

ADMINISTRATION POLICY

NAME: Circulation and Advertisement Standards	POLICY NUMBER: COMMS-A-02
DEPARTMENT: Communications	SUPERSEDES: N/A
DATE APPROVED: October 9, 2024	REVIEW DATE: October 9, 2027

1. POLICY STATEMENT

The Town of Drumheller is committed to ensuring equitable circulation and notification processes that inform affected landowners and provide the opportunity for landowners to participate in the development of the *Town*.

2. PURPOSE

To establish standards for public circulation and advertisement of *Statutory document* amendments; *Planning applications*, Public Hearings, Development Permit Notices of Approval, *Municipal Planning Commission (MPC)* Hearing and *Subdivision and Development Appeal Board (SDAB)* Hearings.

3. SCOPE

3.1. This policy applies to the:

- a) *Chief Administrative Officer* and their delegates,
- b) Communications Officer;
- c) *Development Officer*, and,
- d) *Subdivision Authority*.

4. DEFINITIONS

4.1. For the purposes of the Policy, the following definitions shall apply:

- a) "*Accredited Local Newspaper*" means a newspaper that:
 - i. Focuses on news coverage on events and happenings within the *Town*;
 - ii. Is typically published in print format at least once per week;
 - iii. Is of general circulation within the *Town* and is available for distribution for the majority of the residents of the *Town*.
- b) "*Adjacent Parcel*" means a parcel that is contiguous or would be contiguous if not for a public road, railway, reserve land, utility right-of-way, river, or stream.

- c) "*Advertising Bylaw*" means the Town of Drumheller Advertising Bylaw #24.24, as amended from time to time, and its successor legislation.
- d) "*Act*" means the *Municipal Government Act*, RSA 2000 c. M- 26 as amended from time to time, and its successor legislation;
- e) "*Chief Administrative Officer*" or "*CAO*" means the Chief Administrative Officer of the Town of Drumheller, or their designates;
- f) "*Council*" means the Council of the *Town of Drumheller*.
- g) "*Development Officer*" means the Development Officer of the *Town of Drumheller*, or their designates;
- h) "*Intermunicipal Development Plan*" means a high-level statutory plan jointly agreed to by the *Town* and neighbouring municipalities on how to proceed with planning and development matters that impact the neighbouring boundary;
- i) "*Land Use Bylaw*" or "*LUB*" means the Town of Drumheller Land Use Bylaw # 16.20, as amended from time to time, and its successor legislation.
- j) "*Municipal Planning Commission*" or "*MPC*" means the *Town's* Municipal Planning Commission established pursuant to the *Act* and municipal bylaw;
- k) "*Other Land Use District*" means the following land use districts, as identified in the Land Use Bylaw:
 - i. The Employment District;
 - ii. The Tourism Corridor District;
 - iii. The Countryside District;
 - iv. The Rural Development District; and,
 - v. The Badlands District.
- l) "*Planning Application*" means any application to subdivide land, re-designate land, or identify land in a concept plan or master site development plan;
- m) "*Residential Land Use District*" means the following Land Use Districts, as identified in the *Land Use Bylaw*:
 - i. The Neighbourhood District;
 - ii. The Neighbourhood Centre District;
 - iii. The Downtown District.
- n) "*Subdivision and Development Appeal Board*" or "*SDAB*" means the Subdivision and Appeal Board, a body established by *Council* pursuant to the *Act* that functions as an appeal body for development permit decisions, subdivision decisions, and stop orders;
- o) "*Subdivision Authority*" means the persons appointed pursuant to the *Act* that have been authorized to exercise subdivision powers on behalf of the *Town*;

- p) "*Statutory Documents*" means an *Intermunicipal Development Plan*, *Municipal Development Plan*, *Area Structure Plan* or *Area Redevelopment Plan*;
- q) "*Town of Drumheller*" or "*Town*" means the Town of Drumheller, a municipal corporation in the Province of Alberta, and includes the area contained within the corporate boundaries of the Town of Drumheller, as the context may require.

5. RESPONSIBILITIES

- 5.1. *The Chief Administrative Officer, Development Officer, and the Subdivision Authority* are responsible for adhering to all circulation and notification requirements outlined in this Policy.

6. JURISDICTION

- 6.1. All *Town* circulation and advertisement standards meet the requirements established by the *Act* or other statutes and associated regulations.
- 6.2. Any applicable *Intermunicipal Development Plan* and privacy legislation supersedes this Policy.

7. GENERAL REGULATIONS

- 7.1. The following regulations shall apply to all public circulations:
 - a) Any properties located wholly or partially within the circulation area shall be included in the circulation of the subject application.
 - b) The distance is to be measured from the property line of the subject application parcel; and,
 - c) Where the circulation area reaches a property within a cul-de-sac, all properties in the cul-de-sac are included in the circulation and notification area.
- 7.2. All circulation distances not mandated by the *Act* may be increased at the discretion of the *Chief Administrative Officer, Development Officer, and/or the Subdivision Authority*; any changes to the circulation distances must include a map of the proposed circulation area.
- 7.3. Any notice that is published in an *accredited local newspaper* in a condensed or limited format, provided that the advertisement in the *accredited local newspaper* contains the necessary information to locate the complete notice on the *Town Website*.
- 7.4. Any advertisements conducted by the Town of Drumheller shall be done in accordance with the *Advertising Bylaw*.

8. PUBLIC HEARINGS

- 8.1. When the Town of Drumheller is required to hold a Public Hearing in accordance with the *Act* or any other enactment, the *Town* shall:
 - a) Publish the *Notice of Public Hearing*, with the associated Bylaw or any other relevant document, on the Town of Drumheller Website;
 - b) Publish the date of the Public Hearing on the Town of Drumheller Municipal Calendar; and,
 - c) Publish the *Notice of Publish Hearing* for at least two (2) consecutive weeks in an *accredited local newspaper*.

8.2. All Public Hearings related to a Road Closure Bylaw must be mailed out to all affected residents within a 200-metre radius of the road closure.

9. DIGITAL SIGNS

9.1. In accordance with Section 4.1.17 of the *Land Use Bylaw (LUB)*, Notification shall be sent to all properties within a 100-metre radius of the proposed placement of an illuminated or digital sign.

10. DEVELOPMENT PERMITS

10.1. In accordance with Section 5.16.1 of the *LUB* and Section 642 of the *MGA*, when a decision is made by the Development Authority regarding a Development Permit, the Notice of Decision shall be delivered to the applicant on the same day that the written decision is given, in a manner deemed acceptable to the Approving Authority, including via email.

10.2. If the permit is approved:

- a) the permit will be posted on the Town of Drumheller Website on the same day that the decision is made; The general public has twenty-one (21) days to appeal the decision with the *SDAB* from the date that the decision is made;
- b) The Notice of Approved Development will be circulated and advertised according to *Schedule A – Development Permit Circulation and Advertisement*.

11. PLANNING BYLAWS

11.1. A Council must hold a public hearing for all planning bylaws prior to second reading, in accordance with section 692 of the *Act*.

12. ADDITIONAL REQUIREMENTS

12.1. In instances where a circulation or notification area includes landowners in an adjacent municipality, the **Chief Administrative Officer, Development Officer** and/or **Subdivision Authority** will attempt to procure the addresses for the affected landowners to mail to them a circulation package or Notice of Approval.

13. RELATED DOCUMENTS

- 13.1. The Town of Drumheller *Land Use Bylaw*
- 13.2. The Town of Drumheller *Advertising Bylaw*
- 13.3. Schedule A – Development Permit Circulation and Advertisement
- 13.4. Schedule B – Other Circulation and Advertising Requirements

14. TRANSITIONAL

14.1. This Policy comes into effect on the day it is signed by Town of Drumheller Council.





CHIEF ADMINISTRATIVE OFFICER

SCHEDULE A
DEVELOPMENT PERMIT CIRCULATION AND ADVERTISEMENT

			Use Type		
			Permitted Use	Discretionary Use	Variance
Use Category	Residential Land Use District	Residential	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 100 metres	Website; Post in Paper; Circulate 50 metres
		Lodging	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 100 metres	Website; Post in Paper; Circulate 50 metres
		Commercial	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 200 metres	Website; Post in Paper; Circulate 100 metres
		Institutional	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 100 metres	Website; Post in Paper; Circulate 100 metres
	Other Land Use Districts	Residential	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 200 metres	Website; Post in Paper; Circulate 100 metres
		Lodging	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 200 metres	Website; Post in Paper; Circulate 100 metres
		Commercial	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 200 metres	Website; Post in Paper; Circulate 100 metres
		Institutional	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 200 metres	Website; Post in Paper; Circulate 100 metres
		Industrial	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 350 metres	Website; Post in Paper; Circulate 100 metres
		Agricultural	Website; Post in Paper; Adjacent parcels	Website; Post in Paper; Circulate 200 metres	Website; Post in Paper; Circulate 100 metres

SCHEDULE B
OTHER CIRCULATION AND ADVERTISING REQUIREMENTS

Application Type	Method of Advertising
Road Closure Public Hearing	Website; Newspaper; Circulate 200 metres
Digital Sign	Circulate 100 metres