



TOWN OF
HALTON HILLS
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REPORT

TO: Mayor Bonnette and Members of Council

FROM: Renée Brown, Deputy Clerk - Administration

DATE: November 15, 2021

REPORT NO.: ADMIN-2021-0048

SUBJECT: Election Sign By-law

RECOMMENDATION:

THAT Report No. ADMIN-2021-0048 dated November 15, 2021 regarding Election Sign By-law be received;

AND FURTHER THAT Council adopt the Election Sign By-law attached as Appendix A to this report and authorize the Mayor and Clerk to execute the Election Sign By-law;

AND FURTHER THAT Council approve repealing the election sign sections of the Town of Halton Hills Sign By-law (By-Law No. 2003-0065, as amended).

KEY POINTS:

The following are key points for consideration with respect to this report:

- Election Signs have historically been governed by the Town's Sign By-law;
- Separating the regulations of election signs from the Town's current Sign-By-law 2003-0065, as amended, will provide enhanced clarification for candidates and staff;
- The Election Sign By-law will cover Federal, Provincial and Municipal Elections.

BACKGROUND AND DISCUSSION:

The Town's Sign By-law has been the by-law governing election signs for many years. As the sign by-law covers all signage in the Town of Halton Hills the sections pertaining to election signs are dispersed throughout the by-law making it cumbersome for

candidates and members of the public to navigate and find the specific answers that they are looking for with respect to election signs. Many municipalities have stand alone Election Sign By-laws including the Town of Milton and City of Guelph.

Staff determined that it is important for ease of understanding for all parties involved with the election process, to have a stand-alone Election Sign By-law that clearly sets out the parameters with respect to sign placement, sizing etc.

Staff have included the implementation of a sign permit process with a fee component to the new by-law. Election sign management has an administrative component that have costs associated with it, including staff resources and time for the monitoring and removal of election signs contravening the by-law. All Candidates and Third-Party Advertisers will now be required to obtain an election sign permit and pay the required fee.

STRATEGIC PLAN ALIGNMENT:

This report is administrative in nature and does not have an impact on the Town's Strategic Plan.

RELATIONSHIP TO CLIMATE CHANGE:

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

PUBLIC ENGAGEMENT:

Public Engagement was not needed as this report is administrative in nature.

INTERNAL CONSULTATION:

The Town Clerk and the Manager of Enforcement Services were consulted in the preparation of this Report and By-law.

FINANCIAL IMPLICATIONS:

This report is administrative in nature and does not have any financial implications.

Reviewed and approved by,

Valerie Petryniak, Town Clerk & Director of Legislative Services

Chris Mills, Chief Administrative Officer