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Date: April 12, 2018
To: Mayor and Council
Author: Jennifer Astrologo, Director of Corporate Services/Clerk
RE: Regulation of Election Signage
Report No.: CS-2018-10

AIM

The aim of this report is to request that Council prohibit the display of election signage until the second Friday in August, thereby allowing the Director of Corporate Services to research and prepare an election sign by-law for Council's consideration at a future meeting.

BACKGROUND

Section 8 of the *Municipal Act, 2001* (the "Act") confers broad authority on municipalities to govern their affairs as they consider appropriate. Section 11(3) of the Act specifically gives the municipality the authority to regulate signage within its boundaries.

Currently, the Town has a by-law regulating the placement of portable signs. However, that by-law does not contain any provisions to regulate the placement or display of election signs.

DISCUSSION

Many municipalities already have in place by-laws to regulate signs and either adopt a separate by-law for election signs, or incorporate provisions within their current by-law to address the display of election signs.

Since the Town does not have a general sign by-law in place, it is recommended that Council consider the adoption of a by-law specifically for the purposes of regulating election signage. A by-law would be beneficial for the following reasons:

- Communicate the "rules" associated with the erection and display of election signs for candidates, third party advertisers, residents and visitors;

- Clearly define any restrictions associated with the display of election signage near roadways and/or intersections;
- Outline any limitations or restrictions on the placement of signs on public property;
- Define a time period within which signs may be displayed and the timeframe within which they must be removed following an election;
- Ensure that all candidates and third parties are treated equitably with respect to the placement of election signs;
- Establish a procedure for the removal of non-compliant signs and the penalty for same; and
- Identify enforcement responsibilities.

Based on the foregoing, it is recommended that Council adopt a motion prohibiting the placement and/or display of any election sign until the second Friday in August and direct the Director of Corporate Services to further investigate and prepare a by-law regulating election signs for Council's consideration.

LINK TO STRATEGIC PLAN

No direct link to the Strategic Plan.

FINANCIAL CONSIDERATIONS

None.

CONSULTATIONS

CAO, P. Van Mierlo-West

RECOMMENDATION

That all election signage not be erected or displayed until the second Friday in August and that the Director of Corporate Services prepare a draft by-law regulating election signs for Council's consideration.

Jennifer Astrologo

Jennifer Astrologo, B.H.K. (hons), LL.B
Director of Corporate Services/Clerk

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer