

October 6, 2006

LICENSING AND STANDARDS COMMITTEE:

City Council on September 25, 26 and 27, 2006, referred the following Motion to the Licensing and Standards Committee:

J(11) Truck Billboard Advertising

Moved by Councillor Mihevc, seconded by Councillor Rae

“WHEREAS the Medical Officer of Health has deemed smog to be a significant health problem that kills over 1,500 Torontonians annually, and determined that emissions from road vehicles is a significant contributor to smog; and

WHEREAS traffic congestion has a significant negative impact on the City’s economy, due to decreased productivity and increased commuting times; and

WHEREAS an increase in unregulated advertising in public spaces has a detrimental impact on the character and appearance of the City of Toronto;

NOW THEREFORE BE IT RESOLVED THAT City Council request the City Solicitor to develop a By-law banning the operation of vehicles used for the sole purpose of advertising, modelled after similar By-laws in Vancouver and Montreal;

AND BE IT FURTHER RESOLVED THAT a draft By-law, with a supporting staff report, be forwarded to Council for consideration in the Winter of 2007, through the Licensing and Standards Committee.”

for City Clerk

M. Toft/cd