

Title: **Outdoor Advertising Signs Code**  
Policy No: 042  
Adopted By: Council  
Next Review Date: 23/02/2014  
Responsibility: General Manager City Futures  
Document Number: 2118394

Version	Decision Number	Adoption Date	History
1	20\2501	23/02/2010	Adopted
2			
3			
4			

## 1 Policy Summary

This determination by Council may be cited as the City of Darwin Outdoor Advertising Signs Code ("The Code") and is made pursuant to the Darwin City Council By-Laws.

Unless an advertising sign is exempt under Clause 6 of this Code, or is a complying sign under Clause 7 of this Code, a permit is required for an advertiser to exhibit an advertising sign on or in a public area, or on or in premises in view of a public area within the municipality of Darwin.

## 2 Policy Objectives

The main objective of the Code is to ensure that, as far as practicable, advertising signs exhibited within the municipality:

- are compatible with the design and character of the premises, streetscape and locality to which they are related;
- do not cause a loss of amenity or adversely affect the natural or built environment;
- do not adversely affect the safety or efficiency of a roadway or footpath;
- do not cause visual clutter and disorder by the proliferation of signs in any one location and by one sign obscuring another; and
- do not cause offence to the general public by virtue of their design, location or message.

### **3 Background**

Whilst land use planning in the Northern Territory falls within the jurisdiction of the NT Government control of advertising signs and hoardings is a local government responsibility. City of Darwin regulates signs for a number of reasons – primarily amenity and safety.

### **4 Policy Statement**

Refer **Attachment A** - City of Darwin Outdoor Advertising Signs Code.

### **5 Legislation, terminology and references**

This determination by Council may be cited as the City of Darwin Outdoor Advertising Signs Code ("The Code") and is made pursuant to the Darwin City Council By-Laws. The Code should be read in conjunction with the By-laws.

### **6 Implementation and delegation**

The General Manager City Futures is responsible for managing implementation of this policy

### **7 Evaluation and review**

This policy should be reviewed once in the term of each Council or more often as required.

## Attachment A

### City of Darwin Outdoor Advertising Signs Code

## CONTENTS

---

1	Introduction .....	6
1.1	Citation of Signs Code.....	6
1.2	Objectives.....	6
1.3	Requirement for a Permit .....	6
1.4	Requirement for Other Permits.....	7
1.5	Interpretation of the Code.....	7
2	Using the Signs Code .....	8
3	Definitions - General .....	9
4	Definitions - Sign Structure Types.....	11
5	Definitions - Advertising Types.....	14
6	Sign Approval Classifications .....	16
6.1	Exempt Signs (No Permit Required).....	16
6.2	Complying Signs (No Permit Required).....	17
6.3	Discretionary Signs (Permit Required) .....	17
6.4	Prohibited Signs .....	18
6.5	Transferability of Sign Permits.....	18
6.6	Measurement of Signs.....	18
6.7	Changes to Existing Signs.....	18
7	Sign Controls.....	19
7.1	Residential Zones: SD, MD, MR, HR and CL.....	19
7.2	Commercial Zones: CB, C, SC, TC and CV .....	21
7.3	Industrial Zones: LI, GI and DV. ....	23
7.4	Community Zones: CP, PS, CN, T, WM, PM, U and RW. ....	25
7.5	Organised Recreation Zone: OR .....	27
7.6	Rural Zones: RR, A, RL, R, RD, H and FD.....	29
7.7	Specific Use Zone: SU .....	31
7.8	Marrara Sporting Precinct.....	34
8	Specific Provisions: Temporary Signs.....	35
8.1	Aerial Signs .....	35
8.2	Animated Signs .....	35
8.3	Banners.....	35
8.4	Buntings .....	35

8.5	Flag Signs .....	35
8.6	Free-Standing Signs.....	35
8.7	Moveable Signs.....	36
8.8	Special Event Advertising Signs.....	36
8.9	Vehicle and Trailer Signs.....	36
9	Specific Provisions: Signs on or over a Public Area.....	37
9.1	Blue Finger Signs .....	37
9.2	Moveable Signs on Public Land .....	37
9.3	Permanent Signs on Public Land .....	37
9.4	Precinct Cluster Signs on Public Land.....	38
9.5	Projecting Signs .....	38
9.6	Real Estate Signs.....	38
9.7	Street Furniture Advertising.....	39
10	Assessment Criteria: Specific Sign Types.....	40
10.1	Animated and Illuminated Signs within and/or visible from NT Government Road Reserve.....	40
10.2	Cluster Signs .....	41
10.3	Free-Standing Signs.....	41
10.4	Illuminated Signs .....	41
10.5	Projecting Signs .....	41
10.6	Wall or Fascia Signs.....	41

## 1 INTRODUCTION

---

### 1.1 Citation of Code

This determination by Council may be cited as the City of Darwin Outdoor Advertising Signs Code ("The Code") and is made pursuant to the Darwin City Council By-Laws.

### 1.2 Objectives

The main objective of the Code is to ensure that, as far as practicable, advertising signs exhibited within the municipality:

- a. are compatible with the design and character of the premises, streetscape and locality to which they are related;
- b. do not cause a loss of amenity or adversely affect the natural or built environment;
- c. do not adversely affect the safety or efficiency of a roadway or footpath;
- d. do not cause visual clutter and disorder by the proliferation of signs in any one location and by one sign obscuring another; and
- e. do not cause offence to the general public by virtue of their design, location or message.

### 1.3 Requirement for a Permit

Unless an advertising sign is exempt under Clause 6 of this Code, or is a complying sign under Clause 7 of this Code, a permit is required for an advertiser to exhibit an advertising sign on or in a public area, or on or in premises in view of a public area within the municipality of Darwin.

## **1.4 Requirement for Other Permits**

Where an advertising sign requires planning, building or structural certification under the provisions of other legislation, the onus for obtaining the necessary permits is on the applicant.

## **1.5 Interpretation of the Code**

For the purpose of interpretation, the Code is to be read together with the Darwin City Council By-laws.

## **2 USING THIS CODE**

---

The following should be used as a guide to using this Code:

- a.** Decide what type (structure) of sign you are proposing to erect by reference to the definitions and diagram provided in Clause 4.
- b.** Decide what type of advertising you are proposing to display by reference to the definitions provided in Clause 5.
- c.** Determine which NT Planning Scheme zone or special precinct the sign is to be exhibited in. Then refer to Clause 6 (exempt signs) and the advertising sign tables in this code to determine whether a permit is needed before the advertising sign can be exhibited.
- d.** Check to determine that the advertising sign will comply with the provisions in Clause 8 (specific provisions and policies for each sign type), Clause 9 (general Council policy relating to signs on or over a public area) and the Assessment Criteria.
- e.** Where a permit is required, make an application to Council.

Council encourages the inclusion of information about proposed advertising signage as part of a development application to the Development Consent Authority in order to ensure signage is integrated into the design of the premises.



## 3 DEFINITIONS - GENERAL

---

In this Code, unless the contrary intention appears:

**Advertising sign** means any form of advertising using words, letters, images, pictures, symbols, objects or illumination, which is exhibited or displayed on or in a public area or on a building or structure that is in view of a public area, for the attention of the public, and includes any structure or material used to display the advertising.

**Advertiser** means a person:

- a. who holds a valid permit in respect of the advertising sign issued pursuant to these By-Laws; or
- b. who authorises or causes an advertising sign to be exhibited; or
- c. whose business or place of business is advertised by the advertising sign;

and includes a person who manages and controls, or has power to manage or control, the place in which the advertising sign is exhibited.

**By-Laws** means the Darwin City Council By-Laws.

**Code** means the City of Darwin Outdoor Advertising Signs Code.

**Commercial zone** refers to the zones CB, C, SC, TC and CV as defined in the NT Planning Scheme.

**Community Zone** refers to the zones CP, PS, CN, T, WM, MR, PM, U and RW as defined in the NT Planning Scheme.

**Council** means the City of Darwin.

**Carriageway** means a portion of a road improved, designed or ordinarily used for vehicular traffic and includes the shoulders and areas at the sides or centre of the carriageway used for the standing or parking of vehicles (including parking bays), and, where a road has two or more portions divided by a reservation, means each portion separately.

**Exempt**, in relation to an advertising sign, means exempt from the requirements of obtaining a permit under this Code.

**Exhibit** means to erect, install, place, paint, leave or construct an advertising sign on or in a public area or on or in premises in view of a public area.

**Industrial zone** refers to the zones LI, GI and DV as defined in the NT Planning Scheme.

**Organised Recreation zone** refers to the zone OR as defined in the NT Planning Scheme.

**Premises** means the land or building that is owned or occupied by the business, community group or individual proposing to advertise.

**Public area** means any place within the municipality of Darwin which is a road reserve or land owned, controlled or maintained by City of Darwin or the Northern Territory Government.

**Residential Zone** refers to the zones SD, MD, MR, HR, CV and CL as defined in the NT Planning Scheme.

**Rural Zone** refers to the zones RR, A, RL, R, RD, H and FD as defined in the NT Planning Scheme.

**Sign** refers to a publicly displayed board or notice inscribed with words or designs for the purposes of information, advertisement or warning.

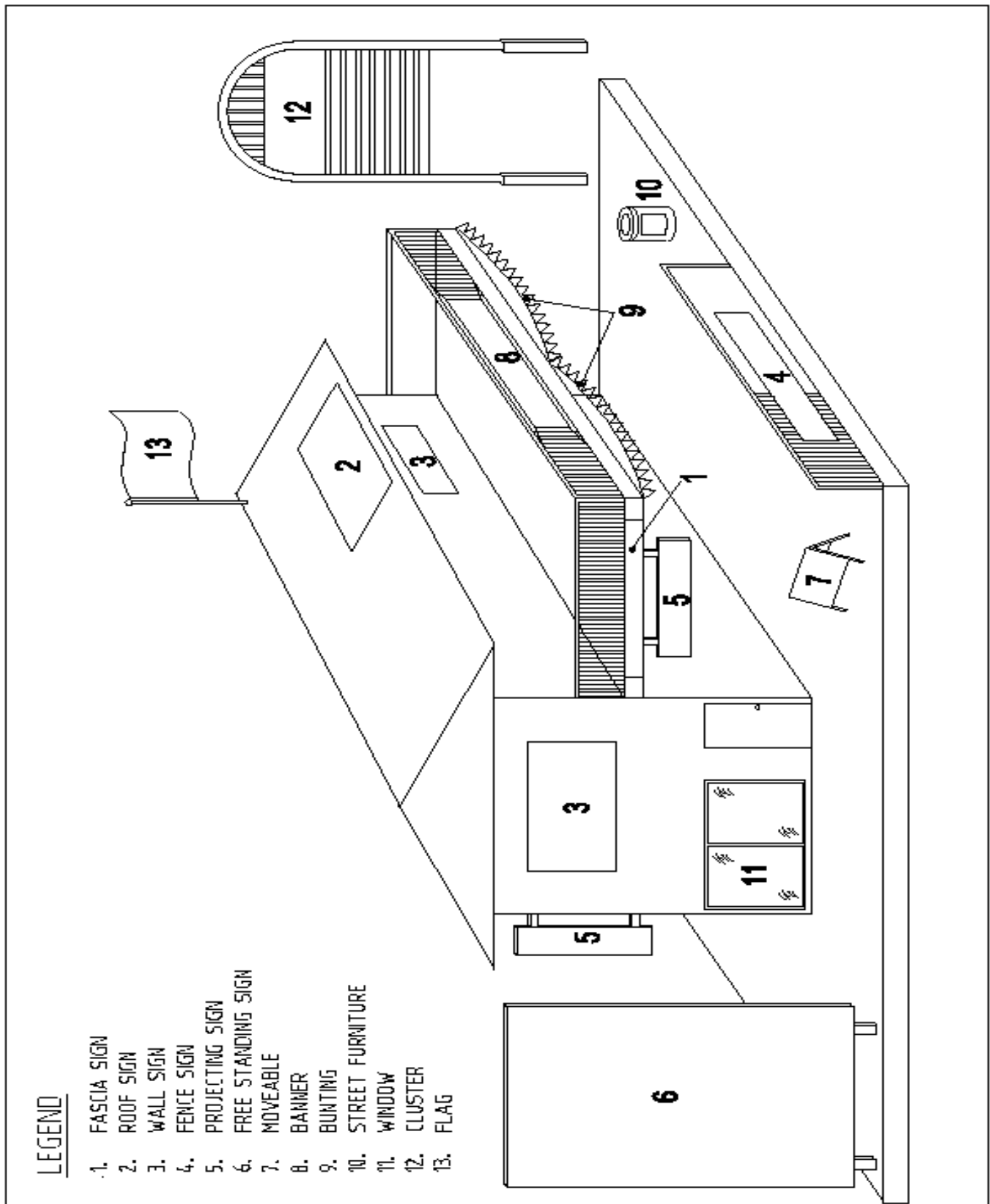
**Specific Use Zone** refers to the zone SU as defined in the NT Planning Scheme.

**Territory Road** means a road under the Control of the Northern Territory Government.

**Traffic Control Device** means a traffic control signal or a light, sign, mark, structure or item placed, erected or displayed for the purpose of regulating, warning or guiding traffic, or a device using a word, symbol, coloured light or a combination of them, by means of which traffic may be controlled or regulated.

**Zone** refers to the land use zone as defined in the NT Planning Scheme and applicable to the land on which a sign is proposed.

4 DEFINITIONS - SIGN STRUCTURE TYPES



In this Code, unless the contrary intention appears, the following types of advertising signs have the corresponding meaning:

**Aerial sign** means an advertising sign made of inflatable devices or devices that require wind to stay aloft, being devices that are tethered to the ground or a structure and includes balloons, blimps and kites.

**A-frame sign** refer **Moveable sign**

**Animated sign** means an advertising sign that is designed to move, flash, change its message, intensity or pattern, or which contains moving parts, whether or not any part of the sign is also **illuminated**.

**Awning sign** refer **Wall or Fascia sign**

**Banner** means an advertising sign intended for temporary display made of light non-rigid material, and which is attached to a building or structure.

**Blue Finger sign** means an advertising sign attached to a pole or street sign and that predominantly gives directional information.

**Bunting** means a device which is attached to ropes or wires suspended above the ground and which is designed to draw attention by the nature of its construction, colour, movement or noise and includes streamers, pennants and wind-vanes.

**Cluster sign** means an advertising sign structure that contains more than one sign.

**Fence sign** means an advertising sign affixed to a fence.

**Flag sign** means an advertising sign displayed on cloth, canvas or synthetic material, which is hung from a vertical pole.

**Free-standing** sign means an advertising sign that:

- a. is self-supporting and not attached to the sides of a building, wall or fascia;
- b. is fixed to the ground;
- c. may be erected on a pole or poles or a pylon which is not on or part of a building or other structure; and
- d. does not include a **Moveable sign**.

**Illuminated sign** means:

- a. an advertising sign illuminated by internal and/or external lights; and
- b. an advertising sign composed of light devices that do not flash, or change intensity or pattern.

**Monument sign** refer **Free-standing sign**

**Moveable sign** means an advertising sign intended for temporary display which is free-standing and self-supporting and includes **A-frame signs** and **Sandwich boards** and does not include a **Free-standing sign** or a **Real Estate sign**.

**Permanent sign** means a sign that is lasting or intended to last indefinitely, and which is displayed or intended to be displayed indefinitely.

**Pole sign** refer **Free-standing sign**

**Projecting sign** means an advertising sign attached to and protruding from a building or structure and includes:

- a. signs attached to and supported below an awning or below a ceiling at the entrance to an internal pedestrian area; and
- b. signs which extend beyond or above the horizontal walls, parapet or roof of the building or structure.

**Pylon sign** refer **Free-standing sign**

**Roof sign** means an advertising sign attached to or painted on a roof of a building and which does not project or extend beyond the edge or face of the roof.

**Sandwich board** refer **Moveable sign**

**Street furniture sign** means an advertising sign attached to such items as public seating, plant boxes and other functional structures in public areas.

**Temporary sign** means a sign that lasts, exists, serves or is effective for a limited time only and/or which is intended to be displayed for a limited time only.

**Under-awning sign** refer **Projecting sign**

**Vehicle or Trailer sign** means a vehicle or trailer adapted for and used as an advertising sign, and does not include any sign on a registered commercial passenger vehicle, or a sign on a trailer which is in transit and is not stationary in any public area.

**Wall or Fascia sign** means an advertising sign attached to or painted on a wall or fascia of a building or awning (including structures attached to a building or awning) or on a structure that protrudes no more than 50 mm from the face of a building or structure, and which does not extend beyond the edge of the building or awning.

**Window sign** means an advertising sign attached to the inside or outside of a window without significantly affecting the purpose of the window.

## 5 DEFINITIONS - ADVERTISING TYPES

---

Advertising types refer to the nature and purpose of the advertising on the sign, rather than the sign structure.

**Business advertising** means advertising restricted to the name, and/or logo, and occupation and/or activity of the person occupying the premises in relation to which the advertising sign is erected, and, where a number of persons are carrying on different businesses in a premises, includes a sign identifying the premises.

**Community and Sporting Event advertising** means advertising that provides information relating to community and sporting events, and which may incorporate **sponsorship advertising** not exceeding 25% of the total area of the sign. Community events are usually free events (although this may not be the case in all events), open to all members of the public and hosted by a “not for profit” organisation (able to demonstrate a Certificate of Incorporated Association).

**Election advertising** means advertising erected in association with the holding of a local government, Northern Territory or Commonwealth election.

**Precinct advertising** means advertising that provides information about the businesses, organisations and activities occurring within an identifiable physical area.

**Promotion advertising** means advertising that provides information about the services or goods produced, provided or sold as a major activity on the premises, or information about events or activities substantially carried out on the premises.

**Real estate advertising** means advertising used to indicate or display real property that is available for rent, lease, sale, auction or inspection.

**Security advertising** means advertising that provides information about security services protecting a premises and is displayed either on a building or on a fence.

**Special Event advertising** means advertising that provides information about a significant event or activity (including occasional sporting and other events) as determined by the General Manager Infrastructure, City of Darwin, that is generally a one-off event or occurs no more than once a year, and which may incorporate **sponsorship advertising** not exceeding 25% of the total area of the sign, and is not **Community and Sporting Event advertising** or **Election advertising**.

**Sponsorship advertising** means advertising identifying the name and or logo of a person, company or organisation providing sponsorship of a **Community and Sporting Event** or activity, or a **Special Event** or activity.

**Sporting Field Name Signs** means advertising identifying the name and logo of the sports ground official name. Applicable to the Marrara Sporting Precinct only.

**Sporting Sponsorship Signage** means advertising identifying the name and/or logo of a person, company or organisation providing sponsorship to a sporting club. Applicable to the Marrara Sporting Precinct only.

**Third party advertising** means advertising that provides information about:

- a. services and goods that are not produced, provided or sold on the premises; or
- b. businesses, events or activities not carried out or associated with the premises.

It does not include:

- a. Sponsorship advertising; or
- b. advertising on vehicles or trailers which are predominantly utilised as a mode of transport and with signage indicating services or goods produced, provided or sold as a major activity of the company or person to which or whom the vehicle is registered; or the business, events or activities substantially carried out by the company or person to which or whom the vehicle is registered.

An advertiser proposing to exhibit an advertising sign which does not appear to come within the scope of the definitions, and which is not prohibited under this code, may apply to Council for the approval or rejection of the advertising sign on its merits and in accordance with the approval criteria set out in the Code and with general Council policy expressed in relation to the relevant zone where the proposed advertising sign will be exhibited.

## 6 SIGN APPROVAL CLASSIFICATIONS

---

Under this Code, a proposed advertising sign will be assessed under one of the following classifications:

### 6.1 Exempt Signs (No Permit Required)

Where a sign is defined under this clause the sign will be exempt from the requirements of this Code.

The following signs do not require a permit:

- a. regulatory signage located within the road reserve of Territory roads;
- b. a traffic control device or similar device displayed by reason of a statutory obligation imposed by a law in force in the Northern Territory;
- c. a sign displayed by reason of a statutory obligation imposed by a law in force in the Northern Territory, including signs required to be displayed under the *Planning Act 1999* and the *Liquor Act*;
- d. a sign displayed by a service authority responsible for an activity, including maintenance, within a road reserve and displayed for the purposes of warning or information to the public, including NT Government Tourist Information bays within the road reserve;
- e. a sign on enclosed land (including a sporting field) or within a building which is not readily visible from a public area outside the enclosure or building;
- f. a sign displayed on or inside a vehicle, other than a vehicle which is adapted and exhibited primarily as an advertising sign;
- g. a **Security advertising sign** not exceeding 0.015 m<sup>2</sup> if displayed in a residential, community, specific use, or recreation zone; and not exceeding 0.2 m<sup>2</sup> if displayed in a business or industrial zone;
- h. a sign previously approved by the Development Consent Authority, the NT Government or the Council and which has a valid permit;
- i. a sign in place before the commencement of this Code that was exempt or did not require a permit under the Signs Code repealed by this Code at the time it was put in place;
- j. signs on land on which building work is lawfully being undertaken, provided that:
  - i. the information on the sign relates to the building works being undertaken on the land,
  - ii. the sign is erected and displayed only during the period of such works, and
  - iii. no sign is more than 4 m<sup>2</sup> in area.
- k. advisory or information signs such as 'weigh in', 'goods entrance', 'beware of the dog' or 'visitor parking' signs provided such signs do not include any advertising material and do not exceed 0.3 m<sup>2</sup> in area;



- l.** the hoisting of the flag of any nation, state or municipality, culture or people;
- m.** Election Advertising Signs provided they:
  - i.** are only erected on a temporary basis not more than 6 weeks prior to an election and removed within 1 day after it, subject to any law relating to election advertising,
  - ii.** are at no time placed on public land (other than a designated polling place) including Council land, Northern Territory Government land and Commonwealth land,
  - iii.** are not placed so as to obscure the view of vehicular and pedestrian traffic,
  - iv.** have an area no greater than 1.5 m<sup>2</sup>, and
  - v.** are not illuminated or animated.
- n.** signs directing people to designated polling places for the purpose of an election provided the signs:
  - i.** are erected on a temporary basis not more than 1 day prior to an election and removed within 1 day after it, subject to any law relating to election advertising,
  - ii.** are at no time placed so as to obscure the view of vehicular and/or pedestrian traffic, and
  - iii.** do not include any advertising.
- o.** window signs provided the signs refer to goods or services sold on the premises where the sign is located, unless the sign is likely to cause offence to members of the public.

## **6.2 Complying Signs (No Permit Required)**

A Complying sign refers to an advertising sign that is listed as “complying” in the advertising sign table, which complies with the relevant definition in Clauses 4 and 5, that meets the provisions set out in Clause 8 for that particular type of advertising sign and that complies with the Assessment Criteria in this code.

## **6.3 Discretionary Signs (Permit Required)**

A Discretionary sign refers to any sign that is not listed as exempt, complying or prohibited in the advertising sign tables in this Code, or that is not defined under this Code. Council may, in its sole discretion, issue a permit to exhibit an advertising sign that is classed as a discretionary sign.

A discretionary advertising sign is subject to:

- a.** an application being made;
- b.** payment of fees;
- c.** consideration by Council; and, if approved,
- d.** the issue of a permit.

A permit for a Discretionary Advertising Sign may be approved by Council with such conditions as are necessary for the proposed advertising sign to satisfy the objectives, criteria and considerations of this Code. Where in the opinion of Council any conditions that could be imposed on the permit for the proposed advertising sign would not be sufficient to ensure that the advertising sign would satisfy the objectives, criteria and considerations of the Code, the application for an advertising sign permit will be refused.

## **6.4 Prohibited Signs**

Signs and advertising identified as prohibited in this Code are not permitted to be displayed.

An application for a permit for an advertising sign that is prohibited will not be accepted or considered by Council.

## **6.5 Transferability of Sign Permits**

Sign Permits issued under this Code shall not be transferable with a change of ownership.

## **6.6 Measurement of Signs**

Where the extents of a sign are not clear for the purpose of measurement, the following shall be adopted:

Length – 500 mm plus the distance between the commencement of the lettering or symbol and the termination of the lettering or symbol

Width – 500 mm plus the distance from the lowest point of the lettering or symbol to the highest point of the lettering or symbol

Area (m<sup>2</sup>) – length (m) x width (m)

## **6.7 Changes to Existing Signs**

Any changes to an existing sign shall be subject to the provisions of this Code.

## 7 SIGN CONTROLS

---

### 7.1 Residential Zones: SD, MD, MR, HR and CL

Advertising signs within residential zones should be discreet and of small scale in order to be sympathetic to the residential character of the area. Advertising signs should be directed towards the street, rather than towards adjacent residential properties.

**Refer to the controls in the following table.**

## Residential Zones: SD, MD, MR, HR and CL

<b>ADVERTISING AND SIGN TYPES</b>	<b>CONTROLS</b>
<b>Exempt (No Permit Required)</b>	
Any sign listed as "exempt" in Clause 6.	<ul style="list-style-type: none"> <li>All relevant controls listed in Clause 6.</li> </ul>
<b>Complying (No Permit Required)</b>	
Business advertising Fence sign Free Standing sign Wall or Fascia sign	<ul style="list-style-type: none"> <li>No sign to exceed an area of 0.3 m<sup>2</sup> in zones SD and MD</li> <li>No sign to exceed an area of 2 m<sup>2</sup> in zones MR, HR and CL</li> <li>No part of any sign to exceed a height of 3 m above ground level</li> <li>No more than one Permanent Advertising sign per premises</li> <li>No more than one Temporary Advertising sign per premises</li> <li>No part of any sign to be on or over public land</li> </ul>
<b>Discretionary (Permit Required)</b>	
<ul style="list-style-type: none"> <li>Any sign listed as "complying" and which exceeds the maximum size in this table or which does not comply with the specific requirements for that type of sign in Clauses 8 and 9 of this Code; or</li> <li>Any sign not defined as either complying or prohibited in this table; or</li> <li>Any sign not defined as exempt in this Code; or</li> <li>Any sign not defined in this Code.</li> </ul>	
<b>Prohibited</b>	
Aerial Sign Animated Sign Illuminated Sign Moveable Sign Precinct Cluster Sign Roof Sign Street Furniture Advertising Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> <li>No sign permit will be issued for any sign or advertising within this category</li> </ul>

**Note:**

- 1. Where a sign falls into two or more categories, the controls of the more stringent classification apply.**
- 2. Where a sign is proposed to be constructed on or over public land, the provisions of Clause 9 apply.**

## **7.2 Commercial Zones: CB, C, SC, TC and CV**

Identification of the business should be the prime objective for signage, rather than promotional advertising. Where there is more than one business per building, a single sign that identifies the building and the various tenancies is preferred to multiple signs.

**Refer to the controls in the following table.**

## Commercial Zones: CB, C, SC, TC and CV

<b>ADVERTISING AND SIGN TYPES</b>	<b>CONTROLS</b>
<b>Exempt (No Permit Required)</b>	
Any sign listed as "exempt" in Clause 6.	All relevant controls listed in Clause 6.
<b>Complying (No Permit Required)</b>	
Business advertising Fence sign Free-standing sign Illuminated sign Projecting sign Promotion advertising Wall or Fascia sign Moveable sign	<ul style="list-style-type: none"> <li>• No Business Advertising sign to exceed an area of 4 m<sup>2</sup></li> <li>• No Promotion Advertising sign to exceed an area of 2 m<sup>2</sup></li> <li>• No more than one Permanent Advertising sign per premises</li> <li>• No more than one Temporary Advertising sign per premises</li> <li>• No part of any sign to exceed a height of 7 m above ground level</li> <li>• No part of any sign to be on or over public land</li> </ul>
<b>Discretionary (Permit Required)</b>	
<ul style="list-style-type: none"> <li>• Any sign listed as "complying" and which exceeds the maximum size in this table or which does not comply with the specific requirements for that type of sign in Clauses 8 and 9 of this Code; or</li> <li>• Any sign not defined as either complying or prohibited in this table; or</li> <li>• Any sign not defined as exempt in this Code; or</li> <li>• Any sign not defined in this Code.</li> </ul>	
<b>Prohibited</b>	
Third Party Advertising	<ul style="list-style-type: none"> <li>• No sign permit will be issued for any sign or advertising within this category</li> </ul>
Moveable Signs	<ul style="list-style-type: none"> <li>• No sign permit will be issued within The Mall for businesses that do not have direct frontage at ground level</li> </ul>
Vehicle or Trailer Sign	

**Note:**

1. **Where a sign falls into two or more categories, the controls of the more stringent classification apply.**
2. **Where a sign is proposed to be constructed on or over public land, the provisions of Clause 9 apply.**

## 7.3 Industrial Zones: LI, GI and DV.

Identification of the business should be the prime objective for signage, rather than promotional advertising. In the case of an industrial village or where there is more than one business per premises, a single sign that identifies the complex and the various tenancies is preferred to multiple signs.

Where premises front an arterial road, the number of advertising signs should be minimised to reduce visual confusion when viewed from the road.

**Refer to the controls in the following table.**

## Industrial Zones: LI, GI and DV.

<b>ADVERTISING AND SIGN TYPES</b>	<b>CONTROLS</b>
<b>Exempt (No Permit Required)</b>	
Any sign listed as "exempt" in Clause 6.	<ul style="list-style-type: none"> <li>All relevant controls listed in Clause 6.</li> </ul>
<b>Complying (No Permit Required)</b>	
Business advertising Fence sign Illuminated sign Free-standing sign Projecting sign Promotion advertising Wall or Fascia sign Moveable sign	<ul style="list-style-type: none"> <li>No Business Advertising Sign to exceed an area of 6 m<sup>2</sup></li> <li>No Promotion Advertising Sign to exceed an area of 3 m<sup>2</sup></li> <li>No more than one Permanent Advertising sign per premises</li> <li>No more than one Temporary Advertising sign per premises</li> <li>No part of any sign to exceed a height of 7 m above ground level</li> <li>No part of any sign to be on or over public land</li> </ul>
<b>Discretionary (Permit Required)</b>	
<ul style="list-style-type: none"> <li>Any sign listed as "complying" and which exceeds the maximum size in this table or which does not comply with the specific requirements for that type of sign in Clauses 8 and 9 of this Code; or</li> <li>Any sign not defined as either complying or prohibited in this table; or</li> <li>Any sign not defined as exempt in this Code; or</li> <li>Any sign not defined in this Code.</li> </ul>	
<b>Prohibited</b>	
Third Party Advertising Vehicle or Trailer sign	<ul style="list-style-type: none"> <li>No sign permit will be issued for any sign or advertising within this category</li> </ul>

### Note:

1. Where a sign falls into two or more categories, the controls of the more stringent classification apply.
2. Where a sign is proposed to be constructed on or over public land, the provisions of Clause 9 apply.



## **7.4 Community Zones: CP, PS, CN, T, WM, M, PM, U and RW.**

Advertising signs in community zones should be limited to those necessary to identify the use of the land and be sited so as to minimise their impact on the locality.

**Refer to the controls in the following table.**

Community Zones: CP, PS, CN, T, WM, M, PM, U and RW.

<b>ADVERTISING AND SIGN TYPES</b>	<b>CONTROLS</b>
<b>Exempt (No Permit Required)</b>	
Any sign listed as "exempt" in Clause 6.	<ul style="list-style-type: none"> <li>All relevant controls listed in Clause 6.</li> </ul>
<b>Complying (No Permit Required)</b>	
Business advertising Community and Sporting Event advertising Fence sign Free-standing sign Projecting sign Promotion advertising Wall or Fascia sign	<ul style="list-style-type: none"> <li>No Business Advertising Sign to exceed an area of 2m<sup>2</sup></li> <li>No Community and Sporting Event Advertising sign to exceed an area of 2 m<sup>2</sup>.</li> <li>No Promotion Advertising sign to exceed an area of 1m<sup>2</sup></li> <li>No more than one Permanent Advertising sign per premises</li> <li>No more than one Temporary Advertising sign per premises</li> <li>No part of any sign to exceed a height of 3 m above ground level</li> <li>No part of any sign to be on or over public land</li> <li>.</li> </ul>
<b>Discretionary (Permit Required)</b>	
<ul style="list-style-type: none"> <li>Any sign listed as "complying" and which exceeds the maximum size in this table or which does not comply with the specific requirements for that type of sign in Clauses 8 and 9 of this Code; or</li> <li>Any sign not defined as either complying or prohibited in this table; or</li> <li>Any sign not defined as exempt in this Code; or</li> <li>Any Sign not defined in this Code.</li> </ul>	
<b>Prohibited</b>	
Aerial Sign Animated Sign Moveable Sign Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> <li>No sign permit will be issued for any sign or advertising within this category</li> </ul>

**Note:**

1. Where a sign falls into two or more categories, the controls of the more stringent classification apply.
2. Where a sign is proposed to be constructed on or over public land, the provisions of Clause 9 apply.

## **7.5 Organised Recreation Zone: OR**

Advertising signs in the Organised Recreation zone should be limited to those necessary to identify the use of the land and be sited so as to minimise their impact on the locality.

Refer to section 7.8 for sign controls within the Marrara Sporting Precinct.

**Refer to the controls in the following table.**

## Organised Recreation Zone: OR

ADVERTISING AND SIGN TYPES	CONTROLS
<b>Exempt (No Permit Required)</b>	
Any sign listed as "exempt" in Clause 6.	<ul style="list-style-type: none"> <li>All relevant controls listed in Clause 6.</li> </ul>
<b>Complying (No Permit Required)</b>	
Community and Sporting Event advertising Fence sign Free-standing sign Projecting sign Sponsorship advertising Wall or Fascia sign	<ul style="list-style-type: none"> <li>No Community and Sporting Event sign to exceed an area of 4 m<sup>2</sup>.</li> <li>No Sponsorship Advertising sign to exceed an area of 1 m<sup>2</sup>.</li> <li>No more than two Community and Sporting Event signs per premises</li> <li>No more than one Sponsorship Advertising sign per premises</li> <li>No part of any sign to exceed a height of 7 m above ground level</li> <li>No part of any sign to be on or over public land</li> </ul>
<b>Discretionary (Permit Required)</b>	
<ul style="list-style-type: none"> <li>Any sign listed as "complying" and which exceeds the maximum size in this table or which does not comply with the specific requirements for that type of sign in Clauses 8 and 9 of this Code; or</li> <li>Any sign not defined as either complying or prohibited in this table; or</li> <li>Any sign not defined as exempt in this Code; or</li> <li>Any sign not defined in this Code.</li> </ul>	
<b>Prohibited</b>	
Aerial Sign Animated Sign Moveable Sign Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> <li>No sign permit will be issued for any sign or advertising within this category.</li> </ul>

**Note:**

1. **Where a sign falls into two or more categories, the controls of the more stringent classification apply.**
2. **Where a sign is proposed to be constructed on or over public land, the provisions of Clause 9 apply.**

## **7.6 Rural Zones: RR, A, RL, R, RD, H and FD**

Advertising signs within these zones should be limited to those necessary to identify the use of the land and be designed and sited to minimise their impact on the locality.

**Refer to the controls in the following table.**

## Rural Zones: RR, A, RL, R, RD, H and FD

<b>ADVERTISING AND SIGN TYPES</b>	<b>CONTROLS</b>
<b>Exempt (No Permit Required)</b>	
Any sign listed as "exempt" in Clause 6.	<ul style="list-style-type: none"> <li>All relevant controls listed in Clause 6.</li> </ul>
<b>Complying (No Permit Required)</b>	
Business advertising Fence sign Free-standing sign Projecting sign Promotion advertising Wall or Fascia sign	<ul style="list-style-type: none"> <li>No Business Advertising sign to exceed an area of 4 m<sup>2</sup></li> <li>No Promotion Advertising sign to exceed an area of 2 m<sup>2</sup></li> <li>No more than one Permanent Advertising sign per premises</li> <li>No more than one Temporary Advertising sign per premises</li> <li>No part of any sign to exceed a height of 3 m above ground level</li> <li>No part of any sign to be on or over public land</li> </ul>
<b>Discretionary (Permit Required)</b>	
<ul style="list-style-type: none"> <li>Any sign listed as "complying" and which exceeds the maximum size in this table or which does not comply with the specific requirements for that type of sign in Clauses 8 and 9 of this Code; or</li> <li>Any sign not defined as either complying or prohibited in this table; or</li> <li>Any sign not defined as exempt in this Code; or</li> <li>Any sign not defined in this Code.</li> </ul>	
<b>Prohibited</b>	
Aerial Sign Animated Sign Moveable Sign Street Furniture Advertising Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> <li>No sign permit will be issued for any sign or advertising within this category.</li> </ul>

**Note:**

- 1. Where a sign falls into two or more categories, the controls of the more stringent classification apply.**
- 2. Where the sign is proposed to be constructed on or over public land, the provisions of Clause 9 apply.**

## **7.7 Specific Use Zone: SU**

Advertising signs in this zone should be consistent with the specific land use and should be designed and sited to minimise their impact on adjoining areas.

**Refer to the controls in the following table.**

## Specific Use Zone: SU

ADVERTISING AND SIGN TYPES	CONTROLS
<b>Exempt (No Permit Required)</b>	
Any sign listed as "exempt" under Clause 6.	<ul style="list-style-type: none"> <li>All relevant controls listed in Clause 6.</li> </ul>
<b>Complying (No Permit Required)</b>	
Business advertising Fence sign Wall or Fascia sign	<ul style="list-style-type: none"> <li>No Business Advertising sign to exceed an area of 2 m<sup>2</sup></li> <li>No more than one Permanent Advertising sign per premises</li> <li>No more than one Temporary Advertising sign per premises</li> <li>No part of any sign to exceed a height of 3 m above ground level</li> <li>No part of any sign to be on or over public land</li> </ul>
<b>Discretionary (Permit Required)</b>	
<ul style="list-style-type: none"> <li>Any sign listed as "complying" and which exceeds the maximum size in this table or which does not comply with the specific requirements for that type of sign in Clauses 8 and 9 of this Code; or</li> <li>Any sign not defined as either complying or prohibited in this table; or</li> <li>Any sign not defined as exempt in this Code; or</li> <li>Any Sign not defined in this Code.</li> </ul>	
<b>Prohibited</b>	
Aerial Sign Animated Sign Street Furniture Advertising Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> <li>No sign permit will be issued for any sign or advertising within this category.</li> </ul>

**Note:**

1. Where a sign falls into two or more categories, the controls of the more stringent classification apply.
2. Where a sign is proposed to be constructed on or over public land, the provisions of Clause 9 apply.

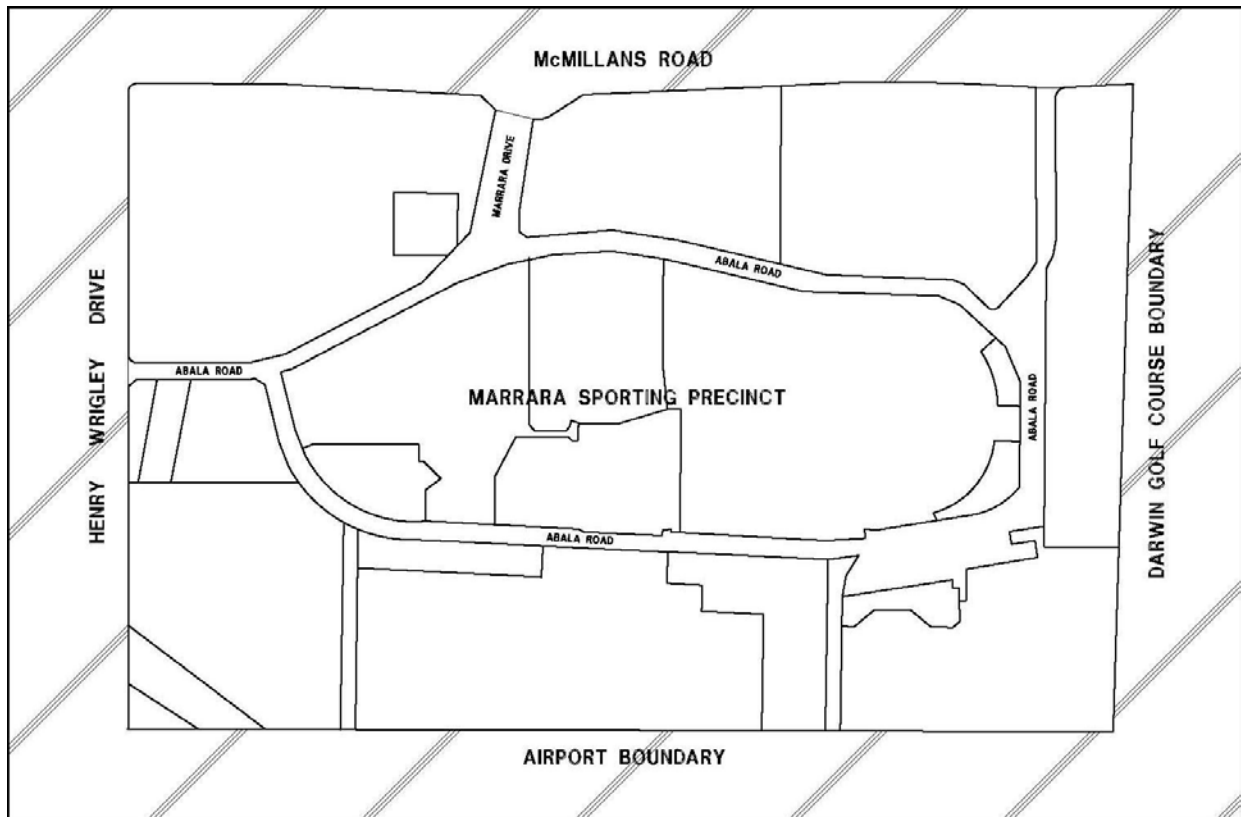


## 7.8 Marrara Sporting Precinct

The following controls (Clause 7.8.1 to 7.8.3) are specific to the Marrara Sporting Precinct and override any other specific or implied controls stated in this code. All other controls contained within the code are applicable.

### 7.8.1 Precinct Definitions

The Marrara Sporting Precinct consists of the sporting fields bounded by McMillans Road, Henry Wrigley Drive, the Darwin Airport northern boundary and the eastern boundary of the Darwin Golf Club's premises.



### 7.8.2 Specific Sign Controls

#### Sporting sponsorship signs facing a public area

- a. No sporting sponsorship sign shall exceed an area of 9 m<sup>2</sup>;
- b. no sporting sponsorship sign shall be illuminated; and
- c. it is prohibited to place a sporting sponsorship sign on or over a public area.

#### Free-standing sporting sponsorship signs shall:

- a. be double-sided with the same sponsor displayed on each side of the sign;
- b. display only one sponsor per sign;
- c. be no higher than 3.5 m from finished ground level;

- d. be displayed at a rate not greater than one sign per 50 m of road frontage, with no specific spacing between the signs; and
- e. be no closer than 10 m from the sporting organisation's property boundary.

**General sporting sponsorship signs shall:**

- a. be no higher than 7 m from finished ground level; and
- b. display only one sponsor per sign.

**Sporting sponsorship signs not facing a public area**

- a. For sporting sponsorship signs facing away from a public area there is no limit on the number or size of sporting sponsorship signs provided they generally face inwards towards the sporting ground and are not readily viewable from the surrounding public area.
- b. All sporting sponsorship signs facing away from a public area shall have an attractive backing that does not detract from the amenity of the area.

**7.8.3 Sporting Field name signs**

**Advertising identifying the name and logo of the sports ground official name.**

- a. Sporting field name signs shall not exceed an area of 20 m<sup>2</sup>;
- b. sporting field name signs shall not be illuminated;
- c. sporting field name signs shall not contain any other type of advertising; and
- d. there shall be no more than one sporting field name sign at each road frontage

**Council Signs Permit:**

A Council signs permit is not required for complying signs.

Non-complying signage may be considered by Council following the receipt of a completed sign application, submitted by the sporting club.

## **8 SPECIFIC PROVISIONS: TEMPORARY SIGNS**

---

Unless stated elsewhere in this Code, a temporary sign will not be permitted to be displayed for longer than six weeks at a time and for no more than four times per year.

### **8.1 Aerial Signs**

Aerial signs, including balloons, blimps and kites may only be displayed for promotional reasons on a temporary basis.

The maximum duration for the display of an aerial sign is two weeks, and no more than four permits a year for a display from any one premises will be granted.

### **8.2 Animated Signs**

Flashing lights in an animated sign are prohibited if they are likely to cause a distraction to drivers.

Chasing lights, where lights follow in a repetitious pattern, may be permitted within commercial zones, but are prohibited if they are likely to cause a distraction or nuisance to drivers, the general public or residents.

Bright lights are prohibited if they are likely to cause a distraction to drivers and may be confused with traffic control devices. Bright lights will not be permitted within, or adjacent to, residential zones.

### **8.3 Banners**

Banners may only be displayed for promotional reasons on a temporary basis.

The maximum duration for the display of a banner is two weeks, and no more than four permits a year for a display from any one premises will be granted.

### **8.4 Bunting**

Permanent bunting is prohibited within close proximity to a residential zone. Temporary bunting may be permitted in residential zones for special promotions (such as new housing and land developments).

Bunting may be permitted within business and industrial zones where the premises maintain an open appearance.

Bunting is prohibited under awnings that extend over Council controlled roads or reserves.

### **8.5 Flag Signs**

A flag sign may not exceed a total area of 2 m<sup>2</sup>.

No more than three flag signs per premises may be displayed without consent.

### **8.6 Free-standing Sign**

Only one temporary free-standing advertising sign per premises will be permitted.

Where there are multiple tenants on a site, i.e. a shop or business is located within an arcade or within an industrial park, then one sign should advertise all tenants.

## **8.7 Moveable Signs**

All moveable signs on public land require a permit.

Only one moveable sign per premises will be permitted (whether the sign is on private land or on public land).

When displayed in a commercial zone, the height of a moveable sign should not exceed 1.2 m above ground level (including supporting legs), and should not be wider than 0.8 m and should not exceed 1 m<sup>2</sup> in area.

When displayed in industrial zones, the height of a moveable sign should not exceed 1.8 m above ground level (including supporting legs), and should not be wider than 1.2 m.

Moveable signs must be placed so as not to cause a hazard to pedestrians or vehicles. A clear pedestrian path with a minimum width of 2 m must be able to be maintained adjacent to any moveable sign to ensure pedestrian safety.

The sign is to be displayed during business hours only and is not to be used for the display of merchandise.

## **8.8 Special Event Advertising**

Signs are to be displayed no more than two weeks prior to the event and to be removed within one day after the event concludes.

## **8.9 Vehicle and Trailer Signs**

Vehicle and Trailer signs are prohibited in all zones.

## **9 SPECIFIC PROVISIONS: SIGNS ON OR OVER A PUBLIC AREA**

---

A permit to exhibit an advertising sign on, in or over a public area will not be issued until the applicant has agreed in writing to indemnify the Council for any loss or damage caused by the sign.

The Council will not issue a permit to exhibit a permanent advertising sign on a Northern Territory Road unless it is in possession of written consent from the Northern Territory Government authorising the applicant to exhibit the advertising sign.

Star pickets are prohibited on all Council and Northern Territory Government roads.

### **9.1 Blue Finger Signs**

No more than two Blue Finger signs will be permitted per street pole and no more than two signs will be permitted to direct motorists to the site in question.

A Blue Finger sign may not exceed an area of 0.15 m<sup>2</sup>.

A Blue Finger sign may be displayed to:

- a. advertise community facilities such as pools or libraries;
- b. direct motorists to activities which may occur along the foreshore; or
- c. direct motorists to sporting fields/sporting venues/entertainment venues or other community facilities, major shopping centres, industrial, commercial or business centres, particularly when their location is off a main road.

A Blue Finger sign must be designed and constructed in accordance with the relevant Australian Standards.

### **9.2 Moveable Signs on Public Land**

Moveable signs will only be permitted on public land in business and industrial zones and only for temporary display.

Moveable signs are prohibited within The Mall for businesses that do not have direct frontage at ground level.

The sign must be located directly outside the premises in question and not across the road or on a median strip or in any other position so as to obstruct, clutter or detract from street landscaping, furniture or artwork.

Moveable signs must be placed so as not to cause a hazard to pedestrians or vehicles. A clear pedestrian path with a minimum width of 2 m must be able to be maintained adjacent to any moveable sign to ensure pedestrian safety.

The sign is to be displayed during business hours only and is not to be used for the display of merchandise.

Refer to Clause 8.7 for further controls on moveable signs.

### **9.3 Permanent Signs on Public Land**

Permanent signs on public land (other than a carriageway) will only be approved under special circumstances in business and industrial zones.

Refer to the provisions of Clause 8 and Clause 10 for further controls on permanent signs.

No permanent signs will be permitted in Territory Road reserves, with the exception of Precinct Cluster Signs.

#### **9.4 Precinct Cluster Signs on Public Land**

Precinct advertising is supported where it is proposed to replace numerous individual business and promotion signs with a single cluster sign.

Precinct advertising will be approved only in circumstances where the businesses, organisations or activities that are to be advertised are not readily visible from the road.

Precinct cluster signs will only be approved where there is an identified need for a unified approach to advertising for a particular precinct.

Information displayed on a precinct cluster sign shall be limited to the name and activities of premises within the designated precinct.

The sign shall be of a scale and size appropriate to the location.

Wording on the sign shall be of a size suitable to be easily viewed by passing traffic without requiring vehicles to slow down to read the message.

The sign shall not interfere with the general function of the road or cause impediment to sight distances for motorists. Appropriate setbacks from the kerb will be determined after a site inspection by Council officers.

Precinct cluster signs are prohibited in residential zones.

#### **9.5 Projecting Signs**

A projecting sign that overhangs a road is prohibited in a residential zone.

Projecting signs overhanging public land must have a minimum clearance of 2.7 m above ground level (or a footpath).

#### **9.6 Real Estate Signs**

Temporary auction/open for inspection signs will be permitted on roads if:

- a. they are displayed only during the times the premises are open for inspection or in the case of an auction sign, only during the auction;
- b. they are not placed on median strips in the middle of the road or the carriageway;
- c. they are not placed so as to impede pedestrian or traffic flow; and
- d. they are not placed so as to obscure a driver's view.

Real Estate signs will be permitted on fence lines if:

- a. the sign does not exceed 2.5 m<sup>2</sup> per residential premises;
- b. the sign does not exceed 4.5 m<sup>2</sup> for a new residential development comprising four or more units, advertising the sale of all the units;

- c. the sign does not exceed 4.5 m<sup>2</sup> in industrial and commercial zones;
- d. there is only one sign per business per street frontage; and
- e. the sign/s are removed within one day after the sale (settlement) or lease of the property.

## **9.7 Street Furniture Advertising**

Advertising on street furniture such as seating, planter boxes, traffic control cabinets and the like will only be considered within business and industrial zones.

An application for street furniture advertising will be considered by Council, having regard to:

- a. the quality and size of the proposed sign;
- b. the compatibility with other signage in the locality; and
- c. the proximity to the business in question.

It is unlikely Council will issue a permit for a sign of this type when a valid permit already exists allowing a moveable sign to advertise the same business in the general area.

## **10 ASSESSMENT CRITERIA: SPECIFIC SIGN TYPES**

---

When considering an application for a permit to exhibit an advertising sign under this Code, Council shall have regard to all of the following:

- a. the relevant zoning in the Northern Territory Planning Scheme;
- b. the public interest;
- c. the provisions of this Code.

Council will only issue a permit for an advertising sign if:

- a. the advertising sign causes no significant obstruction of, or distraction to, vehicular or pedestrian traffic; and
- b. an advertising sign does not obscure a pedestrian's view of traffic, or a motorist's or cyclist's view of pedestrians and other traffic, or the road ahead; and
- c. an advertising sign is not distracting to drivers in close proximity to intersections, traffic signals, vehicle merging and weaving situations; and
- d. advertising signs are not designed so as to be confused with a traffic control device; and
- e. where there are a number of tenants of premises involved, advertising signs are co-ordinated and complimentary to one another; and
- f. the dimensions of the advertising sign bear a reasonable relationship to the dimensions of surrounding buildings and allotments so that:
  - i. its presence is not unduly dominating or oppressive, and
  - ii. it does not unreasonably obstruct existing views; and
- g. the advertising sign is consistent in colour and appearance with buildings and natural features of the environment in which it is to be situated; and
- h. the number of advertising signs per premises is minimised to avoid visual clutter and to avoid one sign obscuring another; and
- i. the advertising sign is in other respects consistent with the character and values of the environment in which it is to be situated; and
- j. the advertising sign will be constructed of durable materials and maintained in good condition at all times; and
- k. the advertising sign is designed so that structural supports are either concealed from public view or are of minimal visual impact; and
- l. the advertising signs do not cause offence to the general public by virtue of the design, message or location; and
- m. the approval is consistent with this Code and the By-Laws.

### **10.1 Animated and Illuminated Signs within and/or visible from NT Government Road Reserves**



Placement of animated advertising signs (including variable message boards) will not be permitted either within view of or in NT Government road reserves except for traffic control measures or road safety messages.

## **10.2 Cluster Signs**

No more than one Cluster sign will be permitted per premises.

## **10.3 Free-Standing Signs**

No more than one Free-standing sign will be permitted per premises.

Free-standing signs shall not exceed a height of 7 m.

## **10.4 Illuminated Signs**

No more than one permanent illuminated sign per premises within business, industrial and organised recreation zones will be permitted without consent.

Illumination from or upon any sign shall be shaded, shielded, directed or reduced, so as to avoid undue brightness or detrimental impact on traffic, the general public and residents, and to prevent glare or reflection of light on private or public property in the surrounding area. Undue brightness is illumination in excess of that which is reasonably necessary to make the sign visible to the average person on an adjacent street.

## **10.5 Projecting Signs**

Not more than one permanent projecting sign will be permitted per premises.

Projecting signs shall:

- a. have a clearance of at least 2.7 m from ground level;
- b. not exceed a height of 7 m above ground level; and
- c. not extend past the edge of any awning adjacent to a road.

A projecting sign must be positioned and designed in such a manner that is compatible with the architecture of the building to which it is attached.

## **10.6 Wall or Fascia Signs**

No more than one wall or fascia sign will be permitted per premises within residential and rural zones.

Wall or fascia signs should be limited to one facade of a building, except where the building has dual street frontage.

No Wall or Fascia sign will be permitted to exceed 25% of the area of the wall or fascia upon which it is displayed without consent.