



Date: February 5, 2024  
To: Members of Etobicoke York Community Council  
From: Councillor Stephen Holyday  
Subject: Approval of Temporary Signage Permit for the Etobicoke Rotary and Toronto Ribfest 2024 Community Event – Friday June 28th - Monday July 1<sup>st</sup>, 2024

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I would like to request that the following item be added to the Etobicoke York Community Council Agenda.

### **SUMMARY:**

The Rotary Club Canada Day Ribfest is an event that is held in Centennial Park in conjunction with City of Toronto Canada Day celebrations. The event is from June 28 from 3:00pm – 10:00pm, June 29 from 11:00am - 10:00pm, June 30 from 11:00am - 10:00pm and July 1 from 11:00am – 9:00pm at Centennial Park. I fully endorse the plans to hold this event again, as was done in previous years.

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

The approval conditions ensure that there is a responsive procedure to address any signs which have generated a complaint, and ensure all signs are maintained and removed to the satisfaction of City Staff.

### **RECOMMENDATION:**

1. That Etobicoke York Community Council approve a special permit to the Rotary Club for their 2024 Canada Day event, and allow the placement of signage in accordance with the attached conditions.

Yours Sincerely,



Councillor Stephen Holyday  
Councillor Ward 2, Etobicoke Centre

2 Attachments: 1. Letter from Rotary Etobicoke & Toronto Ribfest Planning Team  
2. Conditions

**Conditions**

- Mounted on poles (utility, traffic and hydro poles) no higher than 1.0 meters off the ground to prevent site line obstructions.
- Signs not to be placed on the sidewalk or center median poles, as to not impede pedestrian traffic.
- Ribfest organizers to arrange for the removal of the Ribfest signs no later than 24 hours after the event.
- If a complaint comes in about a sign, Ribfest organizers must go out the same day to fix the problem and move the sign to another location.
- Ribfest Organization is to provide a list of all sign locations for approval from Transportation Services.
- Any other requirements from the Supervisor of Right-of-Way.