



PALMERSTON CITY ADVERTISING SIGNS CODE
(Revision 3)

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1 INTRODUCTION

1.1 Citation

This determination by Council may be cited as the Palmerston City Advertising Signs Code ("The Code") and is made in accordance with the Palmerston (Signs, Hoardings and Advertising) By-Laws.

1.2 Advertising Signs and their place in our City

The City of Palmerston is a place with its own individual character brought about by the combined effect of the natural and built environments.

This character is of significant value to the City's residents by providing a high standard of amenity with a desirable lifestyle and attractive City, commercial and industrial precincts.

Advertising signs are a significant element in the City's environment, impacting on both the natural landscape of the area and the liveability of the built environment. While it is acknowledged that advertising signs can contribute to the urban environments by adding vibrancy and life, poor quality and inappropriate signage can also detract from the overall amenity and atmosphere of an area.

The needs of business are considered to be a high priority and the functionality of signs is taken into account. This is then balanced with good principles of advertising that promote creativity and simplicity as the key elements of effective signage.

It is Council's desire to balance the visual appeal and the function of signs with the overall appearance of the City. It is considered that poorly planned and executed signage work against the objectives of a liveable and prosperous city.

1.3 Objectives

The purpose of this Code is to describe how Council will regulate signs in order to achieve the objects of the Palmerston (Signs Hoardings and Advertising) By- Laws and create a city where the appropriate use of signage provides an effective tool for business and its clients, while preserving the character of the city that attracts new residents and visitors alike.

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

- i. Are compatible with the design and character of the premises, streetscape and locality to which they are related;
- ii. Do not cause a loss of amenity or adversely affect the natural or built environment;
- iii. Do not adversely affect the safety or efficiency of a roadway or footpath; and
- iv. Do not cause visual clutter and disorder.

1.4 Content of Advertisements

The Council considers that the content and/or message of an advertising sign is not a matter for its jurisdiction, except in so far as it determines a specific type of advertisement. Concerns and complaints about the content of an advertising sign should be directed to the Advertising Standards Board.

1.5 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 the display of an advertising sign on or in a public place, or in or on premises adjoining or in view of a public place within the Municipality of Palmerston.

1.6 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 with the applicant.

2 USING THIS CODE

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

- i.** Decide what type (structure) of sign you are proposing to erect by reference to the definitions provided in clause 4.
- ii.** Decide what type of advertising you are proposing to display by reference to the definitions provided in clause 5.
- iii.** Refer to clause 6 to determine whether a permit is needed before the advertising sign can be exhibited.
- iv.** Locate the site on the NT Planning Scheme, refer to Clause 14 in the Code. From the pallet of colours, refer to Clause 7 to conform with the controls applicable to the advertising sign in the relative zone of the same colour.
- v.** Refer to clause 7 to conform with the controls applicable to the advertising sign
- vi.** Check to determine that the advertising sign will comply with the provisions in clauses 8 and 9 (specific provisions and policies for each sign type), 10 (general Council policy relating to signs on or over a public place) is not prohibited in Clause 11 and complies with the assessment criteria in clause 12.
- vii.** Where a permit is required, make an application to Council.

Council encourages the inclusion of information about proposed advertising as a 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

3.1 In this Code, unless the contrary intention appears:

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

Advertiser means a person:

- i. who holds a valid permit in respect of the advertising sign issued pursuant to these By-Laws; or
- ii. who authorises or causes an advertising sign to be exhibited; or
- iii. whose business or place of business is advertised by the advertising sign; and
- iv. 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 Palmerston (Signs, Hoardings and Advertising) By-Laws.

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 2 or more portions divided by a reservation, means each portion separately;

Code means the Palmerston Signs Code as amended from time to time.

Commercial zone refers to specific areas zoned CB, C, SC, TC and CV under the NT Planning Scheme

Community Groups/Organisations - A formally established group of people, a club or incorporated association that conducts activities for the benefit of the community and derives no profit for individual members.

Community zone refers to specific areas zoned HT, PS, CN, and CP under NT Planning Scheme

Council means City of Palmerston;

Council Controlled Land - Any land under the ownership or control of Council and includes but is not limited to a road, footpath, easement, park, reserve, riverbank or car park area.

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 in or on a public place or in or on premises adjoining or in view of a public place.

Industrial zones refers to specific areas zoned NT Planning Scheme zones LI, GI and DV.

Infrastructure zone refers to and CP T, M, PM, RW and U under the NT Planning Scheme

Organised Recreation zone refers to specific areas zoned OR under 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 place means any place within the municipality of Palmerston, which is a road reserve or land, owned, controlled or maintained by City of Palmerston or the Northern Territory Government.

Residential zone refers to specific areas zoned SD, MD, MR, HR, CV and CL under the NT Planning Scheme

Rural zone refers to specific areas zoned A, H, RL, R, FD, RD, and WM under the NT Planning Scheme

Sign Site/Site - The property or place where a sign is to be located, being only a single lot on the subdivision plan. Developments covering more than one lot or plan may be considered as a single site depending on the merits of each case.

Specific Use zone refers to specific areas zoned SU under 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 applicable to the land on which a sign is proposed.

The PALMERSTON (SIGNS, HOARDINGS AND ADVERTISING) BY-LAWS, Part 1, Section 4, states:

"signs code " means the document by the name "Palmerston City Advertising Signs Code (Revision 2), approved by the Council on 06 July 2010 to prohibit, regulate or exempt matters relating or incidental to the construction, placement, size, shape, content and colour of signs, hoardings and advertising in, on or over a public place or on premises adjoining or in view of a public place.

4 DEFINITIONS - SIGN STRUCTURE TYPES

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

Aerial Sign - A device inflated by a lighter than air substance, that is free floating dirigibles tethered to a fixed point and includes but is not limited to blimps kites and balloons.

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.

Banner means an advertising sign 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 to a tourist or community facility or destination.

Bunting means devices which are groups of flags or flimsy material attached to ropes or wires suspended above the ground or line stretched between two points and which are designed to draw attention by the nature of its construction, colour, movement or noise and includes streamers, flags, pennants and wind-vanes.

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

Estate Entrance Statements to developments, suburbs, or estates are structures that incorporate the name of the suburb and / or the development and are constructed facing street intersections.

Fascia signs means an advertising sign that is attached to an existing building fascia and includes attached lettering.

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.

Freestanding sign means an advertising sign that is

- (i) self-supporting and not attached to the sides of a building, wall or fascia
- (ii) is fixed to the ground
- (iii) may be erected on a pole/s or a pylon which is not a part of a building or other structure; and
- (iv) does not include a moveable sign.

High sign means an advertising sign, or its supporting structure which:

- i. is exhibited on or above the roof of a building;
- ii. is exhibited on a wall of a building so that any part of the advertising sign, or its supporting structure, exceeds a height of 7m above ground level; or
- iii. is freestanding and exceeds 7m in height but does not exceed 10m in height.

Illuminated sign means:

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

Moveable sign means a lightweight portable freestanding sign or sign with wheels that may be moved around a site and includes A - frame signs and sandwich boards.

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

Projecting sign means an advertising sign attached to and protruding, perpendicularly or horizontally, from a building or structure but is not attached to the roof of the building or structure.

Roof sign means a sign that is attached to or directly painted on to a roof of a building and which does not project or extend beyond the edge or face of the roof.

Rotating signs means an advertising sign that rotates.

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

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.

Vehicle or Trailer Sign means a static vehicle or trailer adapted for and used as an advertising sign, and does not include vehicles predominantly utilised as a mode of transport or any registered commercial passenger vehicle.

Vertical banner sign is an advertising sign constructed of a flexible material suspended between two solid brackets at the top and bottom of the sign face.

Wall sign means an advertising sign attached to or painted on a wall of a building (including structures attached to the building) or on a structure that protrudes no more than 50mm from the face of a building or structure, but does not protrude into or over a road. Where such signs are to be erected on buildings supporting existing signs, the new sign must be uniform in design and positioning to ensure it enhances the appearance of the building and existing signage.

Window sign means an advertising sign attached to the inside or outside of a window.

5 DEFINITIONS - ADVERTISING TYPES

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

Business advertising means an advertising sign 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 advertising means advertising that provides information relating to community events, community facilities, charitable organisations and religious venues and which may incorporate sponsorship advertising not exceeding 50 % of the total area of the sign face. A community event is usually a free event and is hosted by a “not for profit” organisation.

Construction advertising means advertising on land on which construction work is lawfully being undertaken.

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

Event advertising promotes a specific event or activity which is a one – off event or which occurs less frequently than once a year and which is not community event advertising or election advertising.

Land Development advertising identifies and promotes new land subdivision development and may include directional and descriptive advice relating to the development.

Precinct advertising provides information about the businesses, organisations, or activities occurring within an identifiable site.

Promotion advertising 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 and any sign associated with real estate but excluding licensed identification signs at the offices of a Real Estate Agency.

Real estate directional advertising means advertising erected within the boundaries of a road reserve for the purpose of directing people to a property that is being offered for sale.

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

Sponsorship advertising means advertising that includes the name and or logo of a person, company or organisation providing sponsorship of an event or activity. The maximum area displaying the sponsorship advertising shall not exceed 50% of the total sign.

Sponsorship signs are approved for the duration of the sponsorship and reviewed annually.

Third party advertising means advertising that provides information about:

- i. Services or goods that are not produced, provided or sold as a major activity on the premises; or
- ii. businesses, events or activities not substantially carried out or associated with the premises; but
- iii. does not include Community, Event or Sponsorship advertising; nor
- iv. include advertising on vehicles or trailers which are predominantly utilized 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.

5.2 An advertiser proposing to exhibit an advertising sign which does not appear to come within the scope of the aforementioned definitions 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 SIGNS APPROVAL CLASSIFICATIONS

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

6.2 Exempt (No permit required)

Where an advertising sign complies with the requirements of this clause the advertising sign will be:

- i. exempt from the need for an application;
- ii. exempt from the payment of fees;
- iii. exempt from the need for a permit.

The following signs are classified exempt from the requirements of this code:

- a. A sign previously approved by the **Development Consent Authority** or the Council and which has a valid permit;
- b. **Construction** signs provided that:
 - i. the information on the sign relates to the construction works being undertaken on the land;
 - ii. the sign is erected and displayed only during the period of such works; and
 - iii. the sign is no more than 4m² in area.
- c. **Election** signs provided they are:
 - i. only erected on a temporary basis not more than 6 weeks prior to an election and removed within one week after it, subject to any law relating to election advertising;
 - ii. at no time placed on public land including Council land and Territory Government land;
 - iii. not placed so as to obscure the view of vehicular and pedestrian traffic;
 - iv. not more than 1.5 m² in area.
- d. A sign on **enclosed land** (including a sporting field) or within a building, which is not readily visible from a public place outside the enclosure, or building;
- e. The hoisting of the **flag** of any nation, state or municipality, culture or people provided that there are no more than three flags on a site;
- f. A **house name** sign that is no less than 1m² in area and attached to a fence or part of the building.
- g. **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 0.3m² in area;

- h. A sign displayed on or **inside a vehicle**, other than a vehicle which is adapted and exhibited primarily as an advertising sign;
- i. A sign in place before the commencement of this Code that was exempt under the **Palmerston Town Plan** or if exempt in Pinelands under the **Darwin Town Plan** at the time it was put in place or a sign in place that did not require a permit under the Signs Code repealed by this Code at the time it was put in place;
- j. **Regulatory signage** located within the road reserve of Territory roads.
- k. **Security signs** in business, industrial, organised recreation and rural zones provided the sign does not exceed 0.3 m² in area; and in residential, community and special use zones provided the sign does not exceed 0.05m² in area;
- l. A sign displayed by a **service authority or Government Agency** responsible for activity, including maintenance within a road reserve and displayed for the purposes of warning or information to the public;
- m. A sign displayed by a **statutory authority** 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;
- n. A **traffic control** device or similar device displayed by reason of a statutory obligation imposed by a law in force in the Northern Territory;
- 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;

6.3 Complying (No Permit Required)

A complying sign refers to a sign that is listed as “complying” in the advertising sign table, that 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.

6.4 Discretionary (Permit Required)

A discretionary sign refers to any sign that is not listed as complying or prohibited in the advertising sign tables, that does not comply with the relevant definition in clauses 4 or 5 or that does not meet the criteria of a complying sign (clause 8) or exempt sign (clause 6) and that is not prohibited. 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:

- i. an application being made;
- ii. payment of fees;
- iii. consideration by Council and, if approved,
- iv. the issue of a permit.

A permit for Complying and Discretionary advertising signs 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 shall be refused.

6.5 Prohibited (No Permit Allowed)

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

7 ADVERTISING SIGNS AND ZONING CONTROLS

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

Advertising signs within residential zones should be sympathetic to the residential character of the zone, discrete and of small scale. Advertising signs should face the street, rather than on the sides of the building facing residential properties.

ADVERTISING SIGN TYPE	CONTROLS
Exempt (No Permit Required)	
Any sign listed as exempt in Clause 6.	<ul style="list-style-type: none"> All relevant controls listed in Clause 6.
Complying (No Permit Required)	
Business Advertising Fence Sign Free Standing Sign Wall or Fascia Sign	<ul style="list-style-type: none"> Business signs must be for an approved Home Occupation in accordance with the Palmerston Town Plan. No sign exceed an area of 0.3 m² in zones SD, MD and RR. No sign exceed an area of 2m² in zones MR and HR Must not exceed a height of 3m above ground level. No more than 1 Permanent sign per premises No more than 1 Temporary sign per premises
Discretionary (Permit Required)	
<ul style="list-style-type: none"> Any sign listed as “complying” 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. Any sign not defined as either complying or prohibited in this Advertising Sign Table. Any sign not defined as exempt in this Code. Any sign not defined in this Code. 	
Prohibited	
Aerial Signs Animated Signs Illuminated signs Moveable signs Precinct cluster sign Roof sign Street Furniture Sign Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> No sign permit will be issued for any sign or advertising within this category.

Note:

- Where a sign falls into 2 or more categories, the more stringent classification and controls apply.
- Where a sign is proposed to be constructed or placed on or over public land, the provisions of clause 10 shall 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.

Opportunities should be taken for the shared use of advertising signage, particularly pole and precinct cluster signs.

ADVERTISING SIGN TYPE	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	<ul style="list-style-type: none"> No Business Advertising sign to exceed an area of 4 m² No Promotion Advertising sign to exceed an area of 2 m² No more than 1 Permanent sign per premises No more than 1 Temporary sign per premises No part of any sign to exceed a height of 7m above ground level No part of any sign to be on or over public land
Fascia sign	
Fence sign	
Free standing sign	
Illuminated sign	
Projecting sign Promotion	
Advertising Wall Sign	
Discretionary (Permit Required)	
<ul style="list-style-type: none"> Any sign listed as “complying” 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. Any sign not defined as either complying or prohibited in this Advertising Sign Table. Any sign not defined as exempt in this Code. Any sign not defined in this Code. Third party advertising, where there is a perceived community benefit as defined by clause 11.2 and clause 5. Murals 	
Prohibited	
Third Party Advertising	<ul style="list-style-type: none"> No sign permit will be issued for any sign or advertising within this category.
Vehicle or Trailer Sign	

Note:

- Where a sign falls into 2 or more categories, the more stringent classification and controls apply.
- Where a sign is proposed to be constructed or placed on or over public land, the provisions of clause 10 shall apply

7.3 Industrial Zones: LI, GI and DV

Identification of the business should be the prime objective for signage, rather than promotional advertising.

An industrial zone with its larger scale built form and larger wall spans is more suited to larger advertising signs.

In the case of an industrial village or multi-tenant complex, a single structure, that identifies the village location and the various tenancies, is preferred.

Where premises front an arterial road, advertising signs shall be designed to reduce visual confusion when viewed from the road.

ADVERTISING SIGN TYPE	CONTROLS
Exempt (No Permit Required)	
Any sign listed as exempt in Clause 6.	All relevant controls listed in Clause 6.
Complying (Permit Not Required)	
Discretionary (Permit Required)	
Business Advertising	<ul style="list-style-type: none"> Prohibited on roofs No business sign to exceed 6m² No promotion sign to exceed an area of 3m² No more than 1 Permanent sign per premises No more than 1 Temporary sign per premises No part of any sign to exceed a height of 7m above ground level No part of any sign to be on or over public land
Fascia sign	
Fence sign	
Free standing sign	
Illuminated sign	
Projecting sign	
Promotion Advertising	
Wall Sign	
<ul style="list-style-type: none"> Any sign listed as “complying” 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. Any sign not defined as either complying or prohibited in this Advertising Sign Table. Any sign not defined as exempt in this Code. Any sign not defined in this Code. Third Party Advertising where there is a perceived community benefit as defined by clause 11.2 and clause 5. 	
Prohibited (No Permit Allowed)	
Third Party Advertising	<ul style="list-style-type: none"> No sign permit will be issued for any sign or advertising within this category.
Vehicle or Trailer Sign	

Note:

- Where a sign falls into 2 or more categories, the more stringent classification and controls apply.
- Where a sign is proposed to be constructed or placed on or over public land, the provisions of clause 10 shall apply.

7.4 Community Zones: HT, PS, CN and CP

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

SIGN TYPE	CONDITIONS
Complying (Permit not Required)	
Business Advertising	<ul style="list-style-type: none"> • Not on fences and not to exceed an area of 1m² • No business sign to exceed an area of 2 m². • No more than 1 permanent Advertising sign per premises • No more than 1 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
Fascia sign	
Fence Sign	
Projecting Sign	
Promotion Advertising Sign	
Wall Sign	
Discretionary (Permit Required)	
<ul style="list-style-type: none"> • Any sign listed as “complying” 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. • Any sign not defined as either exempt complying or prohibited in this Advertising Sign Table. • Any sign not defined in this Code. 	
Prohibited (No permit allowed)	
Aerial Sign	<ul style="list-style-type: none"> • No sign permit will be issued for any sign or advertising within this category.
Animated Sign	
Street Furniture Advertising	
Third Party Advertising	
Vehicle or Trailer Sign	

Note:

1. Where a sign falls into 2 or more categories, the more stringent classification and controls apply.
2. Where a sign is proposed to be constructed or placed on or over public land, the provisions of clause 10 shall apply

7.5 Organised Recreation Zone: OR

SIGN TYPE	CONDITIONS
Complying (Permit Not Required)	
Business Advertising	<ul style="list-style-type: none"> No business sign to exceed an area of 4m² No promotion sign to exceed an area of 1m². No more than 1 Permanent Advertising sign per premises. No more than 1 Temporary Advertising sign per premises No part of any sign to exceed a height of 7 m above ground level No part of any sign to be on or over public land
Fascia sign	
Fence Sign	
Projecting Sign	
Promotion Advertising Sign	
Wall Sign	
Discretionary (Permit Required)	
<ul style="list-style-type: none"> Any sign listed as “complying” 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. Any sign not defined as either exempt, complying or prohibited in this Advertising Sign Table. Any sign not defined in this Code. Third Party Advertising where there is a perceived community benefit as defined by clause 11.2 and clause 5. 	
Prohibited (No Permit Allowed)	
Aerial Sign	<ul style="list-style-type: none"> No sign permit will be issued for any sign or advertising within this category.
Animated Sign	
Street Furniture Advertising	
Third Party Advertising	
Vehicle or Trailer Sign	

Note:

- Where a sign falls into 2 or more categories, the more stringent classification and controls apply.
- Where a sign is proposed to be constructed or placed on or over public land, the provisions of clause 10 shall apply.

7.6 Specific Use Zone: SU

Within the Specific use zone 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.

SIGN TYPE	CONDITIONS
Complying (Permit Not Required)	
Business signs Fence Sign Wall or Fascia Sign	<ul style="list-style-type: none"> No business sign to exceed an area of 4m². No promotion sign to exceed an area of 1m². No more than 1 Permanent Advertising sign per premises. No more than 1 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)	
	<ul style="list-style-type: none"> Any sign listed as “complying” 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. Any sign not defined as either exempt, complying or prohibited in this Advertising Sign Table. Any sign not defined in this Code.
Prohibited (No Permit Allowed)	
Animated Sign Aerial Street Furniture Sign Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> No sign permit will be issued for any sign or advertising within this category.

Note:

- Where a sign falls into 2 or more categories, the more stringent classification and controls apply.
- Where a sign is proposed to be constructed or placed on or over public land, the provisions of clause 10 shall apply.

7.7 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.

SIGN TYPE	CONDITIONS
Complying (Permit Not Required)	
Business signs Fence Sign Wall or Fascia Sign	<ul style="list-style-type: none"> No business sign to exceed an area of 2m². No promotion sign to exceed an area of 2m². No more than 1 Permanent Advertising sign per premises. No more than 1 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)	
<ul style="list-style-type: none"> Any sign listed as “complying” 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. Any sign not defined as either exempt, complying or prohibited in this Advertising Sign Table. Any sign not defined in this Code. 	
Prohibited (No Permit Allowed)	
Animated Sign Aerial Street Furniture Sign Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> No sign permit will be issued for any sign or advertising within this category.

Note:

- Where a sign falls into 2 or more categories, the more stringent classification and controls apply.
- Where a sign is proposed to be constructed or placed on or over public land, the provisions of clause 10 shall apply.

7.8 Rural Zones: A, H, RL, R, FD, RD, and WM

With in 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.

SIGN TYPE	CONDITIONS
Complying (Permit Not Required)	
Business signs Fence Sign Wall or Fascia Sign	<ul style="list-style-type: none"> No business sign to exceed an area of 4m². No promotion sign to exceed an area of 2m². No more than 1 Permanent Advertising sign per premises. No more than 1 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)	
<ul style="list-style-type: none"> Any sign listed as “complying” 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. Any sign not defined as either exempt, complying or prohibited in this Advertising Sign Table. Any sign not defined in this Code. 	
Prohibited (No Permit Allowed)	
Animated Sign Aerial Street Furniture Sign Third Party Advertising Vehicle or Trailer Sign	<ul style="list-style-type: none"> No sign permit will be issued for any sign or advertising within this category.

Note:

- Where a sign falls into 2 or more categories, the more stringent classification and controls apply.
- Where a sign is proposed to be constructed or placed on or over public land, the provisions of clause 10 shall apply.

8 SPECIFIC PROVISIONS: SIGN TYPES

8.1 Animated Signs

Flashing lights in an animated sign are prohibited if they are likely to be in the view of a driver of a vehicle.

Variable message boards are prohibited in all zones except for the purpose of traffic management by appropriate road authorities.

Chasing lights, where lights follow in a repetitious pattern, are only appropriate within commercial zones, particularly the CBD, but are prohibited if they are likely to cause distraction 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 are not appropriate within, or adjacent to, residential zones.

8.2 Cluster Sign

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

8.3 Free standing signs

No more than one freestanding sign shall be permitted per premises.

8.4 High Sign

No more than one high sign shall be permitted per premises.

8.5 Illuminated Sign

No more than one illuminated sign shall be permitted per premises within business, industrial and organised recreation zones.

The level of illumination must be safe and consistent with the nature of the surrounding area and must ensure that there is no detriment to the amenity of the local residential area or create a traffic hazard to adjoining roads.

The luminance of an externally or internally illuminated device should not exceed the levels shown in the following table:

Zone	Maximum luminance (candelas per square metre)
City Centre (CI)	500 cd/m ²
Industrial (LI & GI) and Commercial zones (SC)	350 cd/m ²
Residential, Organised Recreation and Specific Use zones	300 cd/m ²

*Maximum luminance shall be measured 1.0 metre from the centre of the face of the sign.

The luminance level of an advertising sign in a commercial zone may exceed the levels shown above where, in the opinion of Council, it would not create a traffic hazard or cause an inappropriate loss of amenity.

Where an illuminated or animated advertising sign is directed towards a residential zone and is within 100 metres of that Zone, unless otherwise determined by Council:

- i. the maximum luminance of the advertising sign is to be that for a residential zone;
- ii. illumination for the advertising sign is to be switched off between 11.00pm and sunset on the following day.

8.6 Projecting Sign

Not more than one projecting sign shall be permitted per premises. 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 and which:

- i. is not less than 2.7m above ground level;
- ii. does not exceed a height of 7m above ground level; and does not extend past the edge of any awning adjacent to a road.

8.7 Roof Signs

Signs must be no larger than 25% of the roof section/face that it is displayed without consent. These signs may not be approved if they are visible from adjacent dwellings or motel rooms or the like. Signs must not be illuminated.

8.8 Wall or Fascia Signs

No more than one wall or fascia sign shall be permitted per premises within residential and rural zones. Generally undesirable outside the City centre, commercial and industrial areas, but may be appropriate on school buildings. Limited to one facade of a building, except where the building has dual street frontage. Not exceed 25% of the area of the wall or fascia upon which it is displayed without consent and must be in scale and proportion with the building on which they are erected.

9 SPECIFIC PROVISIONS: TEMPORARY SIGNS

9.1 Unless stated elsewhere in this code, a temporary sign will not be permitted to be displayed for longer than 6 weeks at a time and for no more than 4 times a year.

9.2 Aerial signs (including Balloons, blimps and kites)

Advertising balloons, blimps and kites may be permitted if displayed for promotional reasons on a temporary basis. The maximum duration for the display of a balloon, blimp or kite is 2 weeks, and no more than 4 permits a year for a display from any one site will be granted.

9.3 Banners

Banners displayed on a permanent basis will not generally be permitted. Printed vertical banners may be permitted by consent as permanent signs. Temporary banners are permitted in approved zones 4 times per year for periods of up to 28 days and require discretionary approval in other zones.

9.4 Buntings

Buntings can create the impression of clutter and are inappropriate in, or within close proximity to, a residential zone.

Buntings may be acceptable within commercial zones, particularly within car yards or service stations, where the premises maintain an open appearance.

Buntings are inappropriate on or under awnings which extend over Council controlled roads or reserves.

Temporary buntings may be permitted for special promotions (other than in residential zones unless associated with new housing and land developments)

9.5 Flags

Flags can be exhibited for two reasons:

- i. to advertise national flags or emblems; or
- ii. to advertise products or services which are available from the premises to which they are attached and to advertise premises that are open for business.

A flag sign shall not exceed a total area of 2m²

10 GENERAL COUNCIL POLICY RELATING TO SIGNS ON OR OVER A PUBLIC PLACE

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

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

10.3 Blue finger signs

No more than 2 blue finger signs will be permitted per street pole and no more than 2 signs will be permitted to direct motorists to the site in question.

A Blue Finger sign may also be displayed to:

- i. advertise community facilities such as pools or libraries;
- ii. 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.

10.4 Land Development / Display Home Advertising Finger Signs

Finger signs may be used to provide direction to land sales offices or Display Homes similar to blue information signs in an approved colour and may be attached to street signs or other signs at approved sites.

10.5 Lawn Sales advertising

Directional signs to direct patrons to sites where lawn sales are being held are complying (no permit required) provided a Signage Application to erect signs on roads or a public place is obtained and provided:

- i. they are displayed for no longer than 8 hours on any one day,
- ii. they are not placed on median strips in the middle of the road or the carriageway nor within 20 metres of an intersection,
- iii. they may be placed on single lane "T" intersections below street signs,
- iv. they are less than 600mm x 600 mm,
- v. they are not placed so as to impede pedestrian or traffic flow,
- vi. they are not placed so as to obscure a driver's view,
- vii. the total number of directional signs to a site does not exceed 4, and,
- viii. they are not placed within 5 metres of another sign.

All signs must be removed within 2 days after the promotion date.

10.6 Movable Signs

All movable signs on public land require a permit.

Only one moveable sign per premises will be permitted.

Moveable Signs are not permitted in the Frances Mall (Lot 4999 City of Palmerston)

The sign must be located directly outside the premises, site, or Land Sales office 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.
- to be no less than 500mm from the edge of a kerb while maintaining a 2.5 metre clearway for pedestrian traffic
- no further than 7 metres from the business to which they relate and must not be located beyond the side boundaries of the site.
- not be attached to any street furniture including official signs.
- to be secured to prevent them being moved by strong winds.

Where special circumstances exist the Council may approve the placement of a sign in a place in close proximity to the business.

The owner/applicant will, in all instances before being granted a permit, be required to indemnify the Council against any loss or damage resulting from the sign.

When displayed in a business zone the height of a moveable sign should not exceed 1.2 metres above ground level (including supporting legs); should not be wider than 08.m and should not exceed 1m² in area.

When displayed in industrial zones the height of a moveable sign should not exceed 1.8 metres above ground level (including supporting legs); should not be wider than 2m.

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

Where there are multiple tenants to a site, i.e. a shop or business is located within an arcade down laneways or within an industrial park, and then 1 sign only advertising all tenants will be permitted on Council controlled land or on a carriageway.

10.7 Permanent signs

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

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

10.8 Precinct signs

Precinct advertising is supported where it is proposed to replace numerous individual business and signs with a single cluster sign with the following provisos:

- circumstances exist where the businesses, organisations or activities that are to be advertised are not readily visible from the road to which they front'
- that there is an identified need for a unified approach to advertising for a particular precinct, information displayed shall be limited to the name of And activities of premises within the designated precinct
- the sign shall be of a scale and size appropriate to the location, 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 or road edge will be determined by Council and,
- they are prohibited in residential zones.

10.9 Projecting signs overhanging a road

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

10.10 Real estate signs in road reserves

Directional signs to direct patrons to temporary auction/ open for inspection sites are complying (no permit required) provided a public places permit to erect signs on roads is obtained and provided:

- i. they are displayed for no longer than 2 hours,
- ii. they are not placed on median strips in the middle of the road or the carriageway nor within 20 metres of an intersection,
- iii. they may be placed on single lane "T" intersections below street signs,
- iv. they are less than 600mm x 600 mm,
- v. they are not placed so as to impede pedestrian or traffic flow,
- vi. they are not placed so as to obscure a driver's view,
- vii. the total number of directional signs to a site does not exceed 4, and, .
- viii. they are not placed within 5 metres of another sign.

Variations to this aforementioned clause may be treated on application.

Real Estate signs may be placed on fences or as picket signs in rural areas such as Marlow Lagoon on street verges to face on coming traffic provided they are clear of pedestrian traffic or located on verges where there is no footpath. Conditions apply as outlined in clause 10.11 to follow.

Picket signs are prohibited in other residential areas except where they are real estate directional signs as defined in clause 5.1.

10.11 Real Estate Signs on Fences.

Permitted on fence lines if:

- i.** the sign does not exceed 1.5 m²
- ii.** any auction sign does not exceed 4m² in area
- iii.** there is only one "for sale" sign and one "for lease" sign per real estate business per street frontage and
- iv.** the signs are removed within 7 days after the sale (settlement) or lease of the property.

10.12 Street Furniture advertising

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

An application for a permit will be considered having regard to:

- i.** the quality and size of the proposed sign;
- ii.** the compatibility with other signage in the locality; and
- iii.** 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 freestanding advertising sign to advertise the same business in the general area.

11 PROHIBITED ADVERTISING SIGNS

The following advertising signs may not be issued with a permit in any zone:

11.1 Vehicle or Trailer Signs

The use of vehicle or trailer signs in or on a public place is prohibited within all zones in the Palmerston municipality.

11.2 Third Party advertising signs

Third party advertising signs are prohibited in all zones, except where third party advertising is incorporated into a event sign in accordance with the definition of Event advertising or a Sponsorship sign in accordance with the definition of sponsorship advertising in clause 5 of this code.

11.3 Signs facing Territory Roads

The NT Government may prohibit the erection and use of illuminated or animated signs under the Road Traffic Act.

12 ASSESSMENT CRITERIA

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

- i.** the relevant zoning in the Northern Territory Planning Scheme the public interest;
- ii.** the provisions of this Code; and
- iii.** any submissions made by the NT Government in relation to the
- iv.** proposed sign where it faces a Territory road.

12.2 Council may 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 is not to 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 to be distracting to drivers in close proximity to intersections, traffic signals, vehicle merging and weaving situations; and
- d.** advertising signs are not to be 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 complementary to one another; and
- f.** the dimensions of the advertising sign meet the requirements of this Code in relation to the sign type; and
- g.** the dimensions of the advertising sign bear a reasonable relationship to the dimensions of surrounding buildings and allotments to that:
 - i.** its presence in the opinion of the Council is not unduly dominating or oppressive; and
 - ii.** it does not in the opinion of the Council unreasonably obstruct existing views; and
- h.** 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
- i.** the number of advertising signs per premises is minimised to avoid visual clutter and to avoid one sign obscuring another; and
- j.** the advertising sign is in other respects consistent with the character and values of the environment in which it is to be situated; and
- k.** advertising signs shall be constructed of durable materials and maintained in good condition at all times; and
- l.** advertising signs shall be designed so that structural supports are either concealed from public view or are of minimum visual impact; and

- m. advertising signs do not cause offence to the general public by virtue of the design, message or location; and
- n. the approval is consistent with this Code and the By-Laws.
- o. flashing lights will not be permitted if it is felt that such lighting will detrimentally affect the amenity or safety of any person, persons, motor traffic or any residential area. Exposed light bulbs are not desirable and are unlikely to be approved.

12.3 Transferability of sign permits

Sign permits issued under this code shall not be transferable with a change of ownership.

12.4 Changes to existing signs

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

12.5 Measurement of Signs

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

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

Width- 500mm 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)

13 APPLICATION PROCEDURE

1. Application forms for permits for signs are available at the Council and shall be submitted with drawings or plans to the Technical Services Department of the Council, PO Box 1, Palmerston NT 0831, or may be delivered to the Council Offices, 2 Chung Wah Terrace, Palmerston.
2. The application must be accompanied by the appropriate fee (if any).
3. All fees are non-refundable as the fee contributes to the cost of processing the application.
4. Where building permits are required for signage structures, they shall be obtained separately by the applicant from a building certifier.
5. A copy of the application form and this Code are available on Council's website at www.palmerston.nt.gov.au under forms and permits

For current applicable fees and charges refer to Council's website www.palmerston.nt.gov.au under fees and charges