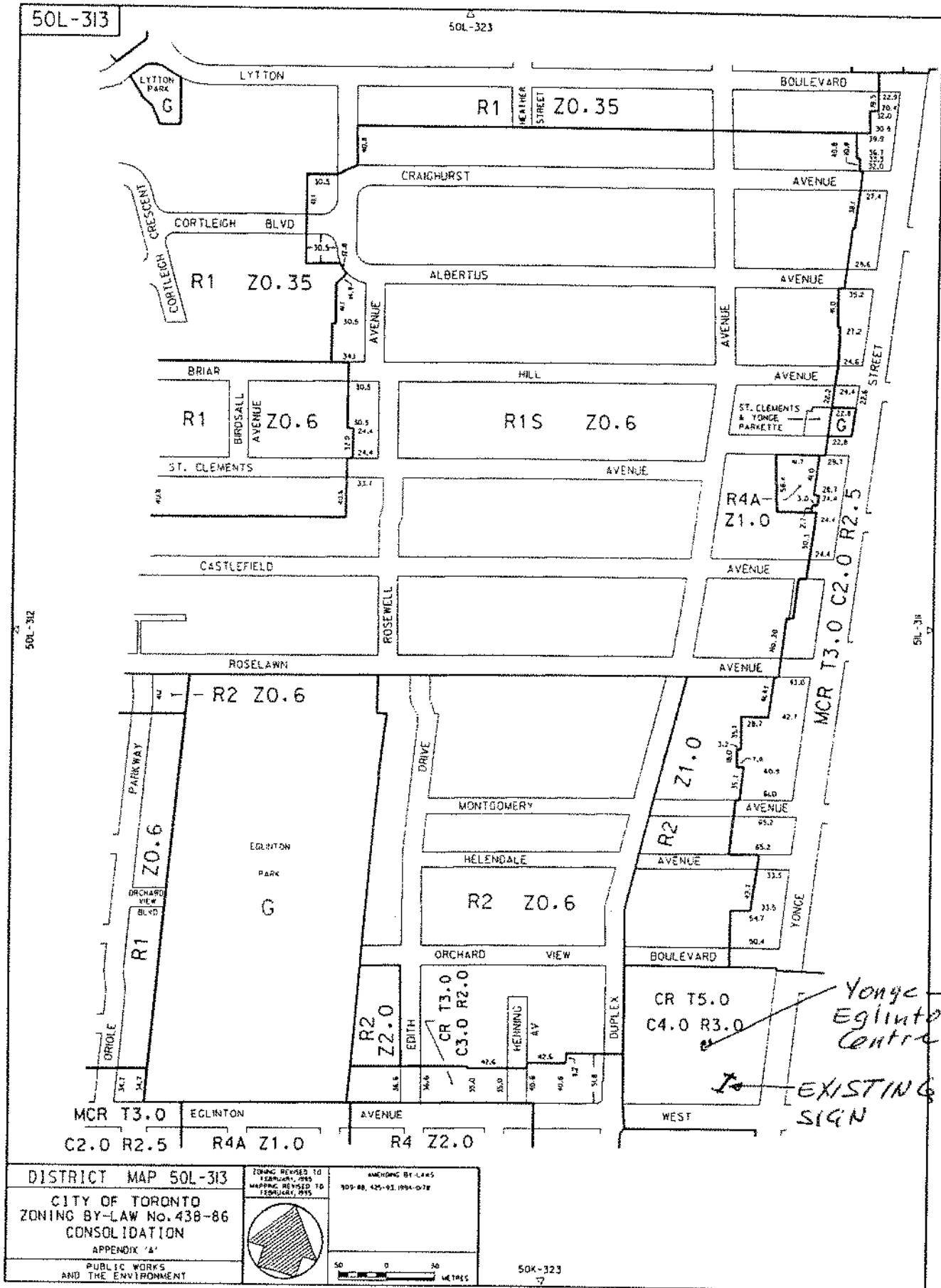




Attachment - 1



50L-313

50L-323

50L-312

50L-314

DISTRICT MAP 50L-313  
 CITY OF TORONTO  
 ZONING BY-LAW No. 438-86  
 CONSOLIDATION  
 APPENDIX 'A'  
 PUBLIC WORKS  
 AND THE ENVIRONMENT

ZONING REVISED TO  
 FEBRUARY 1995  
 MAPPING REVISED TO  
 FEBRUARY 1995



AMENDING BY-LAWS  
 309-88, 425-93, 1094-07E



50K-323

Yonge - Eglinton Centre  
 EXISTING SIGN



# Wild On Walls

## LARGE VIDEO BILLBOARDS

July 8, 2008

To whom it may concern:

RE: a request for variance be granted for an existing LED video screen situated at the Yonge Eglinton Centre – 2300 Yonge Street

Wild on Walls and the Yonge Eglinton Centre (RioCan Holdings) wish to request that a variance be granted for an existing LED video screen situated at the Yonge Eglinton Centre in the Yonge Eglinton Centre sign monument – 2300 Yonge Street – NW corner of Yonge & Eglinton, ....such that in addition to the existing permits, an amendment be made to include the display of animated copy and 3<sup>rd</sup> party advertising

The existing LED video screen has been in operation by Wild On Walls at this location for over 8 years and both Wild On Walls & the Yonge Eglinton Centre were unaware that its operation contravened any regulations of the Toronto Municipal Code.

In all its years of operation (since April 2000) as a promotional/ advertising medium, it was only recently (Feb 08) brought to our attention by the Municipal Standards Officer that the existing permits (permits 305218 and 347426 for the sign monument and for an electronic message centre respectively) had no provisions for an animated copy sign displaying advertising copy. In compliance with the notice, we subsequently turned off the sign, pending this review.

The Yonge Eglinton Centre screen was one of the first LED video screens to be installed in the city of Toronto ... on April 15<sup>th</sup> 2000.

At the time, the Yonge Eglinton Centre was in the process of completing its magnificent revitalization, with its new and dramatic architectural design... befitting it's new flagship venues including SilverCity theatres, Indigo, HMV and ToysR'Us, Pickle Barrel.

Wild on Walls installation of the current screen in conjunction with the Yonge Eglinton Centre, was to replace an antiquated and dilapidated pre-existing electronic message centre with a new and dynamic LED screen (of the latest technology) which would suitably both compliment the intersection and keep in step with the dramatic revitalization of the Yonge Eglinton Centre re-enforcing it as a Toronto landmark.

The introduction of this premier screen and its standards of operation set by Wild On Walls together with quality of programming and content, demonstrated proof of concept and performance for future screen installations. It not only allowed Wild On Walls to be granted additional permits for its other locations at Yonge & Adelaide and John & Richmond, but set the precedents and served to pave the way for the screens we see in the city today.

It has served as a beacon at the intersection playing promotional commercial spots for:

- Yonge Eglinton Centre ... ongoing special activities and events being held at the Centre not only in support of its retailers ...but advertisements for countless charity sponsorship events being held there,
- movie trailers for releases at YEC SilverCity theatre
- spots for national and brand name advertisers,
- spots promoting local neighborhood restaurants and merchants



wild walls

LARGE VIDEO BILLBOARDS

It has also played spots for the City of Toronto:

- Toronto Public Health...smoking Cessation announcement (bars & restaurants)
- Yonge Street Festival...both promotional spots and weekend-long live broadcast of opening ceremonies and concerts at Yonge & Eglinton stage
- Toronto Parks Recreation & Forestry...ski school, employment opportunities & facilities
- Toronto Police ... local 53 division ...an annual event (see Toronto Police Service letter attached)

And for annual Toronto Events such as:

- Toronto International Film Festival
- Festival of Fire
- CNE
- Toronto Italian Film Festival
- CHIN Picnic
- Canadian Cancer Society Toast
- Easter Seals 24hr Relay for Life
- National Ovarian Cancer Society Marathon of Hope
- World Wildlife Federation CN tower climb

A recent example of a notable charitable event held on June 5<sup>th</sup> included the screen's participation in announcing and drawing attention to an all day event being held in the outdoor square at the Yonge Eglinton Centre. The event was "HELP HUNGER DISAPPEAR", sponsored by Cambells soup...where Torontonians were invited to take a can of soup from a display of 12,000 cans spelling HUNGER and walk it to the Canadian Food Banks truck on-site. (see photo's attached)

In addition to the above noted special promotions, Wild On Walls continues to open it's screens to run numerous PSA's in support of these and other charities and foundations (see attached PSA list) in the interest of demonstrating it's policy of social responsibility and corporate goodwill.

As with our other screens, it is the income generated through 3<sup>rd</sup> party ad revenues which enables us to maintain and operate this venue.

We trust that the integrity of the Yonge Eglinton Centre screen has been demonstrated over the years... and a variance granted, so that it may resume and continue its operation.

Wild On Walls and the Yonge Eglinton Centre (RioCan Holdings) greatly appreciate your consideration in this matter.

Sincerely,

Peter Kosyk  
CEO



wild walls

LARGE VIDEO BILLBOARDS



wild wheels

MOBILE MARKETING



wild

AERIAL ADVERTISING

830 Mount Pleasant Rd. Suite 200, Toronto, ON. M4P 2L3  
416.481.2255 [www.wildonmedia.com](http://www.wildonmedia.com)



wildon  
wails

LARGE VIDEO BILLBOARDS

**PSA List**

EASTER SEALS SOCIETY  
WWF  
HEART & STROKE FOUNDATION  
GAMBLING ADDICTION  
CANADIAN SONGWRITERS HALL OF FAME  
RED CROSS  
UNICEF  
CANADIAN CANCER SOCIETY  
NATIONAL OVARIAN CANCER SOCIETY  
SPECIAL OLYMPICS  
TRACK 3 DISABLED SKIING PROGRAM  
COVENANT HOUSE  
LCBO DRIVE RESPONSIBLY  
CANADIAN ASSOCIATION OF SNOWBOARD INSTRUCTORS  
CLEAN FREAK PATROL  
CANADIAN DIABETES FOUNDATION  
CANADIAN BLOOD SERVICES  
SCOTT MISSION  
DART - DRUG ADDICTION REHAB TREATMENT  
YOUNG STREET MISSION  
BEREAVED FAMILIES OF ONTARIO  
DAVISVILLE ANIMAL HOSPITAL  
EARLY DETECT  
TORONTO HUMANE SOCIETY  
GREENPEACE  
UNITED WAY  
CANADA WORLD YOUTH  
CANADIAN WAR MUSEUM  
CITY OF TORONTO MEDICAL OFFICER OF HEALTH  
CITY OF TORONTO PARKS RECREATION & FORESTRY  
CITY OF TORONTO POLICE 55 DIVISION  
CITY OF TORONTO EVENTS YONGE STREET FESTIVAL



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LARGE VIDEO BILLBOARDS



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MOBILE MARKETING



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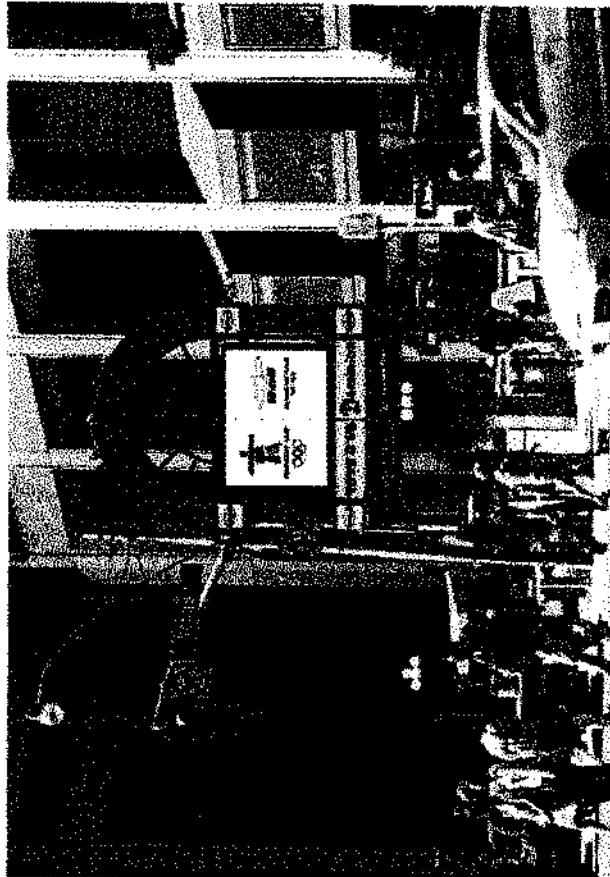
AERIAL ADVERTISING

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Attachment -- 4



3/7/2008



4/13/2008