
Policy	TOURISM SIGNS	DA-POL-01
Division:	Planning	
Responsible Officer:	Development Control Manager	

1. INTRODUCTION

Tourism is an important part of the Yass Valley local economy. In 2014 it was estimated that there were approximately 436,000 visitors annually injecting approximately \$78M into the local economy.

Promotional signs along classified roads (e.g. Barton and Hume Highways, Lachlan Valley Way, Burley Griffin Way) approaches at the entrances to the Local Government Area, town or village have a role to play in supporting tourism and directing visitors to attractions within Yass Valley. Similarly directional signs within road reserves can assist with a positive tourism experience.

2. POLICY OBJECTIVES

The objectives of this policy are to:

- Control the number, size and location of advertising structures relating to the tourism industry
- Provide information and guidance for appropriate design and placement of tourism advertising signs
- Ensure tourism advertising signs are compatible with existing and desired future character of the area
- Assist with a positive tourism experience by providing for appropriate directional signs within road reserves

This policy does not regulate the content of signs and does not require any approval for a change in the content of signs.

3. POLICY SCOPE

This policy applies to all land within the Yass Valley Local Government Area.

4. POLICY PROVISIONS

It is important that the number, scale and location of tourism promotional signs do not detract from the rural landscape. The following table details the requirements for tourism signs:


5. REVIEW




The review of this policy will take account of relevant legislation and State Government policies, best practice guidelines and Council plans and priorities. This policy will be reviewed following each general election of Council and the Director Planning is responsible for arranging the completion of the review.



6. LEGISLATION AND LEGAL FRAMEWORK

This policy is to be read in conjunction with the following:

- *Environmental Planning & Assessment Act 1979*
- *Environmental Planning & Assessment Regulation 2005*
- Yass Valley Local Environmental Plan 2013
- State Environmental Planning Policy No 64 – Advertising and Signage
- Department of Planning (2007) Transport Corridor Outdoor Advertising & Signage Guidelines: Assessing Development Applications Under SEPP 64 July 2007
- Roads & Maritime Services (2012) Tourist Signposting Feb 2012

Sign Type		Number	Size	Location	Assessment Criteria	Comments
On private property						
Tourism Entry Sign		One per main road entry into Yass Valley Local Government Area	Max 40m ² < 8m high	<p>Within 250m of a main road:</p> <ul style="list-style-type: none"> • RMS concurrence required (assumed concurrence after 21 days) • Must be advertised (s79A EP&A Act 1979) <p>Greater than 250m from main road:</p> <ul style="list-style-type: none"> • Consult with RMS • Must be advertised (s79A EP&A Act 1979) <p>Not to protrude above the dominant skyline (including any buildings, structures or tree canopies) when viewed from ground level within a visual catchment of 1km</p>	<p>An analysis of the:</p> <ul style="list-style-type: none"> • Existing character of the area or locality, including built forms and landscapes • Key positive features of the existing character of the area or locality • Desired future character of the area or locality • Role of outdoor advertising • Matters included in Appendix 1 <p>Acceptable in terms of design, road safety and public benefits in connection with the advertising</p> <p>Any Department of Planning Guidelines</p>	<p>Departure side of the sign may be of a general promotional nature</p> <p>Name or logo of sign owner/lease <0.25m²</p> <p>Consent lapses after 15 years</p>

Tourism Directional Sign		<p>One per main road in vicinity of intersection to business.</p> <p>Multiple business to be incorporated into single sign</p>	<p>< 5m²</p>	<p>Within 250m of road reserve</p>	<p>Refer Appendix 1</p> <p>Any Department of Planning Guidelines</p>	<p>Business must be located in Yass Valley</p> <p>At the cost of the business</p> <p>Consent lapses after 15 years</p>
Within road reserve						
Tourism Sign		<p>Refer <i>Roads & Maritime Services Tourist Signposting Feb 2012</i></p>	<p>Refer <i>Roads & Maritime Services Tourist Signposting Feb 2012</i></p>	<p>Refer <i>Roads & Maritime Services Tourist Signposting Feb 2012</i></p>	<p><i>Roads & Maritime Services Tourist Signposting Feb 2012</i></p>	<p>White lettering on brown background</p> <p>At the cost of the business</p>
Fingerboard Local Directional Sign		<p>Max 5 fingerboard signs (including street name)</p>	<p>Depth 150mm</p> <p>Length Max 12 spacings</p>	<p>Located as part of a street signpost</p>	<p>Must comply with <i>Australian Standard AS 1742.5</i></p>	<p>White lettering on blue background</p> <p>At the cost of the business</p>

Within public spaces						
<p>Tourism Promotion Sign</p>				<p>Within a public park, car park or the like</p>	<p>Refer Appendix 1 Integrated with the existing/proposed design of the public space</p>	<p>Business must be located in Yass Valley At the cost of the business</p>
<p>Interpretive Signs</p>				<p>Within a public park, car park or the like</p>	<p>Integrated with the existing/proposed design of the public space and consistent for the locality</p>	

7. DEFINITIONS

advertisement has the same meaning as in the *Environmental Planning & Assessment Act 1979 (EP&A Act 1979)*

Note: The term is defined as a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.

advertising structure has the same meaning as in the *EP&A Act 1979*

Note: The term is defined as a structure used or to be used principally for the display of an advertisement

Advertising structures are a type of **signage**

building identification sign means 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

Note: Building identification signs are a type of **signage**—see the definition of that term

signage means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

- (a) an advertising structure
- (b) a building identification sign
- (c) a business identification sign

but does not include a traffic sign or traffic control facilities.

8. RESPONSIBILITIES

Development assessment staff are required to take into account the provisions of this policy in relation to any Development Applications.

9. HISTORY

<i>EMT Review Date</i>	<i>Report to Council</i>	<i>Minute No.</i>	<i>Exhibition Period</i>	<i>Adoption</i>	<i>Rescission Date</i>
11/09/2019	23/10/2019	245			

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APPENDIX 1

1 Character of the area

- 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?

2 Special areas

- 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?

3 Views and vistas

- 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?

4 Streetscape, setting or landscape

- 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?

5 Site and building

- 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?

6 Associated devices and logos with advertisements and advertising structures

- 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?

7 Illumination

- 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?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

8 Safety

- 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?