

All Municipal Election candidates are requested to review the regulations governing the placement of election signage outlined below and to ensure that any signage erected on their behalf complies with the provisions of the City of Pickering Election Sign By-law 7591/17, as amended.

City of Pickering Election Sign By-law Definitions & Regulations

In the City of Pickering Election Sign By-law 7591/17, "Election Sign" means any image, words, sign, picture, device notice or visual medium, or any combination thereof, including, without limitation, any poster, placard, bulletin, banner or vehicle wrap, which: (a) identifies, depicts, promotes, advertises or provides information about (i) an individual who is a candidate; or (ii) a question or by-law submitted to electors; or (b) promotes recognition of or influences persons to vote for or against any candidate or any question or by-law submitted to electors. An Election Sign does not include any election campaign literature. For the purpose of clarification, "Election Sign" includes "Vehicle Sign" and "Campaign Office Sign".

An "Election Sign Owner" is defined as any person who places or permits the placing of an Election Sign, or any person described on the sign, whose name, address or telephone number is on the sign or who benefits from the message on the sign. For the purposes of this By-law there may be more than one owner of an Election sign. A person is not an Election Sign Owner by reason of being an owner of private property on which an Election Sign is displayed.

A Regional Road includes Altona Road, Whites Road, Liverpool Road, Brock Road, Bayly Street, Taunton Road, Kingston Road/Highway 2, Finch Avenue, Westney Road north of the 5th Concession and south of the 7th Concession, and Durham Road 5 (Central St. Claremont/9th Concession). (By-law No. 7868/21)

"Vehicle Sign" means any form of Election Sign displayed in or on a vehicle or trailer.

The City of Pickering's Election Sign By-law 7591/17 contains the following requirements:

- a) No Election Sign shall exceed 1.5 m² in area
- b) Election Signs must be located entirely on private property, with the permission of the property owner, or on a Regional road as defined above and in accordance with the provisions outlined further in this document.
- c) Election Signs cannot be erected until 25 days in advance of the last Voting Day (October 26th, 2026).
- d) Election Signs must be removed within 3 days of election day (Signs must be removed before end of day, October 29th, 2026)
- e) Election Signs must contain the name and contact information of the Election Sign Owner on it.

If a candidate's full name, or name as it will appear on the ballot, is on the election sign, the only additional information required for the sign is contact information for the candidate. (This can be in the form of a phone number, email or street address)

Third Party Signs must include:

- i) Name of the registered third party;
- ii) The municipality where the third party is registered; and
- iii) Telephone number, mailing address or email address at which the registered third party may be contacted.

Election Signs may only be placed on private property, with the consent of the property owner. The front property line will be behind any utilities, cable boxes, hydrants, etc. Water shut-offs in driveways are also a good indicator of where the property line starts. In most cases, properties with a sidewalk in front have a front property line inset 0.6 m (2 feet) from the sidewalk. Properties without a sidewalk have a municipal boulevard of approximately 5.0 m (16 feet) in width, so signage should be placed behind this.

Municipal Election Signs may only be erected within the candidate's ward boundary. Where a road serves as a boundary between wards, candidates may only place signs on private property on the side of the road within their ward boundary.

Election Signs on Regional Roads (as per amending By-law No. 7868/21):

No person shall display an Election Sign on a Regional Road:

- a) on a sidewalk, median, traffic island, or on any official sign erected and maintained by the Region;
- b) closer than one (1.0) meter from the curb, on the shoulder, or within two (2.0) metres of the travelled portion of the roadway;
- c) that exceeds 1.2 metres in height or is greater than .8 metres in width;
- d) within 500 metres of any other sign being used to attract attention to the same candidate;
- e) with a height exceeding 0.6 metres within 20 metres of any intersecting Highway, private road, driveway or Regional Road;
- f) which, by reason of its size, location, content, or colouring, obstructs the vision of drivers entering or leaving the road, detracts from or interferes with the visibility or effectiveness of any traffic sign or traffic signal light; and,
- g) longer than 3 days after the last Voting Day of any Election.

Vehicle Signs

The total area of the Vehicles Sign(s) displayed on any one vehicle shall not exceed 1.5m². (This equals a total of 16 sq feet, which permits, for example, a sign size of 2 feet by 4 feet on each side of the vehicle, etc.)

Vehicle Signs must be parked on private property and cannot be parked on City streets or at City Facilities. However, a Vehicle Sign can be displayed by a Candidate on or in a vehicle owned by the Candidate while such vehicle is in use on any highway in accordance with all applicable laws and by-laws.

Enforcement of Election Signs

City of Pickering Municipal Law Enforcement Officers will remove any Election Signs which pose a sightline or safety issue, as well as Election Signs on City property, municipal boulevards, City road allowances or on Regional Roads erected in contravention of the provisions of the City's Election Sign By-law. All Election Signs removed by City of Pickering Municipal Law Enforcement Services will be subject to a retrieval fee of \$31.00 per sign. Please note that the City shall not be obliged to store Election Signs made entirely of paper material and may dispose of such Election Signs immediately upon removal.

Signs erected in contravention of the Election Sign By-law may be removed without notice. In addition to fees for return of the signs, charges may be laid for contraventions of by-law requirements.

Questions

A complete copy of the City of Pickering's Election Sign By-law 7591/17 can be found at <https://www.pickering.ca/media/hxhhdouv/consolidated-7591-17-election-sign-by-law.pdf>

If you have any questions regarding election sign regulations, please contact Jennifer Hayden, Manager, Municipal Law Enforcement Services at 905.420.4660 ext. 3504, or email bylaw@pickering.ca.