



Town of Vegreville Policy

Policy No.: Policy Title: Approval Date: Revised Date: Department:	MOS-2006 Designated Highway Signage Area April 24, 2019 Infrastructure, Planning & Development
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Policy Statement:

The purpose of this policy is to provide a mechanism for Vegreville to clean up signage clutter within the Town and to offer resident businesses not having highway exposure an opportunity for advertising and promotion on Highway 16A.

The Town of Vegreville will lease land within **Block R, Plan 1825NY** to holders of valid Town of Vegreville resident Business Licences for placement of signs promoting their businesses.



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1.0 Reason for Policy

Resident Businesses without Highway frontage have zero visibility to highway traffic due to their location within Town, limiting their opportunity for highly visible signs and displays that are available to businesses adjacent to the Highway.



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2.0 Principals

Municipal approval of the use of Town controlled land is under the authority of Council. Council may allow Town land to be used by a resolution approving that use.

This policy will allow businesses to advertise their business on signs approved by the Town on the Town's lot adjacent to Highway 16A under a licence. This licence provides them with similar opportunities as businesses with a highway presence. The Land Use Bylaw applies to signs placed on Town owned lots, requiring the sign owner to also obtain a Development Permit.

The use shall be authorized by a Licence Agreement, with an annual licence fee of **\$50.00** per sign. Funds obtained from the licence fee will only be used for parks and recreation purposes.

The following standards apply to the use of the licensed area:

- signs shall only reference the business or products available from the holder of the business licence;



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3.0 Definitions

- 3.1 **Chief Administrative Officer** means Town Manager.
- 3.2 **Council** means the Municipal Council of the Town of Vegreville.
- 3.3 **Business** means a business as identified in the Town of Vegreville Business Licence Bylaw.
- 3.4 **Licence Agreement** means an agreement between the Town and a benefitting party authorizing the use of Town controlled lands subject to agreed terms and conditions.
- 3.5 **Sign** is as defined in the Land Use Bylaw.



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4.0 Responsibilities

4.1 Town Council to:

- 4.1.1 Approve by resolution this policy and any amendments.
- 4.1.2 Consider the allocation of resources for successful implementation of this policy in the annual budget process.

4.2 Chief Administrative Officer to:

- 4.2.1 Implement this policy and approve procedures.
- 4.2.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

4.3 Director of the Department to:

- 4.3.1 Ensure implementation of this policy and procedure.
- 4.3.2 Ensure that this policy and procedure is reviewed every three years.
- 4.3.3 Make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.

4.4 Manager to:

- 4.4.1 Understand, and adhere to this policy and procedure.
- 4.4.2 Ensure employees are aware of this policy and procedure.

4.5 All Employees to:

- 4.5.1 Understand and adhere to this policy and procedure.



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5.0 End of Policy

Tim MacPhee, Mayor

Cliff Craig CLGM, Town Manager