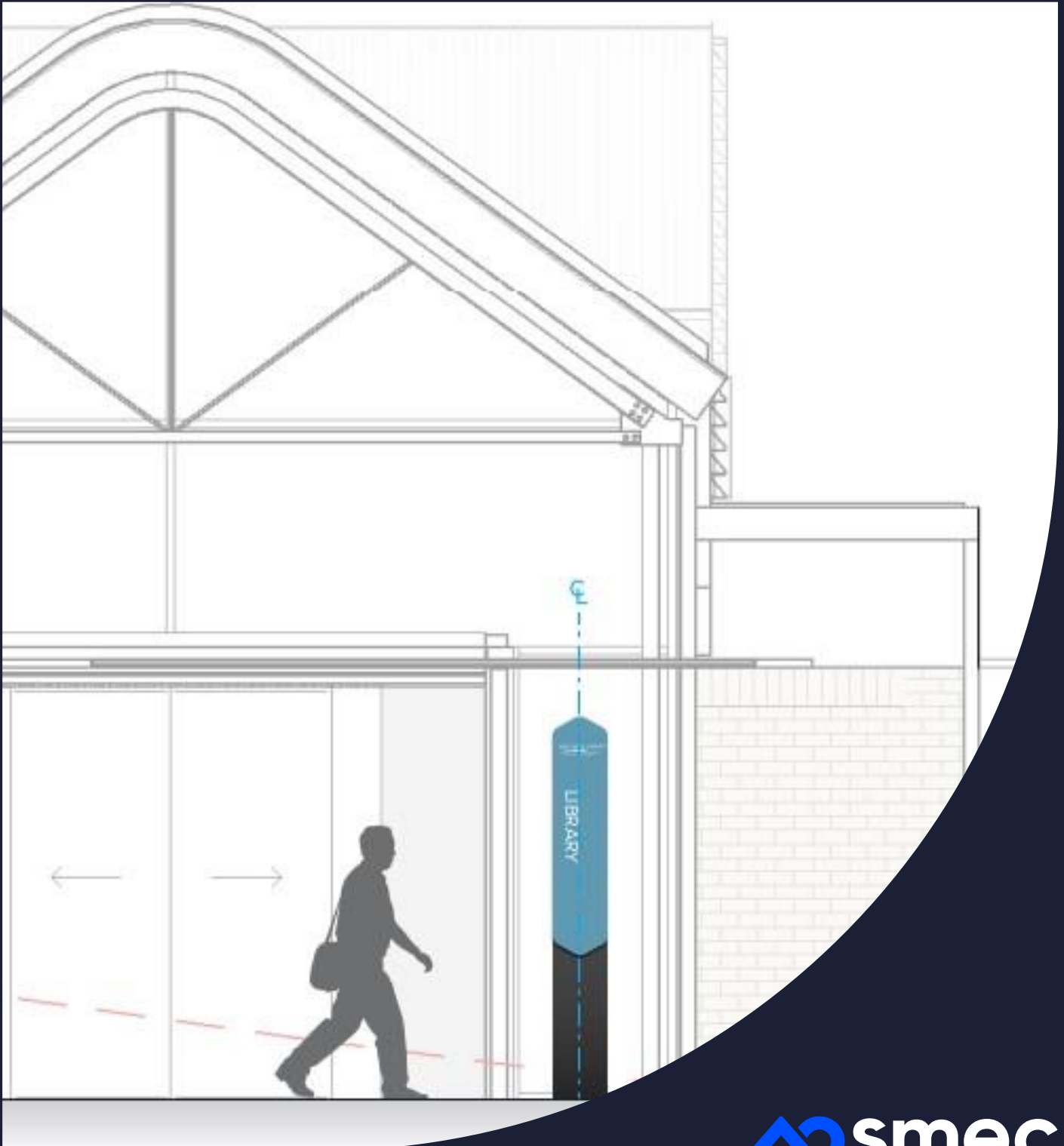


Crago Mill Precinct – Signage

Prepared for: Yass Valley Council

24 February 2025

Client Reference No. 3002793





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1. Introduction

SMEC has prepared this Statement of Environmental Effects (SEE) on behalf of the APP Group for a Development Application (DA) for the installation of business and precinct identification signage, as well as wayfinding and directional signage within the Crago Mill Precinct, at 209 Comur Street, Yass (the Site).

The purpose of this SEE is to address the planning issues associated with the development proposal and specifically assess the likely impact of the development on the environment in accordance with the requirements of Section 4.15 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

1.1 Overview of Proposed Works

The proposal seeks consent from Yass Valley Council for the installation of signage across the Crago Mill Precinct (the Precinct). Signage proposed includes building and precinct identification signage, and wayfinding and directional signage.

It is noted that the proposal seeks to address Condition 27 of DA210262 which requires elevations and detailed plans showing the proposed business identification signs to be submitted to and approved by Yass Valley Council prior to the issue of a Construction Certificate.

Condition 27

- 1. Elevations and detailed plans showing the proposed Business Identification Signs shall be submitted to and approved by Yass Valley Council prior to the issue of a Construction Certificate.*

The design of the proposed signage shall be consistent with the heritage report by Eric Martin & Associates Architects dated 28.7.2021. The sizes of proposed signs shall be restricted as follows:

- Under awning sign facing e.g. Comur Street – Dimensions not greater than 450mm deep x 2700mm wide.*
- Under awning sign facing the footpath – Dimensions not greater than 300mm deep x 2200mm wide.*
- The ‘Sandwich board footpath sign – Dimensions not greater than 1000mm wide and 1200mm in height.*

1.1.1 Precinct identification signage

One x precinct identification sign will be installed on a low-level wall on the northern boundary of the Site and will clearly visible from Comur Street. The precinct identification sign will be constructed from a painted steel beam and anchored to a concrete plinth. Intracut letters will be backlit with LED illumination to ensure easy

identification of the Precinct. The signage will be 0.33 metres wide, 0.43 metres high, and 4.44 metres in length (Figure 1-1).



Figure 1-1 | Precinct Identification Signage

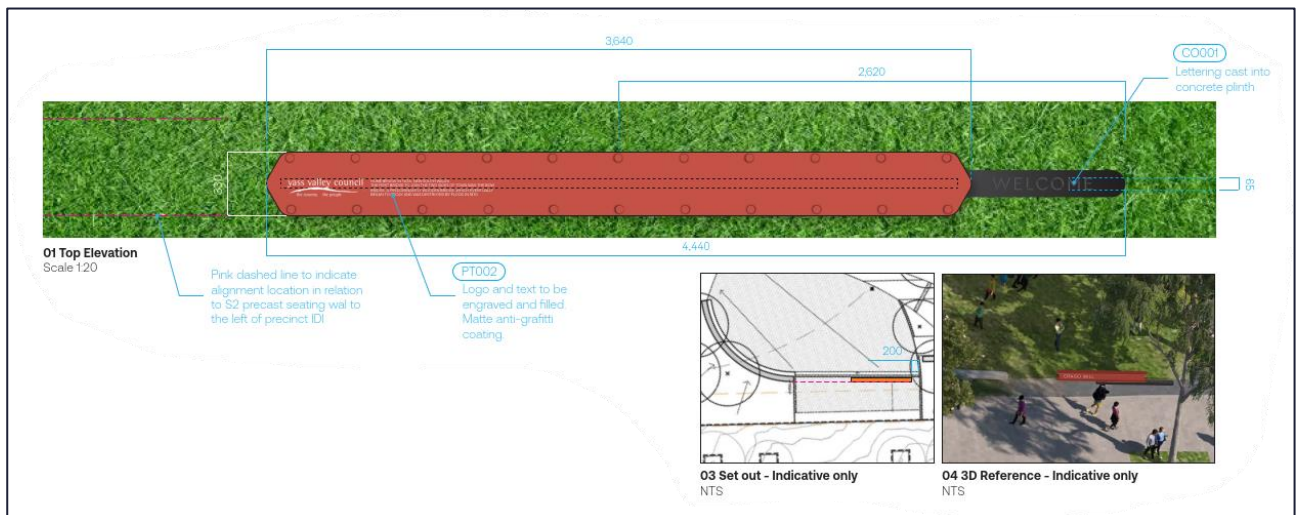


Figure 1-2 | Top elevation of precinct identification signage

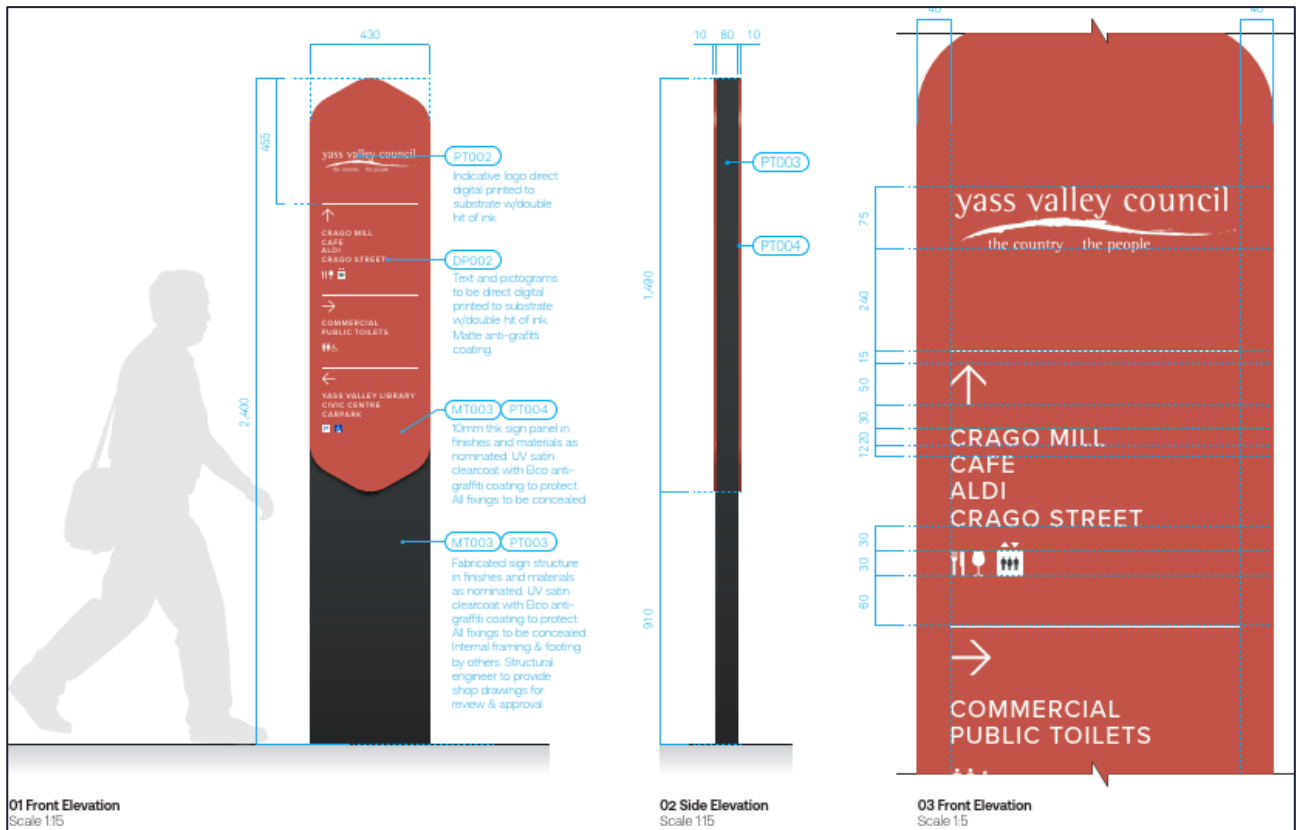


Figure 1-4 | External Free Standing Wayfinding Signage

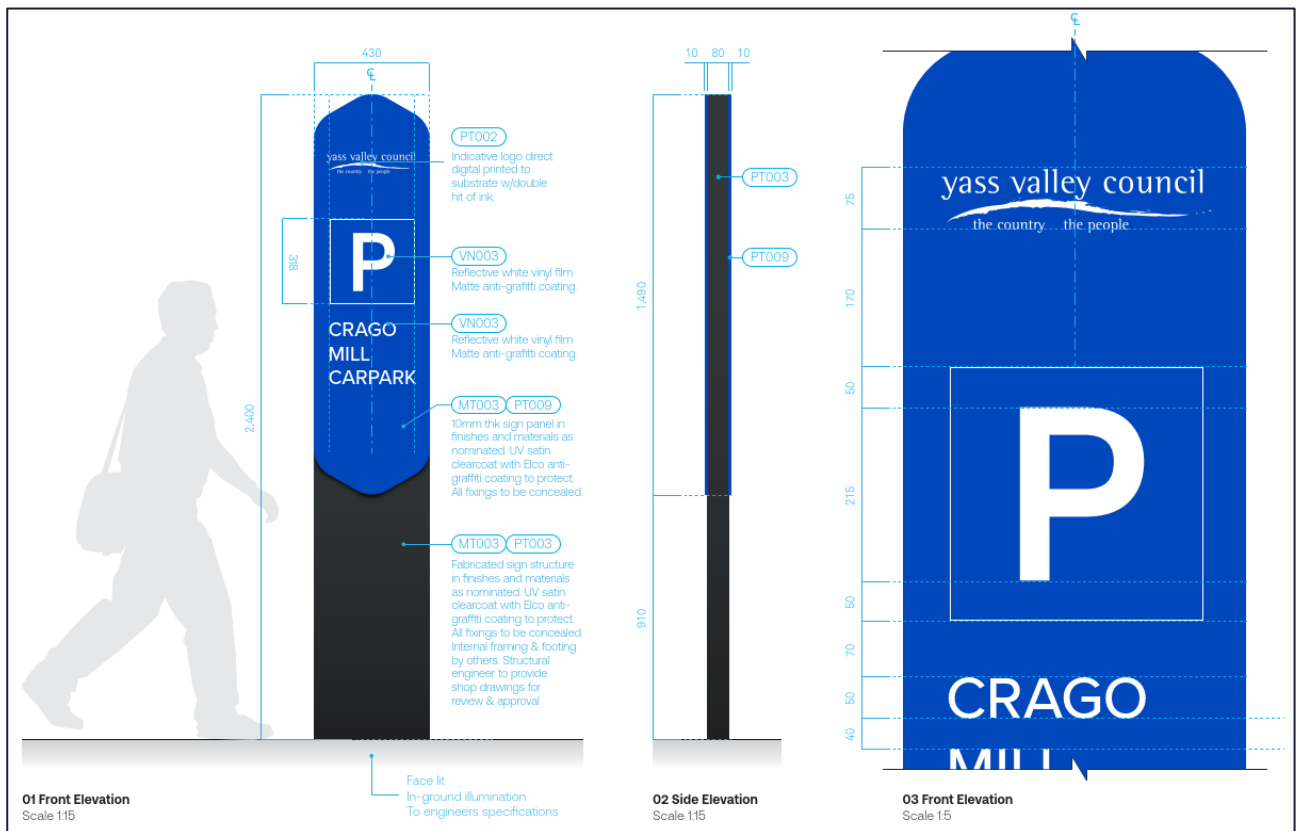


Figure 1-5 | Precinct Vehicular Wayfinding Signage

1.2 Planning History

The Development Application (DA210262) was prepared and lodged by SMEC in 2021 for the Crago Mill Precinct at 209 Comur Street, Yass. Development consent for DA210262 was granted on the 05 May 2023 and provided approval for the following proposed uses:

“Public administration building, commercial premises (café and office premises) and information and educational facility (library)”.

A Section 4.55(1A) Modification Application to DA210262 was approved on the 25 October 2024 for further refinements to the architectural and landscape drawings.

1.3 Supporting Documentation

This Report is accompanied by the following documentation:

Table 1–1: Schedule of appendices (to be updated)

Document Name	Prepared by / Consultant
Signage and Wayfinding Design Development	ExtraBlack
Signage and Wayfinding Masterplan	ExtraBlack

2. Site Description

2.1 Site Details

The Precinct is located in the Yass town centre, approximately 1 km south-east of the Yass River as shown in Figure 2-1 below within the Yass Valley Council Local Government Area (LGA). The Site is identified as Lot 1 DP 1305274 with frontages to Comur, Crago, Adele, and Polding Streets (Table 1-1).



Figure 2-1 | Site Context

3. Evaluation and Statutory Assessment

This section provides an assessment of the proposed development against the relevant provisions of Section 4.15 of the *Environmental Planning and Assessment Act 1979* (EP&A Act) and the following statutory instruments:

- The EP&A Act including integrated development provisions
- Provisions of any relevant State Environmental Planning Policies
- *Yass Valley Local Environmental Plan 2013* (LEP)
- Provisions of any Development Control Plans; including the Yass Valley Development Control Plan 2024.

The following sections of this report provide an assessment of the relevant policies and instruments.

3.1 Environmental Planning Instruments

3.1.1 Environmental Planning and Assessment Act 1979

Pursuant to Section 4.15(1)(a)(i) of the EP&A Act, the consent authority must consider the provisions of any relevant Environmental Planning Instruments. The applicable instruments are addressed below.

3.1.2 State Environmental Planning Policy (Industry and Employment) 2021

The purpose of the SEPP (Industry and Employment) 2021 is to minimise any adverse effect of development and industry on the natural environment and to other land uses. The SEPP (Industry and Employment) 2021 also seeks to ensure that signage is compatible with the desired amenity and visual character of an area, provides effective communication and is of high-quality design and finish. Precinct identification signage will be installed at the main entrance to the Precinct on Comur Street, while business identification and directional signage will be placed at key locations between the library, civic administration centre, commercial building, and Crago Mill. Please refer to **Appendix B - Crago Mill Precinct Masterplan (Drawing No. YVC-SITE-EXT-SN-PLN-0000)**.

In accordance with Chapter 3 of the SEPP (Industry and Employment) 2021, an assessment of the proposed signage against the criteria presented in Schedule 5.

Table 3–1: SEPP (Industry and Employment) 2021 - Assessment Criteria

Assessment Criteria	Comments
1 Character of the area <ul style="list-style-type: none"> • Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? • Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	Complies. The proposed identification and directional signage are consistent with the intended character of the Precinct as well as the existing character of the surrounding area. Signage will assist the public with navigating within the Precinct.
2 Special areas <ul style="list-style-type: none"> • Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas? 	Complies. Lot 1 DP1152503 contains Crago's Mill, which is listed in Schedule 5 of the Yass Valley LEP 2013 as having local heritage significance. It is noted that the Mill is being refurbished as part of DA210262. The proposed signage is integrated within the Precinct and responds to the proposed and existing architecture within and surrounding the Site. The proposed signage does not detract

Assessment Criteria	Comments
	from the heritage character of the surrounding streetscape.
3 Views and vistas <ul style="list-style-type: none"> Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers? 	Complies. The maximum height of directional signage will be 2.4 metres and will not impact views, dominate the skyline or reduce the quality of vistas. It is noted that approved buildings (DA210262) within the Precinct consist of one and two storey built forms which exceed the heights of the proposed signage.
4 Streetscape, setting or landscape <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management? 	Complies. Proposed signage is of an appropriate scale for the Precinct and the surrounding streetscape. The precinct identification signage (ID1.A.01) located on the northern side of the Site will be 0.43 metres high and 4.44 metres in length. Materials consist of reinforced black oxide concrete plinth and engraved steel with a matte finish. The maximum height of wayfinding signage (WF1.A.01 & WF2.A.01 – 05) will be 2.4 metres and constructed of prefabricated and aluminium materials. Signage will be placed clearly to identify the Precinct and use of each building. By integrating key corporate colours into the materials and finishes, proliferation of signage has been avoided. Signage will be positioned at grade and not require any ongoing vegetation management.
5 Site and building <ul style="list-style-type: none"> Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	Complies. Please refer to the response above. The proposed signage is compatible with the scale, proportion and character of the buildings within the Precinct. Signage will not dominate the character of the buildings however works to clearly define the uses of the Precinct as a public administration and civic hub.
6 Associated devices and logos with advertisements and advertising structures <ul style="list-style-type: none"> Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed? 	Not Applicable. There are no safety devices required.
7 Illumination <ul style="list-style-type: none"> Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? 	Complies. Signage will be illuminated to assist with wayfinding and general safety within the Precinct. The level of illumination will be designed to accord with the relevant Australian Standards to ensure there is no unacceptable glare.

Assessment Criteria	Comments
<ul style="list-style-type: none"> Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew? 	
8 Safety <ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists? Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	Complies. The proposed signage does not result in reduced safety for public roads, pedestrians or cyclists. The signage will assist navigation and wayfinding.

3.1.3 Yass Local Environmental Plan 2013

The Site is zoned E1 Local Centre pursuant to the Yass Valley LEP 2013. The proposed development is most appropriately defined as building identification signs meaning: *“a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services”*. Building identification signs are permitted without consent within the E1 Local Centre zone under the Yass Valley LEP 2013. It is noted that consent is sought to address Condition 27 of DA2010262.

The objectives of the E1 Local Centre zone seek to:

- To provide a range of retail, business and community uses that serve the needs of people who live in, work in or visit the area.*
- To encourage investment in local commercial development that generates employment opportunities and economic growth.*
- To enable residential development that contributes to a vibrant and active local centre and is consistent with the Council’s strategic planning for residential development in the area.*
- To encourage business, retail, community and other non-residential land uses on the ground floor of buildings.*

The proposed scope of works includes the installation of building and precinct identification signage, as well as wayfinding signage throughout the Precinct. This signage will enhance visitor navigation within the precinct and provide clear directions between key locations, including the commercial building, Crago Mill, library, and civic administration centre. The implementation of identification and wayfinding signage will play a crucial role in establishing the Crago Mill Precinct as the primary administration and civic hub for Yass Valley Council. Pursuant to Clause 4.3 and the Height of Buildings maps under the Yass Valley LEP 2013, the maximum building height for the Site is 12 m. Proposed signage does not exceed 2.4 m in height. There are no impacts to overshadowing. The maximum Floor Space Ratio (FSR) for the Site is 1:1. The proposed works does not result in any changes to the FSR.

Clause 5.10 is relevant to the conservation of heritage within the Site and surrounding streetscape. Lot 1 DP1152503 contains Crago’s Mill, which is listed in Schedule 5 of the Yass Valley LEP 2013 as having local heritage significance. The proposed signage is of an appropriate scale and uses materials that are consistent with approved and existing structures within the Crago Mill Precinct. The proposed works are considered to be minor in nature and will not have an adverse impact on heritage items or the surrounding streetscape.

3.2 Any proposed or draft instruments

There are no proposed or draft instruments that have been the subject of public consultation, and that are relevant to the proposed development.

3.3 Yass Development Control Plan 2024

An assessment of the relevant controls of the Yass Development Control Plan 2024 (DCP) is provided below:

Table 3–2 | Assessment of Yass DCP 2024

Control	Comments	Complies
Part F – Industrial and Commercial Development		
F10 Signage		
a. Signage should directly relate to the name and type of business undertaken on the site; Business identification signage should not exceed 2.5m ² in area;	Precinct identification signage is located on the northern elevation of the Crago Mill Precinct and is directly visible from Comur Street. This signage does not exceed 2.5 m ² in area. Business identification signage is freestanding and will be located near the front entrances of key buildings. Business identification signage has a maximum height of 2.4 metres and width of 0.325 metres.	Yes.
b. Signage is to be constructed of new material only, old and redundant signage must be removed as part of the installation of new signage;	The proposed works is for new signage to be constructed of a range of materials including aluminium, steel, concrete and prefabricated materials. Please refer to architectural set.	Yes
c. Signage should not reduce road safety by distracting or confusing the operation of traffic lights or authorised road signs, through excessive size, flashing or moving images;	Road safety will not be reduced as a result of the proposed signage given its location within the Precinct.	Yes
d. Signs within 50 metres of, or facing towards a dwelling or residential, rural or environmental zone, should not be illuminated, unless suitably baffled and timer operated to switch off between 10pm and 7am to prevent glare or light spill to nearby dwellings at night;	The Site is not within 50 m of a residential, rural or environmental zone.	Not applicable.
e. Signs which advertise products sold or serviced on the site may form part of the signage, but should not dominate the business name;	No advertising signage is proposed.	Not applicable.
f. Signage should avoid repetition of names, logos, pictures, street and phone numbers, and use legible, uncluttered fonts and graphics;	Wayfinding signage includes the Yass Valley Council logo as well as building names. Signage has been developed with appropriate font size and colour schemes to ensure they present as legible, cohesive and integrated within the Precinct. Please refer to Wayfinding and Signage Masterplan.	Yes
g. Signage should not be duplicated- particularly above verandah level, with	Signage is not proposed to be duplicated on the upper levels of the approved buildings.	Yes

Control	Comments	Complies
the exception of sites with more than one frontage;		
h. Signage should not visually dominate the building or site;	The maximum height of signage will be 2.4 m and will not impact views, dominate the skyline or reduce the quality of vistas.	Yes
i. Signs should be fixed, non-rotating, with no moving parts;	All signage will be secured and does not include any moving parts.	Yes
j. Signs should not comprise LED, neon, animated, scrolling, flashing or running lights, and must comply with AS 4282—1997 ‘Control of the obtrusive effects of outdoor lighting’;	Signage will be illuminated using LED backlighting to assist the public with navigating the Site safely. Lighting of signage will not result in any obtrusive effects and no animated, scrolling or neon signage is proposed.	Yes
k. Proposed signage will be considered in the context of all existing signage on the building/site. Existing redundant or unsafe located signage is to be removed prior to installation of new signage;	Noted.	Yes
l. Signage for multiple occupancies within a building should be co-located and consistently sized;	The Precinct will be occupied by Yass Valley Council. As noted, business identification signage will be located near the entrance of each approved building.	Yes
m. Directory/index boards should be located near the site entrance and not contain advertising signage, however, may contain the logo, site/street number and colours relating to a respective business.	The proposed works do not include directory/index boards or advertising signage. Wayfinding signage includes vehicular directional signage and freestanding directional totems. Vehicle directional signage will be located within close proximity to the designated vehicle access and parking area whilst directional totems will be placed in key pedestrian areas	Yes
n. Signage on shop front windows should ensure a high level of visibility and not dominate or obscure the windows. It should not cover more than 20% of the area of the window, or 6m ² whichever is the lesser.	No shop front signage is proposed.	Not applicable.
F10.1 ‘A’ Frame signs	The proposed works includes building identification and wayfinding signage only.	Not applicable.
F10.2 Wall signs	The proposed works does not include wall signs.	Not applicable.
F10.3 Pole signs	The proposed works does not include pole signs.	Not applicable.
F10.4 Under awning signs	The proposed works does not include under awning signs.	Not applicable.

Control	Comments	Complies
F10.5 Signs for home business, home occupation or home industry	The proposed works does not include signage for home business, home occupation or home industry	Not applicable.
F10.6 Community signs	The proposed works does not include community notice and information signs. Directional and wayfinding signage has been assessed above.	Not applicable.
F10.7 Signs in non-commercial/industrial areas	The Site is zone E1 Local Centre.	Not applicable.
F10.8 Tourism signs	The proposed works does not include advertising relating to the tourism industry.	Not applicable.

3.4 Planning Agreements (or Draft Agreements)

The proposed development is not subject to a planning agreement pursuant to Section of the EP&A Act.

3.5 Matters prescribed by the Regulations

Having regard to the matters prescribed under Clause 61 of the Environmental Planning and Assessment Regulation 2000, the proposed development does not include the demolition of a building for the purposes of Australian Standard (AS) 2601 – 2001: The Demolition of Structures.

3.6 Likely Impacts

The proposed development seeks approval for the installation of precinct and business identification signage, along with wayfinding and directional signage throughout the Precinct. All proposed signage will assist the public with navigating to key buildings and services within the Precinct and will including lighting to ensure legibility and to increase safety. There are no overshadowing impacts and signage will not impact views, dominate the skyline or reduce the quality of vistas. As such, there are no expected adverse impacts as a result of the proposed works.

3.7 Suitability of the Site & Public Interest

Under Section 4.15 of the EP&A Act 1979, development applications must take into consideration the public interest. The proposed works will assist with wayfinding and identification of key buildings and services within the Crago Mill Precinct. Overall, the proposal is considered suitable for the Site and approval is in the public interest.

4. Conclusion

As reflected in this Statement of Environmental Effects, the proposed installation of signage is unlikely to result in any adverse impact on the environment. The proposed signage will be strategically placed throughout the Crago Mill Precinct to guide visitors to key buildings, public amenities, surrounding streets, and services. The proposed development satisfies the objectives of the *Yass Valley Local Environment Plan 2013*, Yass Development Control Plan 2024 and the relevant clauses of the State Planning Policy (Industry and Employment) 2021.

The proposal represents rational development that is congruent and appropriately ancillary to the approved Crago Mill Precinct. Building identification signage is able to be carried out without consent on the Site, however this Development Application is specifically made to respond to Condition 27 of DA210262. This assessment finds that the proposal is absent of any unreasonable or adverse impacts on the environment, community, or architectural quality of the approved scheme. The proposal benefits the public, facilitates egress, and is user friendly.

On balance of these factors, the development is a rational and positive addition to the emerging Crago Mill Precinct.



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