



REQUEST FOR DECISION

MEETING DATE: May 27, 2024

TITLE: C-1281-23 - Election Sign Bylaw - Third Reading

DIVISION: Strategic and Communication Services

SUMMARY:

Proposed C-1281-23 - Election Sign Bylaw will provide methods to standardize election signage throughout the municipality during the permitted election sign times. The proposed bylaw regulates election signs in medians, election sign height, placement of election signs in relation to voting stations, paid illuminated election signs, and election signs on private property.

The proposed bylaw received first and second reading at the May 13, 2024 Regular Council Meeting. It is now being presented for Council's consideration of third reading.

PROPOSED MOTION:

THAT third reading be given to C-1281-23 - Election Sign Bylaw.

BACKGROUND / ANALYSIS:

Currently, election signage within the City of Spruce Grove is mandated through an Election Sign Acknowledgement Form, which highlights allowances and restrictions and requires that candidates sign off agreeing to comply. The current acknowledgement form does not provide an ability to enforce contraventions.

The Election Sign Bylaw indicates matters relation to election signs in medians, election sign height, placement of election signs in relation to voting station, paid illuminated election signs, and election signs on private property.

Proposed C-1281-23 Election Sign Bylaw was presented at the January 15, 2024 and April 15, 2024 Governance and Priorities Committee meetings for discussion, feedback, and direction. The bylaw then received first and second reading at the May 13, 2024 Council meeting.

OPTIONS / ALTERNATIVES:

Council may choose to provide feedback and direction on further amendments to the proposed bylaw, or Council may choose to defeat the bylaw at third reading.

CONSULTATION / ENGAGEMENT:

City Clerk's Office consulted with Planning and Development and Enforcement Services on the issues that directly impacted their areas, as well as completed a jurisdictional scan from surrounding municipalities. Legal counsel was consulted on the proposed bylaw and was satisfied from a legal perspective.

IMPLEMENTATION / COMMUNICATION:

If the Election Sign Bylaw is approved, the bylaw will be communicated through election planning processes. As well, an Election Sign Guide will be created to support candidates in adhering to the legislation as written.

A Communication Plan has been developed and is attached.

IMPACTS:

The proposed Election Sign Bylaw will ensure election signage placed throughout the City is consistent and does not interfere with the safety of pedestrians and vehicular traffic.

The bylaw applies to Federal, Provincial, and Municipal elections.

FINANCIAL IMPLICATIONS:

n/a