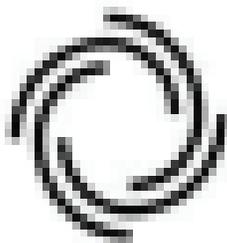


Committee of the Whole

14751 Yonge Street, Aurora, ON

Level 3 EV Charger with Third
Party Advertising Displays



J O L T



Jolt's Background

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

Our world-leading 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're proud to be powering cleaner, greener cities for the people of today and tomorrow.

Rising EV Demand, Urgent Charging Gap

Canada's shift to electric vehicles is accelerating, but public charging infrastructure is failing to keep up.

As EV adoption surges, building a reliable charging network is more urgent than ever.

Source:
[*Transport Canada ZEV Dashboard](#) and [Statistics Canada - Transportation Data](#)
[**Natural Resources Canada - Electric Vehicle Data](#) and [Electric Mobility Data](#)



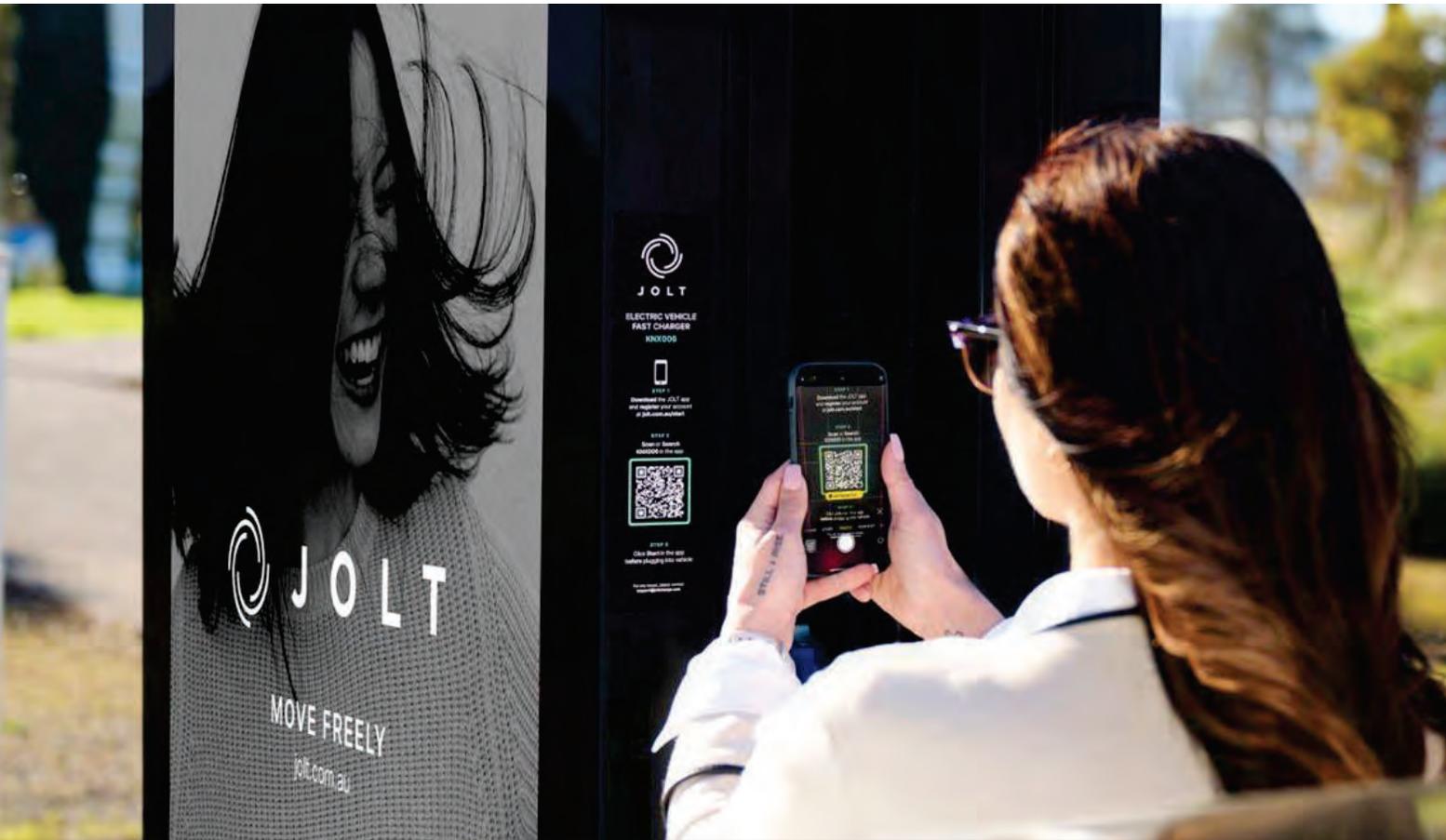
525,000 EVs on Canada's roads*



1,600** fast (24-99kW DC) public charging points



Average of **328** EVs per public fast charging point



Free Charging
45-50 kms of free range
daily (7kWh) per person

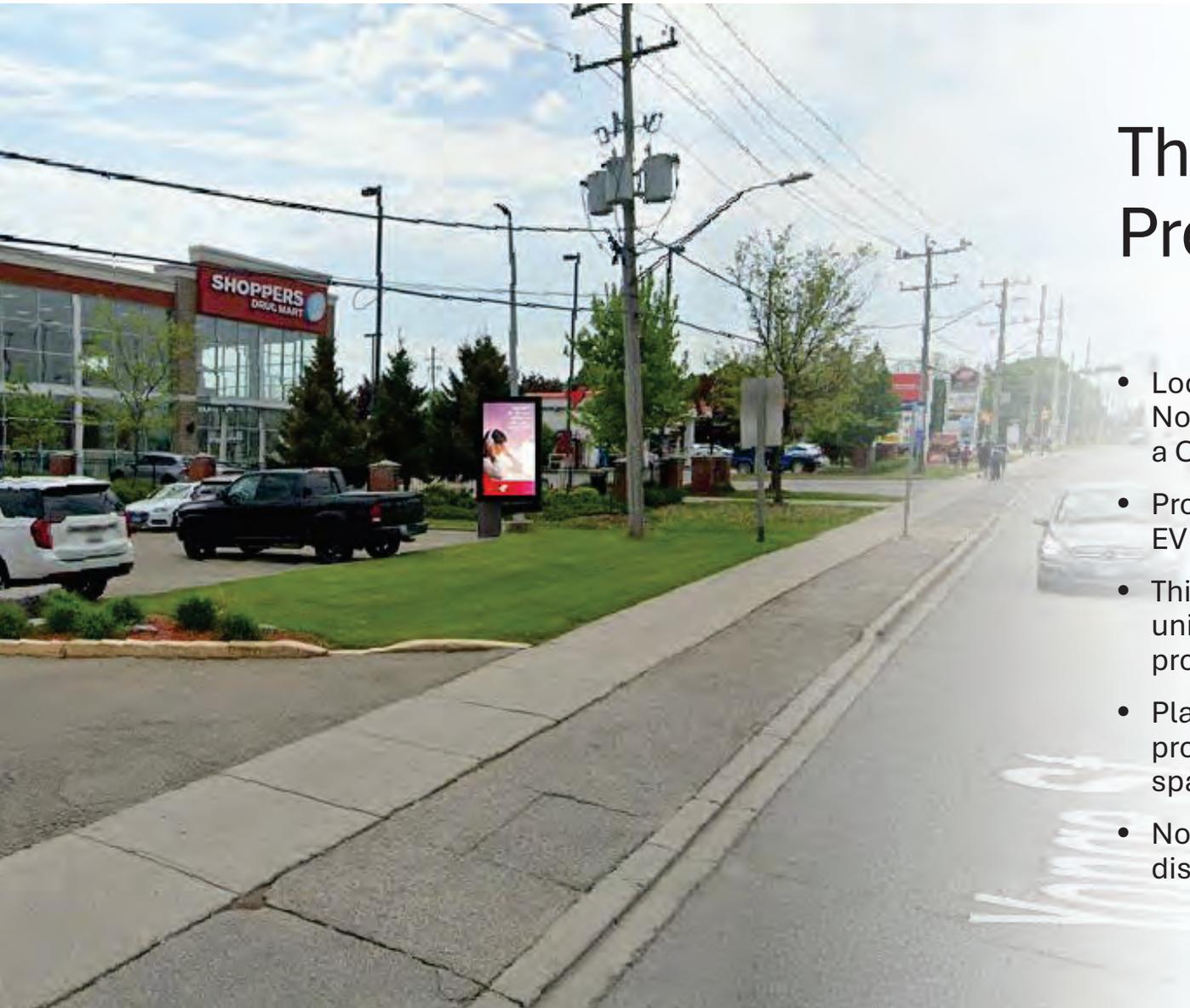


Fast Charging
Level 3 DC rapid
chargers. Dwell time of 25-30
minutes



Clean Energy
100% accredited renewable energy
(where available)

JOLT's advertising-funded business model, delivers an essential, free service to Private Landowners and communities across Canada, **accelerating the transition to zero-emissions mobility.**



The Project and Premises

- Location: 14751 Yonge Street – North of Edward Street – Located in a Commercial “Big Box” Corridor
- 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 level 3 charging to the public
- Placement on dead space on property (not taking up parking space) for wayfinding purposes.
- No cost charging up to 50 km, discounted rates past 50 km.

Policy Alignment

Town of Aurora's Official Plan

Supports Sustainable Transportation Goals – Aurora's Official Plan emphasizes sustainable, multi-modal transportation options to reduce vehicle emissions and support active, transit-friendly communities; EV charging infrastructure aligns with this broader sustainable mobility direction.

Encourages EV & Low-Emissions Infrastructure – The Official Plan explicitly *encourages multi-unit residential and commercial developments to provide opportunities for electric and low-emissions vehicle charging infrastructure*, directly supporting expanded public EV charging.

Advances Environmental & Climate Policies – Implementation of clean and low-carbon infrastructure like EV chargers aligns with Official Plan objectives related to environmental protection, greenhouse gas reduction, and climate action.

Aligns with Complete Community Principles – Integrating EV charging into commercial corridors supports Official Plan concepts of complete and connected communities that accommodate diverse travel needs and enhance local services.

Sustainability & Climate Goals

Supports Climate Targets – Contributes to Aurora's commitment to reduce community greenhouse gas emissions by 80% by 2050, addressing transportation as a major emissions source.

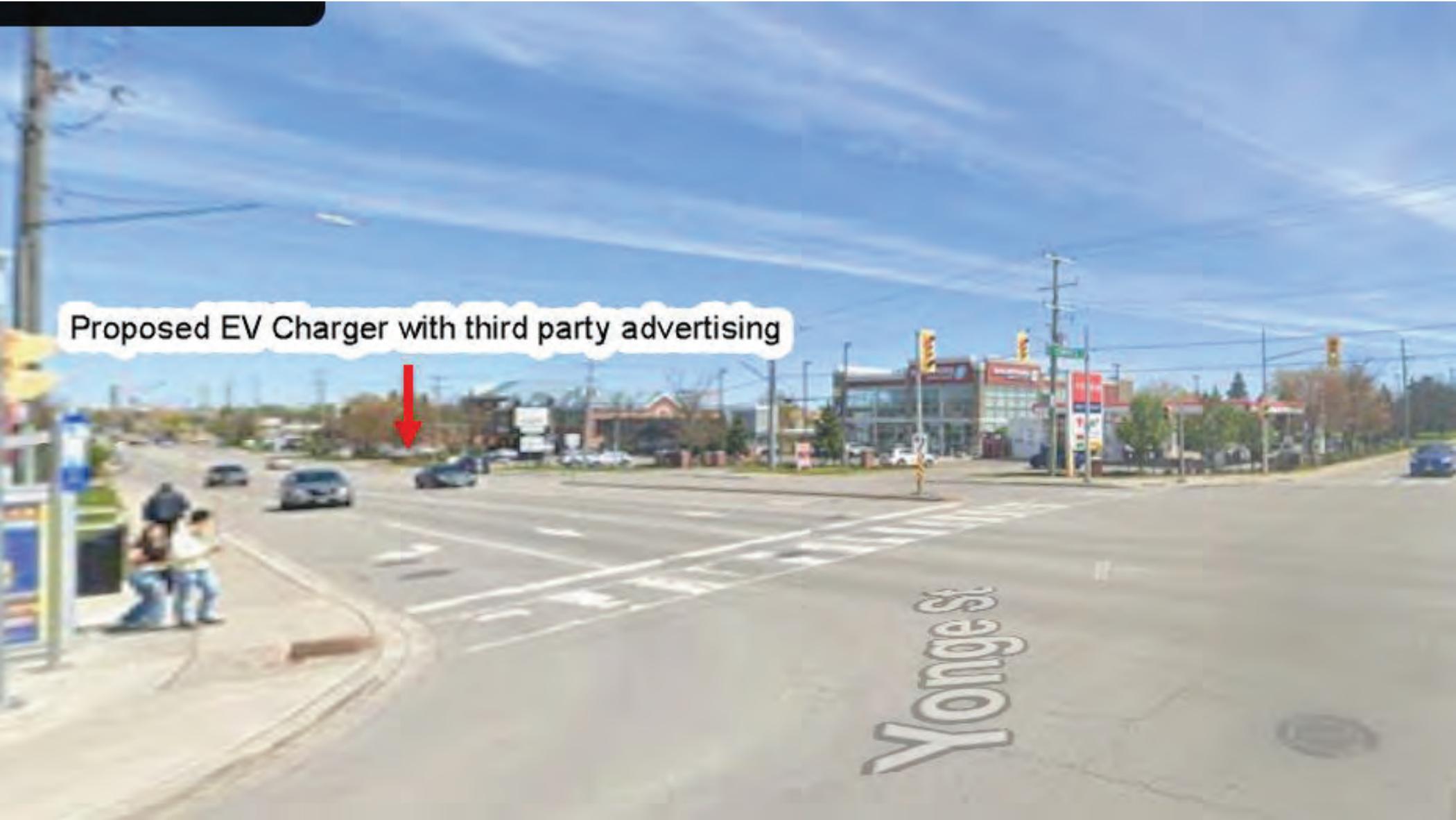
Implements Adopted Municipal Policies – Aligns with the Town's Electric Vehicle Charging Station Policy and Energy Conservation & Demand Management Plan, which prioritize EV integration in municipal facilities and parking areas.

Reinforces Green Development Standards – Complements requirements for EV-ready parking in new residential and commercial developments, supporting long-term sustainable growth.

Enables Transition to Zero-Emission Vehicles – Expands public charging access, making EV adoption more practical and accessible for residents and businesses.

Demonstrates Environmental Leadership – Advances climate-conscious planning, strengthens community resilience, and supports local economic vitality.

Proposed EV Charger with third party advertising



To the South Along the Corridor



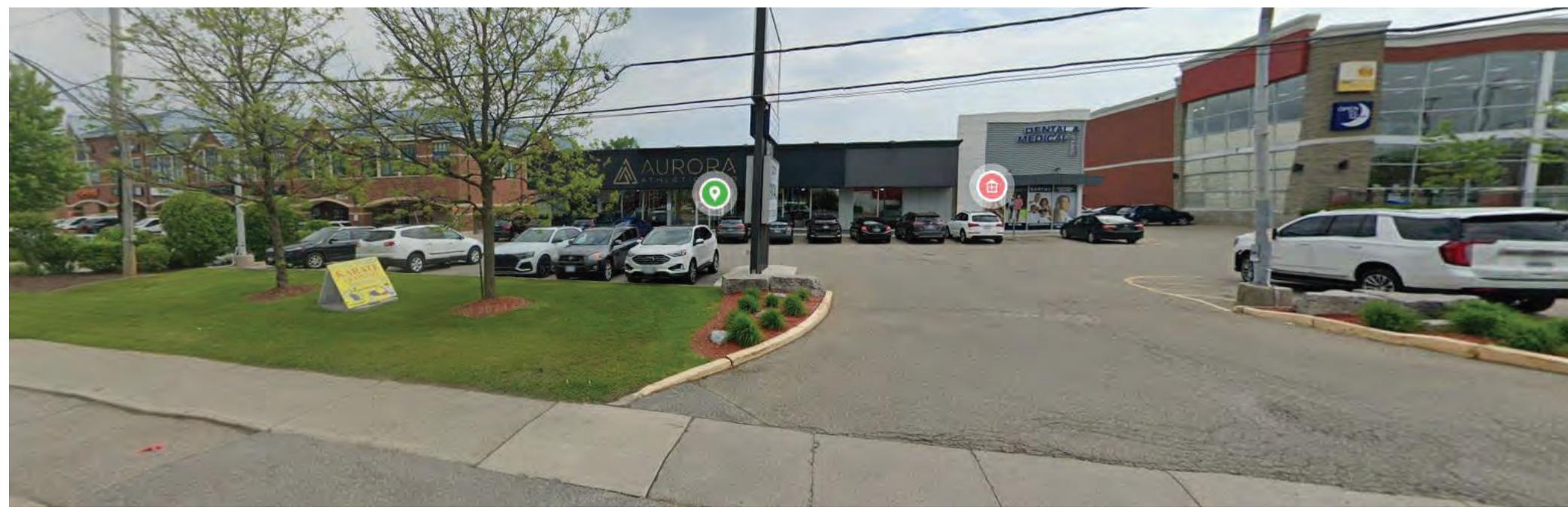
To the West (across the Street) Along the Corridor



To the North Along the Corridor



The Proposed Is Consistent with the Architectural Feature of the Site



- JOLT's design is sleek and modern meant to blend in with property.
- The unit integrates seamlessly with the subject property and is consistent with the recently renovated building on site. It features a modern design that complements and enhances the existing aesthetic.

The Proposed Is Consistent with the Character of the Neighborhood

Commercial Character & Signage Compatibility

Maintains Established Commercial Character – The section of Yonge Street is distinctly commercial in both function and zoning; the proposed complements this existing context.

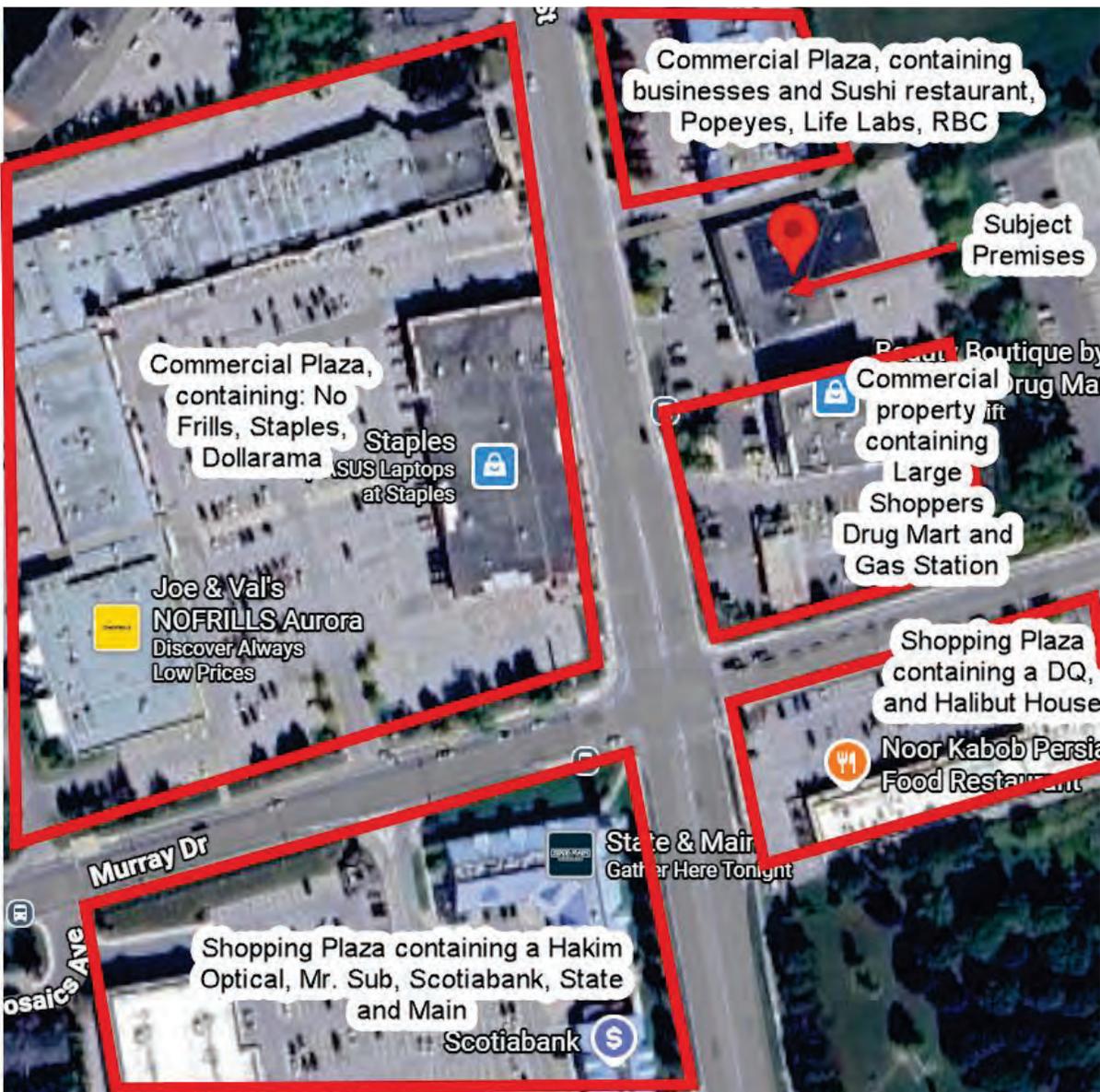
Enhances, Not Alters, the Corridor – The addition of EV infrastructure with third party signage supports the commercial nature of the area without changing its established character.

Signage is Context-Appropriate – Commercial corridors are defined by visual communication and advertising; third-party signage is consistent with this environment.

Supports Local Economic Activity – Integrated signage may provide added visibility and promotional opportunities for local businesses.

Aligned with Intended Land Use – Commercial zones are planned to accommodate business promotion; proposed signage aligns with this purpose.

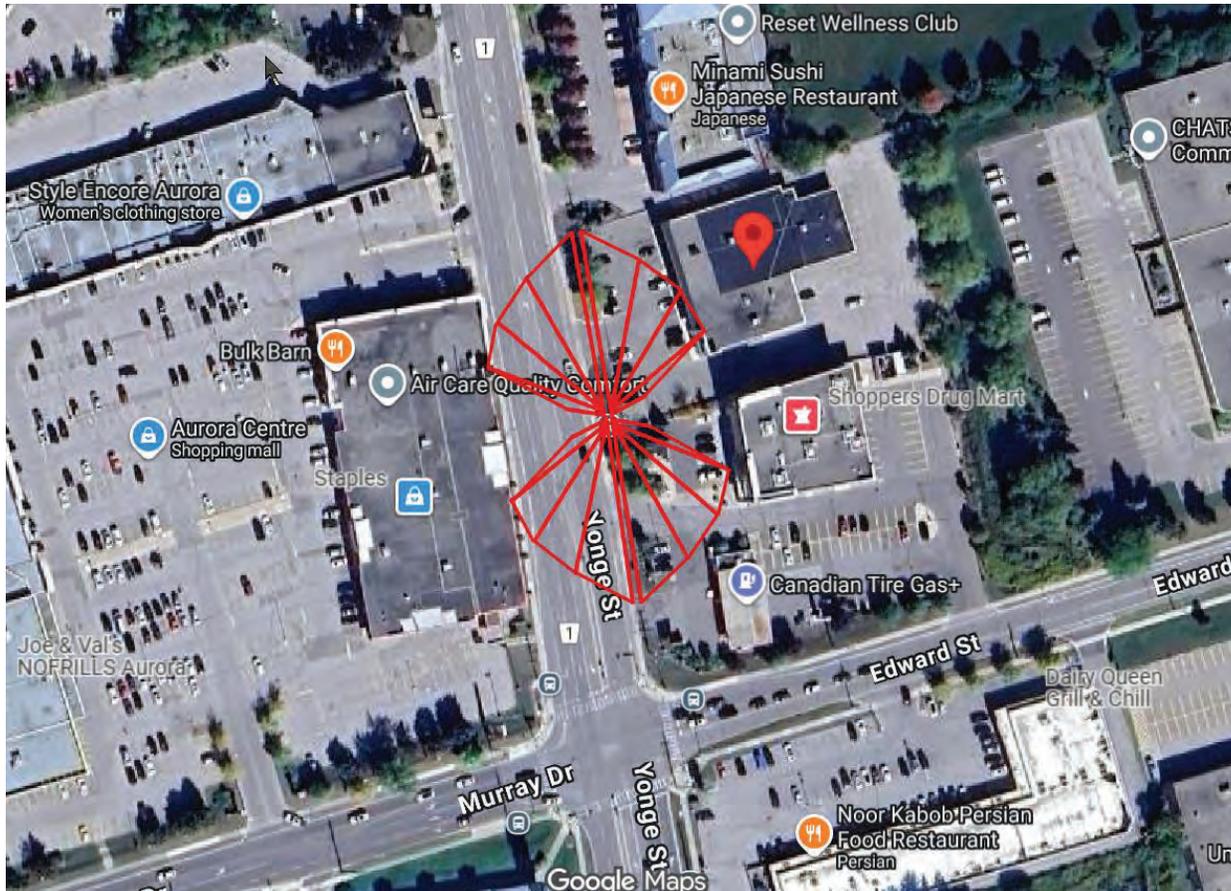
Maintains Visual Integrity – Subject to compliance with size, placement, and illumination regulations, signage will reinforce the corridor's character without negative impact.



Immediate Area – Commercial Corridor – Big Box Retail Stores

- Appropriate area due to the commercial land use.
- Big box national retailers
- Third party advertising at a modest scale compliments rather than detracts from area.

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



- Minimal light reach – 50m maximum light reach.
- Will not proliferate out into any sensitive land use.
- No animation or movement.
- Screens are modest in scale and will not dominate skyline or streetscape.

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

No Impact on Parking Supply – Located within existing underutilized (“dead”) space; no parking spaces are removed.

No Interference with Traffic Flow – Placement does not impede vehicle circulation or access to/from the site.

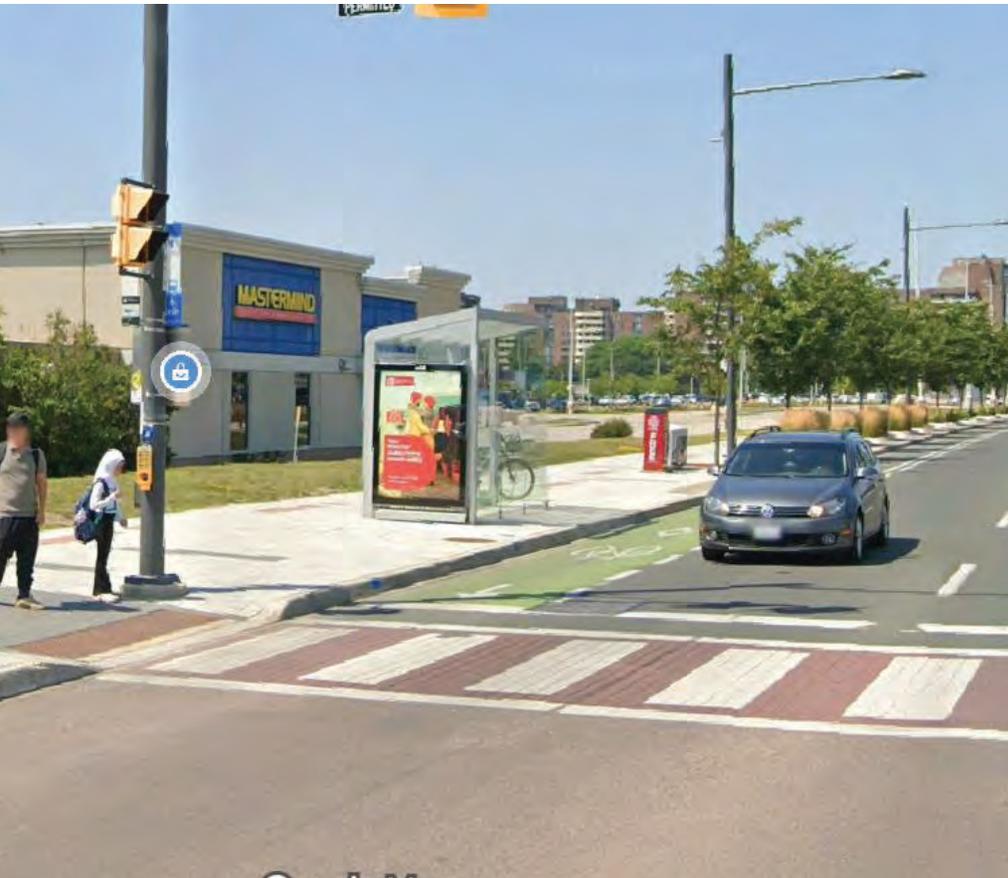
Minimal Driver Distraction – Static display format with ~10-second dwell time (screen saver style), reducing visual distraction.

Generous Intersection Setback – Approximately 76 metres from the signalized intersection of Yonge Street and Edward Street.

Exceeds Typical Safety Standards – More than double the 30-metre setback commonly required for third-party signage near signalized intersections.

Maintains Pedestrian & Vehicular Safety – Location and design ensure no adverse impacts on sightlines, accessibility, or intersection operations.

Same Make and Model of Digital Transit Shelters Across York Region



**Digital Transit Shelter – Yonge St and Carville Rd,
Richmond Hill**



**Digital Transit Shelter – Major Mackenzie Dr. W
and Dufferin St.**

The Proposed Shall Result In Greater Convenience To The Public

- **Fills a Critical Gap** – No publicly accessible Level 3 chargers currently in Aurora; proposal addresses an identified infrastructure deficiency.
- **Delivers Free Fast Charging** – Third-party signage funds installation and operation at no cost to users or landowners.
- **Minimal Impacts** – Compact design, automatic nighttime dimming, and no video/animation reduce visual and traffic concerns.
- **Proven in Other Municipalities** – Same format successfully operating in comparable Ontario communities.
- **Advances Sustainability Goals** – Supports EV adoption, reduces emissions, and aligns with Aurora's climate and growth objectives.
- **Provides Wayfinding for EV Charging** – The digital screens act as wayfinding for EV Users looking to charge.



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.
- Provide increased economic opportunities for local businesses in the area.
- Adhere to Canadian Code of 3rd Party Advertising.
- 100% Renewable Energy

Thank You For Attending.

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