



BYLAW 2025-112

BEING A BYLAW OF THE TOWN OF DIAMOND VALLEY IN THE PROVINCE OF ALBERTA, TO REGULATE THE PLACEMENT AND LOCATION OF ELECTION SIGNS

WHEREAS, sections 7 and 8 of the *Municipal Government Act*, R.S.A. 2000, c. M-26, and amendments thereto, provide that a Council may pass a Bylaw for municipal purposes that regulate matters affecting the safety, health and welfare of people and the protection of people and property, or in relation to people, activities and things in, on or near a public place or place that is open to the public;

AND WHEREAS, the Council wishes to exercise its authority pursuant to the *Municipal Government Act* by regulating the installation and placement of Election Signs on public roads, Highways, and other areas or properties that are under the Town's direction, control and management, and to prevent the unrestrained proliferation of Election Signs that may create hazardous situations affecting pedestrians and motorists, while maintaining effective dissemination of Candidates' information to the electorate;

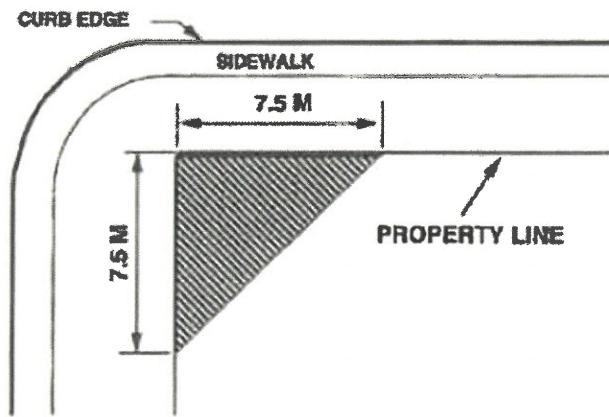
THEREFORE, BE IT RESOLVED THAT the Council of the Town of Diamond Valley, duly assembled in Council Chambers in Diamond Valley, Alberta, enacts as follows:

1. TITLE AND PURPOSE

- (1) This Bylaw may be cited as the "Election Signs Bylaw".

2. INTERPRETATION AND DEFINITIONS

- (1) In this Bylaw and any schedules to this Bylaw, the following terms, phrases, words and their derivations have the following meanings:
 - (a) **Act** means the *Municipal Government Act*, R.S.A. 2000 M-26, as amended;
 - (b) **Bylaw** means a Bylaw of the Town of Diamond Valley;
 - (c) **Campaign Period**, for the purposes of this Bylaw, means the period beginning 30 days prior to an Election Day and ending three (3) days after Election Day.
 - (d) **Candidate** means an individual, not including any Provincial Candidate, who has been nominated to run for Election in a municipal or federal government, or as a school board trustee, and whose name appears on Election Signs.
 - (e) **CAO** means the Chief Administrative Officer of the Town of Diamond Valley.
 - (f) **Corner Visibility Triangle** means a triangular area formed on the corner site by the two street property lines and a straight line which intersects them 7.5m (25 ft.) from the corner where they meet. (See illustration).



Elected Official Initial

A handwritten signature in blue ink, appearing to read "B. B. B." or a similar variation.

CAO Initial

A handwritten signature in blue ink, appearing to read "D." or a similar variation.

(g) **Council** means the duly elected Council of the Town of Diamond Valley.

(h) **Election** means a federal, municipal general Election or by-election and includes a School Board Trustee Election, a Senator Election, a vote on a question, or other similar Election procedure, but does not include any Provincial Election, to be conducted in accordance with the relevant order of government's legislation.

(i) **Election Day** shall mean the date declared as Election Day for any Election and shall not include any dates set for advance polls or other Election activities.

(j) **Election Sign** means any sign announcing or supporting a Candidate, Political Party, campaign issue or response to a vote on a question in connection with any Election, including federal, municipal and school board general Elections and by-elections;

(k) **Highway** means any thoroughfare, street, road, trail, avenue, parkway, driveway, viaduct, lane, alley, square, bridge, causeway, trestleway or other place or any part of any of them, whether publicly or privately owned, that the public is ordinarily entitled or permitted to use for the passage or parking of vehicles, and includes:

- (i) a sidewalk (including the boulevard portion of the sidewalk);
- (ii) a ditch which lies adjacent to and parallel with the roadway; and
- (iii) a Highway right of way that is contained between fences or between a fence and one side of the roadway, all the land between the fence and the edge of the roadway, as the case may be.

(l) **Owner** of a property or premises means:

- (i) a person who is shown as the Owner of the property on the subject Land Title;
- (ii) a person who is recorded as the Owner of the property on the tax assessment roll of the Town;
- (iii) a person who is an occupant of the property or premises pursuant to a rental or lease agreement, licence or permit, or who otherwise occupies the property or premises with the permission or consent of the legal Owner;
- (iv) a person who has purchased or otherwise acquired the land, whether they have purchased or otherwise acquired the land directly from the Owner or from another purchaser, and who has not yet become the registered Owner thereof;
- (v) a person holding themselves out as a person having the powers and authority of ownership or control of the property or premises, or any person who, for the time being, exercises the powers and authority of ownership or control of the property or premises; or
- (vi) a person controlling or managing the property or premises under construction.

(m) **Peace Officer** means any individual(s) designated and appointed, from time to time, by the Town of Diamond Valley for the purpose of administration and enforcement of this Bylaw and includes a Person designated as a Peace Officer appointed pursuant to the *Peace Officer Act*, S.A. 2006, c P-3.5, or a police officer under the *Police Act*, R.S.A. 2000, c. P-17.

(n) **Political Party** means an organization that participates in public affairs and aims to elect Candidates, and is registered with Elections Canada or the Town of Diamond Valley, in accordance with legislation;

(o) **Private Land** means any part of the land or structure owned by or leased from a private individual, group or corporation;

(p) **Public Land** means any publicly owned park, parkway, Highway, or square to which the public is permitted access, or a parking area designated for the public by a business, government or institution;

- (q) **Sign Corral** means a specified area of Public Land designated by the Town for the placement of Election Signs during a Campaign Period, in accordance with this Bylaw.
- (r) **Town** means the municipality of the Town of Diamond Valley in the Province of Alberta, or where the context so requires, its municipal boundaries.
- (s) **Traffic Control Device** means any sign, signal, marking or device placed, marked or erected under the authority of the *Traffic Safety Act* for the purpose of regulating, warning or guiding traffic.
- (t) **Violation Ticket** means a ticket issued pursuant to Part II of the *Provincial Offences Procedure Act*, and any amendments or regulations thereto.
- (2) The headings in this Bylaw do not form part of this Bylaw and do not affect its interpretation.
- (3) Any references in this Bylaw to any Statutes are to the *Province of Alberta Statutes* as amended or replaced from time to time and any amendments thereto.
- (4) Within the text of this Bylaw;
 - (a) use of a pronoun or determiner which indicates one gender includes all genders, unless the context requires otherwise, and
 - (b) use of the singular includes the plural, and the plural includes the singular, as the context requires.
- (5) The word "may," when used in this Bylaw, is to be construed as permissive and empowering, and the words "must" or "shall" when used in this Bylaw, are to be construed as imperative.
- (6) All schedules attached to this Bylaw form part of this Bylaw.

3. ELECTION SIGNS - GENERAL

- (1) Reports of Election Signs being taken down or removed illegally will be referred to the concerned Candidate, or their official agent, and they shall be responsible for taking any steps to address any possible related Election offences under the appropriate Election legislation.
- (2) Election Signs may only be posted, in accordance with this Bylaw, during the Campaign Period of any officially declared Election.
- (3) All Election Signs must:
 - (a) clearly identify the Candidate or registered third party being represented;
 - (b) be installed manually, without mechanical assistance;
 - (c) be temporary in nature, and not intended for permanent display;
 - (d) include no form of illumination;
 - (e) remain stationary with no rotating or moving parts;
 - (f) avoid any resemblance to official Traffic Control Devices;
 - (g) not be placed in or within 500m of a construction zone;
 - (h) not be mounted on Highway signs or signposts or on any Traffic Control Device;
 - (i) not incorporate the Town's logo or branding in any form;
 - (j) not display offensive, slanderous, libelous or otherwise inappropriate content, as determined by the CAO.

- (4) All Election Signs, whether on Public Land or Private Land, are considered to be temporary signs, and as such, no development permit is required.
- (5) Candidates, Political Parties or third-party advertisers who install Election Signs are responsible for the installation and maintenance of signs, including removal of damaged or deteriorated signs. The Town is not responsible for any damage arising from the improper placement, installation, removal, deterioration or destruction of Election Signs.

4. PLACEMENT, SIZE AND NUMBER OF SIGNS

- (1) The maximum Election Sign face size is 1.5 square metres.
- (2) The total height of any Election Sign, including supports, must not exceed 2.0 metres from ground level.
- (3) Election Signs may be double-sided.
- (4) Election Signs are permitted on Private Land, as follows:
 - (a) with the consent of the Owner;
 - (b) the Owner may permit more than one (1) Election Sign on the parcel of land;
 - (c) Election Signs must be placed entirely within the boundaries of the Private Land and may not encroach onto Public Land, including medians, boulevards or utility rights-of-way;
 - (d) Election Signs must comply with size and all other requirements of this Bylaw;
 - (e) the Town is not responsible for any damage done to Private Land or Town infrastructure as a result of improper placement, installation, removal, deterioration or destruction of Election Signs.
- (5) Election Signs are permitted to be installed on Public Lands, only in the designated Sign Corrals as shown on Schedule "B" of this Bylaw.
- (6) Each Candidate, Political Party or third-party advertiser is permitted to place a maximum of two (2) Election Signs per designated Sign Corral.
- (7) Election Signs must not, either physically or visually, obstruct any pre-existing, permanent signage located within designated Sign Corrals.
- (8) Election Signs inserted into the ground must not interfere with underground utilities where marked by Alberta One Call. A minimum distance of one (1) metre from marked utility lines must be maintained. The Town is not responsible for damages caused by improper placement or for failing to ensure utilities are marked by Alberta One Call. All damages will be the responsibility of the Private Land Owner, Candidate, Political Party or third-party advertiser installing the sign, and fines may apply.
- (9) Election Signs must not be installed on or cause any obstruction to a sidewalk or pathway.
- (10) Election Signs must not be installed or placed to obstruct a motorist's view. The Corner Visibility Triangle must be adhered to when installing Election Signs at an intersection.

- (11) Any Election Sign that poses a public safety hazard, whether through installation, damage or deterioration, may be immediately removed by the Town. Any costs incurred may be charged to the Candidate.
- (12) The Candidate, Political Party or third-party advertiser responsible for installing an Election Sign is required to remove each Election Sign and all components, such as stakes or rebar, by the end of the Campaign Period.

5. OBSTRUCTION

- (1) No person shall resist or willfully obstruct or attempt to obstruct a Peace Officer in the lawful execution of their duties.

6. MINIMUM AND SPECIFIED PENALTIES

- (1) Any Person who contravenes any provision of this Bylaw is guilty of an offence and is liable on summary conviction to a fine of not more than Ten Thousand (\$10,000) Dollars or, in default of payment, six (6) months imprisonment, or to both fine and imprisonment in such amounts.
- (2) Where a Peace Officer believes that a Person has contravened any provision of this Bylaw, they may commence proceedings by issuing a Violation Ticket in accordance with the *Provincial Offences Procedure Act, R.S.A. 2002, c. P-34*.
- (3) Where there is a minimum penalty listing for an offence in Schedule "A" to this Bylaw, that amount is the minimum penalty for the offence.
- (4) Where there is a specified penalty listing for an offence in Schedule "A" to this Bylaw, that amount is the specified penalty for the offence.

7. GENERAL PROVISIONS AND COMING INTO FORCE

- (1) If any term, clause or condition of this Bylaw or the application thereof is found to be invalid or unenforceable, the remainder of this Bylaw or application of such term, clause or condition must not be affected and remains in force and effect.
- (2) Nothing in this Bylaw relieves any person from compliance with any other Bylaw or any applicable federal or provincial law, regulation or enactment.
- (3) In the event of a conflict between this Bylaw and any other Bylaw or any applicable federal or provincial law, regulation or enactment respecting public health and safety, the other Bylaw, law, regulation or enactment must prevail to the extent of the conflict.

(4) This Bylaw comes into force and effect on the date of third and final reading.

READ A FIRST TIME on the 16th day of April, 2025

READ A SECOND TIME on the 21st day of May, 2025

READ A THIRD AND FINAL TIME on the 21st day of May, 2025



Mayor

Chief Administrative Officer

SCHEDULE "A"
PENALTIES

| SECTION | OFFENCE | MINIMUM PENALTY | SPECIFIED PENALTY |
|---------|--|-----------------|-------------------|
| 3(2) | Posting an Election Sign outside of the Campaign Period | \$100 | \$250 |
| 3(3)(a) | Election Sign does not clearly identify the Candidate or third party | \$100 | \$250 |
| 3(3)(b) | Election Sign installed with mechanical assistance instead of manually | \$100 | \$250 |
| 3(3)(c) | Election Sign installed as a permanent structure | \$150 | \$300 |
| 3(3)(d) | Election Sign illuminated | \$100 | \$250 |
| 3(3)(e) | Election Sign containing moving parts | \$100 | \$250 |
| 3(3)(f) | Election Sign resembling a Traffic Control Device | \$250 | \$500 |
| 3(3)(g) | Election Sign placed within 500m of a construction zone | \$150 | \$300 |
| 3(3)(h) | Election Sign mounted on a Highway sign, signpost, or Traffic Control Device | \$250 | \$500 |
| 3(3)(i) | Election Sign incorporating the Town's logo or branding | \$250 | \$500 |
| 3(3)(j) | Election Sign containing offensive, slanderous, or inappropriate content | \$500 | \$1,000 |
| 4(1) | Exceeding maximum sign face size of 1.5m ² | \$150 | \$300 |
| 4(2) | Exceeding maximum sign height of 2.0m | \$150 | \$300 |
| 4(5) | Election Sign on Public Lands, not in a designated Sign Corral | \$400 | \$800 |
| 4(6) | More than two (2) Election Signs placed in a designated Sign Corral | \$100 | \$250 |
| 4(7) | Election Sign obstructing a pre-existing permanent sign | \$200 | \$400 |
| 4(8) | Election Sign interfering with underground utilities | \$300 | \$600 |
| 4(9) | Election Sign obstructing a sidewalk or pathway | \$200 | \$400 |
| 4(10) | Election Sign obstructing a motorist's view (violating the Corner Visibility Triangle) | \$300 | \$600 |
| 4(12) | Failure to remove an Election Sign by the end of the Campaign Period | \$250 | \$500 |
| 5(1) | Obstructing a Peace Officer in the execution of duties | \$500 | \$1,000 |
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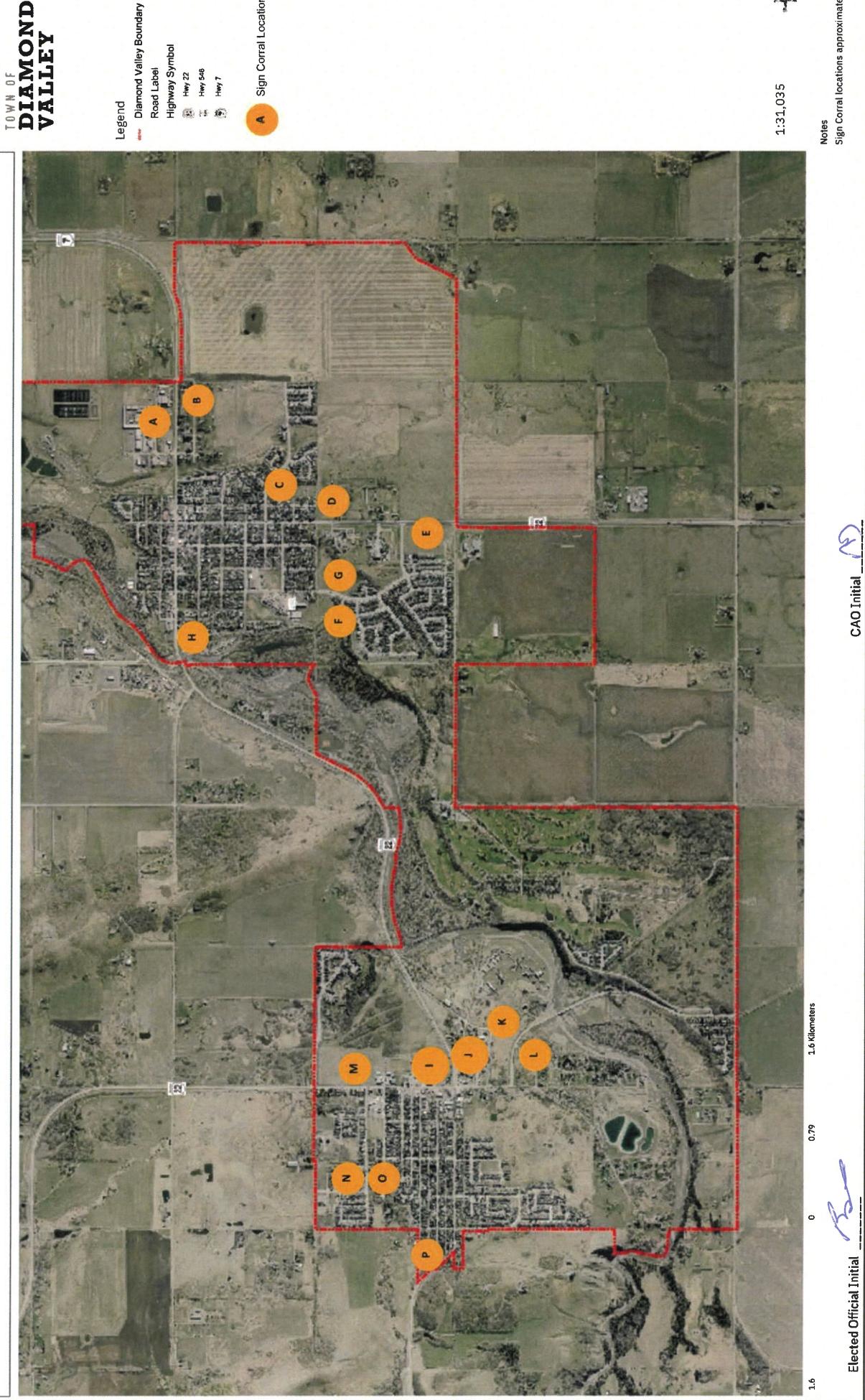


CAO Initial



Bylaw 2025-112 Schedule "B" DESIGNATED SIGN CORRALS

**TOWN OF
DIAMOND
VALLEY**





Schedule "B"
Bylaw 2025-112

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Diamond Valley EAST - "A" North side of Highway 7/22, east of 3rd Street NE

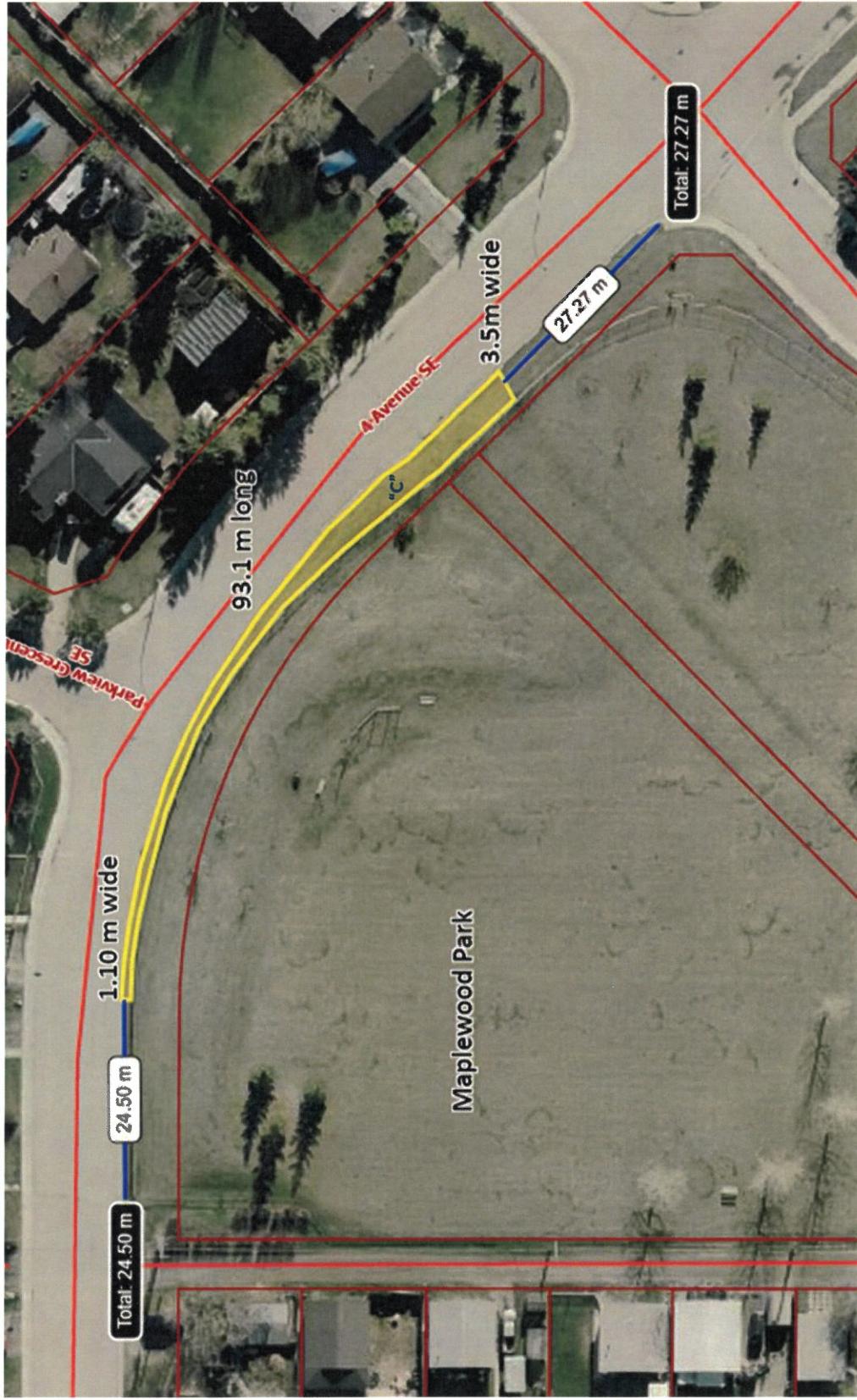
Diamond Valley EAST - "B" South side Highway 7/22, east of 3rd Street NE



Elected Official Initial BB

CAO Initial AD

Diamond Valley EAST - "C" 4th Avenue SE, along Maplewood Park



Elected Official Initial

CAO Initial

Diamond Valley EAST - "D" Government Road South (east side), across from High Country Lodge



Elected Official Initial BZ

CAO Initial AD



Schedule "B"
Bylaw 2025-112

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Diamond Valley EAST - "E" Government Road South (west side), south of Willow Ridge Boulevard SW



Elected Official Initial B

CAO Initial AD

Diamond Valley EAST – "F" and "G" Both sides of 3rd Street SW, south of 6 Avenue SW (south of Oilfields Regional Arena)



Diamond Valley EAST - "H" Highway 7/22 (Centre Avenue West), along Campground pathway



Elected Official Initial 

CAO Initial 



Diamond Valley WEST - "I" and "J" Highway 22 (Valley Trail NE), along Millenium Park and greenspace on south side of Highway 22





Diamond Valley WEST - "K" and "L" Decalta Road SE, between Main Street and the Bridge





Schedule "B"
Bylaw 2025-112

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Diamond Valley WEST - "M" Main Street (east side), north of the FireHall, between Edward Avenue NW and Morrison Street NW



Elected Official Initial 

CAO Initial 



Diamond Valley WEST – "N" and "O"

Edward Avenue NW (2 options), between Edward Close NW and Country Meadows Close NW





Schedule "B"
Bylaw 2025-112

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Diamond Valley WEST – “P” on Sunset Drive NW, across from Windsor Avenue NW



Elected Official Initial 

CAO Initial 

