

	<h2>Town of Vegreville Policy</h2>
<b>Policy No.:</b> <b>Policy Title:</b> <b>Approval Date:</b> <b>Department:</b>	<b>MOS-2007</b> <b>Service Road Boulevard Licencing</b> <b>April 24, 2019</b> <b>Planning &amp; Development</b>
<b>Revisions:</b>	

**Policy Statement:**

The purpose of this policy is to provide a mechanism for businesses to use the adjacent service road right of ways to display their products and advertise their business in a highly visible manner.

Where a Highway Commercial property is separated from Highway 16A and/or Highway 857 South by a Town of Vegreville service road, the landscaped portion of the service road right-of-way may be made available under licence for display equipment and/or signs promoting the business fronting the service road.

**1.0 Reason for Policy**

Resident Businesses separated from Highway 16A and Highway 857 South by service roads have reduced visibility to highway traffic due to their distance from the roadway, limiting their opportunity for highly visible signs and displays that are available to businesses not affected by service roads.

**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 resident businesses to place display equipment and signs on the service road right-of-way under a licence from the Town that provides them with similar opportunities as enjoyed by businesses without service roads. The Land Use Bylaw does not apply to signs placed on road rights-of-way. The use shall be authorized by a Licence Agreement, with an annual licence fee of **\$10.00**.

Where the adjacent business does not enter into an agreement the Town may offer the opportunity to another resident business with a valid Town of Vegreville Business Licence for an annual fee of **\$50.00**

### 3.0 Definitions

- 3.1 **Display Equipment** means the display of a motor vehicle, trailer, machinery or other thing, whether for purposes of storage, wrecking, advertising or sale.
- 3.2 **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.
- 3.3 **Service Road Right-of-Way** means a road right-of-way between the right-of-way of Highway 16A and Highway 857 South and a lot property line that is under the care and control of the Town of Vegreville.
- 3.4 **Sign** is as defined in the Land Use Bylaw.

### 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:**

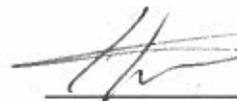
4.5.1 Understand and adhere to this policy and procedure.

**5.0 End of Policy**



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Tim MacPhee, Mayor



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Christopher Leggett, CAO