

# 2018 Municipal Election



**Sign Information  
for Candidates &  
Third Party  
Advertisers**

**#wrvotes**



## **MUNICIPAL ELECTION SIGNS**

Municipal election signs are governed in the City of Cambridge under the sign by-law and its amending by-laws.

- By-law 191-03 is the original by-law for prohibiting and regulating signs and other advertising devised within the City of Cambridge. Section 25 speaks directly to election signage;
- By-law 120-10 amends the original by-law to permit the erection of election signs 45 days prior to the election date;
- By-law 60-18 also amends the original by-law in relation to the usage of elections signs.

The by-law defines “Election Sign” as:

a sign used to advertise any person or political party participating in an election and includes an election campaign advertisement, a third party advertisement, and a mobile read-a-board sign.

Please note that the Region of Waterloo By-Law No. 183-013 also regulates municipal election signs on Regional roads. For more information, visit [www.region.waterloo.on.ca](http://www.region.waterloo.on.ca).

## **CITY OF CAMBRIDGE SIGN BY-LAW**

Election signs may be erected beginning on **Friday, September 7, 2018** (45 days prior to Voting Day) as per by-law 120-10.

Election signs must be removed by **Thursday, October 25, 2018** (72 hours after Election Day) as per by-law 191-03.

**Please be advised that signs erected contrary to the sign by-laws may be removed without notice.**

Excerpts from the City of Cambridge’s sign by-laws are included as appendices to this guide. **These are for information purposes only. The full by-laws must be complied with, and are available on the City’s website at:** <https://www.cambridge.ca/Modules/Bylaws/Bylaw/Search>.

## **RECYCLING OF MUNICIPAL ELECTION SIGNS**

Did you know that municipal election signs made of coroplast can be recycled? In partnership with the Region of Waterloo, the City of Cambridge encourages all candidates and advertisers to consider the environment and recycle any chloroplast election signs. All you have to do is take the signs to a Region of Waterloo landfill within a few weeks after the election.

For more information on landfill locations, contact the Region of Waterloo – Waste Management at (519) 883-5100.

# Appendix A

## Excerpt from By-law 191-03

BY-LAW NO. 191-03

of the

CORPORATION OF THE CITY OF CAMBRIDGE

Being a by-law of the Corporation of the City of Cambridge to prohibit or regulate signs and other advertising devices or any class or classes thereof and the posting of notices on buildings or vacant lots within the City of Cambridge or on land abutting any defined highway or part of a highway and to repeal By-law No. 129-92.

WHEREAS s. 9(2) of the Municipal Act, 2001, S.O. 2001, c. 25 (the "Act") provides that s. 8 and s. 11 of the Act shall be interpreted broadly to include rather than exclude municipal powers that existed on December 31, 2002;

AND WHEREAS, on December 31, 2002, the Municipal Act, R.S.O. 1990, c. M.45, as amended, authorized the prohibiting or regulating of signs and other advertising devices or any class or classes thereof and the posting of notices on buildings or vacant lots within any defined area or areas or on land abutting any defined highway or part of a highway;

AND WHEREAS s. 11(5) of the Municipal Act, 2001, S.O. 2001, c. 25 (the "Act") provides as a non-exclusive sphere of jurisdiction for lower and upper tier municipalities, structures, including fences and signs;

AND WHEREAS the Council of the Corporation of the City of Cambridge deems it desirable to prohibit or regulate signs and other advertising devices or any class or classes thereof and the posting of notices on buildings or vacant lots within any defined area or areas or on land abutting any defined highway or part of a highway;

AND WHEREAS, pursuant to s. 99(1) of the Municipal Act, 2001, S.O. 2001, c. 25, public notice was given and a public meeting was held at which any person who attended was given the opportunity to make representation with respect to the matters herein;

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE CITY OF CAMBRIDGE ENACTS AS FOLLOWS:

### SECTION 1

#### **SHORT TITLE**

This by-law shall be known as "The Sign By-Law".

SECTION 25

**MUNICIPAL ELECTION SIGN**

Municipal Election sign means a sign, including a mobile read-a-board sign, used to advertise any person or political party participating in an election for public office, but excluding Provincial and Federal office.

Regulations:

1.

| <b>Location</b>   | <b>All signs except Mobile Read-a-Board Signs</b> | <b>Mobile Read-a-Board Signs</b>   |
|---|---|------------------------------------|
| (a) Permitted Locations   | all zones except parks                            | all zones except Res. and OS zones |
| (b) Setback from outer edge of sidewalk on an outer boulevard   | 0.5 m   | N/A                                |
| (c) Setback from outer edge of a shoulder on an outer boulevard where there is no sidewalk            | 0.5 m   | N/A                                |
| (d) Setback from outer edge of a roadway on an outer boulevard where there is no sidewalk or shoulder | 3.0 m   | N/A                                |
| (e) Front yard and exterior side yard setback from street line  | N/A   | Zero                               |
| (f) Interior side yard setback  | N/A   | 5.0 m                              |

| <b>Location</b>  | <b>All signs except Mobile Read-a-Board Signs</b>  | <b>Mobile Read-a-Board Signs</b>   |
|--|--|--|
| (g) Minimum distance between signs                                 | N/A  | 50.0 m to another mobile read-a-board sign already displayed on the same property                |
| (h) Maximum sign area per face on an outer boulevard of a road     | 1.5 m <sup>2</sup>   | N/A  |
| (i) Maximum sign area per face not located on a road               | 1.5 m <sup>2</sup> . If it exceeds 1.5 m <sup>2</sup> , the size must comply with the zone in which the sign is located. | 6.7 m <sup>2</sup>   |
| (j) Maximum height of sign on an outer boulevard of a road         | 1.5 m  | N/A  |
| (k) Maximum height of sign not located on a road                   | The height must comply with the zone in which the sign is located.   | 3.0 m  |
| (l) Illumination   | Allowed except in Res. and OS zones.   | Allowed  |
| (m) Daylight triangle at the intersection of streets and driveways | See Schedule D.  | See Schedule D.  |
| (n) Obstruction  | The election sign shall not obstruct the visibility of pedestrians, vehicles or traffic devices.                         | The election sign shall not obstruct the visibility of pedestrians, vehicles or traffic devices. |
| (o) Removal of signs   | 72 hours following the election date   | 72 hours following the election date   |

2. When a municipal election sign is placed on the outer boulevard of the road pursuant to section 25.1, approvals from the owner of the property adjacent to such municipal election sign will be required.

# Appendix B

## Excerpt from By-law 120-10

BY-LAW NO. 120-10

OF THE

CORPORATION OF THE CITY OF CAMBRIDGE

Being a by-law of the Corporation of the City of Cambridge to prohibit or regulate signs and other advertising devices or any class or classes thereof and the posting of notices on buildings or vacant lots within the City of Cambridge or on land abutting any defined highway or part of a highway.

WHEREAS Council has enacted By-Law No. 191-03 of the Corporation of the City of Cambridge;

AND WHEREAS it is deemed necessary to amend By-Law No. 191-03;

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE CITY OF CAMBRIDGE ENACTS AS FOLLOWS:

1. THAT Section 25 of the by-law be amended by adding Regulation 1(p) as follows:

1.

(p)

|                   | <b>All Signs Except Mobile Read-a-Board Signs</b> | <b>Mobile Read-a-Board Signs</b>   |
|-------------------|---|------------------------------------|
| Erection of signs | 45 days prior to the election date                | 45 days prior to the election date |

# Appendix C

## By-law 60-18



BY-LAW 60-18  
of the

CORPORATION OF THE CITY OF CAMBRIDGE

Being a by-law to amend By-law 191-03 in respect of election signs

**WHEREAS** the Canadian Charter of Rights and Freedoms guarantees the freedom of expression subject only to such reasonable limits prescribed by law as can be demonstrably justified in a free and democratic society;

**AND WHEREAS** section 11 of the *Municipal Act, 2001* provides that the council of a lower tier municipality may pass by-laws dealing with the installation of signs;

**AND WHEREAS** section 128 of the *Municipal Act, 2001* authorizes the municipal council to pass by-laws to prohibit and regulate with respect to public nuisances, including matters that, in the opinion of the municipal council are or could become public nuisances;

**AND WHEREAS** in the opinion of the municipal council of the City of Cambridge the installation of certain signs on municipal property may become a public nuisance;

**AND WHEREAS** the municipal council considers it desirable to regulate the installation of certain signs in order to maintain the safety of municipal property and to reduce the potential occurrence on municipal property of public nuisances resulting from signs;

**AND WHEREAS** By-law 191-03 permits the installation of signs in the Corporation of the City of Cambridge subject to various conditions including the issuance of permits;

**NOW THEREFORE BE IT RESOLVED THAT** the Corporation of the City of Cambridge enacts as follows:

1. Section 1 of By-law 191-03 is amended
  - (1) by the deletion of the definition of the word "Municipal Election Sign", and



(2) by the addition of the following definitions:

“City” means the Corporation of the City of Cambridge,

“Election Sign” means a sign used to advertise any person or political party participating in an election and includes an election campaign advertisement, a third party advertisement, and a mobile read-a-board sign,

“Official Sign” means a sign installed by, or under, the jurisdiction of the federal or provincial government, the City, the Regional Municipality of Waterloo, a public utility, or similar public entity,

“Person” includes an individual, a corporation, a trade union and a registered third party in a municipal election,

“Third Party Advertising” means advertising by an establishment or other activity that is not conducted on the land on which the sign is installed, erected or displayed, but does not include a third party advertisement,

2. Section 4 of By-law 191-03 is amended by the deletion of the word “Municipal” prior to the words “Election Sign” in the chart.

3. Section 25 of By-law 191-03 is amended

(1) by the deletion of the following heading,

**MUNICIPAL ELECTION SIGN**

and the substitution therefor of the following heading,

**ELECTION SIGN**

(2) by the deletion of the following unnumbered paragraph,

“Municipal Election sign means a sign, including a mobile read-a-board sign, used to advertise any person or political party participating in an election for public office, but excluding Provincial and Federal office.”

(3) by the deletion of the word “municipal” in subsection 2 wherever it appears in the subsection,

(4) by the addition of the following subsections,

3. No person shall erect, locate, install or display an election sign
- (a) on or within any road allowance abutting any City building,
  - (b) overhanging any City property except a road allowance,
  - (c) on any utility pole, official sign or official sign structure,
  - (d) on any tree or fence on City property,
  - (e) at any location on City property where the election sign might obstruct any door, window, fire exit or any opening required for light, ventilation, ingress, egress or firefighting,
  - (f) in any City cemetery, and, in or on a war memorial, cenotaph, mausoleum, tomb, headstone, pergola or similar structure located on City property,
  - (g) at any location on City property where the election sign might interfere with any underground services,
  - (h) on any City lands where the sign might interfere with the maintenance of the lands, including grass cutting, cleaning, and other similar activities,
  - (i) at any location where the election sign constitutes a safety hazard to the general public,
  - (j) on any City, Region of Waterloo, provincial or federal building or lands where the building or lands have been placed on the register, or have been designated by by-law, as lands or buildings that are properties of cultural value or interest ,
  - (k) on any City, Region of Waterloo, provincial or federal building or lands where the building or lands are located in a heritage conservation district that has been placed on the register, or has been designated by by-law, as a heritage conservation district, or
  - (l) on or in any part, or parts, of the Cambridge City Hall building and lands located at 50 Dickson Street.

4. No person shall erect, locate, install or display an election sign in regard to a provincial or federal election prior to the issuance of the writ for the election.”

4. Section 27 of By-law 191-03 is amended by the deletion of subsection 13 and the substitution therefor of the following subsection

- “13. (a) Signs that are not specifically permitted by this by-law are prohibited in the City.  
(b) Subsection 13 (a) shall not apply to third party advertising signs.

By-law 191-03, as amended.”

5. Section 32 subsection 8 of By-law 191-03 is amended
  - (1) by the deletion of the words “municipal election signs” wherever they appear in section 32, subsection 8 and the substitution of the words “election sign” therefor, and
  - (2) by the deletion of the words “Commissioner of Planning for the City of Cambridge” and the substitution of the words “By-law Enforcement Officer” therefor.
  
6. Section 35 of By-law 191-03 is amended
  - (1) by the deletion of the words “by the City of Cambridge” in subsection 4 (a), and
  - (2) by the deletion of section 35, subsection 4 (d).
  
7. The Index of By-law 191-03 is amended by the deletion of the words “Municipal Election Signs” and the substitution therefor of the words “Election Signs”.
  
8. This by-law shall come into full force on the day it is passed.

**PASSED AND ENACTED** this 17th day of April, 2018

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MAYOR

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CLERK

[www.cambridge.ca/election](http://www.cambridge.ca/election)