

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 6, 2014**

Item 37, Report No. 18, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on May 6, 2014.

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**NEW BUSINESS  
POTENTIAL STRATEGY FOR DEALING WITH NUISANCE SIGNAGE**

The Committee of the Whole recommends approval of the recommendation contained in the following resolution submitted by Councillor Carella, dated April 29, 2014:

**Member's Resolution**

Submitted by Councillor Carella

***Whereas***, the City of Vaughan lacks sufficient human and other resources to deal effectively with nuisance signage----defined as illegal signage, generally of a small size, that can easily be set in the ground along boulevards, or affixed to utility poles, or elsewhere placed; and

***Whereas***, the principals of the companies so advertised claim, in their defence, that the inclusion of the name of their companies and their telephone numbers in such signage does not constitute proof that they are responsible for the illegal placement of such illegal signage; and

***Whereas***, the new technology known as "robot calls" or "robocalls" has been successfully applied in other jurisdictions (e.g., Philadelphia, PA) to reduce significantly if not totally the placement of such nuisance signage\*

Now therefore be it resolved that appropriate staff be directed to investigate the cost, benefits, and legality of this strategy, and bring back a report with recommendations no later than the Committee of the Whole meeting of September 2, 2014.

The foregoing matter was brought to the attention of the Committee by Councillor Carella.