

Election Sign By-law

General Committee Meeting

January 18, 2010

Presentation Overview

Provide Committee with an overview of:

- ✓ Overview of Current Election Sign By-law
- ✓ Feedback on 2006 General Election & 2009 Ward Election Signage
- ✓ Proposed 2010 Election Sign Program
- ✓ Possible Amendments for Committee Consideration

Current Election Sign Regulations

- **Contained in Town's Sign By-law 2002-94**
- **Major review and amendment of By-law in 2006, based on Councillor Workshop and feedback**
- **Town's By-law standards are the same as the Region's By-law (with two exceptions)**
- **Steeles Avenue (both sides) Toronto's Sign By-law applies; Markham candidates require City permit**
- **Applies Municipal, Provincial and Federal Elections**
- **\$200 refundable deposit - \$10 per sign charge for illegal signs removed (invoiced for >20 signs)**

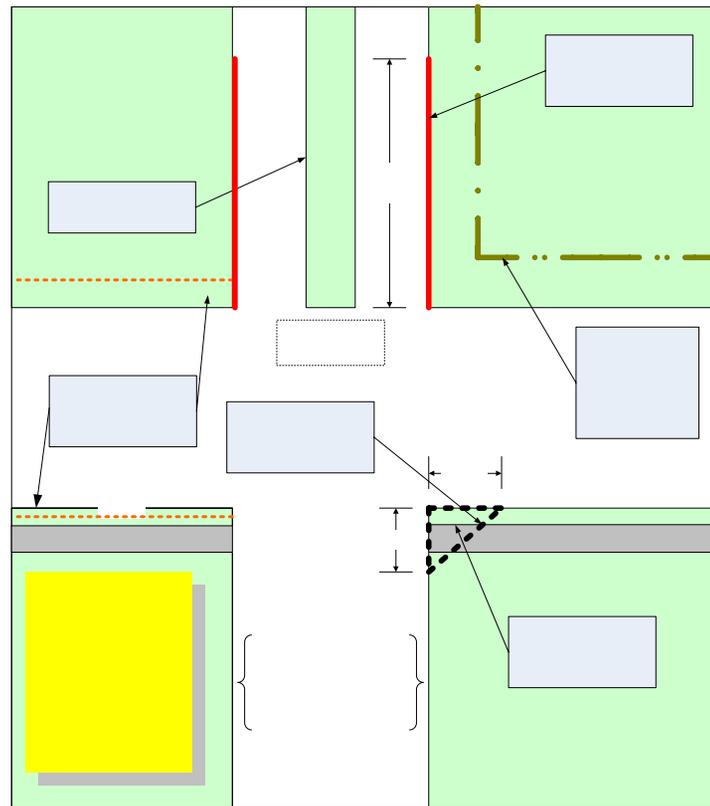
Current By-law Regulations

- **Signs may be erected 4 weeks prior to Election (September 27)**
- **Each candidate can have one designated Campaign Headquarters at which sign by-law exemptions are permitted**
- **Signs must be attached to ground only**
- **Signs cannot be located on grounds of Voting Places**
- **All signs must be removed 7 days after Election (November 1)**

Current By-law Regulations

- Recognizes two types of signs: Major Road Signs(1.49m² max. area) and Lawn Signs (0.75m² max. area)
- Major Road Signs- can be placed on Designated Roads Allowances (Arterial Roads) with one Major Sign per corner (4 per intersection)
- Lawn Signs- can be placed on residential properties and adjoining municipal boulevard, one per candidate per property with permission of property owner
- Election Signs are not permitted on vacant lands, public lands and open space areas

Intersection Placement Diagram



Feedback on Signage- '06 & '09

Working Well

- 👍 **Restriction of Major Road Signs to Arterial Roads-** *(reduced number of signs, eliminated public lands)*
- 👍 **Production of Election Sign Booklet** *(regulation awareness)*
- 👍 **Candidates Meeting on Sign Regulations** *(regulation awareness and placement education)*
- 👍 **Ward Map Showing Sign Locations** *(regulation awareness and placement education)*
- 👍 **Pre- Placement Tours** *(placement education)*
- 👍 **Recycling of Unclaimed & Candidate Signs** *(waste diversion)*

Feedback on Signage- '06 & '09

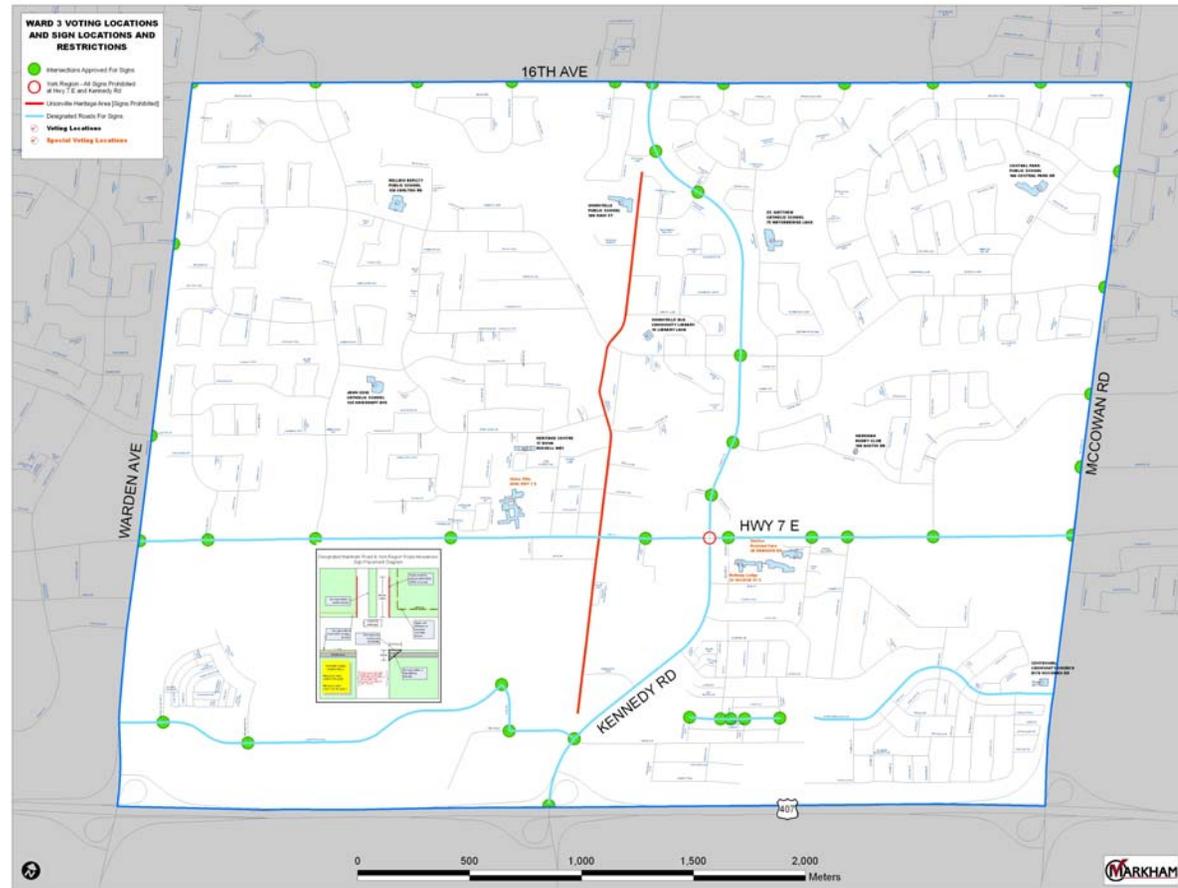
Concerns

- 👉 **Still too many locations for Major Road Signs and closeness of some locations to adjoining location**
- 👉 **Headquarters: Not being staffed/ used regularly; lack of signage restrictions- too many signs; not in compliance with zoning**
- 👉 **Unauthorized placement of Lawn Signs between the sidewalk & curb in residential zones**
- 👉 **Sign placement blitzes on last days of election and at all candidates meetings**
- 👉 **Alignment of Town & Region By-law for consistency**

Proposed 2010 Election Sign Program

- Election Sign Booklet for distribution to all candidates
- Conduct Candidate/ Campaign Staff meeting(s)
- Field Sign Placement Tours with Campaign Staff
- Recycling of unclaimed signs & signs from candidates
- Unpaid sign permit balances for non conforming sign placement and removal will be added to candidate's Property Taxes
- Produce Individual Ward Sign Placement Maps

Sample Ward Election Sign Map

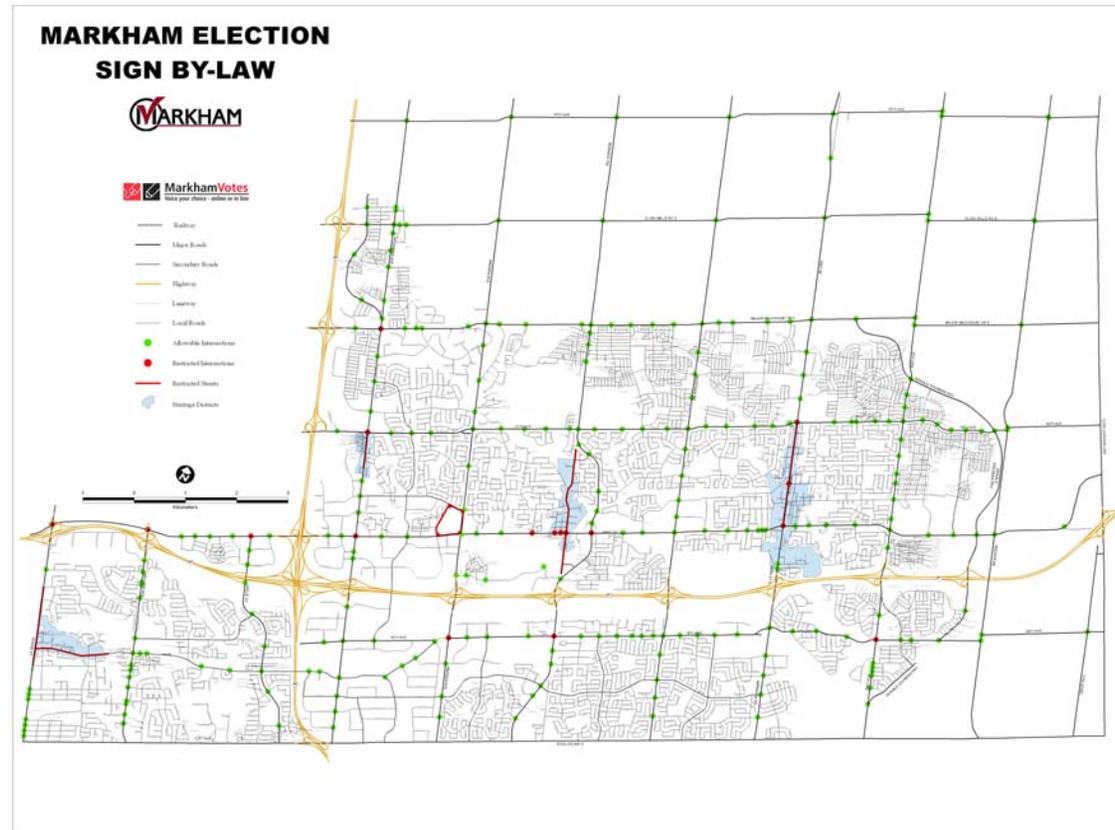


Amendments for Consideration

- ❑ **Removal of all signs within 72 hours (October 28)**
 - Alignment with Region's By-law & Toronto's

- ❑ **Reduction in number of locations for placement of Major Road Signs:**
 - Eliminate one current location where adjoining location is less than 400m apart;
 - Eliminate locations where public complaints regarding sight line obstructions have been received; and
 - Produce a map schedule to clearly identify placement locations

Major Road Signs Schedule



Amendments for Consideration

- ❑ **Start Date for placement of signs- 6 week prior to Election (September 13)**
 - Alignment with Region By-law

- ❑ **Prohibit placement lawn signs from the area between the curb and the sidewalk**
 - Address issues with unauthorized placements of signs in front of residential properties
 - Eliminate the need for removal of signs as significant numbers are placed too close to curb or sidewalk

Amendments for Consideration

- ❑ **Adjust Lawn Sign placement restrictions to 1.8m (6 feet) from a curb and 0.6m (2 feet) from a sidewalk**
 - Ease of use for campaign teams
 - Ease of use for enforcement
- ❑ **Increase sign deposit to \$250 from \$200 and increase of sign removal charge to \$25 from \$10**
 - Cost recovery & Alignment with City of Toronto
- ❑ **Campaign Headquarters to comply with Sign By-Law, except for allowance for signs to be displayed in the windows of the campaign office**