

Advertisement Signage Information Sheet

Important Links

[Local Planning Scheme No. 21](#)

[Local Planning Policy No. 4.12 – Advertisements and Advertising Signs](#)

[Development Application Checklist – Advertisement Signage](#)

Advertisement Definition

“Advertisement” means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements.

Requirements for a Development Approval

All advertisement signage on private land requires the approval of the City prior to erection/installation, however the Local Planning Scheme ‘Schedule 9 – Exempted Advertisements’ outlined below provides a number of advertisements located on privately owned land which are exempt from requiring development approval.

For further information regarding the process of lodging a Development Application and obtaining Planning Approval, please refer to the [Development Checklist](#) for detailed submission requirements.

Relevant City of Busselton Local Planning Scheme No. 21 Provisions

SCHEDULE 9 – EXEMPTED ADVERTISEMENTS

(A) Subject to (B) below, the following advertisements located on privately owned land are exempt from requiring development approval:

1. A For Sale Sign or an Institutional Sign less than 2.2m² in size, with a maximum width / length of 2.0 metres, provided that there is no more than 1 For Sale Sign or an Institutional Sign on each street frontage of a lot.
2. An advertisement less than 0.2m² in size erected or affixed on the street alignment or between that alignment and the building line to indicate the name and occupation or profession of the occupier of the property.
3. Advertisements affixed inside or painted on a shop window by the occupier thereof and relating to the business carried on therein.
4. Advertisements which are not visible from a public space outside the boundaries of a property.
5. Advertisements containing changeable public notices or information not larger than 0.7 metres by 0.9 metres in size located on advertising pillars or panels approved by or which have the prior approval of the City for the purposes of displaying public notices or information.
6. A Wall Sign on a residential multiple dwelling or grouped dwelling indicating the name of the building provided that the advertisement comprises of letters and numbers only, and those letters and numbers do not individually exceed 300mm in height.
7. Advertisements used solely for the direction and/or control of people, animals and/or vehicles or to indicate the name, and/or street number of a premises, providing the area of any such advertisement

is less than 0.2m² in size and the advertisement is located wholly within the boundaries of land owned by a person who erected or who maintains the advertisement.

8. An advertisement that is required by the Builders Registration Board or other government or statutory bodies or authorities on building sites, providing any such advertisement is less than 1.5m² in size and that any such advertisement is removed within 7 days of completion of the building works on the building site.
9. an advertisement which is a heritage or memorial plaque not exceeding 1m² in size.
10. An advertisement which does nothing other than indicate an exit or exits, warn of the existence of a hazard or indicate that smoking is prohibited on particular premises and which does not exceed 0.5m² in size.
11. An Information Panel erected within a site used or occupied by a tourist, recreational, cultural, religious or other community organisation that does not exceed 2.0m² in size or 1.5 metres in height.
12. An advertisement not exceeding 0.6m² in size that advertises an approved non-residential land use within the Residential zone.
13. A Display Home Sign in the Residential zone not exceeding 2m² in size.
14. An advertisement attached to or painted on the wall of a building other than a residential building that identifies the name of the building or business operating from the building, where the total area of advertising is not greater than 5m² per wall.
15. All advertisements affixed to any shop, showroom or other uses appropriate to a shopping area, below the top of the awning or, in the absence of an awning, below a line measured at 5 metres from the ground floor level of the building.
16. Advertisements within any lot or on any building that is situated in an Industrial Area provided:
 - a) Advertisements applied to or affixed to the walls of the building do not:
 - i. exceed a maximum of four advertisements per building;
 - ii. exceed an area of 6m² for individual advertisements;
 - iii. exceed a maximum total area of 10m² per building;
 - iv. project above the eaves or the ridge of the roof of the building;
 - v. project from a building whether or not those advertisements are connected to a pole, wall or other building; and
 - b) free standing advertisements do not exceed:
 - i. a maximum of two free-standing advertisements per lot;
 - ii. 5m in height above ground level; and
 - iii. a maximum total area of 15m² per lot.

(B) Any advertisement will require development approval if it:

1. Advertises goods or services which are not produced, displayed or offered for sale, or which is otherwise not relevant to, the land upon which the advertisement is located.

Note: Advertisements that advertise goods and services which are not produced, displayed or offered for sale, or which is otherwise not relevant to, the land upon which the advertisement is located, are prohibited as specified by clause 4.40.

2. Is located so as to cause an unreasonable impediment to the safe operation of an adjoining road or footpath.

3. Is likely to be confused with or mistaken for an official traffic light or sign or so as to contravene the Main Roads Act 1930 or the Regulations made thereunder.
4. Is located more than 3 metres above the ground level immediately adjacent to it (where a specific height limit is not specified at (A) (1) - (16) above).
5. Is located upon or inside a vehicle adapted and exhibited to primarily facilitate advertising.
6. Is in the form of a balloon or air blimp.
7. Is located to form a part of, or is attached or affixed to a fence or wall which is forward of the approved building setback for any lot in the Industrial zone.
8. Is located underneath a verandah and does not afford a minimum head clearance of 2.75 metres above the ground level immediately adjacent.

(C) For the purpose of interpreting the intent of the provisions of this Schedule, the terms and expressions outlined below shall have the following meanings:

“Wall Sign” means a sign attached to or otherwise displayed on a building or a structure no part of which projects further than 0.3m from that building or structure other than an advertisement that is displayed on, above or below a verandah or a verandah fascia.

“Display Home Sign” means a sign erected on a lot on which a dwelling is erected where the lot and dwelling have been approved as meeting the City’s requirements for a display home.

“For Sale Sign” means a sign indicating that the property or premises whereon the sign is affixed, are for sale, for letting or to be auctioned;

“Industrial Area” means an area zoned Industrial or zoned primarily for the purpose of industrial or light industrial land use under the Scheme;

“Information Panel” means a panel used for displaying government notices or announcements of a religious, educational, cultural, recreational or similar character which are for the benefit of the public generally or particular sections of the public;

“Institutional Sign” means a sign erected or placed on any private property, public place or building used for or in connection with a medical or dental surgery, clinic, hospital, rest home, home for the aged, or other institution or place of a similar nature.

Enquiries

Contact Planning and Development Services staff on (08) 9781 1731, email city@busselton.wa.gov.au, or in person at the City Administration Building during office hours, Monday – Friday.

****Disclaimer****

This information sheet is a guide only. Verification with original Local Laws, Acts, the City’s Local Planning Scheme and other relevant documents is recommended for detailed references. The City of Busselton accepts no responsibility for errors or omissions.