



May 5, 2010

Dear Chair and Members of the Etobicoke York Community Council:

Re: Approval of Temporary Signage Permit for the Rotary Club of Etobicoke's Ribfest

The Rotary Club of Etobicoke has held their annual Ribfest event for the past ten years and direct 100% of the proceeds to local charities. It is one of the largest Canada Day celebrations and is host to over 150,000 during the four day event.

This community event has proven to be an annual success, and the temporary promotional signage erected has generated no complaints to the offices of the Councillors of Etobicoke -Lakeshore.

The Municipal Code Chapter 693, Section 693-25, which outlines the requirements for signs being used to advertise charitable, non profit and community events, does not permit any variance or appeal to the criteria which regulate temporary signage.

I would like to recommend that:

"Etobicoke York Community Council approve a special permit to the Rotary Club for their 2010 Canada Day event, and allow the placement of signage, providing that they are removed within 12 hours of the event's closure; and that the Rotary Club submit a list of signage locations and it be reviewed in advance with Staff, to ensure that any sightline issues are resolved."

Yours truly,



Peter Milczyn

Getting things done for Etobicoke-Lakeshore

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