

Municipality of Lakeshore – Report to Council

Strategic & Legal Affairs

Civic Affairs



To: Mayor & Members of Council

From: Kristen Newman, Corporate Leader – Strategic & Legal Affairs

Date: April 25, 2022

Subject: Amendment to Sign By-law for Election Signs

Recommendation

Direct the Clerk to read By-law 46-2022, being a by-law to amend the By-law 107-2007, the Municipality of Lakeshore Sign By-law during the Consideration of the By-laws, as presented at the April 26, 2022 Council meeting.

Background

The 2022 Municipal Election will take place October 24, 2022. As part of the election process, it is anticipated that candidates and third-party advertisers may wish to use election signs on private and/or public properties as part of their campaign strategies.

It is noted that the first day for candidate and third-party advertiser nominations is Monday, May 2, 2022.

Comments

The Municipality of Lakeshore currently has two by-laws in place relating to signs:

- By-law 107-2007 (general Sign By-law) and
- By-law 67-2006 (Election Campaign Sign By-law).

Administration has drafted By-law 46-2022 for Council's consideration, which would repeal the Election Campaign Sign By-law and include provisions relating to election signs in the general Sign By-law. A consolidated version of the General Sign By-law is attached as Attachment "A". The green text indicates language that was modified or is newly introduced by the draft amendment. The intention of the amendment is to:

- Restrict when election signs are permitted (during an election campaign period),
- Include third party advertising prohibitions consistent with the *Municipal Elections Act, 1996* regulation regarding third party advertising;

- Include a requirement for a permit (not required for signs with area less than 2 square metres on private property and not required for signs of same size or less on inner boulevards), and
- Clarify the placement of election signs on both private property and municipal lands, which will in turn provide greater clarity for candidates and members of the public.

The draft by-law amendment continues many of the provisions in the Election Campaign Sign By-law such as prohibitions from attaching signs to utility poles and over or on municipal property. The draft by-law amendment further continues the authority of the Municipality to remove signs where they do not comply with the relevant legislation.

In addition, the draft by-law includes housekeeping items such as updated language from the *Municipal Elections Act, 1996* and reflects the change in timing for the campaign period to align with the nomination period commencing May 2, 2022.

Administration recommends that Council direct the Clerk to present By-law 46-2022 for reading and adoption during the Consideration of the By-laws portion of the Council meeting.

Financial Impacts

There are no financial impacts as a result of this report. Administration will advise candidates of the proposed amendments to the Sign By-law and will provide copies of the by-law to candidates once it is adopted by Council.

Attachment

A - By-law 107-2007 as amended by the Draft By-law Amendment. The green indicates language that is newly included or modified.

Report Approval Details

Document Title:	Amendment to Sign By-law for Elections Signs.docx
Attachments:	A-107-2007 – Sign By-law with Draft Amendments-Greenlined.docx
Final Approval Date:	Apr 25, 2022

This report and all of its attachments were approved and signed as outlined below:

Prepared by Kristen Newman

Approved by Justin Rousseau and Truper McBride