

Outdoor advertising signs code

Policy No. 6310.100.E.R

1 Purpose

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 1994* (NT).

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

2 Scope

This policy applies to advertising signage on or in Council-managed land, or, on or in premises in view of a public area within the municipality of Darwin.

This policy does not apply to advertising signage located within Northern Territory (NT) Government roads.

Whilst land use planning in the NT 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.

3 Policy statement

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.

4 Definitions

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

5 Legislative references

Local Government Act 2019 (NT)

NT Planning Act 1999 (NT)

Liquor Act 2019 (NT)

6 Procedures / related documents

NT Planning Scheme 2020

Advertising and Activities in Road Reserves Management Guidelines – Northern Territory Government

AS 1742.5:2017 Manual of uniform traffic control devices

7 Responsibility / application

The General Manager Innovation is responsible for managing the implementation of this policy.

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

Attachment A

City of Darwin Outdoor Advertising Signs Code

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Responsible Officer: General Manager Innovation

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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 1994* (NT).

1.2 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 or by one sign obscuring another, and
- do not cause offence to the general public by virtue of their design, location or message.

1.3 Requirement for a permit

Where an advertising sign is exempt under Clause 6.1 of The Code or is a complying sign under the applicable Zone Table within Clause 7 of The Code, no permit is required for an advertiser to exhibit an advertising sign where located in accordance with The Code.

Where an advertising sign is prohibited under the applicable Zone Table within Clause 7 of The Code, no application for a permit will be accepted.

All other advertising signage on or in a public area, or on or in premises in view of a public area within the municipality of Darwin requires a permit.

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 1994* (NT.)

2 Using The Code

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

- 1 Determine the type (structure) of sign proposed by reference to the definitions and indicative diagram provided in Clause 4 ‘Definitions – Signage structure types.’
- 2 Determine the type (nature) of advertising you are proposing to display by reference to the definitions provided in Clause 5 ‘Definitions – Advertising sign types.’
- 3 Determine which NT Planning Scheme zone or special precinct the sign is to be exhibited in, then refer to Clause 6.1 ‘Exempt signs’ and the Zone-Specific advertising sign tables in Clause 7 of The Code to determine whether a permit is needed to exhibit the sign.
- 4 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 within Clause 10.
- 5 Where a permit is required, make an application to City of Darwin.

City of Darwin encourages the early inclusion of information about proposed advertising signage as part of any development application to the Development Consent Authority (where required) to ensure signage is integrated into the design of the premises.

3 Definitions - general

In The 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:

- who holds a valid permit in respect of the advertising sign issued pursuant to these By-Laws, or
- who authorises or causes an advertising sign to be exhibited, or
- 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 1994* (NT).

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 2020.

Community zone refers to the zones ‘CP’, ‘PS’, ‘CN’, ‘HT’ and ‘OR’ as defined in the NT Planning Scheme 2020.

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Carriageway (also referred to as ‘Road’) 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.

Council-managed land means any land owned by City of Darwin or which is under City of Darwin’s care, control and management, including road reserves.

Exempt, in relation to an advertising sign, means exempt from the requirements of obtaining a permit under The 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 2020.

Infrastructure zone refers to the zones ‘T’, ‘M’, ‘PM’, ‘RW’ and ‘U’ as defined in the NT Planning Scheme 2020.

Organised recreation zone refers to the zone ‘OR’ as defined in the NT Planning Scheme 2020.

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 ‘LR’, ‘LMR’, ‘MR’, ‘HR’, ‘RR’ and ‘CL’ as defined in the NT Planning Scheme 2020.

Rural zone refers to the zones ‘A’, ‘RL’, ‘R’, ‘RD’, ‘H’ and ‘FD’ as defined in the NT Planning Scheme 2020.

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 2007.

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 these, by which traffic may be controlled or regulated.

Zone refers to the land use zone as defined in the NT Planning Scheme 2020, and applicable to the land on which a sign is proposed.

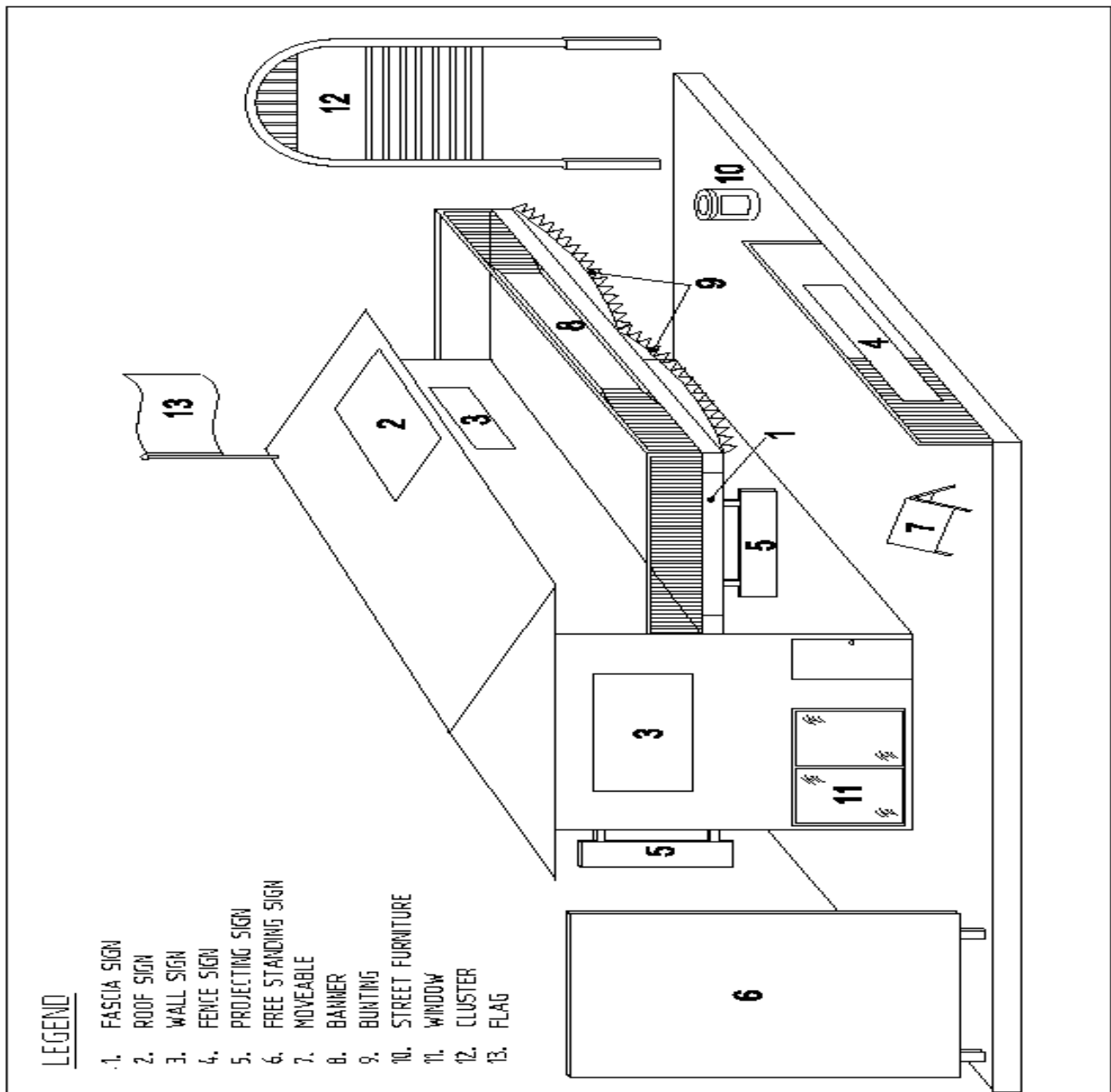
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4 Definitions – signage structure types

NOTE: The diagram below is for information purposes only and does not include all sign types referenced in The Code.



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

Aerial sign means advertising signs made of inflatable devices or devices that require wind to stay aloft, and are tethered to the ground or a structure, including 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 which is made of light, non-rigid material, and attached to a building, fence or structure.

Billboard sign means a large-scale digital or print advertising structure, for the sale of advertising space to promote company, brand, products, service, or campaign advertising.

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

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

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:

- is self-supporting and not attached to the sides of a building, wall or fascia
- is fixed to the ground
- may be erected on a pole or poles or a pylon that is not on or part of a building or other structure, and
- does not include a moveable sign.

Illuminated sign means:

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

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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:

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

Pylon sign: refer **free-standing sign**.

Regulatory signage used to indicate or reinforce traffic laws, regulations or requirements which apply either at all times or at specified times or places.

Roof sign means an advertising sign attached to or painted on a roof of a building and 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 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.

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5 Definitions – advertising sign types

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

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 conducting 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 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 or 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 – applies only to Marrara Sporting Precinct.

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

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Third party advertising means advertising that provides information about:

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

It does not include:

- any advertising on a billboard approved City of Darwin which is located within Council-managed land
- sponsorship advertising, or
- 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 meet any existing definitions, and which is not specifically prohibited under The Code, may apply to City of Darwin for the approval or rejection of the advertising sign on its merits. Signage of this nature will be assessed in accordance with the approval criteria set out in The Code and with Council policy expressed in relation to the relevant zone where the proposed advertising sign will be exhibited.

6 Sign approval classifications

Under The 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 The Code.

The following signs do not require a permit:

- regulatory signage located within the road reserve of Territory Roads
- a traffic control device or similar device displayed by reason of a statutory obligation imposed by a law in force in the Northern Territory
- 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* (NT) and the *Liquor Act 2019* (NT)
- 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
- 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
- a sign displayed on or inside a vehicle, other than a vehicle which is adapted and exhibited primarily as an advertising sign
- a security advertising sign not exceeding 0.015 m² if displayed in a residential, community, specific use, or recreation zone; and not exceeding 0.2 m² if displayed in a business or industrial zone

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- a sign previously approved by the Development Consent Authority, the NT Government or City of Darwin
- a sign in place before the commencement of The Code that was exempt or did not require a permit under the Signs Code repealed by The Code at the time it was put in place
- signs on land on which building work is lawfully being undertaken, provided that:
 - the information on the sign relates to the building works being undertaken on the land
 - the sign is erected and displayed only during the period of such works, and
 - no sign is more than 4 m² in area.
- 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 m² in area
- the hoisting of the flag of any nation, state or municipality, culture or people, and
- election advertising signs on private property

An election sign may be placed on private property provided it:

- is only erected within six (6) weeks of an election and removed one (1) day after, subject to any requirements under the Electoral Act
- is not placed in a way that obscures the view of vehicular and pedestrian traffic
- has an area no greater than 1.5 m²
- is not illuminated or animated, and
- Election signage placed on Council-managed land

Election signs may be temporarily placed on Council-managed land adjacent to a road, however they:

- must not be attached to City of Darwin trees or vegetation
- must not be affixed to City of Darwin assets including buildings or fencing
- must not be affixed to traffic signs, signals, poles, or any other similar structure
- must not be placed in a way that damages City of Darwin infrastructure such as irrigation systems
- must not obstruct the view or flow of traffic and pedestrians (including being placed in bus stops or on roundabouts,) and
- must be safe and secure, and positioned in a manner that does not pose a risk or danger to persons or property and be under effective control.
- In residential zones, candidates should consider adjacent landowner views when placing election signs on verges maintained by the landowner.
- City of Darwin may organise the removal of election signs from the verge on receipt of complaint from the adjoining landowner.
- signs directing people to designated polling places for the purpose of an election provided the signs:
 - 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,
 - are at no time placed so as to obscure the view of vehicular and/or pedestrian traffic, and
 - do not include any advertising.
- 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.

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6.2 Complying signs (no permit required where all provisions are met)

A complying sign refers to an advertising sign that is listed as ‘complying’ in the advertising sign tables within Clause 7, which complies with the relevant definition in Clauses 4 and 5, that meets the provisions set out in Clause 8 for the advertising sign type and complies with the Assessment Criteria set out in Clause 10 in The 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 The Code, or that is not defined under The Code. City of Darwin 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:

- an application being made
- payment of fees
- consideration by City of Darwin, and
- if approved, the issue of a permit.

A permit for a Discretionary Advertising Sign may be approved by City of Darwin with such conditions as are necessary for the proposed advertising sign to satisfy the objectives, criteria and considerations of The Code.

Where in the opinion of City of Darwin, 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 The 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 City of Darwin.

6.5 Transferability of sign permits

Sign permits issued under The Code will 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 will 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 (m²) - length (m) x width (m)

6.7 Changes to existing signs

Any changes to an existing sign will be subject to the provisions of The Code.

7 Sign controls – zone permissibility

7.1 Residential zones: LR, LMR, MR, HR, RR 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:

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Residential zones: LR, LMR, MR, HR, RR and CL

Advertising and sign types	Controls
Exempt (No Permit Required)	
Any sign listed as 'exempt' in Clause 6.	All relevant controls listed in Clause 6.
Complying (No Permit Required)	
Business advertising Fence sign Free standing sign Wall or fascia sign	No sign is to exceed an area of 0.5 m ² in residential Zones (excluding Zone CL.) No sign is to exceed an area of 2 m ² in Zone CL (Community Living.) No part of any sign to exceed a height of 3 m above ground level. No more than one Permanent Advertising sign per premises. No part of any sign is to be on or over public land.
Discretionary (Permit Required)	
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 The Code; Any sign not defined as either complying or prohibited in this table; Any sign not defined as exempt in The Code; or Any sign not defined in The Code.	
Prohibited	
Aerial sign Animated sign Billboard sign Illuminated sign Moveable sign Precinct cluster sign Roof sign Street furniture advertising Third party advertising Vehicle or trailer sign	No sign permit will be issued for any sign or advertising within this category.

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.

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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

Advertising and sign types	Controls
Exempt (No Permit Required)	
Any sign listed as 'exempt' in Clause 6.1.	All relevant controls listed in Clause 6.
Complying (No Permit Required)	
Business advertising Fence sign Free-standing sign Illuminated sign Projecting sign Promotion advertising Wall or fascia sign Moveable sign	No sign is to exceed an area of 20 m ² , or 25% of any one façade, whichever is the lesser. No more than 3 m ² of illuminated signage per premises. Illuminated signs are not to be directed towards residential premises. No part of any sign is to exceed a height of 8.5 m above ground level. No part of any sign is to be on or over public land.
Discretionary (Permit Required)	
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 The Code; Any illuminated sign directed towards a residential premise; A Billboard sign located within Council-managed land; Any sign not defined as either complying or prohibited in this table; or Any sign not defined in The Code.	
Prohibited	
Third party advertising	No sign permit will be issued for any sign or advertising within this category

Commercial zones: CB, C, SC, TC and CV continued

Moveable signs	No sign permit will be issued within The Mall for businesses that do not have direct frontage at ground level.
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 consolidated sign that identifies the complex and the various tenancies is preferred to multiple individual 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

Advertising and sign types	Controls
Exempt (No Permit Required)	
Any sign listed as 'exempt' in Clause 6.1.	All relevant controls listed in Clause 6.
Complying (No Permit Required)	
Business advertising	No sign is to exceed an area of 30 m ² , or 25% of any one façade, whichever is the lesser. No more than 5 m ² of illuminated signage per premises . Illuminated signs are not to be directed towards residential premises. No part of any sign is to exceed a height of 8.5 m above ground level. No part of any sign is to be on or over public land.
Fence sign	
Illuminated sign	
Free-standing sign	
Projecting sign	
Promotion advertising	
Wall or fascia sign	
Moveable sign	

Industrial zones: LI, GI and DV continued

Discretionary (Permit Required)	
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 The Code; A Billboard sign within Council-managed land; Any sign not defined as either complying or prohibited in this table; Any sign not defined as exempt in The Code; or Any Sign not defined in The Code.	
Prohibited	
Third party advertising Vehicle or trailer sign	No sign permit will be issued for any sign or advertising within this category

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, CNB, HT, and OR

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, HT and OR

Advertising and sign types	Controls
Exempt (No Permit Required)	
Any sign listed as 'exempt' in Clause 6.1.	All relevant controls listed in Clause 6.
Complying (No Permit Required)	
Business advertising Community and Sporting Event advertising (Applicable to CP & OR Zones only) Fence sign Free-standing sign Projecting sign Promotion advertising Wall or Fascia sign	No sign is to exceed an area of 5 m ² . No part of any advertising sign is to exceed a height of 8.5 m above ground level. No part of any advertising sign is to be on or over public land.

Community zones CP, PS, CNB, HT and OR continued

Discretionary (Permit Required)

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 The Code;
 A Billboard sign located within Council-managed land;
 Any sign not defined as either complying or prohibited in this table;
 Any sign not defined as exempt in The Code; or
 Any Sign not defined in The Code.

Prohibited

Aerial sign Animated sign Moveable sign Third party advertising Vehicle or trailer sign	No sign permit will be issued for any sign or advertising within this category.
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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 Rural zones: A, RL, R, RD, H, and FD

Within Rural zones, advertising signs should be limited to that necessary to identify the use of the land and be sited to minimise their impact on the locality.

Refer to the controls in the following table:

Rural zones: A, RL, R, RD, H and FD

Advertising and sign types	Controls
Exempt (No Permit Required)	
Any sign listed as "exempt" in Clause 6.1.	All relevant controls listed in Clause 6.
Complying (No Permit Required)	
Business advertising Fence sign Free-standing sign Projecting sign Promotion advertising Wall or Fascia sign	No business advertising sign to exceed an area of 4 m ² . No promotion advertising sign to exceed an area of 2 m ² . No more than one permanent advertising sign per premises. No more than one temporary advertising sign per premises. No part of any sign to exceed a height of 3 m above ground level. No part of any sign to be on or over public land.
Discretionary (Permit Required)	
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 The Code; Any sign not defined as either complying or prohibited in this table; Any sign not defined as exempt in The Code; or Any Sign not defined in The Code.	
Prohibited	
Aerial sign Animated sign Billboard sign Moveable sign Street furniture advertising Third party advertising Vehicle or trailer sign	No sign permit will be issued for any sign or advertising within this category.

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

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7.6 Infrastructure zones: T, M, PM, RW, and U

Within Infrastructure zones advertising signs should be limited to that necessary to identify the use of the land and be sited to minimise their impact on the locality.

Refer to the controls in the following table:

Infrastructure Zones: T, M, PM, RW, and U

Advertising and sign types	Controls
Exempt (No Permit Required)	
Any sign listed as 'exempt' in Clause 6.1.	All relevant controls listed in Clause 6.
Complying (No Permit Required)	
Business advertising Fence sign Free-standing sign Projecting sign Promotion advertising Wall or Fascia sign	No business advertising sign to exceed an area of 2 m ² . No promotion advertising sign to exceed an area of 1 m ² . No more than one permanent advertising sign per premises. No more than one temporary advertising sign per premises. No part of any sign to exceed a height of 3 m above ground level. No part of any sign to be on or over public land.
Discretionary (Permit Required)	
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 The Code; Any sign not defined as either complying or prohibited in this table; Any sign not defined as exempt in The Code, or Any Sign not defined in The Code.	
Prohibited	
Aerial Sign Animated Sign Moveable Sign Street Furniture Advertising Third Party Advertising Vehicle or Trailer Sign	No sign permit will be issued for any sign or advertising within this category.

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.

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7.7 Specific use zone: SU

Specific Use Zones accommodate specific developments, which may not be permissible or adequately catered for in other zones. Examples include, but are not limited to:

- residential suburbs that provide for housing choice through a range of lot sizes and housing types
- commercial, industrial purposes responding to local constraints, and
- mixed uses - combining uses such as commercial, residential and community uses either within a multistorey building or in a single lot.

7.7.1 Residential suburbs, commercial, or industrial areas

Advertising signs should be consistent with the specific land use as detailed in the Outdoor Advertising Signs Code and are to be designed and sited to minimise their impact on adjoining areas.

7.7.2 Mixed use developments which include residential dwellings

Residential developments expect a high level of amenity and privacy, without visual intrusion from advertising signs or illumination.

Advertising signs in these areas therefore should be:

- designed to be compatible with the surrounding residential development
- minimised so not to detract from, or adversely impact the residential amenity of the area
- Illuminated signage is to be limited to small scale business and/or building identification signs at ground level, where commercial development is permitted, and designed so they do not cause light spill resulting in the loss of amenity to the adjoining residential dwellings.
- No other illuminated signs will be permitted on the site.

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 The Code. All other controls contained within The Code are applicable.

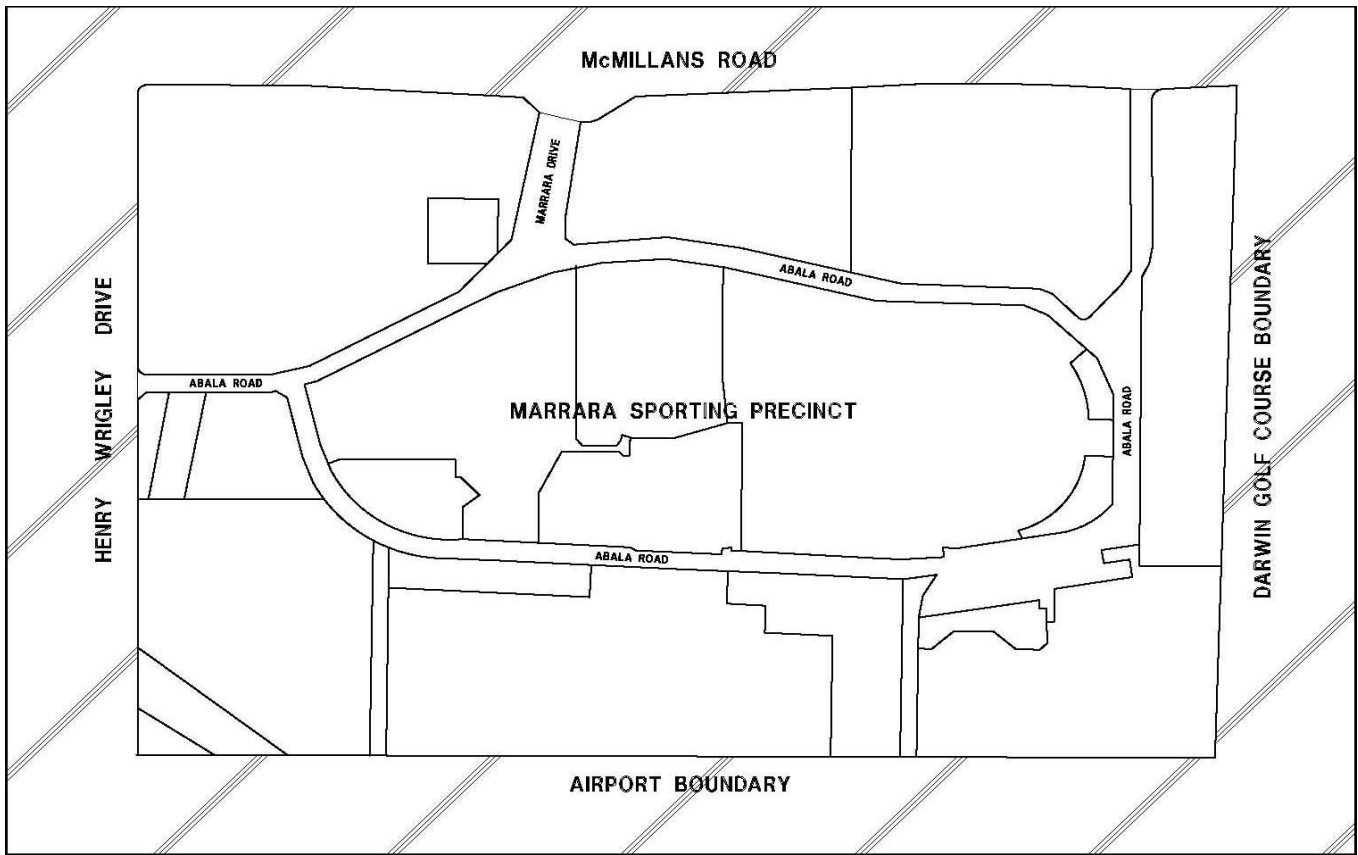
7.8.1 Precinct definitions

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.

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Marrara Sporting Precinct

7.8.2 Specific sign controls

Sporting sponsorship signs facing a public area:

- must not exceed an area of 9 m²
- must not be illuminated.

It is prohibited to place a sporting sponsorship sign on or over a public area.

Free-standing sporting sponsorship signs will:

- be double-sided with the same sponsor displayed on each side of the sign
- display only one sponsor per sign
- be no higher than 3.5 m from finished ground level
- be displayed at a rate not greater than one sign per 50 m of road frontage, with no specific spacing between the signs, and
- be no closer than 10 m from the sporting organisation's property boundary.

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General sporting sponsorship signs will:

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

Sporting sponsorship signs not facing a public area:

- 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.
- All sporting sponsorship signs facing away from a public area will 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:

- Sporting field name signs will not exceed an area of 20 m².
- Sporting field name signs will not be illuminated.
- Sporting field name signs will not contain any other type of advertising.
- There will be no more than one sporting field name sign at each road frontage.

A City of Darwin sign permit is not required for complying signs.

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

8 Specific provisions

Unless stated elsewhere in The 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 (4) permits per 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 City of Darwin-controlled roads or reserves.

8.5 Flag signs

A flag sign may not exceed a total area of 2 m².

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

8.6 Free-standing signs

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

Where there are multiple tenants on a site, such as where 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 business premises will be permitted.

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 m² 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 City of Darwin for any loss or damage caused by the sign.

The Advertising and Activities in Road Reserves Management Guidelines, administered by the Northern Territory Government, is required to be reviewed for any advertising proposals for signage to be located within a NTG road reserve.

Star pickets are prohibited on all City of Darwin 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 m².

A Blue Finger sign may be displayed to:

- advertise community facilities such as pools or libraries
- direct motorists to activities which may occur along the foreshore, or
- 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 in 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 that would 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 2m 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

Subject to City of Darwin's discretion, 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.

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.

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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 will be limited to the name and activities of premises within the designated precinct.

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

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

The sign will 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 City of Darwin 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 2.7m above ground level (or a footpath).

9.6 Real estate signs

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

- 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
- they are not placed on median strips in the middle of the road or the carriageway
- they are not placed so as to impede pedestrian or traffic flow, and
- they are not placed so as to obscure a driver's view.

Real Estate signs will be permitted on fence lines if:

- the sign does not exceed 2.5 m² per residential premises
- the sign does not exceed 4.5 m² for a new residential development comprising four or more units, advertising the sale of all the units
- the sign does not exceed 4.5 m² in industrial and commercial zones
- there is only one sign per business per street frontage, and
- 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 and traffic control cabinets will only be considered within business and industrial zones.

An application for street furniture advertising will be considered by City of Darwin, having regard to:

- the quality and size of the proposed sign,
- the compatibility with other signage in the locality, and
- the proximity to the business in question.

It is unlikely City of Darwin 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 The Code, City of Darwin will consider the following:

- the relevant zoning in the Northern Territory Planning Scheme 2020
- the public interest, and
- the provisions of The Code.

10.1 Detailed assessment criteria

City of Darwin will only issue a permit for an advertising sign if:

- the advertising sign causes no significant obstruction of, or distraction to, vehicular or pedestrian traffic
- 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
- an advertising sign is not distracting to drivers close to intersections, traffic signals, vehicle merging and weaving situations
- advertising signs are not designed so as to be confused with a traffic control device
- where there are several tenants of premises involved, advertising signs are co-ordinated and complimentary to one another, and
- the dimensions of the advertising sign bear a reasonable relationship to the dimensions of surrounding buildings and allotments so that:
 - its presence is not unduly dominating or oppressive, and
 - it does not unreasonably obstruct existing views.
- 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

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- the number of advertising signs per premises is minimised to avoid visual clutter and to avoid one sign obscuring another
- the advertising sign is in other respects consistent with the character and values of the environment in which it is to be situated
- the advertising sign will be constructed of durable materials and always maintained in good condition
- the advertising sign is designed so that structural supports are either concealed from public view or are of minimal visual impact
- the advertising signs do not cause offence to the general public by virtue of the design, message or location, and
- the approval is consistent with The Code and the By-Laws.

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 will 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.

Illuminated signs are to be no closer than 30 m to any residential zone.

Illumination from or upon any sign will be shaded, shielded, directed or reduced, 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.

Illuminated animated signs, including Billboards, may be located within Council-managed land where discretionally approved by City of Darwin.

10.5 Projecting signs

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

Projecting signs will:

- have a clearance of at least 2.7 m from ground level,
- not exceed a height of 7 m above ground level, and
- 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.