



April 2016

Cellar Door Sales refers to the incidental use to land used for agriculture-intensive purposes where products that are produced or grown on the property or the locality are offered to the general public for sale. Cellar Door Sales are a component of 'Rural Produce Sales' which is a defined land use permitted in the Priority Agriculture, General Agriculture and Cluster Farm zones where it is considered to be ancillary to the primary agricultural use of the property.

Do I need Planning Approval?

Yes. Planning approval is required for 'Rural Produce Sales'.

How do I apply for planning approval?

You will need to complete a planning application form and complete the attached checklist, which will assist you in ensuring that all the required documentation is submitted with your application. Please note that the checklist requires the submission of a detailed statement, which should provide justification for the proposed development in accordance with Local Planning Scheme No. 1, the Local Planning Strategy and relevant Policy.

What do I need to know?

[Local Planning Scheme No. 1](#) (click link, click on "all categories drop down list" and select Local Planning Scheme) (the Scheme) defines 'Rural Produce Sales' as "any premises used for the purpose of retail sale of products which are grown, reared or produced on site, including a cellar door operation and retail sales associated with Industry – Cottage or Industry - Rural; "Cellar Door Sales"

On land zoned Priority or General Agriculture; buildings must be setback 60m from any lot boundary which fronts Caves Road, Bussell Highway and Brockman Highway and 30m for all other lot boundaries. Side and rear setbacks must be a minimum of 20m. Further development standards are prescribed in Schedule 9 of the Scheme and the parking requirements are contained in Schedule 8. The Scheme does not prescribe a parking standard for cellar door sales in Schedule 8. Parking is required to be provided to the satisfaction of the Shire and is assessed on a case by case basis. It is also important to read the general provisions of the Scheme including the objectives of the Priority or General Agricultural zone to ensure that all relevant requirements have been addressed.

Local Planning Policies (LPP's) are also developed to help guide the discretionary decisions of Council. The following local policies are commonly considered in connection to a 'Cellar Door Sales' application:

- LPP 5: Cellar Door Sales Policy - The policy provides for a classification of cellar door applications. Cellar doors are classified on the production capacity of the farm and additional commercial uses proposed ancillary to the cellar door use. Cellar doors are classified as a boutique, small scale or large-scale cellar door. Detailed information is required for the classification. The policy also proposes contributions towards the upgrade of the access roads for the larger cellar door applications.

- LPP 26: Signage - A planning application is required for any new signage or any modifications to the existing signs. An application for a sign may be included in a “Cellar Door” application. If a sign application is not included in the initial planning application, a separate application will be required later on.

Is there anything else?

Depending on the development that is proposed, you may also require a building licence and/or approval from the Shire’s Environmental Health Department. On this basis, it is suggested that you consult with the Shire’s Building and Environmental Health Departments regarding any other approvals that may be required. These departments can be contacted on (08) 9780 5255.

Note: Prior to lodging your application for planning approval you may wish to consider making an appointment with one of the Shire’s Planning Officers to discuss the proposal. Please phone (08) 9780 5220 for an appointment. Applications that do not comply with the relevant standards or contain insufficient information may be refused or take longer to process.

**** DISCLAIMER ****

This information sheet is a guide only. Verification with original Local Laws, Acts, Local Planning Scheme No. 1 and other relevant documents is recommended for detailed references. The Shire of Augusta Margaret River accepts no responsibility for errors or omissions.