



NATIONAL ASSEMBLY

FIRST SESSION

THIRTY-SIXTH LEGISLATURE

Bill 129

An Act to prohibit commercial advertising along certain thoroughfares

Introduction

**Introduced by
Mr Guy Chevrette
Minister of Transport**

**Québec Official Publisher
2000**

EXPLANATORY NOTES

The object of this bill is to prohibit, along high-speed thoroughfares and on bridges and approaches to bridges in urban areas, the erection of new commercial signs intended for passing motorists.

In addition to prescribing a fine in the case of a contravention, the bill provides that the Minister of Transport or the person responsible for the highway or bridge can require or, if necessary, proceed with the removal of advertising erected despite the prohibition.

Bill 129

AN ACT TO PROHIBIT COMMERCIAL ADVERTISING ALONG CERTAIN THOROUGHFARES

THE PARLIAMENT OF QUÉBEC ENACTS AS FOLLOWS :

1. All advertising, even advertising erected on private property, that is located and angled so as to attract the attention of the users of a bridge or a public highway situated in any territory excluded from the application of the Roadside Advertising Act (R.S.Q., chapter P-44) by section 2 of that Act and on which, in the case of a public highway, the maximum speed permitted is 70 km/h or more, is prohibited.

For the purposes of this section, a bridge includes the entry and exit ramps within a distance of 300 metres, and a public highway includes the entry and exit ramps and the highway interchanges even where the maximum speed posted is less than 70 km/h, provided that the speed posted on the highway is 70 km/h or more.

2. The Minister of Transport or the person responsible for the maintenance of a public highway or a bridge may, if he or she has reasonable grounds to believe that advertising is erected in contravention of section 1, issue to the person who erected the advertising or, where the person cannot be identified or contacted, to the person who caused or allowed it to be erected, a notice requiring the person to remove the advertising within five days.

If the person fails to comply with the notice, the Minister or the person responsible for the maintenance of the highway or the bridge may have the advertising removed at the person's expense.

3. Every person who erects advertising or causes or allows advertising to be erected in contravention of section 1 is guilty of an offence and is liable to a fine of \$2,000 to \$10,000.

4. Section 2 has effect from *(insert here the date of introduction of this bill)* in respect of advertising erected on or after that date as if it had been erected on or after the date specified in section 6.

5. This Act ceases to have effect on the date fixed by the Government or on or before 1 July 2001.

6. This Act comes into force on *(insert here the date of assent to this Act)*.