

# **Election Sign Regulations**

## **(17.7- Election Campaign Office)**

General Committee Meeting

April 19<sup>th</sup>, 2010

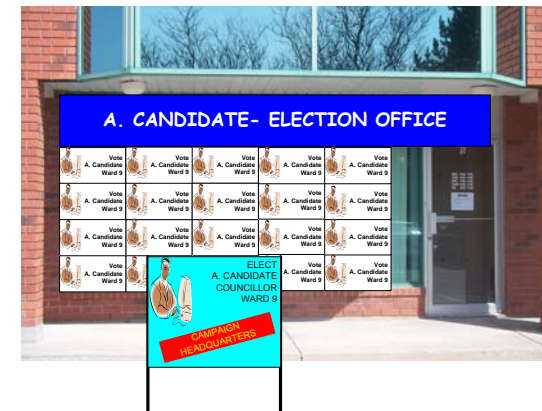
## Current Amendment Status

- **Council approved the following amendments to proposed By-law at April 12<sup>th</sup> Council Meeting:**
  - Eliminate 2<sup>nd</sup> 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	<b>42 days (Sept. 13)</b>
At March 22 General Committee meeting- City of Toronto option for an extended period was recommended	<b>90 days (July 27)</b>
New Option- Allow Major Road Sign with opening of Campaign Office (restriction for window signs to remain at original 42 days)	<b>None (opening of Office)</b>

## 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