



4.06 OUTDOOR ADVERTISING SIGN POLICY

Council Resolution:	RESOLUTION: 2026/09/19/015
Date to take effect:	19 th September 2026
Policy Custodian:	Chief Executive Officer
Review Date:	September 2028
Version (Revision Number)	1.1

1. Purpose

The purpose of this Policy is to provide guidance to staff and community relating to the exhibition of advertising signs on or in a public area and on or in private premises in view of a public area within the Shire area.

2. Scope

- 2.1 This policy applies to all advertising signage on or in Council-managed land.
- 2.2 This policy does not apply to advertising signage located within Northern Territory (NT) Government roads.
- 2.3 Whilst land use planning in the NT falls within the jurisdiction of the NT Government, control of advertising signs and boardings is a local government responsibility. Council regulates signs for a number of reasons – primarily amenity and safety.

3. Definitions

For the purposes of this policy the following definitions apply:

Term	Definition
Advertiser	Means a person: • Who holds a valid permit in respect of the advertising sign issued, 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.



Advertising sign	Any form of advertising using words, letters, 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 structures or materials used to display the advertising.
Commercial Zone	Refers to zones “CB”, “C”, “SC”, “TC” and “CV” as defined in the NT Planning Scheme 2020.
Community Zone	Refers to zones “CP”, “PS”, “CN”, “HT”, and “OR” as defined in the NT Planning Scheme 2020.
Council	Refers to Coomalie Community Government Council.
Exhibit	Means to erect, install, place, paint, leave or construct an advertising sign on or in a public area or on a premises in view of a public area.
Industrial Zone	Refers to zone “LI”, “GI”, and “DI” as defined in the NT Planning Scheme 2020.
Permanent Advertising Sign	Means a sign that is lasting or intended to last indefinitely, and which is displayed or intended to be displayed indefinitely.
Premises	Means the land or building that is owned or occupied by the business, community group or individual proposing to advertise.
Public Area/ public land	Means any place within the Coomalie Shire which is a road reserve or land owned, controlled or maintained by Council or the Northern Territory Government.
Residential Zone	Refers to zone “LR”, “MR”, “HR”, “RR” and “CL” as defined in the NT Planning Scheme 2020.
Rural Zone	Refers to zone “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.
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.



4. Policy Statement

The main objective for this Policy is to ensure that, as far as practicable, advertising signs exhibited within the shire;

- 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 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 by one sign obscuring another,
- do not cause offence to the general public by virtue of their design, location or message, and
- comply with standard sizing
 - No more than one Permanent Advertising Sign per premises
 - No part of any sign is to project over public land.

5. Application / Approval

5.1 A permit is required to exhibit an advertising sign on or over public land, and may be required for advertising signs on private land that are visible from a public area, in accordance with Council's Policy and any applicable guidelines.

5.2 Where a permit is required, an advertiser must submit an application in the approved form, including sufficient details of the proposed sign (such as location, design, dimensions, materials and method of installation) to allow assessment against this Policy.

5.3 Council (or the CEO under delegated authority) may impose conditions on any approval, including but not limited to duration, design, maintenance, location and removal requirements, to ensure ongoing compliance with this Policy and relevant legislation.

5.4 Signs that do not comply with this Policy, any permit conditions, or applicable legislation may be refused, modified, or required to be removed by Council.

5.5 Council may remove or arrange the removal of non-compliant or unauthorised signs from public land, and may recover associated costs from the advertiser or responsible person in accordance with Council's Policy and any applicable legislation.



6. Responsibilities

6.1 Responsible Officer

The CEO is the Responsible Officer for this Policy and is responsible maintaining consistency for outdoor advertising signage and this includes signage within the Batchelor Signage Bay.

6.2 Managers

The Council and Community Services Manager is responsible for ensuring their service unit adheres to the requirements of this Policy and for providing guidance to achieve the strategic objectives of the Policy within their division and across the organisation.

6.3 Employees

Employees must adhere to the requirements of this Policy and operate within its authorities when assessing, approving, installing or managing outdoor advertising signage.

7. Associated Documents

- Advertising and Activities in Road Reserves Management Guidelines – Northern Territory Government
- NT Planning Scheme 2020

8. References and Related Legislation

Local Government Act 2019

Local Government (General) Regulations 2021

NTG Advertising and Activities in Road Reserves Management Guidelines

NT Planning Scheme 2020

DOCUMENT HISTORY	
Date Adopted:	19 th September 2026
Amended:	
Amended:	