

Clause 5 in Report No. 9 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on May 21, 2015.

5

Amendment to Sign Bylaw:  
Election Signs

Committee of the Whole recommends referral to staff of the report dated April 22, 2015 from the Commissioner of Transportation Services for a further report addressing the issues raised at this meeting to the June 11, 2015 meeting of Committee of the Whole.

1. Recommendations

It is recommended that:

1. Council approve an amendment to the Regional Sign Bylaw R-1232-2000-074 to incorporate the following provisions with respect to election signs:
  - a) Any signs installed contrary to the Bylaw will be collected by the Region and returned to candidates only following election day.
  - b) No more than two election signs will be permitted for each candidate per intersection, with a maximum of one sign per intersection corner.
  - c) Signs will be prohibited at certain designated intersections where there is limited space, as listed on Attachments 2 and 3.
  - d) Election signs will be permitted only during the period commencing four weeks prior to election day and ending 72 hours following the close of polls.
2. The Regional Solicitor prepare an amendment to the Bylaw for consideration by Council.
3. The Regional Clerk forward this report to all local municipalities.

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2. Purpose

This report proposes amendments to the Regional Sign Bylaw to incorporate provisions for election signs for the purposes of increased public safety and to minimize the Region's costs associated with enforcement.

3. Background

The Region's sign bylaw includes special provisions regarding election signs

Council enacted Bylaw R-1232-200-074 (the "Bylaw") on August 31, 2000 to regulate signs on Regional roads. Under the Bylaw, signs are permitted only on weekends and at intersections, not along the Regional road allowance. The Bylaw stipulates in detail the dimension of signs, the specific locations where signs are to be installed relative to the intersection, and the number of signs permitted at each intersection. Signs may only be installed if a permit has been obtained and certain conditions are met, including providing liability insurance. There is a limit of 12 signs for an individual or business and 40 signs for a new home development. Any sign installed in contravention of the Bylaw may be removed by the Region and retrieved by the owner for a fee of \$50.00. Signs are destroyed after 30 days if they have not been retrieved.

In 2006, Council enacted amendments to the Bylaw to regulate election signs. Election signs are subject to the same regulations with respect to dimensions and placement at intersections, however, the following provisions additionally apply:

- Election signs are permitted 24 hours per day, seven days per week, from six weeks prior to election day to 72 hours following close of polls.
- The requirement for a permit and fee is waived.
- Candidates will not be restricted to 12 signs each but will be restricted to placing one sign per corner of each intersection.
- Election signs will not be included in the maximum number of signs permitted at each intersection under the Bylaw.

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In 2014, the Region and local municipal staff coordinated education campaigns to provide information on election signs

To provide information on the Bylaw, an election sign information booklet was developed for potential candidates to educate and clarify the Region's Bylaw for political signage as part of the 2014 municipal election. No changes to the Bylaw were introduced. The booklet was distributed to candidates by local municipalities as part of the candidate registration process and was made available online at [www.york.ca](http://www.york.ca).

Regional staff also participated in several election sign workshops held by municipal bylaw staff from Georgina, Newmarket, Richmond Hill and Vaughan in advance of the 2014 Municipal Election to educate candidates on Regional and municipal bylaws.

The information booklet and workshops were well-received by candidates. As a result, the 2014 municipal election had an improved election sign compliance rate; however, there are still opportunities to improve the process. In regards to recycling, Waste Management and Transportation staff will continue to work together to coordinate the collection and recycling of election signs.

Revisions to the Bylaw are necessary to maintain public safety through increased compliance

Although compliance with the Bylaw improved in the 2014 election, non-compliance continues to be an issue which may negatively affect public safety. Election signs installed contrary to the Bylaw impede sightlines at intersections and interfere with transit stops, sidewalks and utilities. As the Region does not have dedicated bylaw enforcement staff, immediate removal of signs in non-compliance can take staff away from other road safety-related priorities.

For the 2014 municipal election, the Region and most local municipalities partnered for the removal and storage of non-compliant signs to maximize resources. These efficiencies helped minimize costs; however, the Region and local municipalities still spent more than \$100,000 on labour costs to remove and administer the process associated with non-compliant signs. This includes responding to over 800 complaints received by all municipalities regarding signs in non-compliance. Moving forward, it is in the Region's best interest to adopt a zero tolerance policy in regards to placement of non-compliant signs to protect public safety. As a comparison, the Region spent \$20,000 on removing election signs whereas nuisance signs costs approximately \$150,000 to remove annually.

#### 4. Analysis and Options

Municipalities have adopted new approaches which have increased compliance with their respective bylaws

Regional staff have considered implementing approaches that are currently being successfully used by municipalities. The approaches include:

- A security deposit and drawdown fee that is used to offset staff time allocated to the election sign management process and supplement costs for educational materials and information workshops.
- Election signs removed during the election period will be held and released only after election day. This approach increases the impact of non-compliance and minimizes resources required to administer the process. This was implemented by the Town of Georgina as a pilot during the 2014 municipal election.
- Further limiting the number of signs that candidates can install at each intersection to mitigate overcrowding of election signs at popular intersections, and improve opportunities for all candidates to safely place election signs. This approach is practiced by all municipalities.

In order to successfully manage an election sign fee program at the Regional level, additional staff and expansion of facilities would be necessary. Support staff would be required to keep an inventory of all signs registered by each candidate then track each sign in non-compliance. Each maintenance facility would require point of purchase systems to administer all transactions, and worker shift adjustments would be required to facilitate sign drop-off and pick-up times.

Although introducing fees to recover costs at the Regional level appears effective, the administration of such a program is difficult due to additional costs that would be incurred to manage the program. Therefore, Regional staff recommends that the deposit and drawdown fee process continue to be used by local municipalities and not be introduced at the Region.

Election signs removed during the election period will be held and released after election day

Currently, signs which are installed in contravention of the Bylaw are removed and temporarily held for pick-up and redeployment. This process requires significant resources to manage and does not provide an adequate incentive for candidates to comply with the Bylaw. The recommended amendment will no

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longer permit this. Signs which have been removed for non-compliance will be held until after election day and will be available for pick up at no cost. Any sign that is not reclaimed after election day will be recycled at Regional facilities that accept coroplast (corrugated plastic) election signs.

Candidates would be limited to no more than two election signs per Regional intersection

The current Bylaw allows candidates to place up to four signs at a Regional intersection. Limiting candidates to two signs per intersection will provide better opportunities for all candidates to safely locate election signs. Furthermore, two signs placed on opposite corners allows for visibility in all directions of travel.

The Region will continue to identify intersections which cannot safely accommodate election signs. As the Region continues to urbanize, intersections are becoming increasingly constrained and have insufficient space for safe pedestrian movement and election signs. For example, the bus rapid transit corridors have intersections with hardscape features including paved concrete boulevards and street amenities, which do not allow for additional signage. These locations are included in the proposed list of restricted locations.

As per Schedules A and B from the Region's Sign Bylaw Number R-1232(a)-2006-101 regulating temporary signs within Regional rights-of-way, Attachment 2, shows all current restricted locations. It is therefore recommended that Schedules A and B from Bylaw R-1232(a)-2006-101 be replaced by the table shown on Attachment 3, which includes all proposed and current restricted locations.

Allowable time frame for elections signs to be posted will be reduced from six to four weeks prior to election day

Decreasing the time frame that election signs can be posted along the Regional right-of-way will reduce the amount of staff time required to monitor and collect signs that are in contravention of the bylaw. Currently, the permitted time frame for the area municipalities ranges from 25 to 45 days. Municipal and Regional staff support reducing this time frame from six to four weeks. See Attachment 5 for a summary of municipal election sign bylaws.

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This is a step towards harmonizing election sign bylaws across the Region

There are currently inconsistencies in the local and Regional election sign bylaws, which may be confusing to candidates. The proposed amendments to the Regional Bylaw includes changes that are currently being used by local municipalities and provides a first step towards harmonizing election sign bylaws across the Region. This update improves consistency with local municipalities to mitigate some confusion for candidates. Attachment 5 summarizes the general election sign bylaws across the Region.

Link to key Council-approved plans

Changes to the Bylaw regarding election signs align with the 2015-2019 Strategic Plan priority area to provide responsible and efficient public service.

5. Financial Implications

The recommendations in this report are expected to reduce the Region's costs associated with administering the election sign program.

6. Local Municipal Impact

The recommendations in this report were developed in collaboration with local municipal bylaw staff from each municipality who are in support of the proposed revisions. Regional and local staff continue to enhance partnerships in managing the election sign process.

7. Conclusion

This report recommends amendments to the regulation of election signs that have been developed to improve compliance with the Bylaw in the interest of maintaining public safety. The recommendations were developed in co-operation with bylaw staff from each local municipality.

To encourage a higher level of compliance with installation of election signs, all signs in contravention of the Bylaw will be removed during the election period and be held and released after election day. Candidates are to be limited to no more than two election signs per Regional intersection. Updating the Bylaw is the first step to harmonizing regulation of election signs across the Region.

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For more information on this report, please contact Brian Titherington, Director of Roads and Traffic Operations at ext. 75901.

The Senior Management Group has reviewed this report.

April 22, 2015

Attachments (5)

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Accessible formats or communication supports are available upon request



<b>STATUS</b>	<b>Draft</b>
<b>Council Approved</b>	<b>N</b>
<b>CAO Approved:</b>	<b>N/A</b>

<b>TITLE: Election Signs on Regional Roads</b>	<b>Edocs No.: 5976478</b> <b>Original Approval Date: October 26, 2000</b> <b>Policy Last Updated: September 21, 2006</b> <b>Posted on Portal:</b>
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## **POLICY STATEMENT:**

A policy to address the issue of election signs on Regional Roads during municipal, provincial and federal elections.

## **APPLICATION:**

All election candidates.

## **PURPOSE:**

To incorporate into the Regional sign bylaw, special provisions for election signs.

## **DESCRIPTION:**

1. The Regional sign bylaw (R-1232-2000-074) be amended to include the following provisions with respect to election signs:
  - a) No candidate shall place more than one sign per corner, up to a maximum of two signs per intersection.
  - b) Election signs shall not be installed more than four weeks in advance of Election Day.
  - c) Election signs in non-compliance will be removed and held until after Election Day. Any sign left unclaimed will be recycled thereafter.



**RESPONSIBILITIES:**

The requirements of the amended bylaw are to be communicated to registered candidates through the local municipal Clerk’s offices.

**REFERENCE:**

Bylaw No. R-1232(a)-2006-101 – Election Signs on Regional Roads  
Bylaw No. R-1232-2000-074 – Regional Signs

**CONTACT:**

Commissioner of Transportation Services

<b><u>APPROVAL INFORMATION</u></b>		(for office use only)	
<b>CAO Approval Date: N/A</b>			
<b>Committee:</b> Transportation Services	<b>Clause No.</b>	<b>Report No.</b>	
<b>Memo:</b> Edocs. No. 5976478			
<b>Council Approval:</b>	<b>Minute No.</b>	<b>Page</b>	<b>Date: May 7, 2015</b>
	<b>Minute No.</b>	<b>Pages</b>	

## Current Restricted Intersections

14th Avenue & Ninth Line  
16th Avenue & Main Street Markham North/Highway 48  
Bathurst Street & Carrville Road/Rutherford Road  
Bathurst Street & Centre Street  
Bradford Street/Thompson Drive & Yonge Street  
Bayview Avenue & Creswick Road/Highway 7 Ramp  
Dalton Road & McDonough Avenue/High Street  
Highway 7 & Langstaff Road  
Highway 7 & Woodbine Avenue  
Highway 7 & Highway 7- Bathurst Street Ramp  
Highway 7 & Warden Avenue  
Highway 7 & Weston Road  
Highway 7 & Islington Avenue  
Highway 7 & Leslie Street  
Highway 7 & Jane Street  
Highway 7 & Pine Valley Drive  
Highway 7 & McCowan Road  
Highway 7 - Bayview Avenue Ramp & Highway 7  
Highway 7 - Yonge Street Ramp & Highway 7  
Highway 7- Bathurst Street Ramp & Bathurst Street  
Keele Street & Major Mackenzie Drive West  
Keele Street & Highway 7  
Keele Street & Kirby Road  
Keele Street & King Road  
Kennedy Road & Highway 7  
Kennedy Road & 14th Avenue  
Leslie Street & Farr Avenue/Mount Albert Road  
Leslie Street & Davis Drive  
Leslie Street & Mount Albert Road/Civic Centre Entrance  
Leslie Street & Queensville Sideroad  
Mount Albert Road & Yonge Street/Queen Street

Pine Valley Drive & Langstaff Road  
Prospect Street & Gorham Street/Water Street  
The Queensway South & Metro Road South/Morton Avenue  
Warden Avenue & 14th Avenue/Alden Road  
Wellington Street East & Yonge Street/Wellington Street West  
Wellington Street West & Dufferin Street  
Yonge Street & Yonge - Davis Centre/ KFC Plaza Ent.  
Yonge Street & Major Mackenzie Drive West/Major Mackenzie Drive East  
Yonge Street & King Road  
Yonge Street & Carrville Road/16th Avenue  
Yonge Street & Eagle Street/Eagle Street West  
Yonge Street & Davis Drive/Davis Drive West  
Yonge Street & Garden Avenue/Highway 7 - Yonge Street Ramp

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## Proposed Restricted Intersections

### *\*Current Restricted Intersections*

14th Avenue & Coppard Avenue

14th Avenue & Middlefield Road

\*14th Avenue & Ninth Line

14th Avenue & Vettese Court

16th Avenue & Black Creek Drive

16th Avenue & Peter Street

\*16th Avenue & Main Street Markham North/Highway 48

\*Bathurst Street & Carrville Road/Rutherford Road

\*Bathurst Street & Centre Street

\* Bradford Street/Thompson Drive & Yonge Street

\*Bayview Avenue & Creswick Road/Highway 7 Ramp

\*Dalton Road & McDonough Avenue/High Street

Davis Dr. & The Tannery Entrance

Davis Drive & Bayview Parkway

Davis Drive & Lundy's Lane/Prospect Street

Davis Drive & George Street

Davis Drive & Wilstead Drive

Davis Drive & Main Street North/Main Street South

Davis Drive & Charles Street

Davis Drive & Longford Drive

Davis Drive & Hill Street

Davis Drive & Parkside Drive

Davis Drive & Barbara Road/Davis Drive @ 130 Davis Drive Plaza

Davis Drive & Lorne Avenue

Davis Drive & Niagara Street/Vincent Street

Davis Drive & Superior Street

Davis Drive West & Eagle Street West

Dufferin Street & Centre Street  
High Street & Middle Street  
High Street & River Street  
High Street & Middle Street  
High Street & Market Square Crescent  
High Street & Market Square Crescent  
Highway 27 & Rutherford Road  
Highway 27 & Old King Road  
Highway 7 & Costa Road  
Highway 7 & Rockwell Road  
Highway 7 & South Town Centre Boulevard/Town Centre Boulevard  
Highway 7 & East Valhalla Drive/Allstate Parkway  
Highway 7 & Chalmers Road/South Park Road  
Highway 7 & Circa Drive  
\*Highway 7 & Langstaff Road  
Highway 7 & Millway Avenue  
Highway 7 & Exit 29  
\*Highway 7 & Woodbine Avenue  
Highway 7 & Commerce Valley Drive West/West Beaver Creek Road  
Highway 7 & Commerce Valley Drive East/East Beaver Creek Road  
Highway 7 & Swansea Road  
\*Highway 7 & Highway 7- Bathurst Street Ramp  
\*Highway 7 & Warden Avenue  
Highway 7 & Doncrest Road  
Highway 7 & Lunar Crescent  
\*Highway 7 & Weston Road  
Highway 7 & Pond Drive  
Highway 7 & Montgomery Court/Fairburn Drive  
Highway 7 & Edgeley Boulevard/Interchange Way  
\*Highway 7 & Islington Avenue  
Highway 7 & Exit 27  
Highway 7 & Cochrane Drive/Frontenac Drive  
Highway 7 & Exit 27

Highway 7 & Rodick Road  
Highway 7 & Red Maple Road  
Highway 7 & Valleymede Drive/Times Avenue  
Highway 7 & Maplecrete Road  
Highway 7 & Saddlecreek Drive  
\*Highway 7 & Leslie Street  
Highway 7 & Commerce Street  
Highway 7 & Oakcrest Avenue  
Highway 7 & Silver Linden Drive  
\*Highway 7 & Jane Street  
Highway 7 & Creditstone Road  
\*Highway 7 & Pine Valley Drive  
\*Highway 7 & McCowan Road  
\*Highway 7 - Bayview Avenue Ramp & Highway 7  
\*Highway 7 - Yonge Street Ramp & Highway 7  
\*Highway 7- Bathurst Street Ramp & Bathurst Street  
Keele Street & Cavell Avenue  
\*Keele Street & Major Mackenzie Drive West  
\*Keele Street & Highway 7  
\*Keele Street & Kirby Road  
\*Keele Street & King Road  
\*Kennedy Road & Highway 7  
\*Kennedy Road & 14th Avenue  
Kennedy Road & Metro Road North  
Kennedy Road & Highglen Avenue  
King Road & Hoop Street  
\*Leslie Street & Farr Avenue/Mount Albert Road  
\*Leslie Street & Davis Drive  
\*Leslie Street & Mount Albert Road/Civic Centre Entrance  
\*Leslie Street & Queensville Sideroad  
Lloydtown/Aurora Road & Jane Street/Kettleby Road  
Major Mackenzie Drive East & Lawrence Avenue  
Major Mackenzie Drive East & Baker Avenue

Major Mackenzie Drive East & Church Street South  
Major Mackenzie Drive East & Ruggles Avenue  
Major Mackenzie Drive West & Jackson Street  
Markham Rd. & Armadale Square / Staples Ent.  
Metro Road South & Frederick Street  
Metro Road South & Simcoe Avenue  
\*Mount Albert Road & Yonge Street/Queen Street  
Ninth Line & Church Street  
Ninth Line & Mitchell Avenue  
Ninth Line & Second Street  
Ninth Line & Cedarvale Boulevard  
\*Pine Valley Drive & Langstaff Road  
Prospect Street & Wellington Street  
\*Prospect Street & Gorham Street/Water Street  
Prospect Street & Timothy Street  
Prospect Street & Lydia Street  
Prospect Street & Grace Street  
Prospect Street & Poplar Lane  
The Queensway South & Cameron Crescent  
The Queensway South & Richmond Park Drive  
\*The Queensway South & Metro Road South/Morton Avenue  
The Queensway South & Riveredge Drive/Cameron Crescent  
\*Warden Avenue & 14th Avenue/Alden Road  
\*Wellington Street East & Yonge Street/Wellington Street West  
\*Wellington Street West & Dufferin Street  
Woodbine Avenue & Buttonville Crescent West  
Woodbine Avenue & Natasha Way  
Woodbine Avenue & Buttonville Crescent East  
Woodbine Avenue & Buttonville Crescent West/Buttonville Crescent East  
Yonge St. & Hillcrest Mall Ent./ Super Centre Plaza  
\*Yonge St. & Yonge - Davis Centre/ KFC Plaza Ent.  
Yonge Street & Roosevelt Drive  
Yonge Street & Spruce Avenue

Yonge Street & Millard Avenue/Millard Avenue West  
\*Yonge Street & Major Mackenzie Drive West/Major Mackenzie Drive East  
Yonge Street & May Avenue  
Yonge Street & Mulock Drive  
\*Yonge Street & King Road  
Yonge Street & High Tech Road  
Yonge Street & Mackay Drive  
Yonge Street & Westwood Lane/Beresford Drive  
Yonge Street & Yonge Street @ Administrative Centre  
\*Yonge Street & Carrville Road/16th Avenue  
\*Yonge Street & Eagle Street/Eagle Street West  
Yonge Street & Baif Boulevard/Observatory Lane  
Yonge Street & Weldrick Road West/Weldrick Road East  
Yonge Street & William Roe Boulevard/Clearmeadow Boulevard  
Yonge Street & Gladman Avenue  
Yonge Street & Yonge Street @ Vishnu Temple  
Yonge Street & Yongehurst Road  
Yonge Street & Edgar Avenue/Dalemount Gate  
\*Yonge Street & Davis Drive/Davis Drive West  
Yonge Street & Hopkins Street/Elmwood Avenue  
Yonge Street & Clarissa Drive  
\*Yonge Street & Garden Avenue/Highway 7 - Yonge Street Ramp  
Yonge Street & Harding Boulevard West/Harding Boulevard  
Yonge Street & Meadowview Avenue/Yonge Street @ Auto Mall Plaza  
Yonge Street & Oak Avenue/Northern Heights Drive  
Yonge Street & Scott Drive/Bantry Avenue

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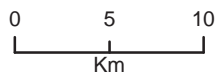
## Restricted Intersections

Amendment to Sign Bylaw: Election Signs  
May 7, 2015

- Regional Road
- Restricted Intersection - Existing
- Restricted Intersection - Proposed



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## Attachment 5

Municipality	Sign Fees	Size Limit	Intersections Locations	Removal after Election	Duration Prior to Election
Aurora	n/a	2.0 m <sup>2</sup>	yes	4 days	45 days
East Gwillimbury	n/a	1.49 m <sup>2</sup>	yes	3 days	45 days
Georgina	n/a	2.0 m <sup>2</sup>	yes	7 days	45 days
King	100.00 Fee 250.00 Deposit 20.00/sign	1.49 m <sup>2</sup>	yes	3 days	38 days
Markham	250.00 Deposit 25.00/sign	1.49 m <sup>2</sup>	yes	3 days	28 days
Newmarket	250.00 Deposit 25.00/sign	1.49 m <sup>2</sup>	yes	3 days	30 days
Richmond Hill	250.00 Fee	1.49 m <sup>2</sup>	yes	3 days	28 days
Vaughan	n/a	1.49 m <sup>2</sup>	yes	3 days	42 days
Whitchurch-Stouffville	230.00 Deposit 10.00/sign	2.0 m <sup>2</sup>	yes	3 days	25 days
York Region	n/a	1.22 m <sup>2</sup>	yes	3 days	42 days
Majority	250.00 Deposit 25.00/sign	1.49 m <sup>2</sup>	100%	3 days	25 - 45 days

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