



# TOWN OF OKOTOKS POLICY

<b>Council Motion:</b> 12.C. 339	<b>Effective Date:</b> June 25, 2012	<b>Policy Number:</b> P12-03
<b>External Reference:</b> Traffic Safety Act Municipal Government Act Land Use Bylaw Traffic Bylaw New Neighbourhood Signage Policy	<b>Revised/Reviewed Date:</b> February 12, 2017	<b>Originating/Lead Business Centre:</b>  Planning Services

**Title:** Pageantry Features for New Neighbourhoods

## **Policy Statement:**

The Town of Okotoks considers Pageantry Features within public roads an acceptable means for Land Developers to advertise New Neighbourhoods. Pageantry Features within public roads must be approved by the Town of Okotoks and adhere to defined Administrative Guidelines for their orderly use. This policy does not apply to any similar features adjacent to public roads on private lands, which are regulated under the Land Use Bylaw.

## **Purpose:**

- To control the location, use, and removal of all Pageantry Features within public roads.
- To ensure Pageantry Features are placed in a safe and attractive manner, properly maintained, and removed from public roads when no longer required without incurring additional expense to the Town.
- To ensure Pageantry Features within public roads are located consistent with provincial legislation as well as Town of Okotoks Bylaws and Policies.

## **Definitions:**

Land Developer: an individual, corporation or agency that is actively developing a New Neighbourhood within the Town of Okotoks boundaries.

New Neighbourhood: an area of the community with a neighbourhood name approved by Council that has an approved Outline Plan, and is under active development. Typically, a New Neighbourhood involves several separate and distinct phases of subdivision or a comprehensively designed group of homes or dwelling units. Pageantry Features shall not be permitted for a builder or developer who is constructing single detached dwellings on individual lots not requiring a development permit.

Pageantry Feature: a decorative sign, flag and flagpole, banner and banner pole or other decorative element intended to attract potential home purchasers to a New Neighbourhood.

Public Road: the area within either a registered road right-of-way or a bare land condominium road unit intended for general public use.

### **Responsibilities:**

#### Strategic Leadership Team

- Approve changes to the Pageantry Features for New Neighbourhoods Administrative Guidelines

#### Planning Services Team

- Process and issue approvals for Pageantry Features
- Refuse any application that does not comply with the provisions of the Pageantry Features for New Neighbourhoods Administrative Guidelines, or if in the opinion of the Planning Services Team the installation of the Pageantry as proposed in the application will not comply with the Administrative Guidelines
- Periodically review and propose changes to the Pageantry Features for New Neighbourhoods Administrative Guidelines, in consultation with all Land Developers operating in Okotoks, as required