



Information Bulletin – Election Signs

The following Information Bulletin has been prepared to provide all candidates in the 2026 Stratford Municipal and School Board Election with information on election signs.

Background: The City’s Sign By-law 159-2004 prohibits and regulates signs and other advertising devices, including election signs, within the City of Stratford. Section 21.1 of the By-law outlines the specific rules for election signs. A copy of the City’s Sign By-law is available in your candidate’s package and is also available on the City’s website: www.stratford.ca/elections

To assist you with understanding the rules related to election signs, the following questions and answers have been developed.

1. When can election signs be installed and when do they need to be removed?

Election signs, excluding Campaign Headquarter signs, can begin to be displayed on **Friday, September 11, 2026** up until Monday, October 26, 2026. Campaign Headquarter Election signs can be placed as of the date a candidate filed their nomination papers with the Clerk and paid the required fee.

Election signs need to be removed within **forty-eight (48) hours** immediately following **11:59 p.m. of the day of the election (October 26)**.

2. What is a Campaign Headquarters Sign?

A Campaign Headquarter sign is a fascia sign which may be affixed to the face of the building or building unit which is used as a candidate’s campaign headquarters provided such fascia sign complies with the provisions of the Sign By-law for a fascia sign.

3. What are the rules about election sign size, content, illumination, and location?

Size:

- Cannot exceed a maximum sign area of 3.7 m² (40 ft.²), with the exception of those placed on billboard signs.

Content:

- Each Election Sign shall identify who is responsible for the messaging. This is so that people seeing the sign or advertisement can tell that it is from your campaign, rather than from a third-party advertiser.
- No City logo, municipal election logo, crest, seal, or other City identification in whole or in part, is permitted on any election sign.

Illumination:

- Election signs cannot be illuminated.

Location:

- Private Property (Residential, Commercial, and Industrial)
 - Only one doubled-sided Election Sign per Candidate per Private Property.
 - For multiple residential properties, one double-sided Election Sign per Candidate per unit is allowed, provided that the Signs are a minimum of 1 metre apart.
 - Only one Election Sign per Candidate for every 500 metres of frontage is allowed for commercial/industrial properties.
- Election signs shall not be affixed, erected, or otherwise displayed on the following:
 - on a tree, pipe, telephone pole, hydro pole, light standard, other utility infrastructure, or on any official sign or official sign structure;
 - within a sight triangle;
 - at any location where the election sign:
 - obstructs the view of any pedestrian or driver of a motor vehicle, or obstructs the visibility of any traffic sign or device, or where it could interfere with vehicular traffic so that it could endanger any person;

- would obstruct or impede any fire escape, fire exit, door, window, scuttle, skylight, flue, air intake or air exhaust, nor so as to prevent or impede the free access of emergency personnel to any part of a building, including any emergency water connection or fire hydrant;
 - constitutes a danger or hazard to the general public;
 - on a concrete or masonry noise attenuation wall;
 - is displayed so as to obstruct, impede, hinder, or prevent parking by vehicles on private or public lands; and
 - impedes or obstructs City maintenance operations.
- on property owned by the Province of Ontario, the Crown or Federal Government;
 - on any property designated park or road allowance abutting property designated park;
 - on land where a municipal facility is situated, including the interior of municipal facilities, and municipally provided facilities;
 - on any property designated a Voting Place or being used for voting purposes by the City;
 - If in or on a vehicle, park or stop said vehicle in a way that violates the City's Policy C.3.14 – Use of Municipal Resources During an Election Period;
 - Is on the travelled portion of a roadway;
 - Impedes or obstructs the passage of pedestrians where they are reasonably expected to walk;
 - Is located on public property and is within 1.5 metres of a sidewalk or where no sidewalk exists, 3 metres of the travelled portion of the road;
 - Is located on public property and within 6 metres of a sign for the same candidate or third party advertisement;
 - Is within 3 metres of an industrial property line;
 - Is on a median or island located within a roadway;
 - Is less than 3 metres from a School Crossing; or
 - Is less than 10 metres from an Intersection Pedestrian Signal.

Other Frequently Asked Questions about Election Signs and the City's Sign By-law

Question: Can I install an election sign on private property without the owner's consent?

Answer: No, the owner's consent must be obtained prior to installing an election sign on private property.

Question: Is a sign permit required for election signs?

Answer: No, a sign permit is not required for election signs if placed in accordance with the Sign By-law.

Question: What happens if a complaint is received about one of my election signs or if one of my election signs is installed not in accordance with the City's Sign By-law?

Answer: If a complaint is received or an election sign is not installed in accordance with the City's Sign By-law, then Stratford Municipal Law Enforcement Officers will contact the Candidate about the concern and work collaboratively with the Candidate to bring the sign into compliance. Alternatively, the candidate may be asked to remove the sign in contravention of the By-law.

Question: What should I do if my election sign(s) is/are stolen or vandalized?

Answers: If your election sign(s) is/are stolen or vandalized, please contact Stratford Police Services at their non-emergency line (519-271-4141) to report the theft or vandalism.

Question: Is Churchill Circle considered park property?

Answer: Yes, Churchill Circle is considered park property and election signs are not permitted to be installed.

Question: Are election signs on vehicles permitted?

Answer: Election signs are permitted on vehicles. We would note that if an election sign is in or on a vehicle, an operator is not permitted to park or stop said vehicle in a way that violates the City's Policy C.3.14 – Use of Municipal Resources During an Election Period.

Question: What happens if I do not remove my election signs within 48 hours following 11:59 p.m. of the day of the election?

Answer: Election signs that are not removed within the required timeline will be picked-up by Municipal Law Enforcement Officers and stored for a short period of time. After this time any sign that is not picked up will be disposed of.

Question: What information needs to be on a candidate election sign and a third party advertiser sign?

Answer: All candidate campaign signs and other advertising must identify who is responsible for the sign. This is so that people seeing the sign or advertisement can tell that it is from a candidate's campaign, rather than from a third-party advertiser.

A third-party advertiser must provide the following information on all of its ads, signs and other materials:

- the legal name of the registered third-party advertiser (if the third-party advertiser is a corporation or trade union, the name of the corporation or trade union must appear, not the name of the representative who filed the registration)
- the municipality where the third-party advertiser is registered
- a telephone number, mailing address or email address where the third-party advertiser can be contacted

For More Information

Questions about the City's Sign By-law can be directed to By-law Enforcement at 519-271-0250 extension 5345 or bylaw@stratford.ca.

Questions about the municipal election can be directed to the Clerk's Office at 519-271-0250 extension 5237 or elections@stratford.ca.