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2022 Municipal Election

Election Signs – Candidate Information Session

September 13, 2022

Agenda

- Introductions
- What's New for 2022
 - Revised By-law
- Election & Third Party Advertiser Signs
 - Size
 - Placement
 - Time Frame
- York Region By-Law

What's New for 2022?

- On March 7th, 2022, Council approved an updated Election Sign By-law (By-law 2022-16).
- This By-law governs the requirements, location and placement parameters, removal requirements, application and registration process, fees and penalties associated with the use of election signs.



What's New for 2022?

Key Changes

- New fee and fine structure that directly links fines to confirmed violations

Fees and Fines

- \$50 non-refundable permit application fee
- \$250 refundable deposit at the time of application.
- Deposit held until all election signs have been removed from all properties pursuant to the by-law (i.e. 72hrs following Voting Day)
- \$25 administrative monetary penalty (AMPS) ticket issued for each sign removed by Town staff for non-compliance with the by-law.



What's New for 2022?

Fees and Fines

- In the event that over 10 signs are required to be removed (i.e. in excess of the \$250 deposit), a \$25 AMPS ticket will be issued per sign removed by Town staff to recover enforcement costs associated with the removal process.
- Under the AMPS model, any fines imposed are eligible to be disputed via a third party adjudicator (Hearing Officer) and the process eliminates any potential or perceived conflicts between Town staff and candidates campaigning to become elected officials.

NOTE:

Hearings are subject to an additional \$25 administration fee if the fee is upheld by the Hearing Officer.

One hearing would be held for each candidate / third party advertiser for all signs removed.

Third Party Advertisers

“Third Party” refers to any person that is not a registered candidate, political party, or constituency association, who incurs expenses relating to third party advertisements.

“Third Party Advertisements” refers to any form of advertising which promotes, supports, or opposes any candidate or provides a “yes or no” answer to a question on a ballot.

It does not include any advertising identified under subsection 8(2) or 8(2.1) in the Municipal Elections Act.

Third Party Advertisers

Regulations

“Third Party” refers to any person that is not a registered candidate, political party, or constituency association, who incurs expenses relating to third party advertisements.

- Signs may only be placed after the Third Party has registered in accordance with the Municipal Elections Act, and obtained an Election Sign Permit.
- Third Party Advertiser Signs must contain:
 - Name of Registered Third Party;
 - Municipality where the Third Party is registered; and
 - Telephone number, mailing address or email address for contact purposes.



Third Party Advertisers

Example

**Will Homer Simpson
support free donuts
for all?**

Paid for by:
Newmarketonians for
FREE DONUTS
n4fd@gmail.com

Registered advertisement: Newmarket, Ontario



Sign Size



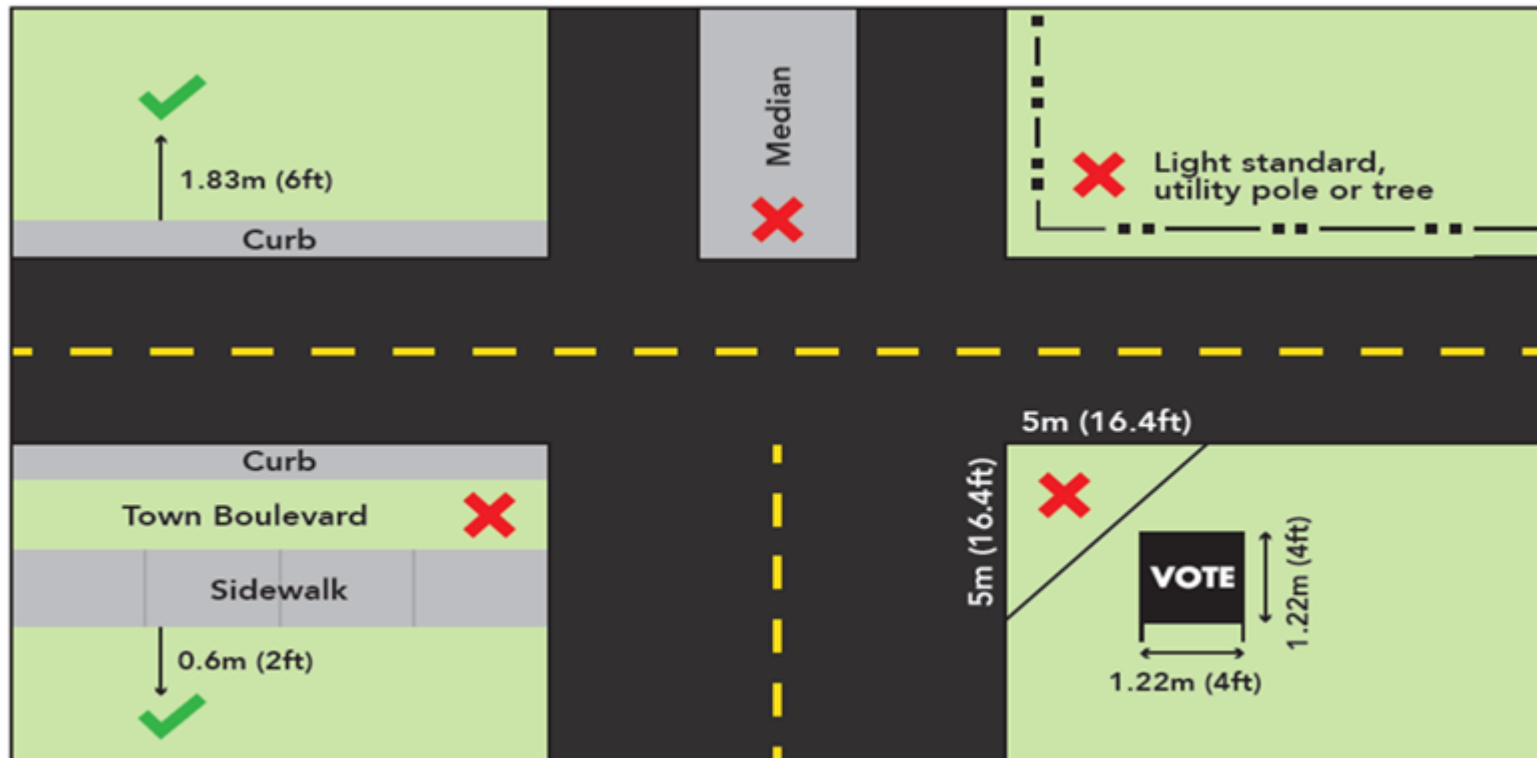
- Election Signs and Third Party Advertiser signs shall only have a maximum:
 - Area of 1.49 square metres (16 sq ft)
 - Height of 1.22 metres (4 feet)
 - Width of 1.22 metres (4 feet)

Election & Third Party Advertiser Signs

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Sign Placement - Do's and Don'ts



Election & Third Party Advertiser Signs



Private Property

- The property owner must **consent** to having the sign erected on their property.
- Election Signs are limited to 1 per Candidate or per Third Party Advertiser on private property, unless the property is a corner lot (2 are allowed on corner lots)

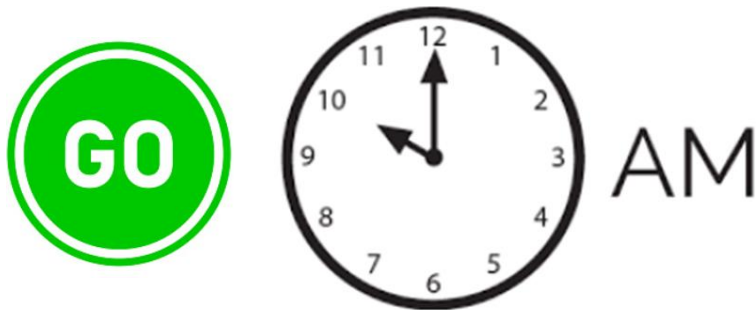
ASK
PERMISSION
FIRST

Election & Third Party Advertiser Signs



Sign Placement Time Frame

- First day that signs may be placed is September 26th at 10:00 AM
- Signs must be removed by 8:00 PM on October 27, 2022
- Improperly placed signs will be removed. \$25 fee per sign will be deducted from deposit.



September 26th



October 27th

Election & Third Party Advertiser Signs

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Sign Placement - Do's and Don'ts



DO:

- Place signs around Town starting at 10 a.m. on **September 26, 2022**.
- Limit sign area to a maximum of 16 square feet.
- Ensure signs are a minimum of 1.83 metres (6 ft) away from the curb.
- Keep signs 0.6 metres (2 ft) away from the edge of sidewalks.
- Remove signs by **October 27, 2022**.
- Refer to York Region's Sign Guide.
- Third Party Advertisers: follow sign content rules. Details newmarketvotes.ca



DO NOT:

- Place signs in areas which would obstruct pedestrian or vehicle traffic or site lines.
- Place signs between the curb and sidewalk, in Town parks and/or on Town property, or at Voter Assistance Centres at any time.
- Post signs on trees, utility poles or traffic lights.
- Place election signs on private property without permission from the property owner.

Election & Third Party Advertiser Signs



Unlawful Signs

- Signs will be held for 30 Days & then recycled if not picked up by November 23.
- Any signs removed by the Town may only be picked up **after** October 24
- Signs in contravention of the By-law are subject to a \$25 removal fee
 - Fees will be deducted from deposit

Election & Third Party Advertiser Signs



Election Sign Removal Procedure

- Enforcement staff will monitor between September 26 and October 27 until the last sign is removed following the election.
- Signs removed will be photographed and notes made regarding date, time & approximate location & reason for removal.
- Signs may not be picked up until after October 24, between 8:30 AM to 4:30 PM
 - Candidates must schedule an appointment to pick up signs

Election & Third Party Advertiser Signs



Election Sign Removal Procedure

- All complaints regarding placement of election signs shall be directed to Customer Service at 905-895-5193 or info@newmarket.ca
- All complaints regarding stolen or defaced election signs shall be directed to York Regional Police non-emergency line at 1-866-876-5423.

York Region Election Sign By-law



Presenter:

John La Chapelle

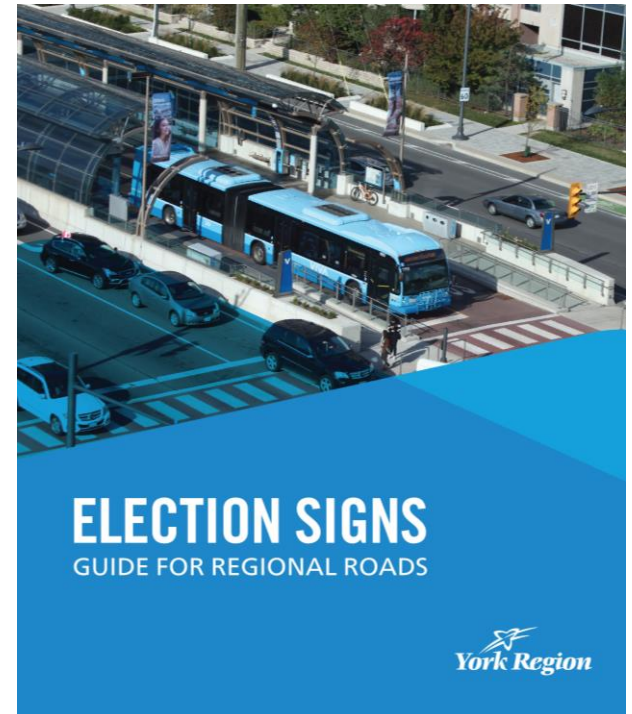
Corridor Control, Road and Traffic Operations Branch
Public Works Department

York Region

York Region Election Sign By-law

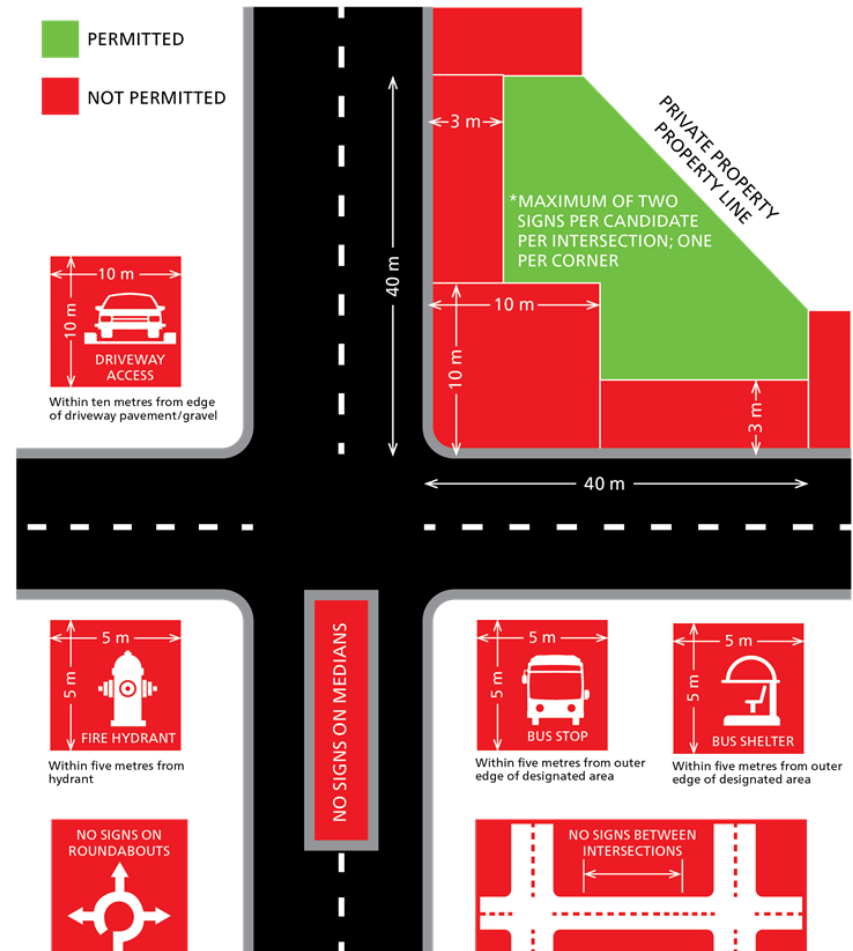


- Region's Sign Bylaw (No. 2015-36)
- The Region's Elections Sign Guidelines are available online york.ca/electionsignguide/



Sign Placement Restrictions

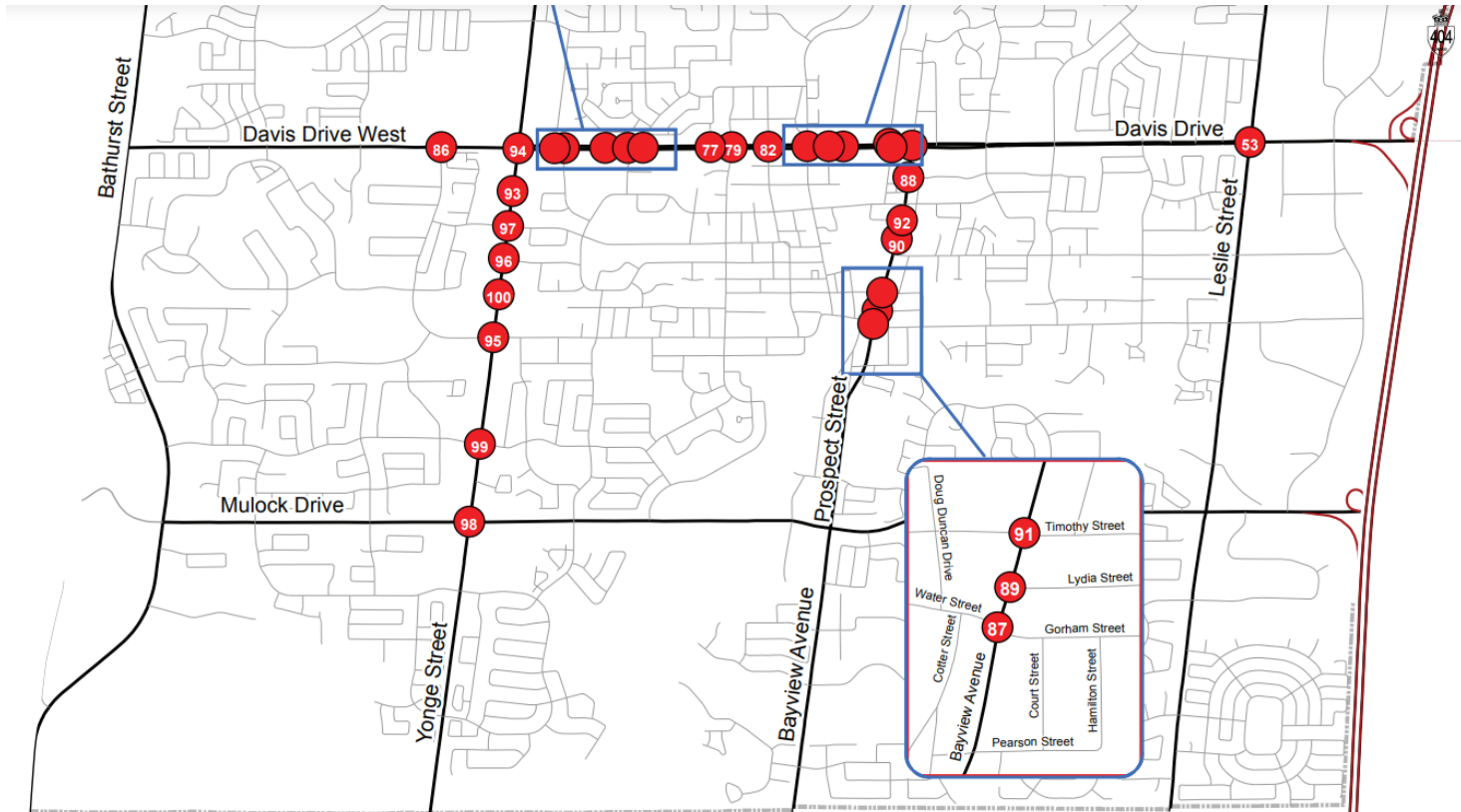
- Signs are only permitted at intersections on Regional roads
- No signs are permitted in restricted intersection
- Max 2 signs per intersection, 1 per corner
- Max sign size 1.22m (4 feet) x 1.22m (4 feet)



Sign Placement Restrictions

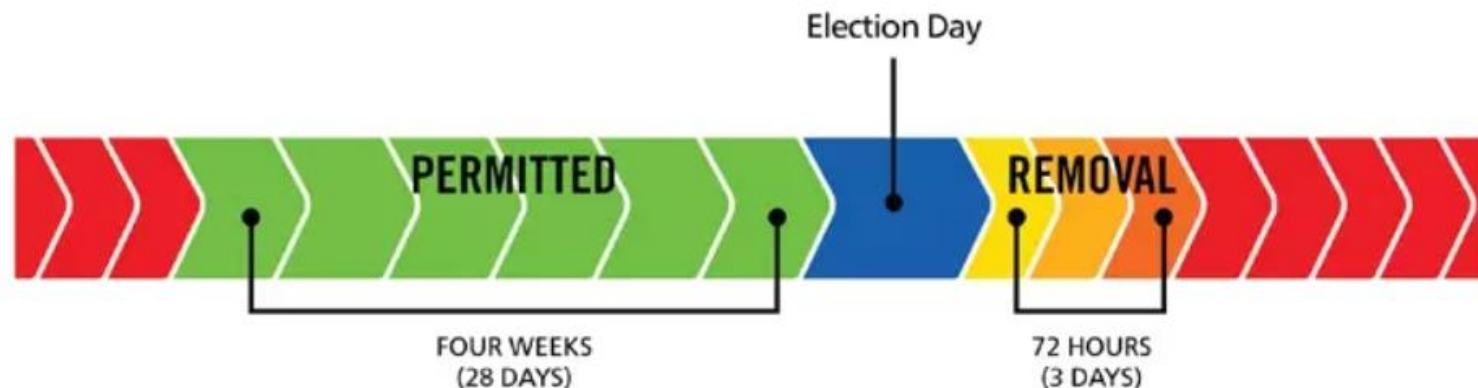


Restricted Intersections



Timeline

- Signs are permitted from 10am on September 26th
- Signs must be removed by October 27th
- Non-compliant signs will be removed and can be picked up after election day. After 30 days the signs will be recycled





Contacts:

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Corridor Control, Road and Traffic
Operations Branch,
Public Works Department

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www.york.ca

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Questions?

Need assistance? Schedule your
1 on 1 with Enforcement Staff today!

Contact:

Town of Newmarket - Municipal Licensing
Legislative Services
905-953-5300 ext. 2221
licensing@newmarket.ca