



# Exempted Signage and Advertisements

## FACTSHEET

### Background

Schedule 2 of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015* define an 'advertisement' as—

*any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes —*

- (a) *any hoarding or similar structure used, or adapted for use, for the display of advertisements; and*
- (b) *any airborne device anchored to any land or building used for the display of advertising; and*
- (c) *any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising.*

Signage and advertisements is classified under Part 7 of the Regulations as being 'development' and thus the erection, placement and display of signage and advertisements within City of Bunbury requires development approval from the local government.

The local government may however, specify in a local planning policy classes of signage for which development approval is not required. These usually include low impact, non-illuminated signage and advertisements that are self-assessable in accordance with the adopted local planning policy.









### Exempted / Self-Assessable Signage and Advertisements

The following land use classes per zone each have listed specific types of signage and advertisements that are considered self-assessable/exempt from the requirement to obtain development approval, provided they comply with Local Planning Policy: Signage and Advertisements and the relevant requirements / conditions in Table 1: Exempted Signs and Advertisements and Table 2: Exempted Temporary Signs and Advertising overleaf.



Number and Types of Signs and Advertisements			
A maximum of one (1) sign / advertisement per lot, strata lot or survey strata lot that is a-			
A	awning fascia sign, fete sign, under awning sign, or wall sign;	applied to or affixed to a building, or boundary fence or wall within the	logo, slogan, function and/or the activities of the premises / land use upon which the signage / advertisement is displayed.
B	awning fascia sign, under awning sign, or wall sign;	primary street setback area up to a maximum of 1.2 metres in height above natural ground level;  displaying the -	name and nature of the premises / land use upon which the signage / advertisement is displayed.  name, logo, function and/or the activities of the premises / land use upon which the signage / advertisement is displayed.
C	awning fascia sign, created awning line sign, footway sign, under awning sign, or wall sign;		
D	awning fascia sign or wall sign;		
E	plate sign,		
F	awning fascia sign, footway sign, under awning sign, or wall sign;		
G	A maximum of one (1) sign / advertisement per lot, for shared use by all tenancies thereon, that is a free standing (pylon sign) displaying the -		name, slogan and/or logo of the developer or builder and the details of the dwelling(s) on display.

### Conditions and Restrictions

-  **Primary street frontage:**  
The sign face area of all signage / advertisements in the primary street frontage is equal to the length of the lot, strata lot, survey strata lot or tenancy frontage plus 10 meters, divided by two (2), expressed in square meters accordingly –  $(\text{Primary street frontage length} + 10 \text{ m}) / 2 = \text{Maximum area in m}^2$
- Secondary street frontage:**  
The sign face area of all signage / advertisements in the secondary street frontage is equal to the length of the lot, strata lot, survey strata lot or tenancy frontage divided by four (4), expressed in square meters accordingly –  $(\text{Secondary street frontage length}) / 4 = \text{Maximum area in m}^2$
-  The total sign face area of all signage / advertisements do not exceed a maximum of 15m<sup>2</sup> per street frontage of a lot, strata lot, survey strata lot or tenancy.
-  The total sign face area of all signage / advertisements do not exceed a maximum of 5m<sup>2</sup> per street frontage of a lot, strata lot, survey strata lot or tenancy.
-  Any signage / advertisement do not exceed a maximum sign face area of 2m<sup>2</sup> per street frontage of a lot, strata lot or survey strata lot
-  The total sign face area of all signage / advertisements do not exceed a maximum of 2m<sup>2</sup> per lot, strata lot or survey strata lot
-  Any signage / advertisement do not exceed a maximum sign face area of 0.6m<sup>2</sup> per lot, strata lot or survey strata lot
-  Any signage / advertisement do not exceed a maximum sign face area of 0.2m<sup>2</sup> per lot, strata lot or survey strata lot
-  Any free standing signage / advertisement (pylon sign) on a lot –
  - does not exceed a maximum sign face area of 5m<sup>2</sup>;
  - does not exceed a maximum of 6 metres in height above natural ground level; and
  - has a minimum ground clearance of 2.4 metres.

Maximum Sign Face Area				
A sign face area per building on a lot, strata lot or survey strata lot that is a-				
1	2	3	4	5
awning fascia sign, footway sign, under awning sign, or wall sign;	awning fascia sign, under awning sign, or wall sign;	awning fascia sign, fete sign, under awning sign, or wall sign;	awning fascia sign, created awning line sign, footway sign, under awning sign, or wall sign;	awning fascia sign, plate sign, under awning sign, or wall sign;
applied to or affixed to a – building, or boundary fence or wall within the primary street setback area up to a maximum of 1.2 metres in height above natural ground level;				
displaying the name, logo, slogan, function and/or the activities of the premises / land use upon which the signage / advertisement is displayed.				

The exemption tables were informed by and designed in accordance with standard universal colour accessibility criteria in order to improve the colour accessibility for colour-blind and / or vision-impaired users.

For more information see [www.colorbrewer2.org](http://www.colorbrewer2.org)

**Table 1: Exempted Signs and Advertisements**

Use and Development Class	Regional Centre Zone	District Centre Zone	Neighbourhood Centre Zone	Local Centre Zone	Mixed Use – Commercial Zone	Mixed Use – Residential Zone	Tourism Zone	Residential Zone	Private Community Purpose Zone	Service Commercial Zone	Light Industry Zone	General Industry Zone	Rural Zone
Abattoir													
Agriculture – Extensive													B
Agriculture – Intensive													B
Agroforestry													B
Amusement Parlour	4	4	4	4	4								
Animal Establishment													B
Animal Husbandry – Intensive													B
Art Gallery	3	3	3	3	3		3		A	3			
Bed and Breakfast	D				D	D	D	D					D
Betting Agency	4	4	4		4					4			
Brewery	G 5	G 5	G 5	G 5			G 5				G 5	G 5	G 5
Bulky Goods Showroom	4	4	4		4					4	G 4		
Car Park	B	B	B	B	B	B	B		B	B	B	B	
Child Care Premises	3	3	3	3	3			A	A	3			
Cinema / Theatre	4	4	4		4								
Civic Use	3	3	3	3	3			A	A	3			
Club Premises	3	3	3	3	3		3		A	3			
Commercial Vehicle Parking	B	B	B	B	B	B	B		B	B	B	B	
Community Purpose	3	3	3	3	3		3	A	A	3			
Consulting Rooms	2	2	2	2	2			B		2			
Convenience Store	4	4	4	4	4								
Convention Centre	4	4	4		4				C	4			
Dry Cleaning Premises	4	4	4							4	G 4	G 4	
Educational Establishment	3	3	3	3	3				A	3			
Exhibition Centre	4	4	4	4	4					4			
Fast Food Outlet	4	4	4	4	4					4			
Family Day Care	E				E	E		E					
Freeway Service Centre													
Fuel Depot													G 2
Funeral Parlour	4	4	4	4	4					4	G 4		
Garden Centre	4	4	4	4	4					4	G 4	G 4	

Use and Development Class	Regional Centre Zone	District Centre Zone	Neighbourhood Centre Zone	Local Centre Zone	Mixed Use – Commercial Zone	Mixed Use – Residential Zone	Tourism Zone	Residential Zone	Private Community Purpose Zone	Service Commercial Zone	Light Industry Zone	General Industry Zone	Rural Zone
Holiday Accommodation	D	D			D		D						D
Holiday House	D				D	D	D						D
Home Business	E	E			E	E	E	E					E
Home Occupation	E	E	E	E	E	E	E	E					E
Home Office	E	E	E	E	E	E	E	E					E
Home Store	1				1	1		1					
Hospital	2	2			2				B	2			
Hotel	2	2											
Industry												G 5	
Industry – Extractive													G 5
Industry- Light										G 5	G 5	G 5	
Industry – Primary Production											G 5	G 5	G 5
Laundromat	4	4	4	4	4					4	G 4		
Lunch Bar	4	4	4	4					C	4	G 4	G 4	
Marina	B						B						
Marine Filling Station												G 2	
Market	4	4	4	4									
Medical Centre	2	2	2	2	2					2			
Mining Operations													G 5
Motel	2	2											
Motor Vehicle, Boat or Caravan Sales										4	G 4		
Motor Vehicle Repair										G 2	G 2	G 2	
Motor Vehicle Wash										G 2	G 2	G 2	
Nightclub	4												
Office	4	4	4	4	4					4			
Place of Worship	3	3	3	3	3			A	A	3			
Plantation													B
Reception Centre	4	4	4	4	4				C	4			
Recreation- Private	4	4	4	4	4				C	4	G 4		
Resource Recovery Centre												G 5	G 5
Restaurant / Café	4	4	4	4	4								
Restricted Premises	4	4	4							4			
Road House													

Use and Development Class	Regional Centre Zone	District Centre Zone	Neighbourhood Centre Zone	Local Centre Zone	Mixed Use – Commercial Zone	Mixed Use – Residential Zone	Tourism Zone	Residential Zone	Private Community Purpose Zone	Service Commercial Zone	Light Industry Zone	General Industry Zone	Rural Zone
Rural Home Business													E
Rural Pursuit / Hobby Farm													B
Self Storage Complex					4					4	G 4	G 4	
Serviced Apartment	D	D			D		D						
Service Station										G 2	G 2	G 2	
Shop	4	4	4	4	4								
Small Bar	4	4	4		4								
Tavern	4	4			4		4						
Telecommunications Infrastructure	B	B	B	B	B	B	B	B	B	B	B	B	B
Tourist Development	2												
Trade Display										4	G 4	G 4	
Trade Supplies	4	4	4		4					4	G 4		
Transport Depot										G 2	G 2	G 2	
Tree Farm													B
Veterinary Centre	2	2	2	2	2				B	2			B
Warehouse / Storage										4	G 4	G 4	
Waste Disposal Facility												G 5	
Waste Storage Facility												G 5	
Wind Farm												B	B
Winery											B	B	B

- Notes:
1. Self-assessable/Exempted signage and advertisements relate to an approved or permitted land use for the premises only;
  2. Self-assessable/Exempted signage and advertisements relate to ground floor tenancies only for commercial / industrial uses;
  3. Self-assessable/Exempted signage does not include signage and advertisements that are illuminated or that incorporate any animation or movement, reflective or fluorescent materials in its design or structure;
  4. Self-assessable/Exempted signage and advertisements are to be applied or affixed to a building below the top of the awning, or in the absence of an awning, below a line measured at six metres above natural ground level;
  5. Self-assessable/Exempted signage and advertisements are to be displayed over a pedestrian pathway or cycleway which has a minimum clearance of 2.75m.

**Table 2: Exempted Temporary Signs and Advertisements**

Use and Development Class	Exempted Signage Type and Number	Conditions and Maximum Area of Signage
1. Building construction (displayed on a development site only for the duration of the construction period)  OR  Real estate and property transaction (displayed on a property for sale or lease for the duration of the period over which property transactions are offered and negotiated)-	A maximum of one (1) sign / advertisement per street frontage of a lot, strata lot or survey strata lot that is a:  <ul style="list-style-type: none"> <li>• awning fascia sign,</li> <li>• fete sign,</li> <li>• under awning sign, or</li> <li>• wall sign;</li> </ul> applied to or affixed to a:	
<ul style="list-style-type: none"> <li>• single and grouped dwellings;</li> </ul>	<ul style="list-style-type: none"> <li>• building, or</li> <li>• boundary fence or wall within the primary street setback area up to a maximum of 1.2 metres in height above natural ground level;</li> </ul>	Any signage / advertisement do not exceed a maximum sign face area of 2.2m <sup>2</sup> per street frontage of a lot, strata lot or survey strata lot.
<ul style="list-style-type: none"> <li>• multiple dwellings, commercial and industrial buildings up to 12 metres in height above natural ground level;</li> </ul>	displaying the: <ul style="list-style-type: none"> <li>• name and details of the project and the name and logo of the developer and/or builder, or</li> </ul>	Any signage / advertisement do not exceed a maximum sign face area of 5m <sup>2</sup> per street frontage of a lot, strata lot or survey strata lot.
<ul style="list-style-type: none"> <li>• multiple dwellings, commercial and industrial buildings greater than 12 metres in height above natural ground level and rural properties in excess of five (5) hectares.</li> </ul>	<ul style="list-style-type: none"> <li>• name, slogan and/or logo of the estate agent and the details relating to the sale, leasing or auctioning of the property upon which the signage / advertisement is displayed.</li> </ul>	Any signage / advertisement do not exceed a maximum sign face area of 10m <sup>2</sup> per street frontage of a lot, strata lot or survey strata lot.
2. Incidental sale of goods or livestock by auction.		Any signage / advertisement do not exceed a maximum sign face area of 2m <sup>2</sup> per street frontage of a lot, strata lot or survey strata lot.

### Further Information

For further information please contact Planning and Development Services on (08) 9792 7000 or by emailing [records@bunbury.wa.gov.au](mailto:records@bunbury.wa.gov.au).