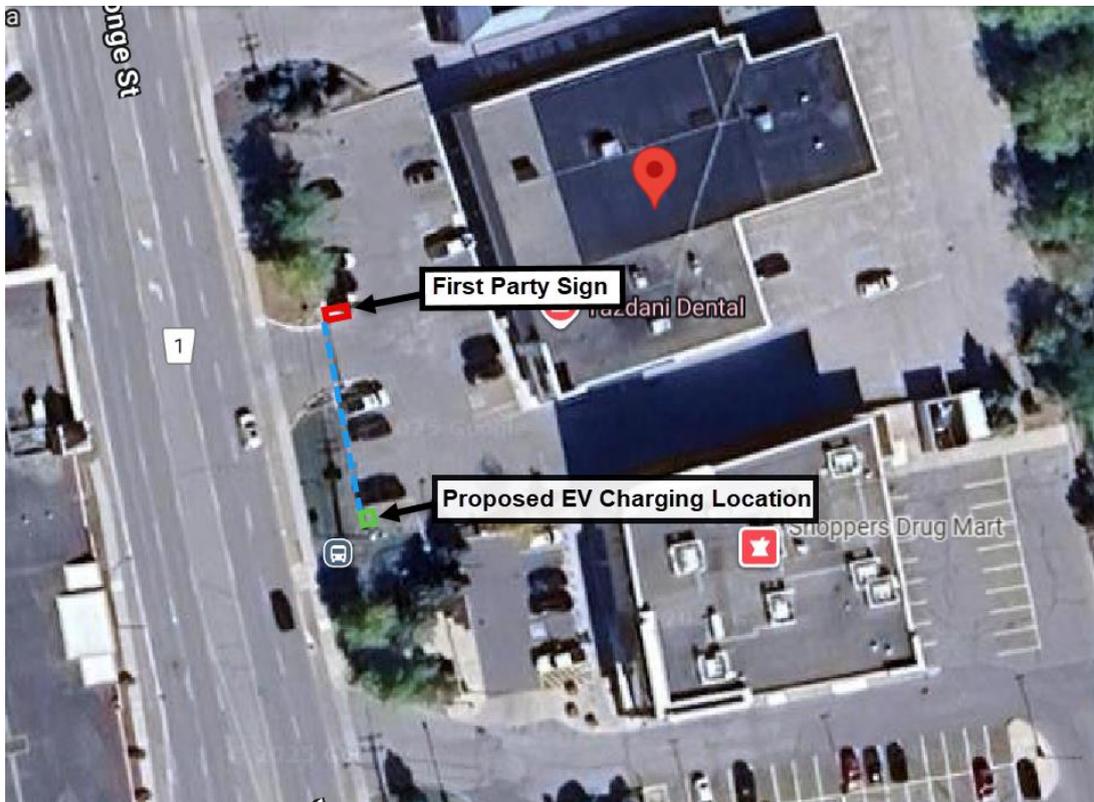


Figure 15: Aerial View Of First Party Sign In Line With Proposed Charger



Figure 16: Aerial View From York Regional Land Information Indicating Property Line In Relation To Setback To Yonge Street Roadway

The proposed electric vehicle (EV) charging station, which includes a component for third-party messaging, has been carefully designed and positioned to ensure it does not interfere with the safe and efficient movement of vehicles within the site. The installation will be setback approximately 16 meters from the ingress and egress points, providing ample distance to maintain clear sightlines and unobstructed

circulation for vehicles entering or exiting the premises. This setback ensures that the EV charging station will not impede traffic flow or create congestion within drive aisles, parking areas, or access points. Additionally, the proposed location allows for convenient accessibility to users while maintaining compliance with applicable zoning, safety, and transportation design standards. The placement has been selected to balance functionality and visibility without compromising the operational efficiency, safety, or aesthetic quality of the surrounding commercial environment.

The Proposed Shall Result In Greater Convenience To The Public

JOLT's EV charging stations are designed with a focus on innovation, site sensitivity, and user experience, ensuring maximum compatibility with adjacent land uses, both existing and planned. Their compact and aesthetically pleasing design minimizes visual impact, preserving the character of the surrounding area. To mitigate potential adverse impacts, the stations provide highly reliable, fast charging services, including free charging and predictive wait-time features, reducing congestion and enhancing convenience for users. Through state-of-the-art technology and user-friendly design, JOLT chargers demonstrate both creativity and sensitivity, meeting community needs while promoting sustainable transportation solutions.

JOLT has taken substantial measures to minimize impacts and explore alternative solutions. The chargers automatically dim under low-light and nighttime conditions and do not host video or animated messaging, thereby reducing potential effects on surrounding properties and traffic. The chargers are of the same make, model, size, and format as existing digital transit shelter advertising installations in municipalities such as Oakville, Toronto, Mississauga, and Vaughan. The inclusion of third-party signage is essential to fund the provision of free charging services, which is increasingly important given the rising costs of public EV charging and the limited availability of DC fast chargers in Aurora.

The absence of the proposed variance would create a clear hardship, as the community would remain underserved in terms of EV charging infrastructure. JOLT's proposal strikes a balance between delivering a necessary public amenity and supporting the broader goals of urban development in Aurora, demonstrating a reasonable and justified effort to address community needs while mitigating potential impacts.

Approval of this application to install a JOLT EV charging station at the subject site will provide significant net benefits to the community. By offering free, fast EV charging, the project addresses the current lack of accessible EV infrastructure in Aurora, facilitating electric vehicle adoption, reducing greenhouse gas emissions, and supporting the town's sustainability objectives. Third-party signage is a critical component enabling this infrastructure, as it generates the ancillary revenue needed to provide free public charging. This approach delivers an essential public amenity at no cost to users or landowners, enhancing accessibility to EV charging within the town.

As illustrated below, there are currently no publicly accessible Level 3 chargers in Aurora, according to ChargeHub data. While the Figure below shows two Level 3 chargers under construction, they are located significantly farther from the proposed site. This demonstrates a critical gap in Level 3 charging infrastructure. The proposed installation will address this deficiency, providing substantial community benefits and encouraging broader adoption of electric vehicles.

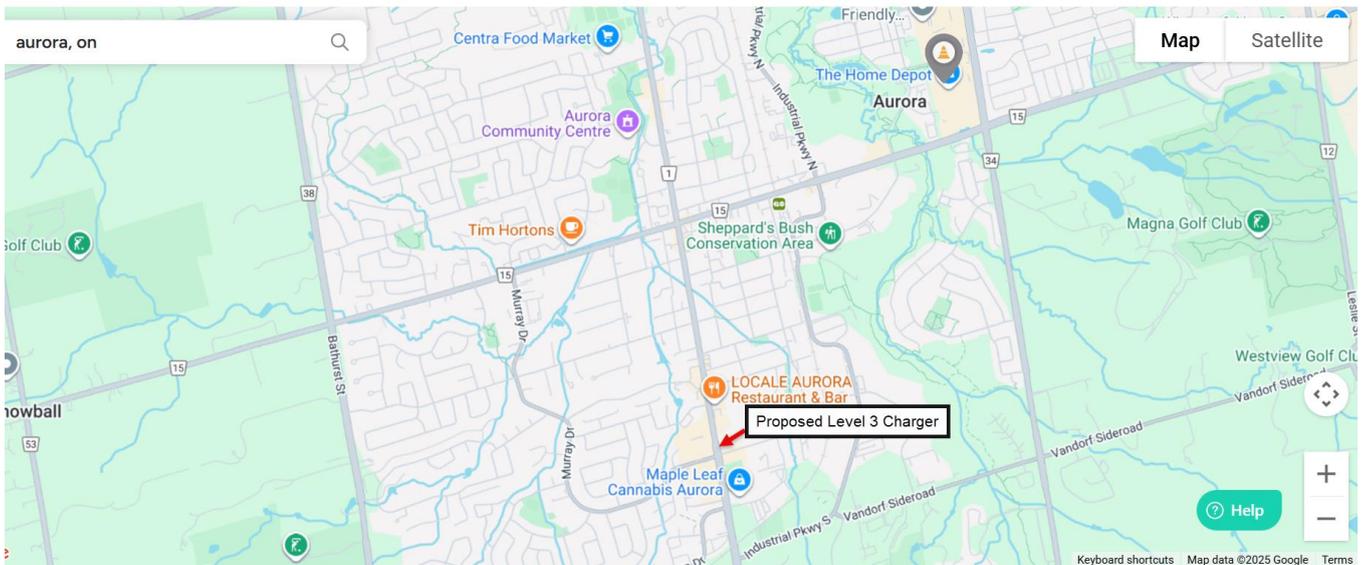


Figure 17: Aerial View of Aurora From Charge Hub Showing Level 3 Charging Infrastructure In Relation To The Proposed.

Environmental Policy Context and Impact

The installation of electric vehicle (EV) charging infrastructure directly supports and aligns with the Town of Aurora's established sustainability and climate action objectives. Transportation remains one of the largest sources of greenhouse gas emissions within the community, and the Town has committed to an 80% reduction in emissions by 2050. Expanding access to EV charging stations is a practical and measurable step toward achieving this target, as it enables and encourages the transition to zero-emission vehicles. The Town's Electric Vehicle Charging Station Policy and Energy Conservation and Demand Management Plan both emphasize the integration of EV infrastructure into municipal operations, ensuring that new facilities and parking areas are designed to accommodate clean transportation options. Furthermore, Aurora's Green Development Standards require that new residential and commercial developments include EV-ready parking spaces, reinforcing the community's long-term vision for sustainable growth. By providing accessible public charging stations, the Town not only advances its environmental goals but also strengthens community resilience, enhances local economic activity, and demonstrates leadership in implementing climate-conscious urban planning practices.

Official Plan Alignment

The installation of electric vehicle (EV) charging infrastructure aligns closely with the goals and policies outlined in the Town of Aurora's Official Plan, which emphasizes sustainable growth, environmental stewardship, and the reduction of greenhouse gas emissions. The Official Plan seeks to support a transition toward a low-carbon community by promoting sustainable transportation options and integrating climate resilience into all aspects of planning and development. EV charging infrastructure directly contributes to these objectives by enabling the widespread adoption of zero-emission vehicles, thereby reducing transportation-related emissions—one of the community's largest sources of greenhouse gases. Furthermore, the Official Plan encourages the development of complete, connected, and sustainable communities where residents have access to diverse, environmentally responsible mobility choices. Integrating EV charging stations into both public and private developments supports this vision by providing the infrastructure necessary to meet the growing demand for clean transportation. This initiative also complements the Plan's goals for sustainable infrastructure and urban design, ensuring that future growth occurs in a manner that supports the Town's long-term environmental, social, and economic sustainability objectives.

Conclusion

This proposal represents a critical step forward in advancing key Provincial, Regional, and Town-initiated policies, objectives, strategies, and plans addressing one of most pressing challenges: climate change. Approval of this request directly supports the targets and goals outlined in those policies and action plans to reduce GHG emissions, supporting the proliferation of electric vehicles, and enabling private investment in essential EV charging infrastructure.

The proposed displays on the charger will not have any negative social impacts. The third-party advertisements published on the proposed sign 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. The displays will have no motion or animation and have instantaneous transition of content with 10 second dwell times. The illumination of the proposed displays shall not exceed illumination levels of 300 nits during the period between sunset and sunrise.

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).

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 application.

Best regards,

A rectangular image showing a handwritten signature in black ink on a light-colored background. The signature is stylized and appears to read 'Jocelyn Wigley'.

Jocelyn Wigley
Development Manager, JOLT Charge
Jocelyn.Wigley@joltcharge.com
416-659-8866

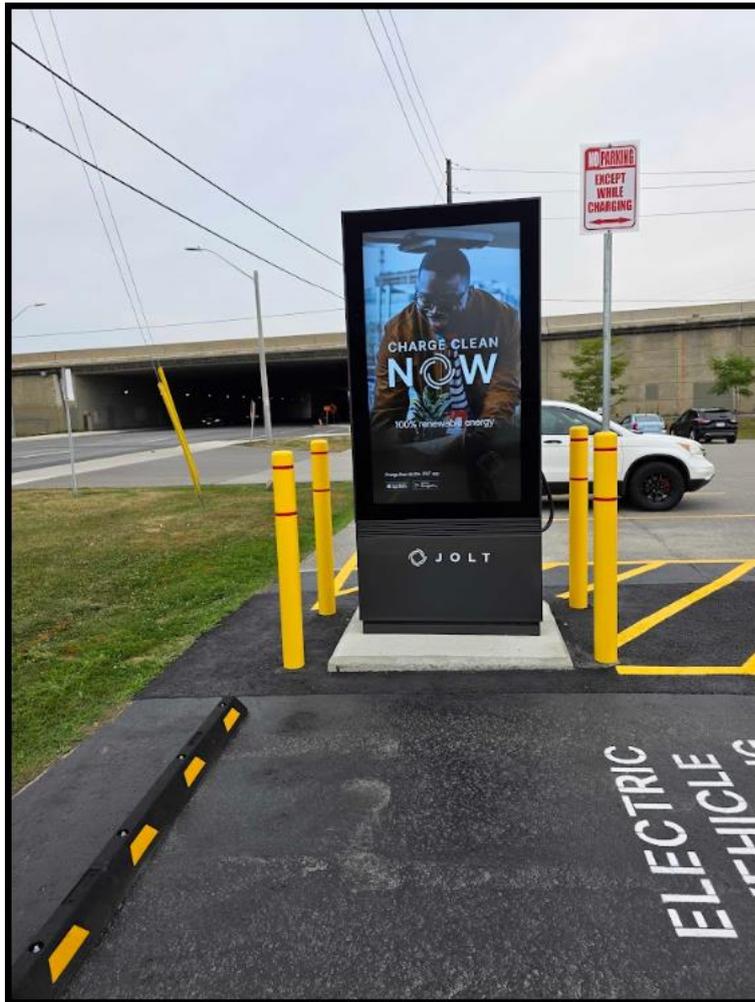
Appendix A: Photos of Installed/Approved JOLT Chargers



Installed JOLT Charger at 9555 Yonge St, Richmond Hill, ON



Render of approved JOLT Charger at 3077 Mavis Rd, Mississauga, ON



Installed JOLT Charger at 130 North Queen, Etobicoke, ON



Installed JOLT Charger at 2515 90 Ave SW, Calgary, AB