

Election Sign Regulations

(17.7- Election Campaign Office)

General Committee Meeting

April 19th, 2010

Current Amendment Status

- **Council approved the following amendments to proposed By-law at April 12th Council Meeting:**
 - Eliminate 2nd second sign allowance- corner lot
 - Remove prohibition for Election Office Signage in Unionville Heritage Area (still prohibited on Main St. Unionville where offices not permitted)
- **Only Clause 17.7 (Election Campaign Offices) is outstanding**

Purpose of Clause 17.7

- **Address concerns of excessive signage at Campaign Offices in prior elections;**
- **Permits election signage at Campaign Office limited to one location only;**
- **Allows use of Major Road Sign to denote Campaign Headquarters where candidate does not use a Ground (or Pylon) Sign**
- **Allows additional window signage**

Effect of Clause 17.7



Options for HQ Signage Allowances

Original Proposal was to align with same time period for Major Road Signs on Regional Roads	42 days (Sept. 13)
At March 22 General Committee meeting- City of Toronto option for an extended period was recommended	90 days (July 27)
New Option- Allow Major Road Sign with opening of Campaign Office (restriction for window signs to remain at original 42 days)	None (opening of Office)

Charter Considerations

- Sign content restrictions can violate Section 2(d) of Canadian Charter of Rights and Freedoms
- Some Municipal Sign By-laws have been found to contravene Charter- especially prohibition clauses
- Restrictions can be upheld as reasonable and proportional limits on 2(d) for “good government” (i.e. public safety, nuisance) reasons
- Requiring “Campaign Headquarters” is not a restriction on content