

**THE CORPORATION OF THE
TOWN OF PRESCOTT**

BY-LAW NO. 31-2026

**A BY-LAW TO AMEND BY-LAW 22-2026, 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.**

**Being a by-law to amend By-Law 22-2026, 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. Provide clarity for candidates and consistency of approach for timing of

- election signs and election campaign advertisements within the jurisdiction of the Corporation of the Town of Prescott,
- ii. Improve enforceability regarding the location, timing, and placement of election signage,
 - iii. Address community concerns related to signage duration and visual clutter;

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

1. That By-Law 22-2026 be amended by adding the following section:

3.15 Public Property:

No person or entity shall place or cause to be placed or allow to remain placed an election sign more than thirty (30) days immediately preceding the election date for a municipal election or, in the case of a federal or provincial election, the election sign may be placed upon issuance of the relevant Writ.

Private Property:

No person or entity shall place or cause to be placed or allow to remain placed an election sign more than sixty (60) days immediately preceding the election date for a municipal election or, in the case of a federal or provincial election, the sign may be placed upon issuance of the relevant Writ.

- 2. All other applicable provisions of By-Law 22-2026 shall continue to apply.
- 3. This by-law shall take effect and come into force on June 1, 2026.

READ AND PASSED, SIGNED AND SEALED THE 1st DAY OF JUNE, 2026.



Mayor



Clerk

**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 displacement of election signs and election campaign advertisements within the jurisdiction

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;

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

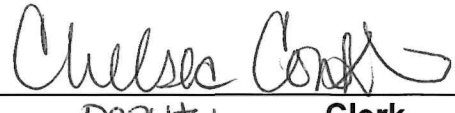
- 5.1. The Director of Operations or their designate, Town By-Law Enforcement Officers, Members of the Ontario Provincial Police, or the Clerk or their designate may enforce this by-law.

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



Mayor



Deputy

Clerk