

PROVINCE OF QUÉBEC  
TOWN OF BAIE D'URFÉ

BY-LAW NUMBER 944  
BY-LAW CONCERNING THE  
DISTRIBUTION OF ADVERTISING  
MATERIAL.

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Regular meeting of the Municipal Council of the Town of Baie d'Urfé held, according to the law at the ordinary place of meetings, at the Town Hall, Tuesday, October 9th 1990, at 7:30 o'clock p.m.

Were present:

Mayor: Anne Myles

Councillors: J.M. Dawson  
R. Thornton  
R. Common  
H. Pidcock  
C. Colomb  
P.B. Cumyn

Forming Quorum

Also present: R. White, Director general  
J.M. Racine, Secretary-Treasurer  
A. Chabot, Dir. of Tech. Serv.

WHEREAS Notice of Motion for this By-Law was duly given at a regular meeting of Council, held on June 12th 1990;

WHEREAS By-Law Number 944 has been read;

THEREFORE, it was moved by Councillor Pidcock and seconded by Councillor Cumyn:

THAT By-Law Number 944 be, and is hereby adopted; and,

THAT it be enacted and decreed by this By-Law as follows:

ARTICLE 1: In this By-Law "Advertising Material" means a circular, an advertising, a prospectus, a free newspaper or other similar printed matters.

"Distributor" designates whoever, on his own account or for a third party for whose use such material is designed, distributes, either himself or through a distribution assistant, advertising material on private property.

ARTICLE 2: It is prohibited to distribute advertising material on private property without holding a distribution permit as contemplated in this By-Law.

ARTICLE 3: No advertising material may be distributed unless it bears the name and address of the legal entity or physical person that holds the permit mentioned in Article 2.

In cases where the distributor uses a wrapping for the distribution of advertising material, he may affix the information required under the preceding paragraph on the wrapping only.

The applicant for a distribution permit shall complete the application form furnished to this effect by the Administration Department. The form shall contain the applicant's name, address and business telephone number.

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ARTICLE 3: (Cont'd)

The distribution permit shall be issued to the distributor on a annual basis upon payment of a fee of \$25.00.

ARTICLE 4: It is prohibited to place any advertising material on the public domain, including Town property and the property of schools and churches.

ARTICLE 5: Subject to Article 7, advertising material shall be placed:

- a) in a letter box or slot;
- b) in a closed or covered receptacle provided for such purpose (such as a mailbox).

In cases where advertising material is inserted in a letter box or slot, the flap of such slot shall be fully lowered after the material is inserted.

Advertising material shall not be left wholly or partly in view from the exterior of the property by being placed on a newspaper rack, on a doorknob, inserted into the storm door, left on the ground or the like.

ARTICLE 6: Whoever carries out the distribution of advertising material shall use the alleys, sidewalks or ways leading to houses and buildings, and shall not cross lawns and gardens.

ARTICLE 7: It is prohibited to place any advertising material on private property if the owner or the occupant shows, that he refuses to receive such material by means of a notice which may state "no advertising" or "no circulars" or the like, or by means of a sign affixed to or near the front door of the property.

The sign referred to in the preceding paragraph shall be a standard sign for this purpose provided by the Town of Baie d'Urfé.

ARTICLE 8: The distributor shall apply reasonable diligence with respect to his distribution assistants to ensure compliance with article 4, 5, 6 and 7.

ARTICLE 9: Any distributor whose advertising material is delivered in contravention of this By-Law shall commit a violation and be liable:

To a fine of three hundred dollars (\$300);

ARTICLE 10: No permit shall be required for the delivery of advertising material by:

- a) Canada Post
- b) Schools
- c) Churches
- d) Baie d'Urfé non-profit social organisations, for example: Scouts, Guides, sports clubs, Library, Citizens Associations, etc.

ARTICLE 11: The present By-Law shall come into force according to law and will come in force on January 1, 1991.

ADOPTED - Regular meeting of October 9, 1990  
CAME into force on January 1, 1991  
(Public Notice published on October 28, 1990)  
CERTIFIED TRUE COPY

Jean-Marc Racine  
Secretary-Treasurer