



## Western Sydney Parklands

# Sydney Zoo Signage Policy – Version 1

**November 2015**

### **Purpose of the Policy**

Located within Western Sydney Parklands, Sydney Zoo is a new tourism venue to be located at the Bungarribee SuperPark, Bungarribee. Sydney Zoo will be a privately operated destination. Vehicle and pedestrian access into the Zoo will be off a new access road into the Parklands from the Great Western Highway at the signalised intersection of Rudders Street.

The purpose of this document is to establish principles for signage to be provided for Sydney Zoo on land that is external to the proposed lease boundary and on land within the public domain of the proposed lease boundary of the Zoo. The Signage Policy deals with the size, nature, content and location of all of the signs or advertisements that Sydney Zoo may erect on the Premises, on WSPT owned land adjoining the Great Western Highway in the Western Sydney Parklands.

The intention of this policy is to ensure Sydney Zoo is able to promote their business through signage whilst allowing the Trust maintains the design integrity established in the Western Sydney Parklands.

The key sign types proposed are:

- Precinct Primary Entry Signage/Zoo Identification Signage (major)
- Zoo Carpark Signage
- Zoo Building signage
- Zoo Internal signage (directional Signage, regulatory, information)
- Temporary and Event Mode Signage

### **Precinct Primary Entry Signage/Zoo Identification Signage (major)**

To identify 'you have arrived' at the Bungarribee Super Park and Sydney Zoo adjacent to the Parklands boundary. To be located at the Great Western Highway/Rudders Street entrance into the Bungarribee Superpark.

As part of the development of the Bungarribee Superpark a bespoke Precinct entry sign type has been developed and will be installed into all vehicular entry points into the Superpark including Doonside Road, Great Western Highway and Eastern Road. This entry sign will be installed along the

Great Western Highway boundary adjacent to the new access road into the Superpark. This sign will name the Precinct along with the key anchor Parkland tenancies that will be located off the internal access road within the Superpark. The sign will be in the standard Parklands colours.

The sign will be located on the Parklands boundary parallel to the Great Western Highway and the proposed internal Parklands Road. 6.75m high, length varies (made up of multiple 4m panels).

One panel will be allocated to Sydney Zoo for the Sydney Zoo name and logo. This sign may be illuminated at night.

### **Zoo Carpark Signage**

To provide orientation and assist with directional wayfinding within carpark areas. To be provided at multiple locations within the carpark.

### **Zoo Building Signage**

To identify the pedestrian entrance into the Zoo. This sign will be integrated into the entrance building of the Zoo and will identify the main entrance to the Zoo.

### **Zoo Internal Signage**

A bespoke signage suite for Sydney Zoo will be developed. This range does not need to follow the Western Sydney Parklands Design Manual Signage Suite. Sydney Zoo will not be required to obtain Trust consent for signs not visible from outside the Zoo, including:

- Notices which are required for workplace health and safety purposes or otherwise required by Law.
- Signs inside structures, that are not visible from the exterior of, or outside those structures
- Usual directional signage and signage of an administrative nature.
- Animal or exhibit related signage

### **Temporary and Event Mode Signage**

It is anticipated that temporary and event mode signage may be required as part of the operation of Sydney Zoo. Such signage may include VMS's at entrances. If this is required Sydney Zoo will seek approval from The Trust on an as needs basis for this type of signage.

### **General requirements**

#### **Compliance with Authority Requirements**

No signs or advertisements are to be placed on any part of the Premises except in accordance with the Signage Policy and in accordance with the requirements of all relevant Authorities.

#### **Comply with Standards**

The planning and design of the signage must comply with the current standard for People with Disabilities (AS1428). Compliance with the BCA for all signage is mandatory.

### **Language / Symbols**

Pictograms should be used on signs to identify specific services and facilities. All pictograms should be supported by English text. International standard pictograms are to be used where available.

### **Vocabulary**

To be applied consistently throughout the site.

### **Maps**

Maps encourage of the visitor's position and orientation. Maps providing within car parking should include reference to the Western Sydney Parklands and to areas within the Superpark.

### **Legibility**

Character height for signs should be designed to conform to AS 1428.2 for legibility.

### **Fittings and Fixings**

High quality fittings and fixings should be used. Power feeds and control wiring if used must be concealed.

### **Third Party Signs**

Third party advertising is to be restricted to within the Premises. Third party signs will be permitted provided they are not visible from outside the Zoo lot boundary.

### **Unacceptable Content**

Signs with the following content are not permissible:

- (a) Alcohol advertising,
- (b) Tobacco advertising,
- (c) Obscene, offensive, obnoxious, derogatory and defamatory material,
- (d) Socially or politically sensitive messages (including promoting religious beliefs and events; sex products and the like).

### **Unacceptable Sign Types**

The following signs are unacceptable-

- any signs attached to any part of the building, car parks or along boundaries which have not been described above,
- "A" frame sandwich board signs or any pavement signs,
- any temporary or permanent hand-written, photocopied or printed sheets of paper,
- inflatable signs or fixed balloons in any location,
- advertisements which are not tenant related, excluding partners, exhibit sponsors or suppliers advertisements.

**Approvals and Costs**

Any signage located in car parking areas must be approved by the Trust prior to commencement of fabrication.

The Trust will manage the delivery of the Park Primary Entry Signage fronting the Great Western Highway. The cost associated with the Sydney Zoo panel will be paid for by Sydney Zoo.

All other signage to be procured and delivered by Sydney Zoo at their cost.

**Signage Policy Variations**

If the Trust or Sydney Zoo wishes to vary the Signage Policy, the Party proposing the variation must seek the written consent of the other Party and provide full details of the proposed variation.



## Western Sydney Parklands Trust

Mr Chris Ritchie  
Director – Industry Assessments  
(as Delegate of the Secretary)  
**DEPARTMENT OF PLANNING  
AND ENVIRONMENT**  
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Date: 4<sup>th</sup> November 2015

Dear Mr Ritchie

**Part of Lot 1/DP 1195067 – Bungarribee Park, Bungarribee  
Land Owner Responsibilities for Services and Road  
Western Sydney Parklands Trust Lease to Sydney Zoo Pty Ltd**

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The Western Sydney Parklands Trust (WSPT) is a NSW State Government statutory authority established in 2008 to plan, develop, manage and fund the Western Sydney Parklands as a multi-purpose, open space corridor to meet the needs of the Western Sydney community. The Trust is governed by the Western Sydney Parklands Act 2006 and reports to the NSW Minister for the Environment.

Under the terms of the Agreement for Lease executed between WSPT and Sydney Zoo on 5 December 2014, WSPT has responsibility for the following:

1. WSPT at its own cost, must design, obtain all relevant Approvals for and construct, an interim access road extension from the existing Great Western Highway signalised intersection to the proposed Premises boundary, to provide access to the proposed Premises. Refer Clause 7.1(a) of the Agreement For Lease)
2. WSPT must, at its own cost, design, obtain all relevant Approvals for and construct, water, electricity and telecommunication services up to the Premises boundary (Services Works). Refer clause 7.2(a) of the Agreement For Lease)

WSPT confirms these areas of responsibility are to be undertaken by WSPT independently of the SSD application by Sydney Zoo, and a summary of WSPT's strategy for delivering these services and utilities is set out below.

### **Road Approvals**

WSPT understands that Sydney Zoo has undertaken traffic surveys and intersection modelling in order to ascertain the suitability of existing external road infrastructure for the servicing Sydney Zoo, in particular the recently constructed 4-way signalised intersection on the Great Western Highway/Rudders Street that connects to the proposed internal access road to the Bungarribee Precinct. The findings of this study are presented as part of the Sydney Zoo SSD application.



WSPT confirms that no other uses within the Bungarribee Precinct of the Parklands which may in the future use this internal access road have been determined, and no planning applications have yet been prepared for these uses.

It is noted the Bungarribee Master Plan identifies a future access road to the broader Bungarribee Precinct of the Parklands from the Great Western Highway to Doonside Road (i.e. to the passive recreation facilities north of the Sydney Zoo lease area). At this stage WSPT confirms that there is no approval for this connection. As such the timing of the connection is not known and therefore no consideration of the connection is appropriate for Sydney Zoo traffic forecasts at this time.

The access road servicing Sydney Zoo from the Great Western Highway into the Bungarribee Precinct will be the sole purpose of this road for the near to mid-term, and the traffic forecasts presented by Sydney Zoo are a comprehensive representation of the currently planned cumulative usage for the internal access road to the Zoo.

### **Utilities Strategy**

WSPT has recently been provided services capacities estimates from Sydney Zoo and has formulated a broad strategy for the provision of services to the Sydney Zoo site.

### **Sewage**

There is a recently installed trunk sewer running through the western part of the Sydney Zoo site to which Sydney Zoo will be granted access in order to connect.

The adjacent existing trunk sewer (to the West of the proposed Zoo site) is a DN375 (375mm diameter) and is of varying depth 1.5m to 7.5m. The deepest 7.5m section is the portion that traverses under the Great Western Highway. The shallowest sections are those that are to the North of the proposed Sydney Zoo site. We understand that connection stubs have already been provided at every manhole along this trunk main which Sydney Zoo could connect into.

The sewer was designed with a capacity to cater for an overall EP of 3,500 from the WSPT Bungarribee Precinct This EP was calculated as follows:

1. Local Commercial Space = 4.4Ha @ 75EP/Ha = 330 EP
2. Open Space = 77ha @ 10EP/Ha = 770EP
3. Amphitheatre = 50,000persons @ 0.048 = 2,400EP

From the information Sydney Zoo has provided to us, WSPT understands that the Zoo is likely to cater for a maximum peak of 8,000 persons. The applicable Sydney Water WSA code dictates that the equivalent EP for this number of persons is  $8000 \times 0.05 = 400$  EP (calculated using the nearest category for a zoo being the category described as "General Public Entertainment Facilities").

The Sydney Zoo person calculation of 400EP falls well within the overall 3,500 EP threshold that has been allowed for from the entire WSPT Bungarribee Precinct. As such, no shortfall in terms of cumulative sewage capacity is expected as a result of the Sydney Zoo connection to the existing trunk sewer.

We understand that Sydney Zoo will provide a waste management plan as part of the SSD application, and that animal waste will not be managed via the sewage system.

### **Potable Water**

Existing water mains adjacent to the proposed Zoo site which traverse along on the Great Western Highway (GWH) include a DN500 (500mm diameter) on the Northern side of the GWH and DN375 and DN600 mains on the southern side.

Sydney Zoo is likely to be able to be connected to one of these three mains and WSPT understands that it is unlikely that capacity would be an issue, based on projected water demand provided by Sydney Zoo. WSPT's preference is to run the water supply within the verge of the proposed internal access road to the Sydney Zoo site boundary. WSPT will be responsible for consulting with Sydney Water to determine the preferred connection point. WSPT will be responsible for the negotiation of the tap-in location and timing for the water main connection.

### **Electricity**

The nearest Zone substation is the New Huntingwood electrical Zone substation (off Brabham Drive, near the Huntingwood Drive intersection). We understand that this Zone substation would be the most likely Zone substation allocated to service the proposed Sydney Zoo site. The next nearest Zone substation is located at Doonside.

Major existing electrical services that are currently located near to the proposed Sydney Zoo site are:

- An 11kv which runs down the Great Western Highway on the southern side.
- An 11Kv which runs down Doonside Rd (out of the Huntingwood Zone Substation to Bunya and then on to the Doonside Zone Substation).
- An overhead 132 KV which runs down Doonside Road.

Expert electrical advice and consultation with Endeavour Energy will be needed to confirm the exact required electrical load needs of the Sydney Zoo and out of this the likely High Voltage electrical lead-in mains that will be required.

As part of its SSD application Sydney Zoo has provided Maximum Demand calculations for the Sydney Zoo, and has conducted a review of current substation power allowances. WSPT is in possession of this report which will form the basis of WSPT's consultation with Endeavour Energy.

Yours sincerely

Western Sydney Parklands Trust

  
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**Suellen Fitzgerald**  
Director