

Election Campaign Advertising

As candidates begin their Election campaigns, following are the guidelines for advertising and campaign signage, as provided by Region of Queens Municipality, Bell Aliant, Nova Scotia Power and Department of Transportation and Infrastructure Renewal.

From Region of Queens Municipality

All campaign material that is printed, published, broadcast or distributed, either electronically, or in hard copy, must bear the name of the person on whose behalf the ad is printed, published or distributed. Candidates must authorize all advertising material.

1. Election Signs shall not be permitted to be posted on any Municipal Buildings, properties, or in Municipal Parks.

From Bell Aliant

“Bell Aliant would appreciate your support in ensuring public safety by reminding candidates not to post campaign signs on utility poles. While the practice may seem harmless, there are some potential concerns to be aware of:

1. The signs themselves present a safety hazard for employees who must climb poles to complete their work.
2. The Metal staples or clamps used to put up the signs often remain in the poles long after the election is over. These items could cause an employee to lose his or her footing while climbing. This could also be a hazard for the general public who may happen to brush the pole while walking by.
3. These staples or clamps will cause a pole to degrade faster than it should, making them more susceptible to damage, required maintenance or possibly replacement.”

From Nova Scotia Power

“Nova Scotia Power Inc. does not permit the unauthorized installation of signs, banners, or posters on power poles. These attachments, as well as associated protruding nails and staples pose a safety hazard to our power line technicians, as well as employees with other utilities, who work on these poles”.

From the Provincial Department of Transportation and Infrastructure Renewal

The Department of Transportation and Infrastructure Renewal has established the following practice regarding election related signage to coincide with the new Advertising Sign Regulations dated July 15, 2001, near provincial roadways.

Controlled Access Highways

- a) Election signs are not permitted within 1000 metres of the centre line of a controlled access highway.
- b) Election signs are not permitted within 60 metres of the end of ramps or controlled access connectors onto connector/non-controlled access highways.

Non-Controlled Access Highways (Most Provincial Roads)

Note: The following “common sense” constraints apply:

- Signs should not cause hazard by obstructing sight distance at intersections, parking lots, driveways and to posted traffic control signs;
- Signs should be behind ditch line or minimum three (3) metres behind curb;
- Sign erectors should have approval of adjacent property owner;
- Signs are not permitted to be attached to Department signs or guardrail/guide posts.

Enforcement Procedure to be followed by TIR Staff

- a) The practice as stated will be enforced.
- b) If a large wooden sign (1.2 x 1.2 metres or larger) is found to be in violation of policy, contact has to be made with the candidate’s office to advise that the sign is in violation and has to be removed. For signs smaller than 1.2 x 1.2 metres, the candidate’s office will not be contacted.
- c) For signs greater than 1.2 x 1.2 metres, the candidate’s office will be advised that if the sign is not relocated within 24 hours, TIR staff will remove the sign. The sign will be taken down with as little damage as possible and stored at the local TIR base for retrieval by the appropriate person.

For signs smaller than 1.2 x 1.2 metres, the sign should be removed and stored at the TIR base until the end of the election period or the appropriate person contacts the Base in regard to collecting signs that may have been taken down.