

# ERECTION OF SIGNS POLICY

(Amended as per Council Mtg 25/3/96)

## DETAILS

### 1. Preamble

This "Erection of Signs" policy should be read and applied in conjunction with the Alice Springs (Control of Public Places) By-Laws which regulate the erection of signs within the municipality of Alice Springs.

This policy does not relate to traffic signs, sandwich boards, temporary signs, banners, signs required by regulation and various other excluded signs (see definition of "sign" in section 2 for further detail in this regard).

Nothing in this policy should be construed as indicating any likelihood of approval or as prescribing standards for such excluded signs, which may also require approval under the Alice Springs (Control of Public Places) By-Laws.

### 2. Definitions (See "Attachment A" drawing of sign types for diagrammatical representation)

"Public Place" means any place within the municipality of Alice Springs which is open to or used by the public, but for the purpose of the application of this policy does not include indoor areas.

"Sign" means any writing (including letter, word or numeral); pictorial representation (including illustration or decoration); emblem (including device, symbol or trademark); flag (including banner or pennant); or any other figure of similar character; which:

- (a) is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on a building or other structure; and
- (b) is used to announce, direct attention to, or advertise; and
- (c) is on, over or in view of a public place.

but for the purposes of these conditions does not include:

- (a) traffic or similar regulatory devices, legal notices, or warnings at railway crossings;
- (b) temporary signs including banners announcing a campaign, drive or event of political, civic, philanthropic, educational or religious organisations;
- (c) memorial signs or tablets;
- (d) signs denoting architect, engineer or contractor when placed on construction sites and not exceeding 0.5m<sup>2</sup> in area or combined signs denoting architect, engineer and contractor not exceeding 2.5m<sup>2</sup> in area;
- (e) signs required to be maintained by law or government order or regulation, with a total surface area not exceeding 1.0m<sup>2</sup> on any lot;

- (f) temporary signs displayed for the purpose only of advertising premises for sale or lease, providing such signs have a total surface area not exceeding 0.6m<sup>2</sup>;
- (g) small signs displayed for the direction or convenience of the public, including signs which identify rest rooms, freight entrances, or the like, with a total surface area not exceeding 0.5m<sup>2</sup> on any lot and directional signs, which may be erected only with the consent of the Council provided they conform to the size and shape of a standard street name sign, are white on brown, and where possible fixed to the same post as the street name sign;
- (h) temporary signs displayed for the purpose only of advertising a group development provided such signs have a total surface area not exceeding 2.5m<sup>2</sup>;
- (i) sandwich boards, spinners and other temporary lightweight signs, less than 1.0sq. metres in surface area.

"Fascia Sign" means a sign attached to or painted on a fascia of a building which has a height of no greater than 600mm.

"Roof Sign" means a sign attached to or painted on a roof of a building.

"Wall Sign" means a sign attached to or painted on a wall of a building.

"Fence Sign" means a sign attached to or painted on a fence or free-standing wall.

"Projecting Sign" means a sign which projects perpendicularly or horizontally from a building.

"Free Standing Sign" means a sign erected on one or more poles, pylons or other supports, and which is not part of a building or other structure.

"Sky Sign" means a projecting sign (not including flags or flag poles) which will alter the silhouette of any part of the roof line of the building (including the roof lines of awnings and verandahs) by extension beyond or above the horizontal walls, parapet or roof of the building, lift tower or plant room.

"Height of Sign" means the difference between ground level and the highest point of the sign.

"Surface Area" of a sign means that entire area within a single continuous perimeter enclosing the extreme limit of writing, representation, emblem, or any figure or similar character, together with any material or colour, forming an integral part of the display or used to differentiate such sign from the background against which it is placed, but does not include the supporting structure of the sign.

The surface area of a double-faced sign shall include only one of the sides when:

- (i) the sides are back to back; OR
- (ii) the sides are divergent but display identical writing or other representation in substantially different directions.

Any additional side of a multi-faced sign shall be included in the assessment of surface area.

"Backlighting" in relation to a sign shall include the internal illumination of a sign box and the internal illumination of individual letters or characters comprising a sign provided that the sign box, letter or character is constructed of translucent and not transparent materials.

### 3. General Conditions

- 3.1 The Council will not approve a sign which it considers to be offensive, or when it is of the opinion that the type, position, size, appearance, illumination, animation, content, or other characteristics of the sign may adversely affect:
- (i) the amenity of the area;
  - (ii) the architectural character or appearance of the building, streetscape or precinct;
  - (iii) traffic safety.
- 3.2 The Council will not approve a sign unless it complies with the requirements of all other relevant Northern Territory Government departments and authorities.
- 3.3 The Council may either unconditionally, or subject to such terms and conditions as it deems necessary, modify or waive the provisions of conditions 4,5, and 6 that follow, where it is of the opinion that the application of the same in respect of any particular sign would be impractical or unreasonable, or that the erection of the sign would be in the general public interest, and provided that the requirements of the General Conditions are satisfied.
- 3.4 Sky signs shall generally not be approved, except in specific cases with the consent of the Council, where it can be demonstrated that they will not compromise the intent of these General Conditions.
- 3.5 Fence signs shall generally not be permitted except in industrial areas, and must in all cases comply with the General Conditions.
- 3.6 Animated or flashing signs and signs illuminated by exposed lamps, as distinct from backlighting or floodlighting, shall not be approved.
- 3.7 Every sign shall be structurally sufficient to withstand dead and live loads in accordance with the relevant Australian Standard or Code, and the Council will require a certificate signed to that effect by a qualified structural engineer before granting approval to projecting, or free-standing signs.
- Council further require that for projecting or free-standing signs, a post construction inspection be completed by a qualified structural engineer and the issue of an Engineer's Certificate to this affect be submitted to Council no later than fourteen (14) days after the erection of the sign.
- 3.8 Free standing signs shall not be erected or placed on or over land under the care and control of the Council.
- 3.9 All free standing signs shall be permanently fixed and supported to the satisfaction of the Council.

### 4. Signs in respect of Home Occupations and Bed and Breakfast use on Residential and Rural Residential Lots

- 4.1 Where approval has been granted by the Northern Territory Planning Authority for a home occupation or for a bed and breakfast development as defined in the Alice Springs Control Plan 1992 on a residential or rural residential lot, the following restrictions shall apply:
- (i) Signs shall be restricted in content to the name and nature of the permitted activity;

- (ii) The surface area of the sign shall not exceed 0.3m<sup>2</sup>;
- (iii) Signs affixed to buildings or fences shall be at ground storey level only, and shall not be affixed to fascias or awnings;
- (iv) Freestanding signs shall not exceed 1.20m in height,.
- (v) Signs shall comply with the General Conditions set out in 3 above.

## 5. Signs on Commercial, Industrial and Institutional Buildings

- 5.1 Sign content in the case of signs located at ground and first storey levels shall be restricted to the name, insignia and type of business activity combined with the advertising of those products or services being offered on the site.
- 5.2 Signs located at the ground and first storey levels, including fascia signs, roof signs, wall signs, projecting signs and signs on or under awnings may be approved provided that:
- (i) they are consistent with the provisions of the General Conditions;
  - (ii) the clearance between pavement level and any sign projecting from a building or affixed to an awning shall not be less 2.4 metres;
  - (iii) the sign does not encroach within 600mm of the vertical line from the kerb;
  - (iv) in the case of a wall or roof sign, the total surface area of the sign does not exceed 25% of the area of the wall or roof in the case of commercial and institutional buildings, or 50% of the area of the wall or roof in the case of industrial buildings, to a maximum of 20 square metres;
  - (v) in the case of projecting signs the surface area does not exceed 1.5 square metres;
  - (vi) internally illuminated signs under a street awning shall have a maximum surface area of one square metre and shall not be closer together than 3 metres.
- 5.3 Signs above first storey level shall be restricted in content to the name of the building and the name, insignia and type of activity of the principal occupant. Such signs shall not project from the building and shall constitute only separate characters and/or symbols individually affixed to or represented on the building facade. Generally there shall not be more than one sign on each face of the building above the first floor level;

## 6. Freestanding Signs on Lots other than those approved for Home Occupations or Bed and Breakfast

- 6.1 Freestanding signs may be approved on lots used for commercial and industrial purposes provided that:
- (i) sign content is restricted to the name, insignia and type of business activity combined with the advertising of the principal product or service being offered on the site;
  - (ii) Only one freestanding sign shall be permitted on a lot, or in the case of lots with long street frontages, the distance between such signs as at least 50 metres;

- (iii) The height of freestanding signs shall not exceed 6 metres;
- (iv) The surface area of freestanding signs shall not exceed 6 square metres, except that the Council may give consideration to the approval of such signs with a greater surface area provided that:
  - (a) such signs are corporate signs regularly used throughout Australia; and
  - (b) such signs are located so as to be surrounded by largely unbuilt-on land; and
  - (c) the requirements of the General Conditions are satisfied.
- (v) in the case of commercial or industrial lots in view of a residential area, the amenity of the residential area will not be adversely affected.

6.2 Freestanding signs may be approved on sites used for institutional, educational or other similar purposes provided that:

- (i) sign content is restricted to the name, insignia and type of activity;
- (ii) the surface area of the sign shall not exceed 3 square metres and the height shall not exceed 4 metres;
- (iii) the amenity of any adjoining residential area is not adversely affected.

6.3 Freestanding signs may be approved on sites used for recreational purposes provided that:

- (i) the area of that portion of the sign which is used to announce, direct, direct attention to, or advertise a product or a place has a surface area no greater than 2 square metres;
- (ii) the height of the sign does not exceed 6 metres;
- (iii) the amenity of any adjoining residential area is not adversely affected.

## **ERECTION OF SIGNS GUIDELINES**

### **See Policy**

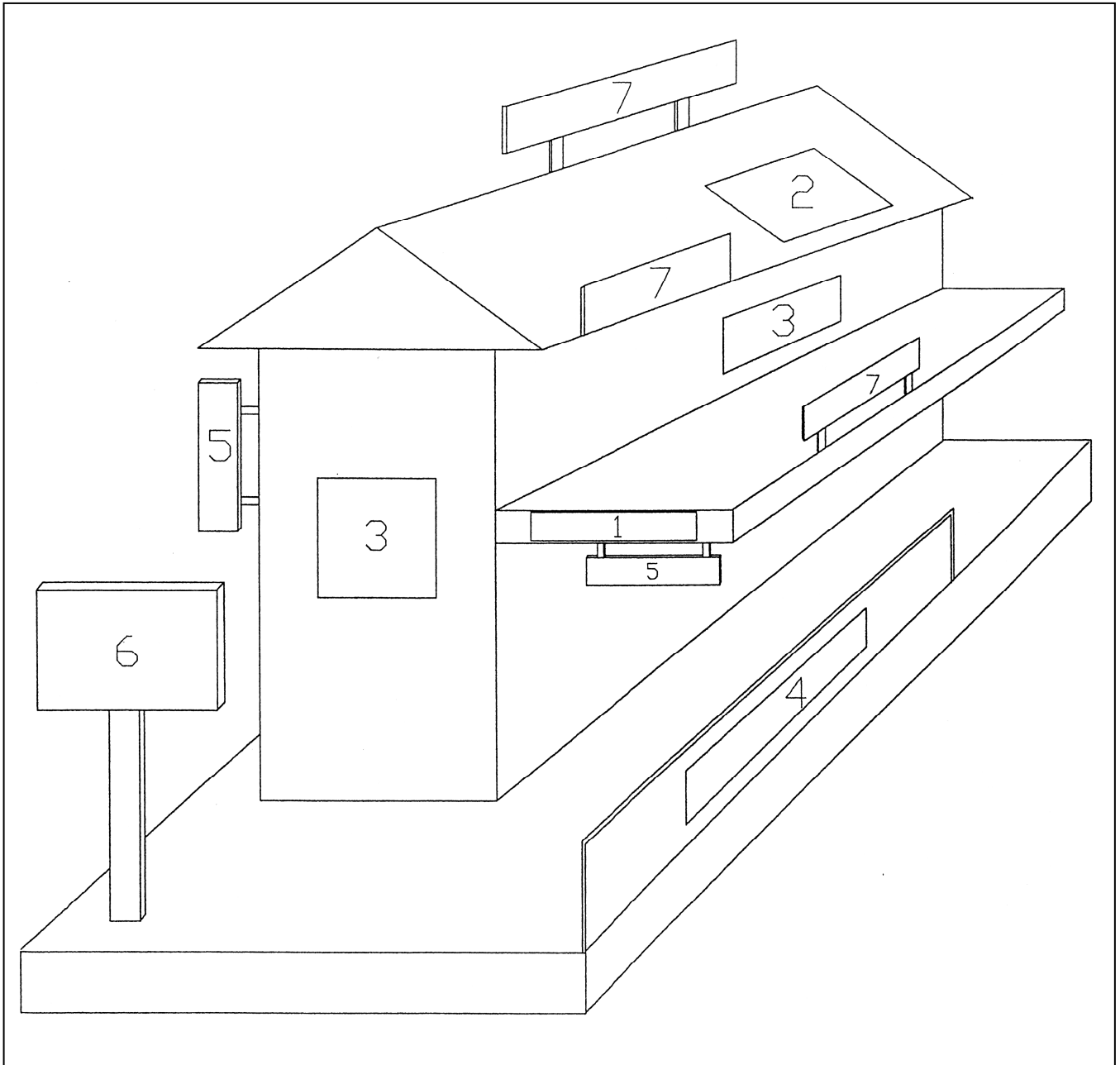
1. Signs permitted under 1 and 2 must conform in principle to the illustration 3.1 and:
  - (a) The total area of signs on any façade shall not exceed 25% of the area of that façade.
  - (b) The total area of an illuminated sign shall be:
    - (i) internally illuminated signs under a street awning one square metre each side of each sign. Signs not closer than three metres.
    - (ii) Internally illuminated pylon signs, permitted for identification signs only 5 square metres each side per street frontage.
    - (iii) No illuminated sign shall have any flashing component.
2. Buildings surrounded by unbuilt on land (such as service stations, supermarkets etc) may have one pylon sign per street frontage not exceeding the restrictions of Clause 3 in surface area in addition to the restriction in Clause 2.
3. Sign below upper limits of the building may be permitted given due consideration to size and relationship to other signs on the building, provided the remain within the 25 degrees limit on the façade.
4. Sky signs, ie signs fixed to and projecting above the skyline of the building will not be permitted.
5. Directional signs are permitted at Council's discretion but they must conform to the size and shape of a standard street name sign and where possible be fixed to the same post as the street name sign, with a maximum of two per post in addition to the street sign.
6. Colour of directional signs should not be the same as street name signs, but should be white on brown or brown on beige.
7. No sign to encroach within 600mm of the vertical line from the kerb unless no more than 5mm thick and fixed flush to the awning.
8. Every sign shall be structurally sufficient to withstand dead and live loads including wind loads in accordance with the current SAA code.
9. A certificate signed by a qualified structural engineer must be submitted with an application for a projecting or freestanding signs. Projecting and freestanding signs require a post construction inspection by a qualified structural engineer and the issue of an Engineer's Certificate to this affect.
10. "Signs" include any structure or device used for advertising purposes and does not include temporary structures, canvas or other materials designed to be removed within a certain period of time.
11. Notwithstanding the above, the Council will give consideration to approval of signs with a grater surface area than specified:
  - (a) Such signs are corporate signs regularly used throughout Australia;
  - (b) Such signs are located so as to be surrounded by largely unbuilt on land.
  - (c) The Council is of the opinion that there will be no detrimental affect on the amenity of the area.
12. That with the exception of flashing signs which in the opinion of the Council detrimentally affect the amenity of the area, (or any other signs which flagrantly breach the Policy and in respect of which significant objections are received) and signs erected on properties which have been the subject of Instruments of Determination under the Planning Act made subsequent to 9 June 1992, all existing erected signs as at 31 December 1993 which do not already have approval under the Alice Springs (Control of Public Places) By-laws, be regarded as "legal non-conforming uses" for the purposes of the implementation of the Policy.

13. That all advertising signs erected after 31 December 1993 shall comply with the provisions of the “Erection of Signs” Policy, and all relevant provisions of the Alice Springs (Control of Public Places) By-laws.

**STANDARD CONDITIONS FOR APPROVAL OF  
STRUCTURES, AWNINGS AND SIGNS  
PROJECTING OVER OR ENCROACHING ON  
COUNCIL ROAD RESERVES**

1. The structure shall have the approval of the NT Building Board and shall be erected in accordance with the NT Building Code and also the satisfaction of the Director Planning and Infrastructure at no cost to the Council.
2. In the case of verandahs, the minimum height between any part of the footpath and any part of the underside of the roof structure shall be 2.40 metres.
3. The structure does not encroach within 600mm of the vertical line from the kerb.
4. Prior to construction, the owner shall obtain the necessary permit from the Council to proceed with construction under the Alice Springs (Control of Public Places) By-Laws.
5. The owner shall maintain the structure in good repair to the satisfaction of the Council.
6. The owner shall comply with all statutes and ordinances now or hereafter in force, and all regulations and by-laws of all other relevant authorities and all requirements and orders lawfully given or made by any public body or authority relating to the structure.
7. The owner shall indemnify the Council and keep it indemnified against all actions, proceedings, accounts, claims, suits or demands which may be incurred by reason or in respect of the erection, maintenance or existence of the structure or any part thereof.
8. The owner shall insure against all actions, proceedings, accounts, claims, suits, demands, costs, damages, expenses, losses and liabilities referred to in 7 above by a policy which shall provide cover of not less than ten million dollars (\$10,000,000.00).
9. The owner shall not sell or otherwise dispose of his interest in the said land without first ensuring that any purchaser or other person taking title to the same has also agreed (in such form as the Council may reasonably require) to be bound by the terms and conditions set out above.

## ATTACHMENT A: Types of Signs



1. Fascia Sign
2. Roof Sign
3. Wall Sign
4. Fence Sign
5. Projecting Sign
6. Freestanding Sign
7. Sky Sign