

Town of Truro – Policy & Procedure Manual

Subject: Advertising Deposit Policy
Policy Number: P180-001
Approval Date: December 8, 2002
Departments: Planning & Development, Finance

CONSIDERATION OF AN INCREASE IN ADVERTISEMENT DEPOSITS

The Town of Truro has been charging an advertisement deposit for Development Agreements and Land Use Bylaw amendments since 1971 as outlined in the Bylaw “Cost of Advertising the Notice of Zoning Bylaw” (see attached). Section 4 of this Bylaw outlined the process by which the Clerk could invoice outstanding or refund surplus costs. This has not been the practice of the Town. The current deposit amount is \$250.00.

In 1996, a policy was adopted by Council to receive the required deposit prior to a hearing of Council to prevent situations where a hearing had been held, but no deposit received.

“Policy on Deposit for Advertisements – notice is given that for a development agreement or a land use by-law amendment there will be a deposit required at the time of application and the application will not be forwarded until the deposit has been received by the Town.” *Planner’s Report to Council October 1996*

Typically, a standard application requires two advertisements for the hearing and one for the approval. The average cost for each ad is \$215.00, for a total average of \$645.00.

It is approved that the advertisement deposit be increased to \$600.00 per application, that the Bylaw be applied as it exists by invoicing for additional costs or refunding if there is a surplus and that the deposit rate be reviewed annually to reflect current advertising rates.