

Candidate Q&A - 2026

The following questions have been submitted by candidates that have filed with the City of Stratford for the 2026 Municipal and School Board Election. For the awareness of all candidates, the responses to these questions are shared below:

Election Signs

Question - How do candidates calculate the value of previous election signs that are re-used for this campaign?

Answer – The 2026 Candidates Guide developed by the Ministry of Municipal Affairs and Housing provides the following information in relation to the question posed:

- On page 17: “If you have inventory such as signs left over from a previous campaign and you use them again, the current market value of the signs (what it would cost you to buy those signs today) is considered to be a contribution that you make to your campaign.”

Question – Is there a maximum lawn sign size in the City’s Sign By-law?

Answer – Election signs cannot exceed a maximum sign area of 3.7 m² (40 ft.²), with the exception of those placed on billboard signs. (see section 21.1, subsection (f) i. (2) of the City’s Sign By-law)

A copy of the [2026 Candidates Guide](#) and the [City’s Sign By-law](#) were placed in the Candidates Package and are available on the [City’s website](#).