



Googong DCP

Part 9

Advertising Signage

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Googong DCP – Part 9 – Advertising Signage

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PART 9 - ADVERTISING SIGNAGE

9.1. Introduction

This section of the DCP applies to all signs erected or displayed outdoors, including those located outside or on the exterior of buildings, in residential areas, commercial areas, in open space areas and recreational areas.

This section of the DCP does not apply to directional signs such as road traffic and safety signs or informative signs such as street, suburb name signs or signs within reserves.

Please see if your signage is exempt as identified in *Queanbeyan-Palerang Regional Local Environmental Plan 2022 (QPRLEP 2022)*.

Objectives

- 1) Maintain uniformity and orderly standards for advertising structures, as well as controlling the number and types of advertisements.
- 2) Ensure that the placement and design of advertisements and advertising structures are consistent with the architectural theme and design of a building and that such advertisements are not placed on prominent architectural features of a building including gables or the like.
- 3) Ensure that advertisements and advertising structures do not detract from the streetscape, waterscape and open space of the locality, nor lead to visual clutter through the proliferation of such advertisements.
- 4) Ensure that advertisements and advertising structures do not constitute a traffic hazard to motorists and pedestrians.
- 5) Corporate colours, logos and other graphics are encouraged to adhere to the controls under this section.
- 6) Ensure that advertisements and advertising structures do not interfere with the operation of traffic control signs and signals.
- 7) Ensure equal viewing rights where practical for all advertisements and advertising structures and to ensure that such advertisements are affixed and maintained in good structural condition at all times.
- 8) Reduce the proliferation of advertisements and advertising structures by requiring rationalisation of existing and proposed advertisements and the use of common directory boards.

9.2. Advertising Structures and Displays Not Requiring Consent

Erection of an advertising structure and display of an advertisement on it or the display of an advertisement that is not an advertising structure (other than an illuminated sign in a residential zone) does not require consent in any of the following circumstances:

- 1) The advertisement and any structure are not visible from outside the site on which they are displayed.
- 2) The advertisement is behind the glass line of a window.
- 3) The advertisement is a public notice displayed by a public authority giving information about a service.
- 4) The advertisement is a real estate sign advertising that the premises on which it is displayed are for sale or lease, if the advertisement and any associated structure together do not exceed a maximum of two signs and have a maximum area of 2.5m² within Environmental Protection Zones or 3.5m² within any other zone.
- 5) The advertisement is of the same dimensions and replaces one lawfully displayed on the same structure.

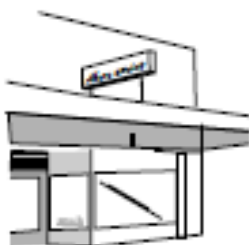
Googong DCP – Part 9 – Advertising Signage

- 6) The advertisement displays a message relating to the lawful use of the land or premises on which it is situated and the advertisement and any associated structure together have a maximum area of:
- 0.75m² in Zones R1, R5 and E2.
 - 25% of the front elevation of the building on which it is displayed in Zone B2.
 - 2.5m² in any other zone.
 - A maximum height of either 3m above ground level (existing) or the height of the underside of any awning, whichever is the greater and if the advertisement is suspended from an awning along a public road, it is not lower than 2.6m above ground or pavement level.

Controls

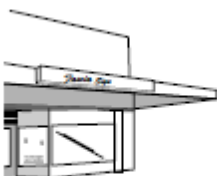
The following statements and definitions are accompanied by illustrations. These illustrations are indicative only and are intended as a guide to assist the applicant to interpret sign types:

Above Awning Sign



An advertisement which is located above an awning or verandah but contained entirely below the roofline and not protruding beyond the extent of the awning or verandah.
Above awning signs are prohibited throughout the Googong Township.

Awning Fascia Sign



An advertising sign attached flush to the fascia or return end of an awning, which does not project above, below or beyond the awning of a shop over a footpath.

Criteria:

Quantity: 1 per occupancy fronting the street at ground level. No repetition of the same sign permitted for multiple occupancy sites or along the fascia of single occupancy sites.

Size: Maximum advertising area 1.5m² and maximum depth of 400mm.

Billboard Sign



An advertisement supported by one or more columns or posts which are independent of any building or other structure.

Billboard signs are prohibited throughout the Googong Township.

Googong DCP – Part 9 – Advertising Signage

Bunting



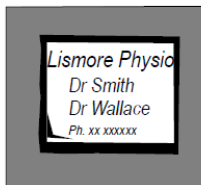
A string of lightweight coloured material or plastic secured at both ends but allowed to move freely.

Bunting is only permitted for use at special events, festivals, sales etc.

Criteria:

Display Period: No earlier than seven days before an event and not exceeding seven days after the event.

Business Identification Sign



A business identification sign means a sign that indicates:

- The name of the person or business.
- The nature of the business carried on by the person at the premises or place at which the sign is displayed.
- That may include the address of the premises or place and a logo or other symbol that identifies the business, but that does not include an advertising relating to a person who does not carry on business at the premises or place.

Criteria:

Height: 25% of the front elevation of a building on which it is displayed, with a maximum height of 3m or the height of the underside of any awning measured at a line at which it is attached to the building. A minimum height of 2.6m above a road or road reserve or road.

Complies with the definition of business identification sign. Securely fixed by metal supports to the premises.

Chalk Board Sign

A portable advertisement displayed on a chalk board located on or outside a building used primarily to describe goods or services which may vary on a regular basis.

Criteria:

Size: Maximum advertising area 1m²

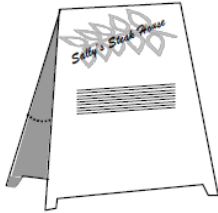
Location: These signs must not be located footpaths

Quantity: 1 per occupancy

Googong DCP – Part 9 – Advertising Signage

Double or Single - Sided 'A' Frame Sign

A portable, free standing advertisement consisting of either two advertising boards supporting each other in an 'A' configuration, or one advertising board supported by one or more posts in an 'A' configuration.



Criteria:

Size: Not more than 1.2m in height and 750mm in width.

Location: Placed on the public footway within 1m of the property boundary of the site. Placed not to obstruct traffic lights, lines of sight or the free flow of pedestrians. Sufficiently weighted down to prevent unintentional movement. Designed to prevent harm to other users of the public footway. Removed at the end of each day's trading or work on, or use of the site.

Insurance: The owner must hold current Public Liability Insurance extended to indemnify Council for a minimum of \$20,000,000 in respect of liability arising out of the sign being placed on the public street and has provided Council with a copy of the Insurance Certificate.

Quantity: 1 per premises.

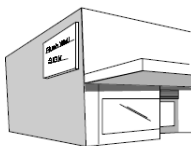
Flashing Sign

An advertisement illuminated at frequent intervals by either an internal or external light and whether or not included in any other type of sign.



Flush Wall Sign

An advertisement attached to the side or front wall of a building and not projecting more than 100mm from the wall surface.



Criteria:

Quantity: 1 per occupancy. No repetition of the same sign permitted for multiple occupancy sites or along the wall of single occupancy sites.

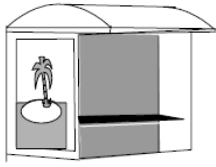
Size: Maximum advertising area for side wall 3m². Maximum advertising area for front wall 1.5m².

Clearance: Minimum of 2.6m above footpath pavement level.

Location: Does not obscure an architectural feature.

Googong DCP – Part 9 – Advertising Signage

Furniture Sign



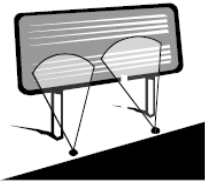
An advertisement fixed to furniture items such as seats, telephone boxes or bus shelters as an integrated part of the design of the furniture item.

Criteria:

Quantity: Maximum of 2 signs per furniture item

Size: Maximum advertising area 1m² per sign.

Indirectly Illuminated Sign



An advertisement illuminated from a source external to the sign for the purposes of improving legibility.

Criteria:

Illumination shall not adversely impact the amenity of adjacent buildings/residences.

Internally Illuminated Sign

An advertisement which is lit from a light source contained within the sign



Criteria:

Illuminated signs may be of any sign type and as such the size of the sign is limited to the maximum size permitted for that particular type of sign.

Kite, Banner or Flag



A piece of fabric supported on one or two sides by poles or ties and allowed to move freely.

Commercial/Retail, Special Uses and Outdoor/Indoor Recreational areas.

Criteria:

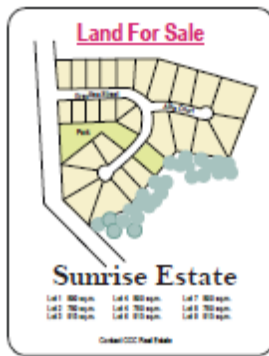
Size: Maximum advertising areas 3m².

Clearance: Minimum of 2.6m above footpaths pavement level and 5m above vehicle pavement level.

Height: Maximum height 8m

Googong DCP – Part 9 – Advertising Signage

Land Sale Sign



A sign whose specific purpose is to advertise land that is available for sale.

Criteria:

Size: Maximum advertising area 6m² for each 25 lots of development being sold

Location: On the land that is for sale

Display Period: No longer than 12 months

Land Sale Directional Sign



A sign whose specific purpose is to direct potential purchasers and other interested parties to the location of land that is for sale.

Criteria:

Size: Maximum advertising area of 0.3m² each for a maximum of three signs

Display Period: No longer than 12 months

Multiple Identification Sign



A sign or group of signs containing a list of businesses or people occupying a shared tenancy or premises. Commercial/Retail Areas.

Criteria:

Quantity: 1 multiple identification sign per multiple occupancy premises

Size: 1.5m² per multiple occupancy premises with up to 5 occupancies. 0.75m² per multiple occupancy premises with more than 5 occupancies

Googong DCP – Part 9 – Advertising Signage

Neon Sign



An advertisement which is illuminated by either an internal or external light whether or not included in any other type of sign.

Pole Sign



A single advertisement supported by one column or post which is independent of any building or other structure.
Commercial/Retail Areas.

Criteria:

Height: Maximum height 10m

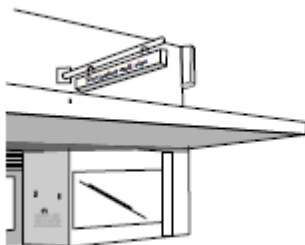
Size: Maximum advertising area 3m²

Poster Sign



A temporary advertisement usually in the form of a paper or lightweight cardboard or foam core board “poster” used for the purposes of displaying information about a local event or attraction.

Projecting Wall Sign



An advertisement attached to a building at one end and projecting away from the building façade but no protruding beyond the roadside edge of the awning or above the roof line of a building.

Projecting wall signs are prohibited in the Googong Township.

Googong DCP – Part 9 – Advertising Signage

Real Estate Sign



An advertisement in respect of a place or premises to which it is affixed which contains only a notice that the place or premises is for sale or letting together with particulars of the sale or letting.

Residential/Commercial Areas

Criteria:

Quantity: Up to 2 signs per premises whether the premises are a single occupancy or multiple occupancy building or site

Size: Maximum advertising area 3.5m² per sign

Location: No closer than 3m apart

Display Period: No longer than 14 days after the letting of completion of sale

Roof Sign



An advertisement erected on or above the parapet of a building that is wholly or partly supported by the building.

Roof signs are prohibited throughout the Googong Township.

Sponsorship Sign



Advertisement on the playing surface or on the inside of a fence around the playing surface of a sporting facility displaying information about sponsors or products of sponsors of teams or organisations using the sporting facility.

Criteria:

Location: Seen only from the inside of the ground or complex

Googong DCP – Part 9 – Advertising Signage

Temporary Sign



An advertisement of temporary nature:

- Which announces any local event of a religious, educational, cultural, political, social or recreational character or relates to any temporary matter in connection with such an event,
- Which does not include advertising of a commercial nature other than the name or names of the event's sponsors,
- Not to obstruct motorists using any intersection or interfere with the efficient operation of any traffic control device, including the placement of signs on central median strips,
- Not to be attached to any existing traffic control signal or traffic directory sign,
- To be attached to a secure post or posts such as star steel type posts or stakes driven into the ground, and
- The proposed location of all signs is to be identified at the time of application to Council.

Temporary signs may be located on private property without Council consent or on public land but only with the permission of Council.

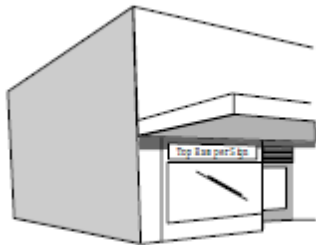
Criteria:

Size: Maximum advertising area of 1.5m²

Height: 2m maximum and 600mm width

Display Period: No earlier than 28 days before an event and not exceeding 7 days after the event.

Top Hamper Sign

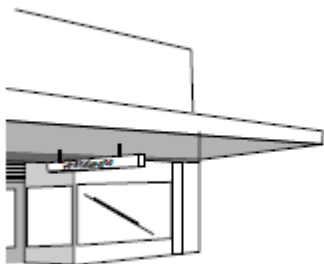


An advertisement attached to the transom of a doorway or display window of a building.

Criteria:

Size: Not projecting more than 100mm from the face of the building and for a maximum area of 2.5m².

Under Awning Sign



An advertisement attached under the awning of a building.

Illuminated Sign Not To Include Flashing Lights.

Googong DCP – Part 9 – Advertising Signage

Criteria:

Quantity: 1 per occupancy fronting the street at ground level

Clearance: Minimum of 2.5m above footpath pavement level and no closer than 3m apart

Size: Maximum advertising area of 1.5m²

Window Sign

An advertisement painted or displayed on a shop window.



Criteria:

Size: The advertisement shall occupy no more than 30% of the total window area.

9.3. Public Signs

- a) Constructed by or on behalf of Council or public authority.
- b) Contains a place name or gives information about the services provided by Council or the public authority.
- c) Securely fixed to a building or to the ground.

9.4. Street Signs Comprising Regulatory Signs and Advisory Signs, Name Plates, Directional Signs and Advance Traffic Warning

- a) Designed and constructed by or on behalf of the Council or the Roads and Traffic Authority of New South Wales.
- b) Structurally sound.
- c) Designed, fabricated and installed in accordance with relevant SAA standards.

Googong DCP – Part 9 – Advertising Signage

Table 1: Sign Permissibility

Sign Type	Land Use Type 1	Land Use Type 2
	Commercial/ Retail	Residential, Open Space, Environmental Protection
'A' Frame Sign	E	P
Above Awning Sign	P	P
Awning Fascia Sign	E	P
Billboard Sign	P	P
Bunting	E	E
Business Identification Sign	E	E
Chalk Board Sign	E	P
Flashing Sign	DA	P
Flush Wall Sign	E	P
Furniture Sign – Bus Shelter - Other	DA P	DA P
Indirectly Illuminated Sign	DA	P
Internally Illuminated Sign	DA	P
Kite, Banner or Flag	DA	P
Land Sale Direction Sign	E	E
Land Sale Sign	DA	P
Multiple Identification Sign	DA	P
Neon Sign	DA	P
Pole Sign	DA	P
Poster Sign	P	P
Projecting Wall Sign	P	P
Real Estate Sign	E	E
Roof Sign	P	P
Sponsorship Sign	P	P
Temporary Sign	E	E
Top Hamper Sign	E	P
Under Awning Sign	E	P
Window Sign	E	P
Public Signs	E	E
Street Signs	E	E

Legend:

E - exempt

P – prohibited

DA – development consent required