

## Staff Report

**To:** Mayor Bazinet and Members of Council  
**Report From:** Andrea Fisher, Director of Legislative Services/Clerk  
**Meeting Date:** April 13, 2026  
**Subject:** Election Signs By-Law Review and Update  
**Attachment(s):** Draft Election Signs By-Law

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### **Recommendation:**

That Council hereby receives the report of the Director of Legislative Services/Clerk, dated April 13, 2026, regarding a review and update of the Election Signs By-Law;

And Further That Council approves the updated Election Signs By-Law, as presented, and directs the Clerk's Department to include the By-Law on the May 4, 2026, Council meeting agenda, for consideration and adoption.

### **Report Summary:**

To provide Council with an updated Election Signs By-Law for approval.

### **Background and Analysis:**

In preparation for the 2026 Municipal Election, the Director of Legislative Services/Clerk has been reviewing applicable by-laws and policies that are required to be reviewed and updated prior to the start of the Nomination Period (May 1, 2026). One of these by-laws is the Election Signs By-law, which was reviewed and updated in conjunction with the Huron County Municipal Election Working Group.

Specifically, the Huron County Municipal Election Working Group formed a sub-group to review and update the Election Signs By-law for consideration by the respective Councils. A comprehensive review of election sign regulations was completed by the sub-group with the intention of modernizing sign regulations to align with the Municipal Elections Act, 1996, and current best practices among municipalities. The attached draft Election Signs By-law is being considered by the Huron County member municipalities before the 2026 municipal election.

In the Town of Goderich, election signs are currently regulated by the Election Signs By-Law (By-Law 58 of 2022). The proposed Election Signs By-law introduces comprehensive updates to the current Election Signs By-law to increase clarity and modernize regulations governing the placement and use of election signs within the Town. Overall, the amendments aim to improve public safety, ensure fairness in election advertising, and provide clearer, more enforceable regulations. The updates can be summarized as follows:

- Reorganization of the by-law into distinct sections

- Addition of new and clarified definitions
- Addition of requirements for third-party advertising
- Updates on signage provisions to ensure compliance with applicable legislation, including the Ontario Human Rights Code
- Increased clarity on rules related to location, size, and distance of signs to ensure pedestrian and vehicular safety
- Standardization of the timing for the installation and removal of election signs
- Clarity regarding enforcement and cost recovery mechanisms, including the Ontario Provincial Police having responsibility for investigating any vandalism to election signs.

The attached draft Election Signs By-Law has been reviewed by legal Counsel.

**Linkage to the Corporate Strategic Plan (Choose all that apply):**

- No. 1 Safe and Reliable Infrastructure
- No. 2 Welcoming and Caring Community
- No. 3 Strong Local Economy
- No. 4 Good Government
- No. 5 Environmental Stewardship

**Linkage to Asset Management Plan:**

This staff report is related to the following within the Town's Asset Management Program (Choose one):

And directly impacts (Choose all that apply):

- Road Network
- Water Network
- Sanitary Network
- Storm Network
- Fleet
- Facilities
- Land Improvements
- Machinery and Equipment

- State of Good Repair/Replacement
- Municipal Levels of Service
- Risk Management
- Growth Impacts
- Financial Strategy

**Financial Impacts and/or Source of Funding:**

The Election Signs By-law is not anticipated to have any financial impact on the Town. The by-law includes provisions to recover costs associated with the removal, storage, and disposal of non-compliant election signs. As such, any additional costs incurred by the Town are expected to be partially or fully offset through cost recovery from the responsible party.

**Consulted With:**

Huron County Municipal Election Working Group  
Lerners LLP

**Approved By:**

Janice Hallahan, Chief Administrative Officer  
Andrea Fisher, Director of Legislative Services/Clerk