



Date: April 24, 2026  
To: Members of Etobicoke York Community Council  
From: Councillor Stephen Holyday  
Subject: Approval of Temporary Signage Permit for the Etobicoke Rotary Ribfest 2026 Community Event – Friday June 26, 2026 – Sunday June 28, 2026

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

### **SUMMARY:**

The Etobicoke Rotary Ribfest has been an annual Canada Day associated event in Etobicoke Centennial Park for several decades. In 2026, the event will be held at the Cloverdale Mall parking lot due to restrictions in the park which overlap with this year's event. The Etobicoke Rotary Ribfest 2026 is from June 26<sup>th</sup> from 12:00pm – 10:00pm, June 27<sup>th</sup> from 12:00 – 10:00pm and June 28<sup>th</sup> from 12:00pm – 10:00pm at Cloverdale Mall parking lot. 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 Etobicoke Rotary Ribfest is seeking permission to install temporary signage on City roads to support the event, as it has done in past years.

The approval conditions ensure that there is a proven response procedure to address any signs which have generated a complaint, and ensure all signs are placed, 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 2026 Ribfest event, and allow the placement of signage in accordance with the attached conditions.

Yours Sincerely,



Councillor Stephen Holyday  
Councillor Ward 2, Etobicoke Centre

Attachments: 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.