

**THE CORPORATION OF THE
TOWN OF PRESCOTT**

BY-LAW NO. 22-2026

**BY-LAW TO MANAGE AND REGULATE ELECTION SIGNS AND ELECTION
CAMPAIGN ADVERTISEMENTS, INCLUDING THIRD PARTY ADVERTISING, FOR
THE CORPORATION OF THE TOWN OF PRESCOTT.**

Being a by-law to manage and regulate election signs and election campaign advertisements, including third party advertising, for the Corporation of the Town of Prescott.

WHEREAS, the *Municipal Act 2001*, S.O. 2001, c.25, as amended, provides that a Municipality's power shall be exercised by by-law;

WHEREAS, the *Municipal Act 2001*, S.O. 2001, c.25, as amended, states that Council is authorized to pass by-laws respecting highways over which it has jurisdiction;

WHEREAS, the *Municipal Act 2001*, S.O. 2001, c.25, as amended, states that Council is authorized to pass by-laws respecting signs;

WHEREAS, the *Municipal Act 2001*, S.O. 2001, c.25, as amended, states that if Council passes a by-law prohibiting or regulating the placing of an object on a highway, the Council is authorized to provide for the removal of any object placed on a highway in contravention of that by-law;

WHEREAS, the *Municipal Act 2001*, S.O. 2001, c.25, as amended, establishes that any person who contravenes any by-law of the municipality is guilty of an offence;

WHEREAS, the *Municipal Elections Act 2001*, S.O. 1996, as amended, sets out requirements for Candidates' election campaign advertisements;

WHEREAS, the Corporation of the Town of Prescott recognizes the importance of free speech and political campaigning as supported by the *Municipal Elections Act*, S.O. 1996, as amended;

WHEREAS, the Council of the Corporation of the Town of Prescott deems it necessary to enact regulations to:

- i. Achieve clarity of the position and consistency of approach for placement of election signs and election campaign advertisements within the jurisdiction

- of the Corporation of the Town of Prescott;
- ii. Enable the issue to be applied consistently and equitably to all candidates and third-party advertisers;
- iii. Minimize any threat to public safety from the placement of election signs;

NOW THEREFORE IT BE RESOLVED THAT the Council of the Corporation of the Town of Prescott enacts as follows:

1. Responsibility

- 1.1. Candidates, Council Members (including an acclaimed member or a member not seeking re-election), and Third-Party Advertisers are responsible to comply with this By-Law.

2. Definitions

- 2.1. "Banner Flag Sign" shall mean a sign made from non-rigid, lightweight material, which is attached to and projects out horizontally in a predominantly perpendicular manner and used primarily for attracting attention.
- 2.2. "Banner Sign" means a sign made from non-rigid, lightweight material, which is secured or mounted to a building or another structure or airplane by its ends or corners.
- 2.3. "Candidate" shall have the same meaning as in the Canada Elections Act, the Election Act (Ontario) or the Municipal Elections Act, 1996, as applicable, and shall be deemed to include a person seeking to influence other persons to vote for or against any questions or by-law submitted to the electors under the Municipal Elections Act, 1996, as amended.
- 2.4. "Clerk" means the Clerk of the Town of Prescott.
- 2.5. "Election Campaign Advertisement" means an advertisement in any broadcast, print, electronic or other medium that has the purpose of promoting or supporting the election of a candidate
- 2.6. "Election Sign" means any sign as defined by this By-Law that:
 - 2.6.1. Advertises or promotes a candidate in a federal, provincial, or municipal election or by-election and shall include School Board Trustees; or
 - 2.6.2. That uses words, pictures, or graphics or any combination thereof intended to influence persons to vote for or against any questions or by-law submitted to the electors under the Municipal Elections Act, 1996, as amended.
- 2.7. "Election Sign Owner" shall be the Candidate or Third-Party Advertiser who has approved or created the Election Sign.
- 2.8. "Electronic Sign" means 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 or other form of animation.
- 2.9. "Inflatable Sign" shall mean a sign or advertising device designed to be inflated with air or gas and may be designed to be airborne and tethered to the ground, water, a building, or other structure.
- 2.10. "Motorized Sign" shall mean a sign designed with motorized movement.
- 2.11. "Public property" means property owned, leased, or maintained by the

Corporation of the Town of Prescott.

- 2.12. "Third Party Advertiser" means an individual or corporation, or trade union who has filed with the Clerk or the local municipality responsible for conducting an election a notice of registration to be a registered third party for the election as in the Municipal Elections Act, 1996, as amended.
- 2.13. "Third Party Advertisement" means an advertisement in any broadcast, print, electronic or other medium that has the purpose of promoting, supporting, or opposing,
 - 2.13.1. A candidate, or
 - 2.13.2. A "yes" or "no" answer to a question under the Municipal Elections Act but does not include an advertisement by or under the direction of a candidate or an advertisement described under Section 1, subsection (2) or (2.1) of the Municipal Elections Act, 1996, as amended.
- 2.14. "Town" means the Corporation of the Town of Prescott
- 2.15. "Town Logo or Wordmark" means the current or previous logo, wordmark, symbol or insignia adopted by or created by the Town of Prescott which is displayed on the Town website, social media platforms, letterhead, signage or equipment and vehicles owned by the Corporation of the Town of Prescott
- 2.16. "Water Billboard" shall include inflatable and amphibious floating signs on water and signs mounted to motorized and non-motorized boats.

3. Implementation

- 3.1. No permit is required for the erection of Elections Signs under this By-Law
- 3.2. Elections signs shall not:
 - 3.2.1. Be illuminated or have flashing lights
 - 3.2.2. Have rotating parts;
 - 3.2.3. Be inflatable;
 - 3.2.4. Be motorized;
 - 3.2.5. Simulate any traffic control device;
 - 3.2.6. Have a sign area greater than 3 sq. metres (32 sq. ft.);
 - 3.2.7. Have a sign height greater than 2 metres (6.6 ft).
- 3.3. No person shall at any time display on any sign or on any election campaign advertisement:
 - 3.3.1. The Town of Prescott logo or watermark, in whole or in part;
 - 3.3.2. An image of Town of Prescott signage in whole or in part.
 - 3.3.3. An image of the Town of Prescott facility, in whole or in part.
- 3.4. No person shall at any time place an election sign, or cause an election sign to be placed, that:
 - 3.4.1. Obstructs the visibility of intersections, private entrances, pedestrians, vehicles or traffic control devices or regulatory signage, as determined by the Director of Operations or their designate;
 - 3.4.2. Impedes the necessary sightlines of motorists, municipal snowplow operations, or access to a private drive;
 - 3.4.3. Is nailed or otherwise attached to or upon any utility pole, light pole, utility box, tree, planter, bench, waste receptacle, newspaper box or mailbox;
 - 3.4.4. Is affixed to an airplane, a boat, dock or buoyed in the water such as an amphibious water sign or inflatable sign;

- 3.4.5. Is on any premises use as a Voting Place/Help Centre for elections;
 - 3.4.6. Is in or on a vehicle that is parked or located on an town property if it is visible from the outside of the vehicle;
 - 3.4.7. Is located on a sidewalk;
 - 3.4.8. Is affixed to a permanent or official highway sign, signal or support, guardrail or other roadway structure; or
 - 3.4.9. Creates a safety hazard.
- 3.5. Election signs may be erected or displayed on private property with the consent of the owner or occupant of the property.
- 3.6. No person shall place an election sign, or cause an election sign to be placed on any property that is owned, leased or maintained by the Town of Prescott, including but not limited to:
- 3.6.1. Town Hall/Municipal Office
 - 3.6.2. Public Library
 - 3.6.3. Fire Hall
 - 3.6.4. Public Works Yard
 - 3.6.5. Community Centre
 - 3.6.6. Arenas
 - 3.6.7. Municipal Parks
 - 3.6.8. Municipal Fields
 - 3.6.9. Vacant parcel/lot of land owned by the Municipality
- 3.7. Election signs shall not be placed/affixed to any building owned, leased, or operated by the Town of Prescott.
- 3.8. Elections signs shall not be permitted on a municipal road allowance immediately adjacent to the properties noted in subsection 3.6.
- 3.9. If a Candidate or Third-Party Advertiser has rented a space from the Town for a campaign event, they shall be allowed to place a sign at the entrance of the building provided it does not block access or create a hazard, a sign in the municipal road allowance immediately adjacent to the building. Signs may be placed one hour prior to the event and must be removed one hour after the event has completed.
- 3.10. Election signs may be placed on a municipal road allowance provided that the regulations in subsections 3.2 and 3.3 of this By-Law are obeyed.
- 3.11. No person shall place or permit to be placed an Election Sign for a federal or provincial election or by-election earlier than the day the Writ of Election or by-election is issued.
- 3.12. No person shall place or permit to be placed an Election Sign for a federal or provincial election or by-election earlier than the day following the candidate becoming approved.
- 3.13. Section 88.3(2) of the Municipal Elections Act, 1996, as amended, sets out that an election campaign advertisement purchased by or under the direction shall identify the candidate. A candidate election campaign sign that states: the name of the candidate or the name of the candidate in combination with the words 'Elect', 'Re-Elect', 'Vote', or 'For the Office of Mayor or Councillor' will be deemed to meet the requirements of the Act.
- 3.14. Section 88.3(2) of the Municipal Elections Act, 1996, as amended, sets out that a

candidate shall not cause an election campaign advertisement to appear unless he or she provides the following information to the broadcaster or publisher in writing:

- 3.14.1. The name of the candidate
- 3.14.2. The name, business address and phone number of the individual who deals with the broadcaster or publisher under the direction of the candidate

4. Removal of Election Signs

- 4.1. No person shall deface, relocate, remove, willfully cause damage or permit damage to be caused to a lawfully erected Election Sign, except for the owner or their agent.
- 4.2. 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 is removed by the Town pursuant to the provisions of this By-Law.
- 4.3. If the Director of Operations, or their designate, determines that the location of an Election Sign is in contravention of this by-law, they may remove the sign.
- 4.4. Election Signs removed by the Town shall be stored by the Town for a period of not less than one (1) week and made available for return to the owner or their agent.
- 4.5. Election Signs not reclaimed within fifteen (15) days, may be disposed of by the Town without compensation to the owner of the sign.
- 4.6. The Town reserves the right to remove any offending Election Sign, any Election Sign which is deemed to be a hazard or otherwise that is non-compliant with this by-law without notice to any person, including the owner or their agent and without compensation to the owner of the sign. A courtesy call shall be given to the owner or their agent that the sign has been removed.
- 4.7. Where Election Signs placed on private property are causing a safety issue, the Director of Operations or their designate, shall remove the sign upon it being brought to their attention and the cost of removal shall be charged back to the owner of the sign.
- 4.8. Election Signs shall be removed at the expense of the owner within seven (7) days after the completion of voting on voting day.
- 4.9. Any sign that has not been reclaimed may be disposed of by the Town upon providing notice to the owner or their agent.

5. Enforcement

- 5.1. The Director of Operations or their designate, Town By-Law Enforcement Officers, Members of the Ontario Provincial Police, or the Clerk or their designate may enforce this by-law.

6. Other Approval Authorities

- 6.1. Election signs or similar campaign material that will be installed or affixed to Ministry of Transportation road systems or Leeds and Grenville County road systems will require permission of the respective approving authorities.
- 6.2. Election signs or similar campaign material that will be installed or affixed to

poles belonging to Rideau St. Lawrence, Hydro One Network, Bell Canada, or other public utilities will require permission of the respective approving authorities.

- 6.3. Notwithstanding the above, should any approval authority delegate its powers and duties to the Town of Prescott for election signage and campaign advertising, this By-Law will be applicable.

7. Third Party Advertisers

7.1. Section 88.4 of the Municipal Elections Act, 1996, as amended, sets out provisions for third-party advertising and introduces a framework to regulate third-party advertising, which include contribution and spending limits.

7.1.1. The Act defines a third-party advertisement as an advertisement in any broadcast, print, electronic or other medium that has the purpose of supporting or opposing a candidate, or a “yes” or “no” answer to a question under clause 8(1)(a)(b) or (c).

7.1.2. In addition to the above, third-party advertisers are required to provide on their signs the following information:

7.1.2.1. The name of the registered third party;

7.1.2.2. The municipality where the registered third party is registered

7.1.2.3. A telephone number, mailing address, or email address at which the registered third party may be contacted regarding the advertisement.

8. Vandalism

8.1. The investigation or prosecution for any acts of vandalism to election 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.

9. In the event that section or sections of this by-law are found by a Court of competent jurisdiction to be invalid or ultra vires, such section, sections or parts thereof shall be deemed to be severable, with other sections or parts of this By-Law remaining in full force and effect.

10. That this by-law shall come into force and take effect on the day of passing.

11. That By-Law 16-2019, the “Sign By-Law”, is hereby amended to remove the following:

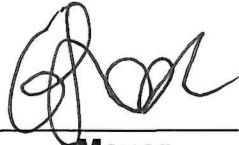
11.1. Section 2.1.38

11.2. Section 3.7 (a)

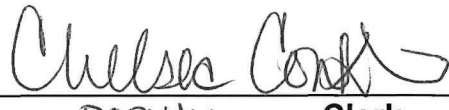
11.3. Section 6.8.1

11.4. Section 6.21

READ AND PASSED, SIGNED AND SEALED THE 7th DAY OF APRIL, 2026.



Mayor



Deputy

Clerk