

Appendix P Signage Assessment

State Environmental Planning Policy No.64 – Advertising and Signage

SEPP 64 applies to all signage that under an environmental planning instrument can be displayed with or without development consent and is visible from any public place or public reserve. The signage zones proposed in this application will accommodate future signage for the naming rights of the stadium.

The proposal will remain compliant with the aims and objectives of this SEPP, which are:

- (a) 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, and*
- (b) to regulate signage (but not content) under Part 4 of the Act, and*
- (c) to provide time-limited consents for the display of certain advertisements.*
- (d) to regulate the display of advertisements in transport corridors, and*
- (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.*

The proposal is consistent with the above objectives of SEPP 64 as the proposed signage zones have been designed to be compatible with the desired amenity and character of Sydney Olympic Park, and complementary to the character and aesthetics of Stadium Australia.

The signage proposed under this application is classified as building identification signage. The provisions within Part 3 of SEPP 64 therefore do not apply. Only the objectives of SEPP 64 and the criteria in Schedule 1 'Assessment Criteria of SEPP 64' of SEPP 64 requires consideration.

Schedule 1 of SEPP 64 contains a range of assessment criteria for consideration in assessing signage applications. The consistency of the proposed signage with the assessment criteria contained in Schedule 1 of SEPP 64 is detailed in **Table 1** below.

- have been sensitively integrated with the facade of the stadium, compatible with the scale of the stadium, and complementary to the character and aesthetics of the stadium;
- are compatible with the existing and desired character of the area as it comprises signage associated with an existing stadium;
- the proposed signage zones have been designed to provide a sensitive response to the character of the stadium and will not detract from the amenity or visual quality of Sydney Olympic Park or adversely impact on residents, open space, parkland, heritage items and conservations areas;
- contribute to the activities of the area and reinforce the broader entertainment, recreational and sporting character of Sydney Olympic Park; and
- are elevated on the façade of the stadium and located to avoid obscuring sightlines from public areas, are not expected to reduce safety for road users, residents, workers and visitors.

Table 1 Assessment criteria under Schedule 1 of SEPP 64

Assessment Criteria	Comments	Compliant
1. Character of the area		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	The proposed signage is compatible with the existing and desired character of the area as it comprises signage associated with the existing stadium and will reinforce the broader entertainment and sporting character of Sydney Olympic Park.	✓
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	Currently, there is no particular theme for signage in the surrounding area. Notwithstanding, the proposed signage zones will ensure that future signage on the façade of the stadium is integrated into the architectural design.	✓
2. Special areas		
<i>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?</i>	The proposed signage has been designed to provide a sensitive response to the character of the stadium. The proposed signage will not 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		
<i>Does the proposal obscure or compromise important views?</i>	The proposed signage zones are located on the northern and southern façade of the stadium and will not obscure or compromise any important views.	✓
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	The proposed signage zones have been designed and located to avoid dominating the skyline. They have been sensitively integrated with the facade of the stadium, and will utilise high quality materials and design to ensure it is a complementary addition to the stadium.	✓
<i>Does the proposal respect the viewing rights of other advertisers?</i>	The proposed signage zones are confined to the northern and southern façade of the stadium and are not expected to impede on any surrounding signage or advertising.	✓
4. Streetscape, setting or landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	The scale, proportion and form of the proposed signage zones will be tested and determined through further design development, with regard to the surrounding context.	✓
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	The detailed design of the signage zones will seek to contribute to the quality and interest of the streetscape and not detract from the setting of surrounding heritage items, noting that the signage has the potential to positively contribute to the skyline.	✓
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	The proposed signage zones also ensure that signage is integrated into the design of the building and are considered at this early design phase, removing the potential for adhoc visual clutter if facade signage were considered after the detailed design and construction of the stadium.	✓
<i>Does the proposal screen unsightliness?</i>	The proposed signage zones do not screen unsightliness, but rather have been designed to integrate with and complement the refurbished northern and southern facades.	N/A
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	The proposed signage zones on the façade of the stadium will protrude above the tree canopies in areas. However, the detailed design of the signage zones will achieve a high-quality design with consideration of the architectural features of the stadium and the context of the site. They will be designed so as to not detract from the desired amenity and visual character of the surrounding area.	✓
<i>Does the proposal require ongoing vegetation management?</i>	The proposed signage zones will not require ongoing vegetation management.	N/A

Assessment Criteria	Comments	Compliant
5. Site and building		
<i>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?</i>	<p>The scale of the stadium necessitates larger than usual signage. For this reason, the proposed signage is considered to be compatible with the stadium and consistent with the intent of building identification signage.</p> <p>The detailed design of signage within the proposed signage zones will be developed with regard to the proportions of the stadium and the predominant characteristics of the surrounding area.</p>	✓
<i>Does the proposal respect important features of the site or building, or both?</i>	The proposed signage zones have been designed to respect important architectural features of the stadium.	✓
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	The proposed signage zones have been fully integrated with the design of the stadium. This will ensure a consistent theme and approach to signage will be implemented across the stadium, creating a holistic experience for visitors.	✓
6. Associated devices and logos with advertisements and advertising structures		
<i>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?</i>	Future signage on the façade of the stadium may incorporate logos, lighting devices and safety features. These will be designed to read as an integral part of the signage and the stadium façade.	✓
7. Illumination		
<i>Would illumination result in unacceptable glare?</i>	Illumination will be developed with respect to the relevant Australian Standards and best-practice measures for building identification signage. It will be confirmed at the relevant stage that the proposed signage does not result in unacceptable glare or light spill, or impact the safety of pedestrians, vehicles or aircraft.	✓
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	The proposed signage illumination will be adjustable, as required.	✓
<i>Is the illumination subject to a curfew?</i>	There is no curfew proposed for the illuminated signage. The signs are proposed to be illuminated consistent with the existing naming rights signage.	N/A
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	<p>As discussed above, the illumination of the future signage will be developed with regard to the relevant Australian Standards and best-practice measures to ensure it does not reduce the safety for any public road.</p> <p>The location of the proposed signage zones elevated on the façade of the stadium would not be expected to reduce the safety of any public road surrounding the stadium.</p>	✓
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	Due to the proposed signage zones being elevated on the façade of the stadium, it is not expected that building identification signage will obscure sightlines from public areas or reduce safety for pedestrians or cyclists.	✓
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>		

Sydney Olympic Park Commercial Signage Policy 2018

The Sydney Olympic Park Commercial Signage Policy 2018 aims to encourage high quality signage within Sydney Olympic Park that contributes positively to the public domain and protects the characteristics of buildings, the public domain, streetscapes, vistas and the skyline. Whilst the Policy does not specifically envisage or control stadium naming rights signage, the Policy is generally used by SOPA to assess all development applications to erect or display signage, with the exception of wayfinding and directional signage, and as such has been considered in this instance.

The proposed signage zones are consistent with the objectives and provisions of the Policy as the proposed signage zones:

- have been sensitively integrated with the facade of the stadium, compatible with the scale of the stadium, and complementary to the character and aesthetics of the stadium;
- are compatible with the existing and desired character of the area as it comprises signage associated with an existing stadium;
- the proposed signage zones have been designed to provide a sensitive response to the character of the stadium and will not detract from the amenity or visual quality of Sydney Olympic Park or adversely impact on the on residents, open space, parkland, heritage items and conservations areas;
- contribute to the activities of the area and reinforce the broader entertainment, recreational and sporting character of Sydney Olympic Park; and
- are elevated on the façade of the stadium and located to avoid obscuring sightlines from public areas, are not expected to reduce safety for road users, residents, workers and visitors.