

## **ADVERTISEMENT SIGNAGE**

### **Frequently Asked Questions (FAQ)**

This FAQ is intended to provide general information and guidance to common questions regarding Advertisement Signage.

#### **Planning Framework and Legislation**

For detailed information, please refer links to the key planning framework and legislation.

- [Planning and Development \(Local Planning Schemes\) Regulations 2015](#)
- [City of Busselton Local Planning Scheme No. 21](#)
- [Local Planning Policy 4.12 Advertisements and Advertising Signs](#)

#### **What is an Advertising Sign?**

The term 'Advertising Sign' is defined under *Local Planning Policy 4.12 Advertisements and Advertising Signs* (LPP 4.12) as follows:

***“Advertising Sign” means a permanent structure used for the purpose of Advertisement, or to draw attention to, a product, business, person or event.***

#### **Where can I find the relevant planning provisions for Advertisement Signage?**

The relevant planning provisions for Advertisement Signage are provided in the *City of Busselton Local Planning Scheme No. 21* (Scheme) and *Local Planning Policy 4.12 Advertisements and Advertising Signs* (LPP 4.12). Refer links above under Planning Framework and Legislation.

#### **What are the different types of Advertisement Signage?**

Please refer to Appendix 1 – Types of Advertising Signs of LPP 4.12 for the various sign types.

#### **Can I advertise goods or services for a third party on my land?**

No. Under Part 4.42 of the Scheme, advertisements that advertise 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, are prohibited.

#### **Will my Advertisement Signage require development (planning) approval?**

All Advertisement Signage on private land will require the prior development approval local government unless the Advertisement Signage is exempt under Schedule 9: Exempted Advertisements of the Scheme.

#### **What supporting information will I need to submit with my application?**

Please refer to the [Planning Checklists](#).

#### **How do I lodge an application for development (planning) approval?**

Please refer to the [How-to Guide – Application for Development Approval](#).

#### **What is the development (planning) application fees?**

Please refer to the [Planning Fees and Charges](#).

#### **All Communications to:**

T (08) 9781 0444  
E [city@busselton.wa.gov.au](mailto:city@busselton.wa.gov.au)

Locked Bag 1 Busselton WA 6280  
[www.busselton.wa.gov.au](http://www.busselton.wa.gov.au)

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## **How will my application for development (planning) approval be assessed?**

In considering an application for development (planning) approval, the local government shall have due regard to the matters to be considered under cl 67 of the *Planning and Development (Local Planning Schemes) Regulations 2015* (Deemed Provisions) and apply the principles of orderly and proper planning.

## **Other Legislations**

Please be aware that this FAQ only refers to the planning framework. Additional requirements or approvals may be required under other legislations, such as the *Building Regulations 2015*.

## **Further Assistance**

If you need further help, contact Planning at (08) 9781 1731 or lodge an enquiry request online:

<https://www.busselton.wa.gov.au/council/report-an-issue-or-request-assistance>

### **\*\* Disclaimer \*\***

*This FAQ sheet is intended for general information purposes only and should not be relied upon as a comprehensive source of guidance. For accurate and official information, please consult the relevant planning framework, Local Laws and applicable legislation. The City of Busselton accepts no liability for any errors, omissions, or reliance on the information contained herein.*

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