



THE CORPORATION OF THE TOWN OF AMHERSTBURG

OFFICE OF THE CAO

Mission Statement: As stewards of the Town of Amherstburg, we strive to improve the quality of life of all residents through the delivery of effective, efficient, and affordable services.

Author's Name: B.J. Wilder	Report Date: March 23, 2026
Author's Phone: 519 736-0012 ext. 2225	Date to Council: April 13, 2026
Author's E-mail: bwilder@amherstburg.ca	Resolution #:

To: Mayor and Members of Town Council

Subject: Election Sign By-law

1. **RECOMMENDATION:**

It is recommended that:

1. **By-law 2026-020** being a by-law to regulate election signs be taken as having been read three times and finally passed and the Mayor and Clerk **BE AUTHORIZED** to sign same.

2. **BACKGROUND:**

For the 2022 municipal election Council approved to utilize the 2018 Election Sign By-law that was adopted by a previous Council. Municipalities are encouraged to review their by-law every five years if possible. In February of 2026 a review of the 2018 Election Signs By-law was undertaken resulting in suggested amendments for Council to consider.

3. **DISCUSSION:**

The main goal of an Election Signs By-law is to ensure there are regulations in place that comply with the Canada Elections Act, the Municipal Act 2001 S.O. 2001 c, 25, the Election Act (Ontario) or the Municipal Elections Act, 1996. Additional important goals are to establish guidelines to help promote fair and safe Candidate promotion with signage.

The majority of the content in the 2018 Election Signs By-law remains in the 2026 version being put forth to Council. Some of the minor amendments involve improved wording, improved definitions and the addition of new definitions.

The major amendments in the 2026 proposed version involve;

- a) Reducing the election sign removal fee from \$205.00 per sign to \$25.00 per sign;
- b) Eliminating the daily election sign storage fee completely; and,
- c) Reducing the number of days during an election that signs can be erected. (The election sign use period being proposed has been reduced from 184 days to 71 days. These periods include the 5-days after an election each Candidate has to remove their signs.)

Over the years and during the past five elections the Author has received feedback from the public and the Election Candidates themselves. This feedback was used in designing the rationale listed below for each major amendment being proposed;

- a) Candidates incur a great deal of financial investment in their campaigns and the signs themselves are costly. In the Author's experience no Candidate has ever paid the sign recovery fee because it is too high. Reducing the fee to an amount that is more reasonable may result in some signs being recovered so that they can be used again during the same election or in a future election.
- b) This fee was also a deterrent in the Candidate's desire to recover their sign(s).
- c) The longer the signs are up the more prone they are to weather events that sometimes result in the signs becoming damaged, dislodged and moved by wind. Reducing the period for signs also reduces the period where sign complaints can be lodged and investigated. These investigations into complaints can be time consuming so reducing the period would result in dedicating enforcement resources where they should be. Reducing the period as recommended gives each Candidate the same amount of days to use signs whereas now Candidates filing early in the election can use the signs for much longer than those who wait to file later or on the last day.

In addition to these changes to the By-law, additional resources have been committed to presenting potential candidates and their campaign workers with more information to support the education of where and how signs may be placed to comply with legislative requirements. These tools include dedicated web content which provides detailed information on placement of signs, a mobile friendly web application that allows for GIS location tools to assist in the placement of signage, and, printed cards that can be distributed by candidates to their campaign volunteers so that they can more easily locate the information needed to understand proper placement of signage. Through these tools, it is expected that candidates will have an easier time in positioning their signs appropriately, conserving energy during the campaign period to the other many tasks that are before candidates.

4. RISK ANALYSIS:

There is a degree of increased risk anytime there is an opportunity or event where more signage is erected across Town. There is a greater opportunity for signs to be moved by wind which could potentially result in injuring people, fowling highways or littering property. There is a greater potential for signs to be erected in areas that may compromise safety for pedestrian and vehicular traffic. Administration has taken measures to mitigate these risks. Administration has created a training session that will educate the Candidates

on where they can erect signage. Administration is also providing each Candidate with user friendly visual resources they can access across Town while erecting their signs.

5. FINANCIAL MATTERS:

N/A

6. CONSULTATIONS:

Melissa Osborne, Director, Development Services/Deputy CAO
 Kevin Fox, Clerk
 Valerie Critchley, Chief Administrative Officer
 Tracy Prince, Chief Financial Officer

3. CORPORATE STRATEGIC ALIGNMENT:

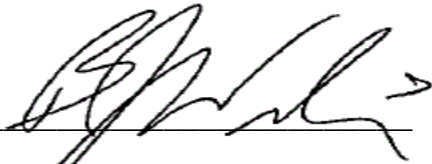
Vision: Preserving our past while forging our future.

<i>Amherstburg Community Strategic Plan 2022 - 2026</i>	
<p style="text-align: center;">PILLAR 1 Deliver Trusted & Accountable Local Government</p> <ul style="list-style-type: none"> <input type="checkbox"/> Improve trust between council and staff, and residents, by strengthening governance and internal accountability structures. <input type="checkbox"/> Deliver transparent and efficient financial management. ✓ Increase effective communication and engagement with residents. <input type="checkbox"/> Develop our staff team, resources, and workplace culture. <input type="checkbox"/> Continue to deliver strong core municipal services. <input type="checkbox"/> Ensure Amherstburg is an inclusive accessible and welcoming community committed to reconciliation. 	<p style="text-align: center;">PILLAR 3 Encourage Local Economic Prosperity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Encourage development of commercial and industrial lands. <input type="checkbox"/> Continue to promote local tourism industry, especially overnight accommodation. <input type="checkbox"/> Continue to facilitate downtown development for residents and visitors. <input type="checkbox"/> Continue to leverage partnership opportunities with other provincial, federal, and local governments, agencies, and organizations.
<p style="text-align: center;">PILLAR 2 Invest in Community Amenities and Infrastructure</p> <ul style="list-style-type: none"> <input type="checkbox"/> Maintain safe, reliable and accessible municipal infrastructure and facilities. <input type="checkbox"/> Increase access to recreation opportunities for all ages. 	<p style="text-align: center;">PILLAR 4 Shape Growth Aligned with Local Identity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Define and communicate a vision for the Town’s future and identity. <input type="checkbox"/> Promote and plan for green and “climate change ready” development.

<ul style="list-style-type: none"><input type="checkbox"/> Finalize and execute plans for town-owned lands (e.g. Duffy's site, Belle Vue)<input type="checkbox"/> Create public access to water and waterfront<input type="checkbox"/> Prioritize opportunities to reduce environmental impacts of Town operations and increase Town resilience to climate change.	<ul style="list-style-type: none"><input type="checkbox"/> Review and implement policies that promote greater access to diverse housing.<input type="checkbox"/> Protect the Town's historic sites and heritage.<input type="checkbox"/> Preserve the Town's greenspaces, agricultural lands, and natural environment.
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4. CONCLUSION:

It is recommended that Council adopt the new Election Signs By-law and the Mayor and Clerk be authorized to sign same.



B.J. Wilder
Manager of Licensing and Enforcement

BJW

Report Approval Details

Document Title:	Election Signs By-law 2026-020.docx
Attachments:	- 2026-020 Election Signs By-Law RM March 24 2026.pdf
Final Approval Date:	Mar 26, 2026

This report and all of its attachments were approved and signed as outlined below:

No Signature - Task assigned to Tracy Prince was completed by delegate Yufang Du

Tracy Prince



Melissa Osborne



Valerie Critchley



Kevin Fox