

City Council**Notice of Motion**

MM32.16	ACTION			Ward:All
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A Picture Tells Too Many Storeys: Honest Advertising for Proposed Developments - by Councillor Josh Matlow, seconded by Councillor Kristyn Wong-Tam

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Josh Matlow, seconded by Councillor Kristyn Wong-Tam, recommends that:

1. City Council request the City Manager to formally request the Ontario Ministry of Consumer Services to:
 - a. require developers to clearly state that applications are subject to approval by the City of Toronto on all advertising for development applications until a Building Permit has been issued;
 - b. require that the language "application is subject to approval by the City of Toronto" must occupy no less than 25 percent of the advertisement; and
 - c. define the term "advertising" as referenced in Parts 1a and 1b above, to include, but not be limited to: on-site, billboard, print, radio and television.

Summary

Toronto is becoming an increasingly dense city with an additional 134,000 new residents added between 2001 and 2011. The majority of those new inhabitants are living in condominiums. It is anticipated that this trend will continue as Toronto's population is expected to grow by 160,000 over the next 10 years with just as many new condo or apartment units added.

Residents in high-growth areas are being asked to live with an increasing amount of density, construction and traffic. It is only fair that they are provided every opportunity to voice their concerns and offer their feedback. While Toronto's planning process provides forums for resident participation, many community members are under the impression that a development has already been approved due to misleading advertising.

At the beginning of the application review process, local residents are generally confronted

with on-site, billboard, print and other advertising depicting a building that will be "coming soon" with no mention of a municipal approval process, opportunity for citizen input or that the rendering can be altered. In addition to the confusion created in the community, this misleading advertising suppresses local engagement by giving the impression that the application is a "done deal".

Misleading condominium advertising can also negatively affect purchasers. Individuals have purchased units that have later been removed from the project through the City's planning process, leaving buyers scrambling to find alternative living arrangements.

This Motion requests that the City Manager request the provincial government to require developers to clearly state that applications are subject to approval by the City of Toronto on all advertising for development applications.

(Submitted to City Council on April 3 and 4, 2013 as MM32.16)

Background Information (City Council)

Member Motion MM32.16