
SEPP 64 Assessment

Ethos Urban

Appendix K 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, and wayfinding signage will be provided within the public domain.

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 has been designed to achieve a high-quality design and finish and be complementary to the character and aesthetics of the stadium, whilst effectively communicating nature of the stadium.

The signage proposed under this application is classified as building identification and wayfinding 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.

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 future stadium and will reinforce the broader entertainment and sporting character of Moore 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 proposal will establish a consistent aesthetic for wayfinding signage surrounding the stadium and the proposed signage zones will ensure that future signage on the façade of the stadium is integrated into the architectural design. The wayfinding signage makes references to the adopted styles of surrounding signage within Centennial and Moore Park and that used by City of Sydney Council in the public domain.	✓
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 and design of the public domain. 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 façade of the stadium and the proposed wayfinding signage is to be located along the ground plane. For this reason, the proposed signage 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 has been designed and located to avoid dominating the skyline or reducing the quality of vistas. The signage zones 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 and wayfinding signage are isolated to the site, and will replace and rationalise former signage associated with the Allianz Stadium, and as such 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 proposed wayfinding signage has been designed with consideration for both the streetscape and the need to assist in place identification, wayfinding and the dissemination of information. 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 proposed wayfinding signage has been designed to be primarily informative, however, it adopts a high-quality design that references the aesthetic of existing signage used within Centennial and Moore Park and by City of Sydney Council and will contribute to the visual interest and setting of the stadium site. 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 proposal establishes a rationalised and coordinated approach to wayfinding signage within the public domain, and with reference to signage in the greater precinct, ensuring that the proposal does not contribute to visual clutter. 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.	✓

Assessment Criteria	Comments	Compliant
<i>Does the proposal screen unsightliness?</i>	The proposed wayfinding signage and signage zones do not screen unsightliness, but rather have been designed to integrate with and complement the proposed development.	N/A
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	The proposed wayfinding signage is confined to the ground plane and will not unreasonably protrude above buildings, structures or tree canopies in the area or locality. 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 wayfinding signage and signage zones will not require ongoing vegetation management.	N/A
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>	The scale and nature of the proposed 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 signage as a wayfinding tool. 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.	✓
<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. The proposed wayfinding signage has been located at key pedestrian access/egress points or decision points, and will assist in place identification, wayfinding, the dissemination of information and the experience of patrons.	✓
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	The proposed signage zones and wayfinding signage have been fully integrated with the building architecture and landscape design. This will ensure a consistent theme and approach to signage will be implemented across the site, creating a holistic experience for visitors to the stadium.	✓
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>	The proposed wayfinding signage includes lighting and digital display devices. These devices have been designed to read as an integral part of the signage. 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 building façade.	✓
7. Illumination		
<i>Would illumination result in unacceptable glare?</i> <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>	Illumination will be developed with respect to the relevant Australian Standards and best-practice measures for building identification and wayfinding 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>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 between dusk and dawn.	N/A
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	As discussed above, the illumination of the proposed 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. The location of the proposed signage zones on the façade of the building and the wayfinding signage within the public domain would not be expected to reduce the safety of any public road.	✓

Assessment Criteria	Comments	Compliant
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	The proposed wayfinding signage, which has been designed and scaled to integrate within the public domain, will not obscure sightlines from public areas or reduce safety.	✓
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</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.	