



THE CORPORATION OF THE TOWN OF LATCHFORD

BY-LAW No.: 2026-018

Being a By-Law to regulate Election Signs during Municipal Elections including Third Party Advertisements.

Whereas *Section 5 (1) and 5 (3) of the of the Municipal Act, 2001, S.O. 2001. C.25, as amended*, state the powers of a municipality shall be exercised by its council and a municipal power, including municipality's capacity, rights, powers and privileges under section 9, shall be exercised by by-law unless the municipality is specifically authorized to do so otherwise;

And whereas, *Section 9 of the Municipal Act, 2001, S.O. 2001. C.25, as amended* states that a municipality has the capacity, rights, powers and privileges of a natural person for the purpose of exercising its authority under this or any other act;

And whereas, *Section 10 (2) clause 1 of the Municipal Act, 2001, S.O. 2001. C.25, as amended*, state that a single-tier municipality may pass by-laws respecting the governance structure of the municipality and its local boards;

And whereas, *Section 10 (2) clause 2 of the Municipal Act, 2001, S.O. 2001. C.25, as amended*, state that a single-tier municipality may pass by-laws respecting accountability and transparency of the municipality and its operations and of its local boards and their operations;

And whereas, *Section 10 (2) clause 4 of the Municipal Act, 2001, S.O. 2001. C.25, as amended*, states that a municipality may pass by-laws for public assets of the municipality acquired for the purpose of exercising its authority under this or any other Act;

And whereas, *Section 10 (2) clause 10 of the Municipal Act, 2001, S.O. 2001. C.25, as amended*, states that a municipality may pass by-laws for structures, including fences and signs;

And whereas, *Section 63 of the Municipal Act, 2001, S.O. 2001. C.25, as amended*, states that if a municipality passes a by-law for prohibiting or regulating the placing, stopping, standing or parking of an object or vehicle on or near a highway, it may provide for the removal and impounding or restraining and immobilizing of any object or vehicle placed, stopped, standing or parked on or near a highway in contravention of the by-law and subsection 170 (15) of the Highway Traffic Act applies with necessary modifications to the by-law;

And whereas, *Section 391 (1) of the Municipal Act, 2001, S.O. 2001. C.25, as amended*, authorize a municipality to impose fees or charges on persons for services or activities provided or done by or on behalf of it;

And whereas, *Section 88.3 of the Municipal Elections Act, 1996, as amended*, sets out requirements for Candidate's election campaign advertisements;

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And whereas, *Section 88.5 of the Municipal Elections Act, 1996*, as amended, sets out requirements for Third Party advertisements;

Now therefore, the Council of the Corporation of the Town of Latchford hereby enacts as follows:

1. **That**, the Regulations for Election Signs as set out in Schedule A shall form part of this by-law.
2. **And Further**, that this by-law shall repeal and replace any other by-laws that may be inconsistent of the provisions contained herein
3. **And Finally**, the Clerk for the Corporation of the Town of Latchford is hereby authorized to make minor modifications or corrections of a grammatical or typographical nature to the By-law, after the passage of this By-law, where such modifications or corrections do not alter the intent of the By-law or its associated schedule.

Read a first, second and third time and finally passed on the 26th day of May, 2026.

Sharon Gadoury-East, Mayor

Malorie Robinson, Clerk

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TOWN OF LATCHFORD

Election Sign By-law
By-Law 2026-018

Schedule A Election Sign By-Law

1. DEFINITIONS

- 1.1. **Candidate** shall mean the same meaning as in the Canada Elections Act, the Election Act, 1990, or the Municipal Elections Act, 1996 S.O. 1996 c.32, as applicable, and shall be deemed to include a person seeking to influence other persons to vote for or against any question or by-law submitted to the electors under section 8 of the Municipal Elections Act, 1996 S.O. 1996, c.32, as amended.
- 1.2. **Clerk** means the Clerk of the municipality as per *Section 228 of the Municipal Act, 2001 S.O. c.25, as amended*.
- 1.3. **Decal** means a thin, adhesive sign or graphic applied to a vehicle, window, or other surface, used for the purpose of promoting a candidate or political party during an election.
- 1.4. **Election Campaign Advertisements** means an advertisement in any broadcast, print electronic or other medium that has the purpose of promoting or supporting the election of a candidate.
- 1.5. **Election Sign** means any sign as defined in this By-law that:
 - a. Advertises or promotes a candidate in a federal, provincial or municipal election or by-election and shall include school board trustees; or
 - b. That uses words, pictures or graphics or any combination thereof intended to influence persons to vote for or against any questions or bylaw submitted to the electors under section 8 of the Municipal Elections Act, 1996, S.O. 1996, c.32
- 1.6. **Election Sign Owner** shall be the candidate or third-party advertiser who has approved or created the election sign.
- 1.7. **Electronic Sign** shall mean an electronically and/or computer-controlled sign, or that part thereof, which displays illuminated copy and graphic information in a pre-arranged sequence for continuous scrolling or flashing display for other form of animation.
- 1.8. **Hand-Made or Personally Made Election Sign** means an election sign that is created directly by a candidate, third-party or an individual supporter, using their own materials and means, and not mass-produced or commercially manufactured. Such a sign may include lettering, symbols, or images that are drawn, painted, or printed by hand or produced using personal equipment, such as a home printer, on materials including cardboard, paperboard, wood, or other similar substances.
- 1.9. **Inflatable Sign** shall mean a sign or advertising device designed to be inflated with air or gas and may designed to be airborne and tethered to ground, water, a building or other structure.
- 1.10. **Motorized Sign** shall mean a sign designed with motorized movement.
- 1.11. **Municipal Employees** means any union or non-union or casual or part-time or temporary or seasonal or full-time employee of the Town of Latchford.
- 1.12. **Municipal Open Space** means land owned or maintained by the Town of Latchford that is generally open and accessible to the public, including parks, walking trails, and road allowances, but excluding municipally owned or operated buildings, facilities, fenced compounds, or areas not intended for general public use.
- 1.13. **Municipal Property** means all lands, buildings, and structures owned, leased, or maintained by the Town of Latchford, including but not limited to administrative offices, public works yards, facilities, fire halls, arenas, water and wastewater treatment plants, cemeteries, and any other parcel of land actively used for municipal operations, services, or administration. For clarity,

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municipal property does not include open space areas such as municipal parks, walking trails, or road allowances, except where signage placement would create a safety or accessibility hazard.

- 1.14. **Municipality** means the Corporation of the Town of Latchford and may be referred to throughout this policy as “the Town” or “the Corporation.”
- 1.15. **Third Party Advertiser** means an individual, corporation or trade union who has filed with the clerk of the local municipality responsible for conducting an election a notice of registration to be registered third party for the election as in *Section 8.6 (1) of the Municipal Elections Act, 1996, S.O. 1996, c.32 as amended*.
- 1.16. **Third Party Advertisement** means an advertisement in any broadcast, print, electronic or other medium that has the purpose of promoting, supporting, or opposing,
 - a. A candidate, or
 - b. A “yes” or “no” answer to a question referred to in *section 8 (1), (2) or (3) of the Municipal Elections Act, 1996* but does not include an advertisement by or under the direction of a candidate or an advertisement described in *section 1 (2) or (2.1) of the Municipal Elections Act, 1996, S.O. 1996 c.32*.
- 1.17. **Town Logo or Trademark** means the current logo, wordmark, symbol or insignia adopted by or created by the Town of Latchford which is displayed on the Town website, social media platforms, letterhead, signage or equipment and vehicles owned by the Corporation of the Town of Latchford.
- 1.18. **Vacant Municipal Land** means any parcel or lot of land owned by the Town of Latchford that is not developed, occupied, or designated for public use, and that does not form part of a municipal park, walking trail, road allowance, or other open space area accessible to the public. For clarity, vacant municipal land includes parcels that are undeveloped, reserved for future use, or not maintained for public access, and election signs are not permitted on such lands.

2. IMPLEMENTATION

- 2.1. No permit is required for the erection of Election Signs under this By-law.
- 2.2. The Municipality is not responsible for the maintenance or repair of elections signs. All maintenance and repair are the sole responsibility of the Candidate.
- 2.3. Election signs shall not:
 - a. Be illuminated or have flashing lights;
 - b. Having rotating parts;
 - c. Be inflatable;
 - d. Be motorized;
 - e. Stimulate any traffic control services;
 - f. Be hand made or personally made;
 - g. Have a sign area greater than 3 sq. m (3 sq.ft);
 - h. Have a sign height greater than 2m (6.6 ft).
- 2.4. No person shall at any time display on any sign or on any election campaign advertisement:
 - a. The Town of Latchford logo or watermark, in whole or in part;

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- b. An image of Latchford signage in whole or in part;
- 2.5. No person shall at any time place an election sign/decal, or cause an election sign/decal to be placed, that:
- a. Obstructs the visibility of intersections, private entrances, pedestrians, vehicles or traffic control devices or regulatory signage, as determined by the Clerk with the assistance of the Manager of Infrastructure or designated;
 - b. Impedes the necessary sightlines of motorists, municipal snow plow operations, or access to a private drive;
 - c. Is nailed or otherwise attached to or upon any utility pole, light pole, utility box, tree, planter, bench, waste receptacle, newspaper box or mail box;
 - d. Is on any premises used as a Voting Place/Help Centre for elections;
 - e. Is in or on a vehicle that is parked or located on any municipality property, including Voting Place/Help Centre if it is visible from the outside of the vehicle;
 - f. Is located on a sidewalk;
 - g. Is affixed to a permanent of official highway sign, signal or support, guardrail, or other roadway structure; or
 - h. Creates a safety hazard.
- 2.6. Election signs may be erected or displayed on private property with the consent of the owner or occupant of the property.
- 2.7. No person shall place/affix an election sign, or cause an election sign to be placed on any municipal property or building that is owned, leased or maintained by the Town of Latchford, including, but not limited to:
- a. Municipal Office;
 - b. Fire Hall;
 - c. Public Works Yard;
 - d. Community Centres;
 - e. Landfill Sites and its Associated Onsite Buildings;
 - f. Municipally Owned Waterfront Properties;
 - g. Cemeteries;
 - h. Arena;
 - i. Water/Sewer Plants; and
 - j. Vacant Municipal Land.
- 2.8. Election signs may be placed in the following municipal open space areas provided that the regulations in subsection 2.3, 2.4 and 2.5 of this By-Law are obeyed and with the understanding that permission in these areas does not imply municipal endorsement:
- a. Municipal Parks;
 - b. Municipal Walking Trails; and
 - c. Municipal Road Allowances

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2.9. *Section 88.3 (2) of the Municipal Elections Act, 1996 S.O. 1996, C.32, as amended* sets out that election campaign advertisements purchased by or under the direction of a candidate shall identify the candidate;

- a. A candidate sign that states the name of the candidate or the name of the candidate in combination with the words; Elect (Candidate Name); Re-Elect (Candidate Name); Vote (Candidate Name) or (Candidate Name) for the Office of, will be deemed to meet the requirements of the Act.
- b. The Candidate name on the election sign will be as provided on the Nomination Paper – Form 1 under *Sections 33 and 35 of the Municipal Elections Act, 1996 S.O. 1996 c .32.*
- c. *Section 88.3 (3) of the Municipal Elections Act, 1996, S.O. 1996. C.32, as amended* sets out the provisions that a candidate shall not cause an election campaign to appear unless he or she provides the information to the broadcaster or publisher in writing with the name of the candidate and the name, business address and telephone number of the individual who deal with the broadcaster or publisher under the direction of the candidate, with the broadcaster or publisher under the direction of the candidate.
- d. Election Signs shall be considered permitted for installment effective September 15th of any election year.

3. THIRD PARTY ADVERTISERS

3.1. *Section 88.5 (1) of the Municipal Elections Act, 1996. C.32, as amended* provides that no registered third party shall cause a third-party advertisement to appear during the restricted period unless the advertisement contains the following information:

- a. The name of the registered third party;
- b. The municipality where the registered third party is registered;
- c. A telephone number, mailing address or email address at which the registered third party may be contacted regarding the advertisement.

3.2. *Section 88.5 (2) of the Municipal Elections Act, 1996. C.32, as amended* provides that a registered third party shall not cause a third-party advertisement to appear during the restricted period unless, he, she or It provides the following information to the broadcaster or publisher in writing:

- a. The name of the registered third party;
- b. The name, business address and telephone number of the individual who deal with the broadcaster or publisher under the direction of the registered third party;
- c. The municipality where the registered third party is registered.

4. REMOVAL OF ELECTION SIGNS

4.1. Any election signs erected or installed in violation of this by-law shall be removed under the direction of the Clerk.

4.2. If a sign is removed under the provisions of Section 4.1, the Clerk shall notify the candidate in writing, preferably by email, that the sign has been removed. The candidate will have one (1) business day to make arrangements to retrieve the sign from the municipality. If the sign is not collected within this period, municipal staff may dispose of the sign and the candidate will be invoiced for any related costs.

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4.3. All election signs must be removed no later than 11:59 p.m. on the day following Voting Day for the election for which the sign was erected or installed. For the purposes of this subsection, the candidate is responsible for ensuring the removal of their election signs within the prescribed period. Should any signs remain after this time, municipal staff are authorized to remove them, and the candidate shall be invoiced for the associated costs.

5. PROVINCIAL AND FEDERAL ELECTIONS

5.1. This by-law may be referenced as a guideline to promote election neutrality during provincial and federal elections; however, it shall not be interpreted or applied in a manner that would render the Town ultra vires with respect to matters outside municipal jurisdiction, including the regulation of provincial or federal election signs.

6. VANDALISM

6.1. The Town shall not be liable for any damage or loss to an Election Sign that was displayed in accordance with this By-law or that was removed by the Town pursuant to the provisions of this By-law;

6.2. The investigation or prosecution of any acts of vandalism to elections signs or campaign material of the candidates should be referred to the Ontario Provincial Police by the complainant. The Municipality or any of its municipal employees or agents will not be responsible.

7. ENFORCEMENT

7.1. The Clerk or their designate may enforce this By-law.

7.2. The Clerk shall carry out the duties set out in *Section 12 of the Municipal Elections Act, 1996* in a manner that reflects the spirit and intent of a municipal election. The Clerk shall also exercise discretion and authority in making rulings as required.