



REPORT

Council

Meeting Date: March 24, 2025

FROM: Municipal Enforcement Services Department

DATE: March 11, 2025

SUBJECT: Housekeeping Amendments to the Sign By-law 2018-153 and Parking Administrative Penalties By-law 2015-071 respecting EV Charging Stations (By-law 2025-008 and By-law 2025-009)

LOCATION: Town-wide

WARD: Town-wide

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RECOMMENDATION:

1. That By-law 2025-008, a by-law to amend Sign By-law 2018-153, as amended, attached as Appendix A to the report from Municipal Enforcement Services dated March 11, 2025 be passed.
2. That By-law 2025-009, a by-law to amend Parking Administrative Penalties By-law 2015-071, as amended, attached as Appendix B to the report from Municipal Enforcement Services dated March 11, 2025 be passed.
3. That the fees labeled as "Park Vehicle in EV Charging Station without Charging" and "Stop Vehicle in EV Charging Station without Charging" in the Rates and Fees Schedule be changed to "Park Vehicle in EV Charging Station without Being Attached to Charging Equipment" and "Stop Vehicle in EV Charging Station without Being Attached to Charging Equipment" effective immediately, and such change be included in the Rates and Fees Schedule.

KEY FACTS:

The following are key points for consideration with respect to this report:

- Under Zoning By-laws 2014-014 and 2009-189, electric vehicle (EV) chargers are generally permitted as equipment accessory to the principal land-use/building on a lot such as a retail commercial complex

- A mark such as a logo or other branding that is located or displayed on an electric vehicle (EV) charging station is a sign under Sign By-law 2018-153 (the Sign By-law)
- The Sign By-law currently includes signs on electric vehicle charging stations in the definition of fuel pump signs. Fuel pump signs are only permitted in motor vehicle service station land use designations
- By-law 2025-008 attached as Appendix A to this report amends the Sign By-law to exclude electric vehicle charging station signs from the definition of fuel pump signs, permits electric vehicle charging station signs on all properties in Oakville, limits marks or branding on the sign to no more than 20% on each face of the charging station and provides that electric vehicle charging station signs do not require a sign permit
- Parking Administrative Penalties By-law 2015-071 (the “AP By-law”) provides for an administrative penalties system for the contravention of by-laws respecting the parking, standing or stopping of vehicles
- EV Charging Station By-law 2020-084 (the “EV Charging Station By-law”) regulates the parking and stopping of vehicles at electric vehicle charging stations
- Section 2 of the EV Charging Station By-law prohibits the parking or stopping of a vehicle at an electric vehicle charging station unless the vehicle is an electric vehicle and is attached to the station’s charging equipment
- By-law 2025-009, attached as Appendix B to this report, amends the short form wording found in Table 11 to better reflect the provisions of Section 2 of the EV Charging Station By-law

BACKGROUND:

Municipal Enforcement Services has received inquiries about the installation of electric vehicle charging stations on private property that contain logos or other branding. Such logos or branding are signs under the Sign By-law. The Sign By-law includes signs displayed on electric vehicle charging stations in the definition of fuel pump signs. Fuel pump signs are only permitted in motor vehicle service station land use designations and require a sign permit. Locating a fuel pump sign in a different land use designation would require a site-specific amendment to the Sign By-law.

The current sign regulations restrict the ability for EV chargers to be placed with logos or branding in locations that would otherwise be permitted under Town of Oakville Zoning By-laws 2014-014 and 2009-189. EV chargers are generally permitted as equipment accessory to the principal land-use/building on a lot (i.e., retail commercial complex), provided that the location of the equipment meets the applicable regulations, such as setbacks and landscaping requirements.

In addition, Section 2 of the EV Charging Station by-law provides that that vehicles parked or stopped at an EV charging station must be attached to the charging equipment, as follows:

“No person shall park or stop a vehicle in an electric vehicle charging station that is identified by an authorized sign unless the vehicle is an electric vehicle, and the vehicle is attached to the station’s charging equipment.”

This requirement is not accurately reflected in the Parking Administrative Penalties By-law, prompting the proposed amendment to align the two regulations.

COMMENT/OPTIONS:

The Sign By-law

Including electric vehicle charging stations in the definition of fuel pump sign is limiting to businesses that would like to install charging stations outside of motor vehicle service station land use designations. To encourage the installation of electric vehicle charging stations, cut red tape and streamline the process, staff propose to amend the Sign By-law to:

- Define an electric vehicle charging station sign as a sign erected or displayed by the owner of the electric vehicle charging station to identify the electric vehicle charging station service;
- Exclude electric vehicle charging station signs from the definition of fuel pump sign; and
- Add electric vehicle charging station signs to Part 11 of the Sign By-law. (Signs Not Requiring a Permit) with the following provisions:
 - electric vehicle charging station signs may be located on all properties within Oakville;
 - the signs can only display markings (e.g., logos) or branding of the owner of the charging station and/or an entity responsible for building, operating and/or maintaining electric vehicle charging infrastructure;
 - each face of the charging station can incorporate no more that 20% of marking or branding (instructions for use and contact information is not considered as part of the 20%); and
 - the sign must comply with the Highway Traffic Act and Town by-laws.

The Parking Administrative Penalties By-law

Table 11 of Schedule A of the Parking Administrative Penalties By-law includes a penalty for the contravention of Section 2 of the EV Charging Station By-law. The violation states that vehicles must be charging while parked or stopped at an EV charging station, rather than being attached to the charging equipment, as required by the EV Charging Station By-law. By-law 2025-009, attached as Appendix B to this report, amends the short form wording of the violation to provide that vehicles parked or stopped at an EV charging station must be attached to the charging equipment. The penalty of \$125 remains unchanged as it is set by the *Highway Traffic Act*, R.S.O. 1990, c. H.8.

As a result of the amendment to the AP By-law, the title of the entries in the parking program's Rates and Fees Schedule for EV charging stations must be updated to read as follows:

- Park vehicle in EV Charging Station without being attached to charging equipment; and
- Stop vehicle in EV Charging Station without being attached to charging equipment.

EV Charging Review

Corporate Strategy and Government Relations staff are actively engaged in an EV charging review to support sustainable transportation initiatives. In partnership with multiple departments, the review has two phases and will consider:

Phase1:

- EV charging station procedure for public and town fleet use

Phase 2:

- Current and future EV charging needs
- Integrating EV infrastructure into transportation planning
- Developing policies to promote EV adoption and aligning EV initiatives with the town's environmental goals, ensuring that EV infrastructure supports sustainability objectives

This collaborative effort will ensure that Oakville's approach to EV charging is comprehensive, addressing technical, environmental, financial, and accountable government aspects to effectively meet the growing demand for EV infrastructure.

CONSIDERATIONS:

(A) PUBLIC

Three charging station companies and one charging station owner were consulted on the proposed amendments to the Sign By-law. They were provided with a link to this report and by-law.

(B) FINANCIAL

There is no financial impact proposed.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

Municipal Enforcement Services, Planning and Legal were involved in the review and development of the amending by-laws.

(D) COUNCIL STRATEGIC PRIORITIES

This report addresses Council's strategic priorities: Environmental Sustainability and Accountable Government.

(E) CLIMATE CHANGE/ACTION

The proposed amendment to the Sign By-law will cut red tape and encourage the installation of electric vehicle charging stations town-wide. Electric vehicle charging stations can help to reduce greenhouse gas emissions and their availability on all properties in Oakville signals to residents and visitors that the town is committed to climate action.

APPENDICES:

Appendix A – By-law 2025-008 A by-law to amend Sign By-law 2018-153

Appendix B – By-law 2025-009 A by-law to amend Parking Administrative Penalties By-law 2015-071

Prepared and recommended by:

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