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4 July 2022  
Our Ref: 423b

**To:**

Mick Cassel  
Secretary  
Department of Planning and Environment  
Locked Bag 5022  
Parramatta NSW 2124.

Dear Mr Cassel,

Re: Installation of naming signs at Sydney Football Stadium (commercially named as Allianz Stadium), 40-44 Driver Avenue, Moore Park, NSW 2021

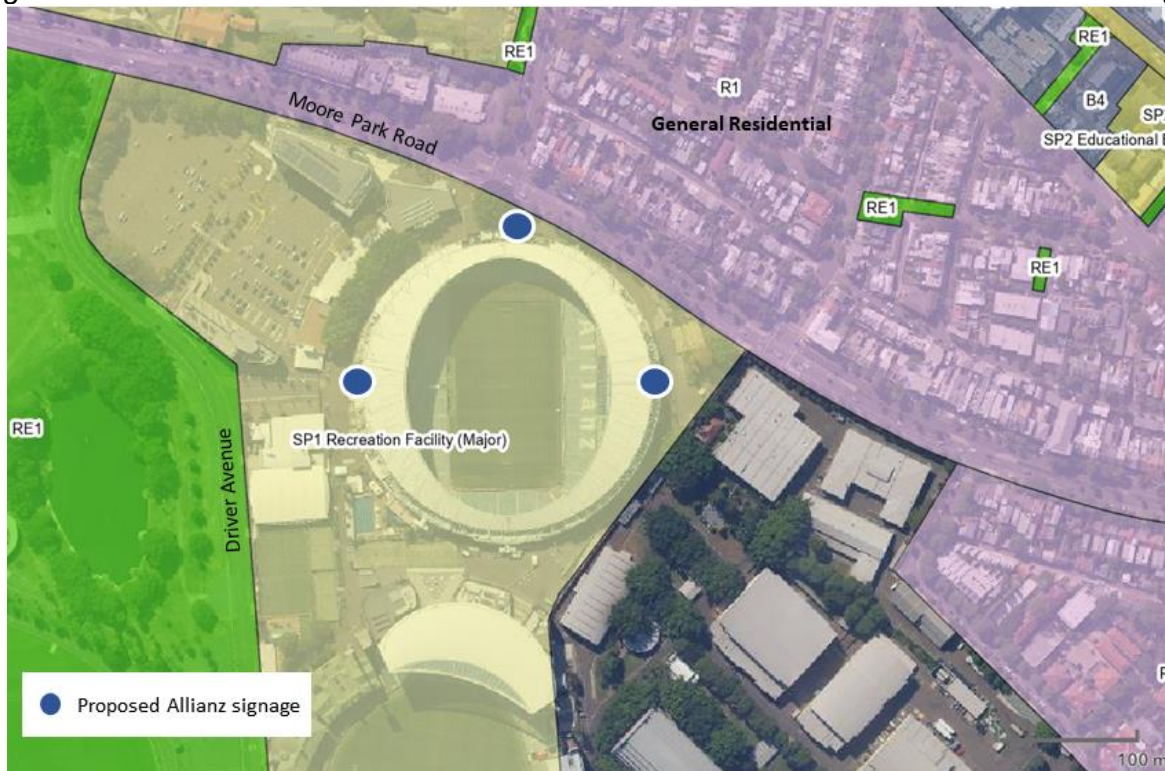
Claude Group, on behalf of Venues NSW, seeks approval in accordance with condition D55 of Sydney Football Stadium Stage 2 DA (SSD 9835) for the installation of naming signage (Allianz) at the newly constructed Stadium located in Moore Park, NSW 2021. The Stadium, commercially known as Allianz Stadium, is sited in the Sydney Cricket Ground precinct on Driver Avenue facing Moore Park Rd to the North, lying adjacent to Sydney Cricket Ground (SCG). The Stadium is a state-of-the-art multi-purpose venue, built for the future of sport and entertainment in Australia and is expected to open doors to the public as early as September 2022.

**1. Condition D55**

Allianz seeks approval in accordance with Condition D55 of the consolidated consent for Sydney Football Stadium Stage 2 Design and Construction (SSD-9835- SSD-MOD-3) to install naming rights signs on the north, east and west elevations of the Stadium. Allianz does not seek to install signage on the south elevation despite consent being granted. Condition D55 states:

*Prior to the installation of building identification signage within the approved building signage zones, design details must be submitted for the approval of the Planning Secretary demonstrating compliance with and State Environmental Planning Policy No 64 – Advertising and Signage and identifying the proposed content, materiality and illumination of each sign. Illumination of the building*

*signage must be in accordance with AS 4282-1997 Control of the obtrusive effects of outdoor lighting*



Source: <https://www.planningportal.nsw.gov.au/spatialviewer>

## 2. Design Details

The content of each sign will include the words “Allianz Stadium” with the logo between the words Allianz and Stadium. Each sign:

- has an overall dimension of 30m (W) x 3.996 (H) x 0.15m (D);
- is face lit via RBBW (Red Blue Blue White) LED modules compatible with DALI (Digital Addressable Lighting Interface) system – switching via Dynalite Lighting control system; and
- has 4.5mm thick opal polycarbonate signage face.

## 3. Consistency with Approved Building Zones

The consent for Sydney Football Stadium Stage 2 DA (SSD 9835) includes approval for naming rights on the north, south, east and west elevations of the Stadium. The consent requires that the dimensions of the signage must not exceed 30 metres in width and 5 metres in height and be within the designated space allocated for naming rights as shown in the following approved plans:

- East and West Elevations, Drawing No. A30.EW.01, Project No. 218018.00, Sydney Football Stadium
- North and South<sup>1</sup> Elevations, Drawing No. A30.NS.01, Project No. 218018.00, Sydney Football Stadium

<sup>1</sup> No signage proposed for the south elevation of the SFS or Allianz Stadium

- The drawing prepared by Claude Neon and accompany this letter show: The north elevation sign has a width of 30 metres and a height of 3.966 metres and is located between **RL 55800** and **RL 59900**, which is in accordance with the consent.
- The east elevation sign has a width of 30 metres and a height of 3.966 metres and is located between **RL 63950** and **RL 67950**, which is in accordance with the consent.
- The west elevation sign has a width of 30 metres and a height of 3.966 metres and is located between **RL 68450** and **RL 72450**, which is in accordance with the consent.

#### **4. Compliance with AS 4282-1997 - Control of the obtrusive effects of outdoor lighting<sup>2</sup>**

Claude Group engaged Simpson Kotzman to undertake a lighting impact assessment to determine whether the proposed signs comply with AS4282-1997. AS 4282-2019, which has superseded the previous version AS4282-1997, categorises lighting environments for the assessment of lighting impacts. The Stadium precinct is classified as Environmental Zone A4, which is characterised by high district brightness e.g. town and city centres, commercial areas, and residential areas abutting commercial areas.

AS 4282-2019 defines the acceptable limit of illuminance as 25 lux from 6am to 11pm and 5 lux from 11pm to 6am. Simpson Kotzman modelled light impacts from the proposed signs using software known as ASi32 V20.8.4. The lighting calculations were based on photometric files and site plans that Claude Neon provided, which included the signage details.

The model predicted the maximum level of light spill from all illuminated stadium signs measured at the eastern boundary would be 2.5 Lux and zero at the western boundary. Illuminance was predicted at the eastern boundary due to the proximity of the boundary to the signs. The modelling also demonstrated that light spill at the nearest residence would not be discernible due to low output of light from the proposed LEDs (refer to Appendix C of Light Impact Assessment). The assessment found that the predicted levels of illumination were less than the acceptable limit and therefore comply with AS 4282-2019.

A copy of the lighting impact assessment is attached to this letter.

#### **5. Compliance with SEPP 64 – Advertising and Signage**

From March 2022 the State Government consolidated 45 SEPPs into 11 new thematic SEPPs. SEPP 64 was consolidated into the new Industry and Employment SEPP. Chapter 3 of the Industry and Employment SEPP sets out planning controls for advertising and signage in NSW.

Section 3.6 of the SEPP prohibits the consent authority from granting development consent to an application to display signage unless the consent authority is satisfied—

- (a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and
- (b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.

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<sup>2</sup> Previous edition AS 4282-1997 jointly revised and designated as AS/NZS 4282:2019.

## **5.1 Objectives of the Chapter**

Objectives specified in section 3.1(1)(a) of the Chapter are to ensure that signage (including advertising)—

- (i) is compatible with the desired amenity and visual character of an area, and
- (ii) provides effective communication in suitable locations, and
- (iii) is of high-quality design and finish.

The Stadium is located within a sports and entertainment precinct surrounded by open space on the east, west and southern sides (i.e. Moore Park and Centennial Park) and a residential area to the north (Paddington). The proposed signs identify the new stadium within this precinct and is important for the purposes of wayfinding. The proposed signs were anticipated in the consent for Sydney Football Stadium Stage 2 DA (SSD 9835) and are considered consistent with the existing and intended character of the area.

With respect to design and finish, each sign has an overall dimension of 30 m (wide) by 3.996 m (height) by 0.15 m (depth) and will be illuminated with its face lit via RBBW LED modules compatible with DALI system. The face of the signs is made of thick polycarbonate with a thickness of 4.5 mm and is considered durable and weatherproof. Wirings and cables associated with the signs will all remain concealed and not create any obstruction. In terms of power consumption, the dynamalite, a fully integrated lighting control system that optimizes energy efficiency by providing the right amount of light at the right times.

## **5.2 Schedule 5 Assessment Criteria**

### **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?*

The proposed signs are compatible with the existing character of the area. The new stadium is in an entertainment and sports precinct and the proposed signs are required for wayfinding and are typical of building identification signs found on most stadiums.

☐ *Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?*

The proposed signs would act as building identification signs, not advertising signs. Also, they are located within a sports precinct where the old Sydney Football Stadium once existed, which has recently been redeveloped and commercially named as Allianz Stadium.

### **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?*

The proposed signs do not interfere with any of the above environmental, heritage or recreational aspects within the public domain. The signs will be affixed to the north, west and east elevations of the stadium and will not extend over any environmental sensitive areas.

### **3) Views and vistas**

*☐ Does the proposal obscure or compromise important views?*

The stadium's elevations act as a backdrop to the proposed signs, therefore, no impact on important views is anticipated.

*☐ Does the proposal dominate the skyline and reduce the quality of vistas?*

The overall layout and orientation of the proposed signs do not extend over the stadium's skyline and therefore the quality of vistas will not be affected.

*☐ Does the proposal respect the viewing rights of other advertisers?*

The proposed signs will remain within the approved zone designated in each of the stadium's elevation. No existing signs found nearby will lose their viewing rights.

### **4) Streetscape, setting or landscape**

*☐ Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?*

The size and dimensions of the signs are contained within the built form of the stadium and are a suitable size to identify the stadium at a distance for wayfinding. Therefore, the scale and proportion of the proposed signs commensurate with the stadium environment and surrounding streetscape.

*☐ Does the proposal contribute to the visual interest of the streetscape, setting or landscape?*

The proposed signs form part of the SCG precinct and mainly represent the identification of the redeveloped stadium.

*☐ Does the proposal reduce clutter by rationalizing and simplifying existing advertising?*

Not applicable

*☐ Does the proposal screen unsightliness?*

Not applicable

*☐ Does the proposal protrude above buildings, structures or tree canopies in the area or locality?*

The proposed signs have a depth of only 150mm and the overall structure does not extend over buildings, structures or reaches over tree canopies.

## **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?*

Yes, the signs are of suitable scale and design for its intended purpose to effectively identify the newly redeveloped stadium commercially named as Allianz Stadium. The proposed signs integrate with the existing built form without occupying a large area of the façade on each of the stadium's elevations.

*☐ Does the proposal respect important features of the site or building, or both?*

Each of the signs has been designed to integrate with the proposed built form and will not dominate the setting or be visually obtrusive. The proposed signs will be confined to the approved naming right zones and therefore only occupy a certain length and height of the north, west and east elevations of the stadium.

*☐ Does the proposal show innovation and imagination in its relationship to the site or building, or both?*

The signs are for building identification with no distinguishing characteristics.

## **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?*

Yes. The signs incorporate the Allianz lettering with the logo illuminated by LED modules compatible with switching via Dynalite Lighting control system. Cables in the frame of the sign will remain concealed and the logos would be securely affixed to a series of horizontal rails supported by an Aluminum frame structure.

## **7) Illumination**

*☐ Would illumination result in unacceptable glare?*

Claude Neon commissioned a Lighting Impact Assessment that accompanies this letter and demonstrates illuminance from the proposed signs will comply with AS 4282-2019 (formerly AS4282-1997).

*☐ Would illumination affect safety for pedestrians, vehicles or aircraft?*

The degree of illumination from the signs would not reach the severity level that would affect safety for pedestrians, vehicles or aircraft. The illuminated signs do not have animation or moving/flashing images, therefore, is unlikely to generate any hazard to pedestrians, vehicles or aircraft.

*☐ Would illumination detract from the amenity of any residence or other form of accommodation?*

The modelling undertaken for the Lighting Impact Assessment demonstrated that light spill at the nearest residence would not be discernible due to the low output of light from the LED lights and would

therefore comply with AS 4282-2019 and Council's DCP requirement of no exceedance of 2 Lux levels in habitable rooms of residential dwellings.

*☐ Can the intensity of the illumination be adjusted, if necessary?*

Yes. The Dynalite Lighting control system can be used to reduce the intensity of illumination and to create different lighting scenes for various occasions.

*☐ Is the illumination subject to a curfew?*

As per condition E26 of the conditions of consent, the illumination is subject to curfew hours between 11:30am and 7am. The definition of curfew hours provided in the lighting report was adopted from AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting, but is now stipulated by condition E26.

## **8) Safety**

*☐ Would the proposal reduce the safety for any public road?*

The proposed signs will comply with the maximum night time luminance limit and is not likely to reduce the safety for any public road.

*☐ Would the proposal reduce the safety for pedestrians or bicyclists?*

The proposed signs would improve way finding and therefore improve safety on the public road for vehicles, bicycles and pedestrians.

*☐ Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?*

Sightlines from public areas would not be impacted upon by the proposed signs.

## **Conclusion**

The above information and supporting documentation demonstrate that the proposed naming rights signs comply with Condition 55 of the consolidated consent for Sydney Football Stadium Stage 2 (SSD-9835- SSD-MOD-3). If you have any further queries, please do not hesitate to contact me on 0425 227 246.

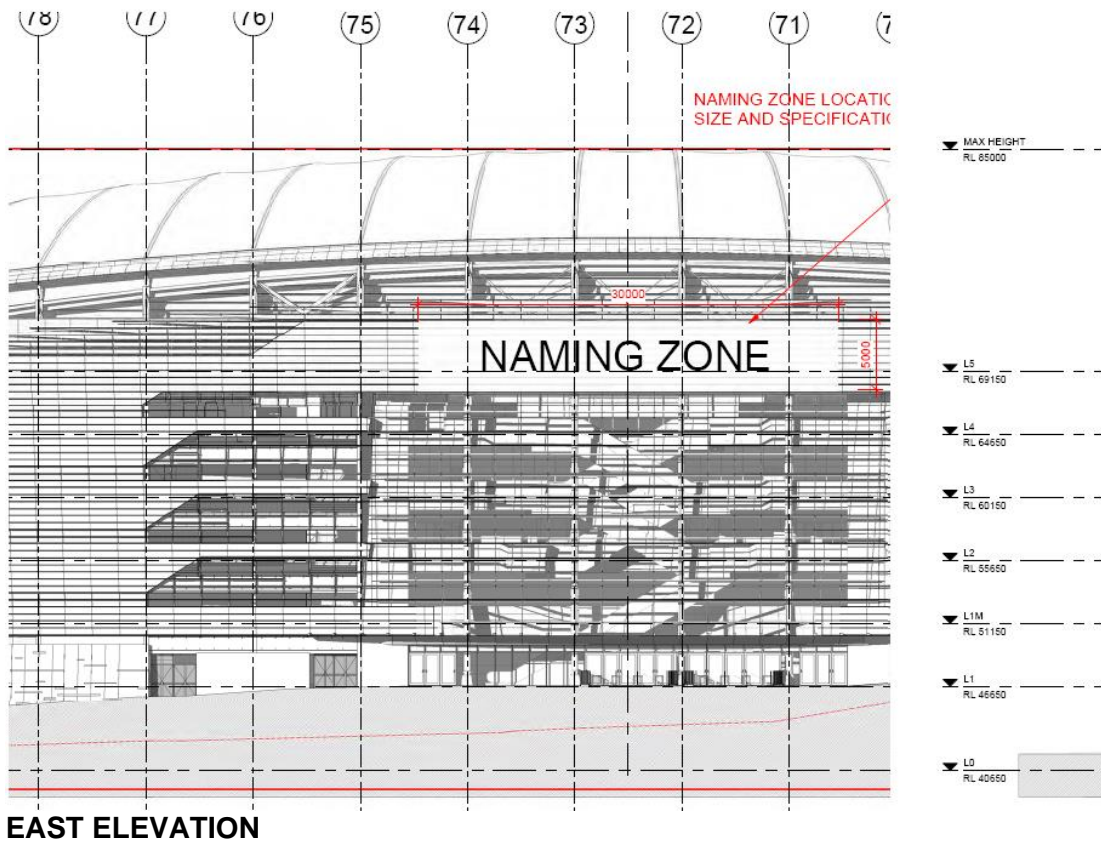
Regards



Stuart Wilmot  
Director



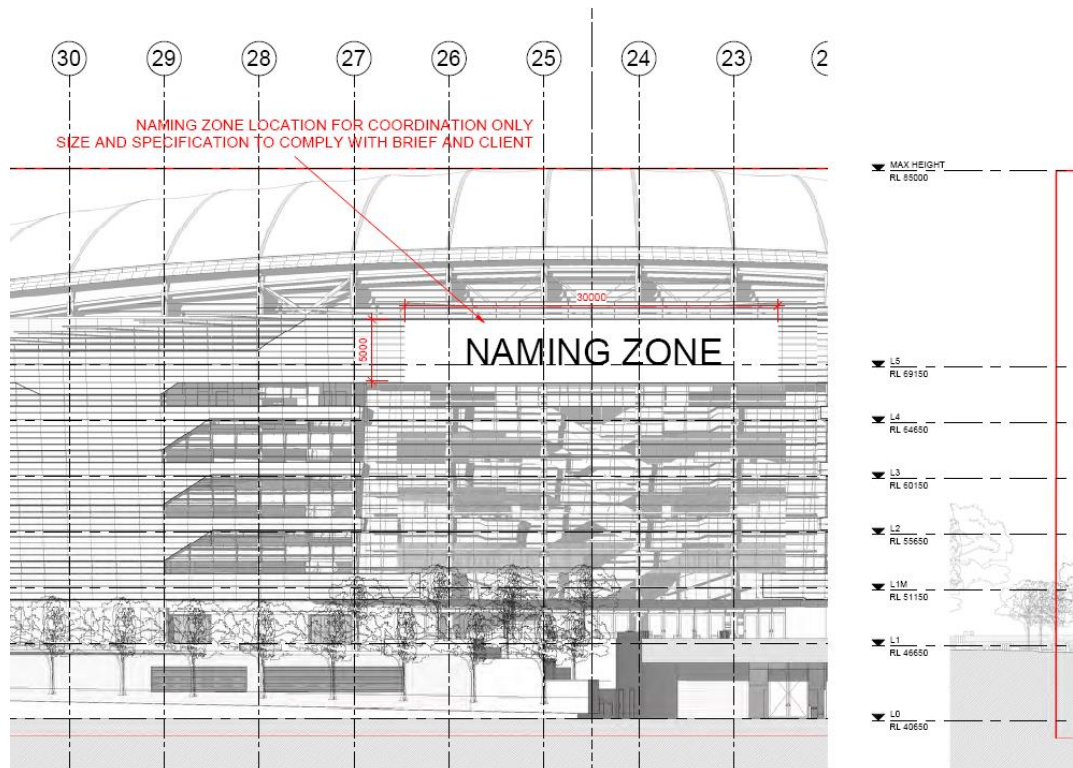
**EXTRACT FROM NAMING ZONES PLANS APPROVED UNDER SSD-9835- SSD-MOD-3**



Source: East and West Elevations, Drawing No. A30.EW.01, Project No. 218018.00, Sydney Football Stadium



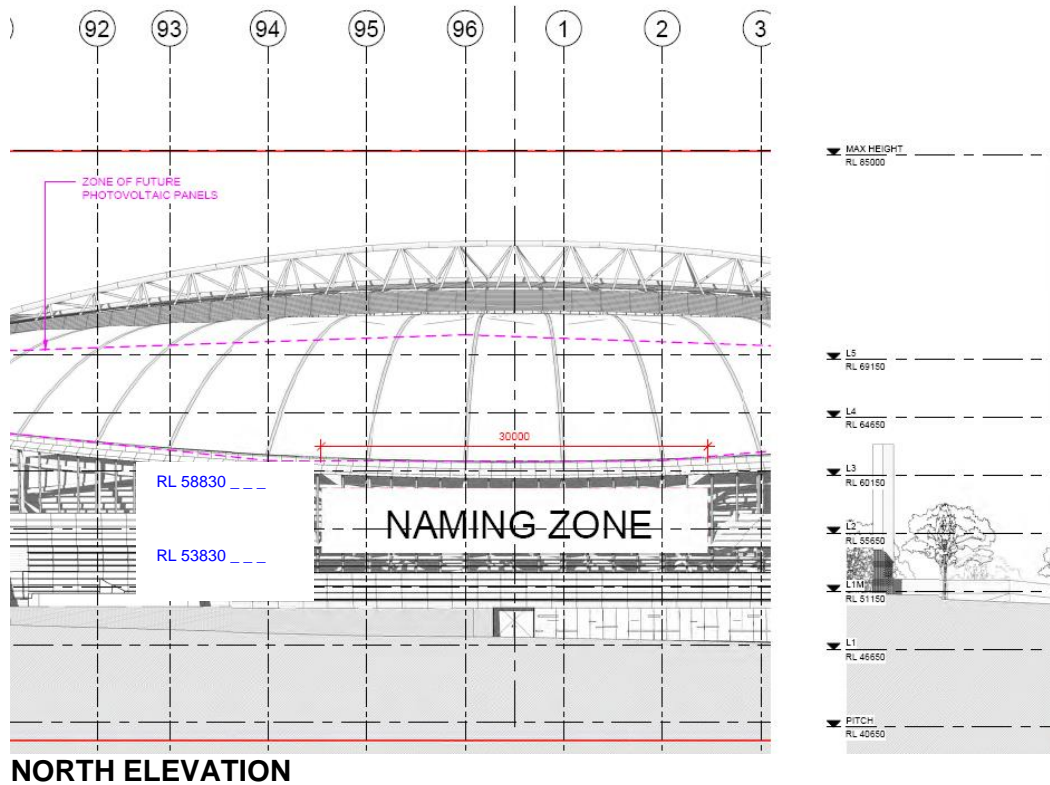
**EXTRACT FROM NAMING ZONES PLANS APPROVED UNDER SSD-9835- SSD-MOD-3**



**WEST ELEVATION**

*Source: East and West Elevations, Drawing No. A30.EW.01, Project No. 218018.00, Sydney Football Stadium*

**EXTRACT FROM NAMING ZONES PLANS APPROVED UNDER SSD-9835- SSD-MOD-3**



Source: North and South Elevations, Drawing No. A30.NS.01, Project No. 218018.00, Sydney Football Stadium