
SYDNEY OLYMPIC PARK AUTHORITY

Development Assessment Report

Application No:	DA 06-07-2020
Application Site:	7 Murray Rose Ave, Sydney Olympic Park, NSW 2127
Proposed development:	Installation of three (3) building identification pillars
Applicant:	The Trust Company (Australia) Limited
Determining Agency:	Sydney Olympic Park Authority

1 Purpose

The purpose of this report is to provide an assessment of the subject development application (DA) under Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The Minister is the consent authority pursuant to Schedule 6, Part 1, Clause 3 of the State Significant Precinct SEPP and Clause 22 of the Sydney Olympic Park Authority Act 2001.

2 Recommendation

It is recommended that the acting Chief Executive Officer of Sydney Olympic Park Authority in accordance with the prescribed delegation:

- A) Consider all relevant matters prescribed under Section 4.15 of the EP&A Act, as contained in the findings and recommendations of this report;
- B) Accept and adopt all of the findings and recommendations in this report as the reasons for making the decision to grant consent to the application;
- C) Determine that the development application be **approved subject to the recommended conditions** pursuant to Section 4.16 of the EP&A Act, having considered the relevant matters in accordance with (A) above;
- D) Sign the attached development consent and recommended conditions; and
- E) Authorise Sydney Olympic Park Authority to carry out post-determination notification pursuant to Section 4.18 of the EP&A Act.

3 Site and Surrounds

The site is located on the northern side of Murray Rose Avenue in close proximity of the junction with Park Street. To the South East of the site is Jacaranda Square and to the South West of the site is Olympic Park Station.

The site at 7 Murray Rose Avenue comprises a six storey commercial building with ground floor retail.

Development on the northern side of Murray Rose Avenue is characterised by commercial buildings of the same height and scale with glazed front elevations. The façade of 7 Murray Rose Avenue comprises floor to ceiling glazing with equal sized glazed panels.



Figure 1: Subject building outlined in blue

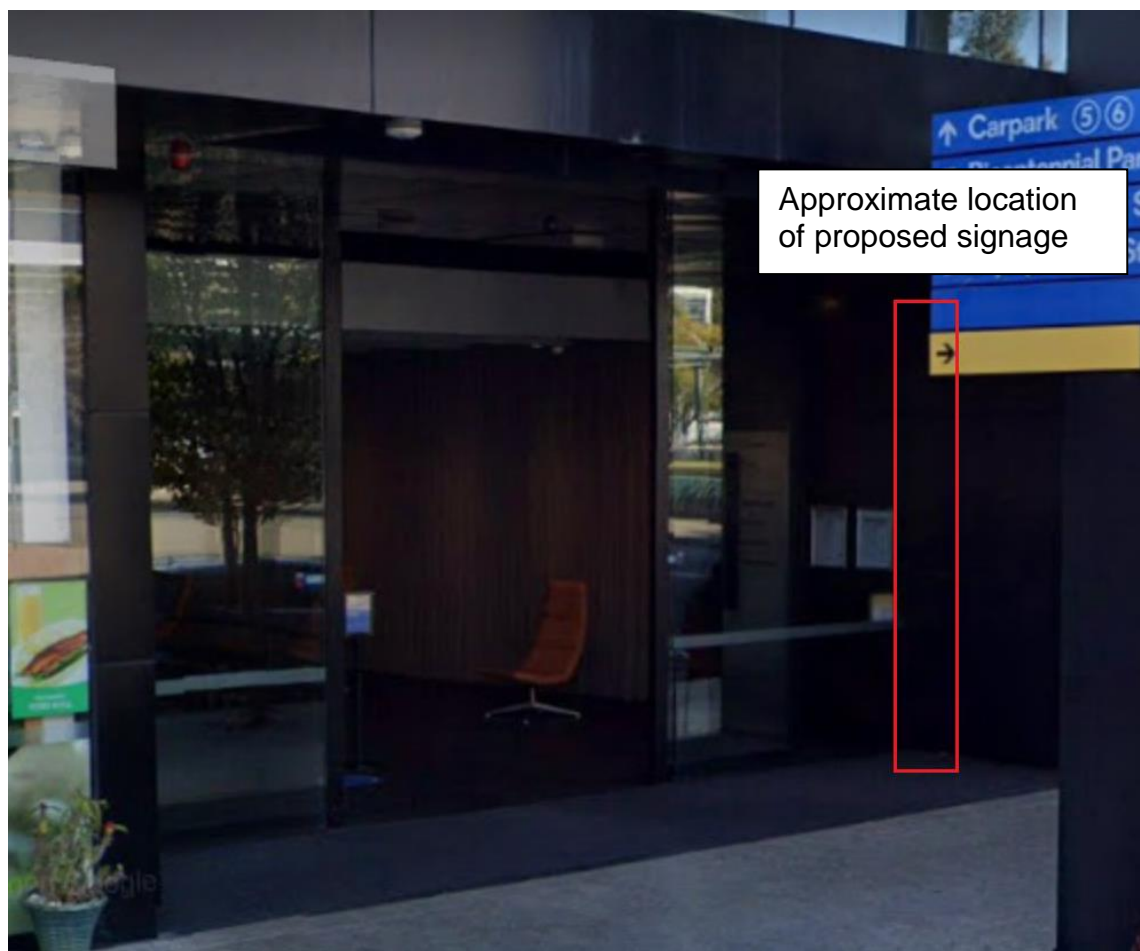


Figure 2: Street view of building frontage

3.1 Site History

Development consent was approved on 9 September 2011 under reference MP10_0214 for the construction of a six storey commercial building, with a total GFA of 6,313sqm including ground floor retail and five commercial floor levels above.

DA 09-08-2019 was approved by SOPA on 17 September 2019 for the installation of replacement business identification signage to the top of the building.

4 The Proposed Development

The proposal seeks development consent for the installation of three (3) signage pillars comprising:

- Pillar A (advertising) 100w x 2500h single sided, non-illuminated
- Pillar B (building identification) 100w x 3000h single sided, non-illuminated; and
- Pillar C (blank) 100w x 2700h, non-illuminated

The signage on Pillar A comprises the words 'Charter Hall' and the corporate logo of the same company. As Charter Hall do not occupy any part of the building at 7 Murray Rose Avenue, this sign is defined as advertising.

Pillar B, the building identification signage, identifies the address of the building as 7 Murray Rose Avenue as indicated in Figure 3 below.

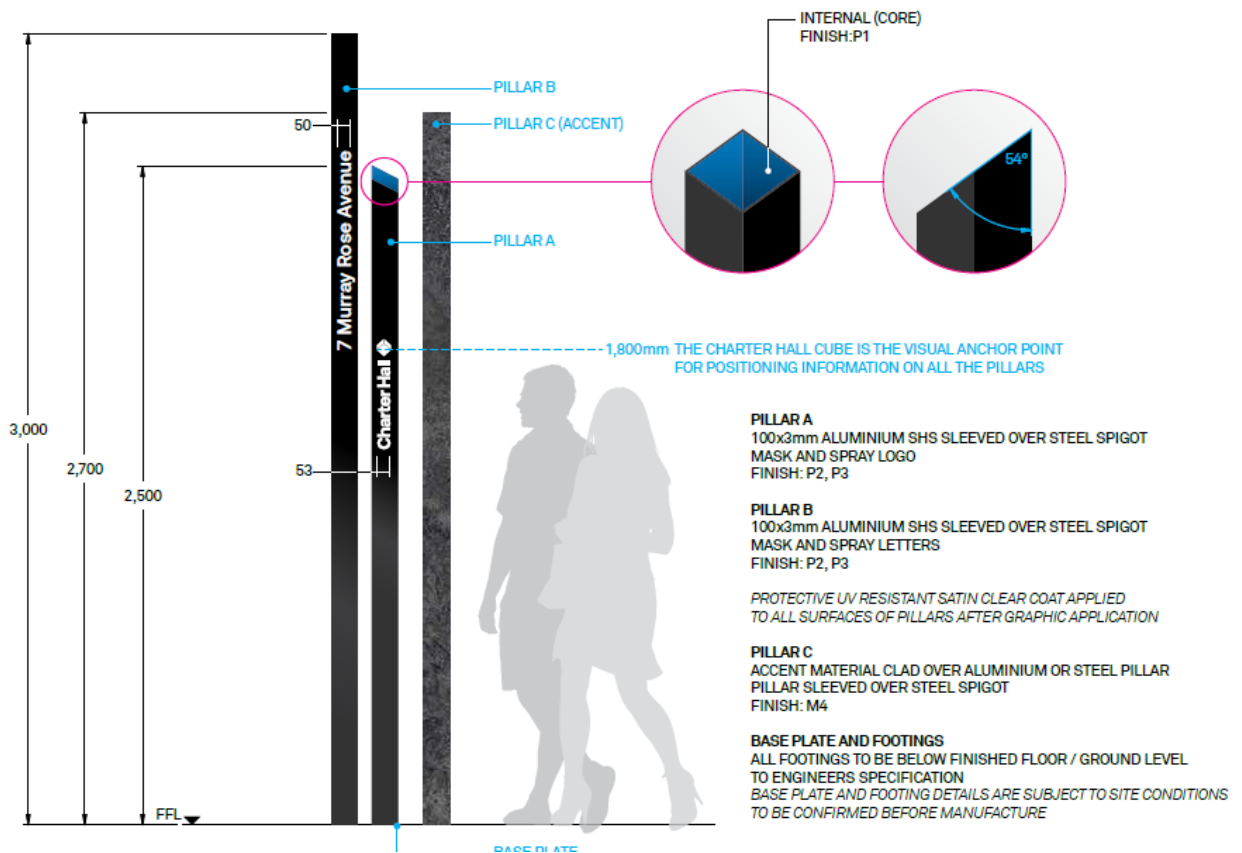


Figure 3: Proposed signage pillar elevations

The signage pillars will be located within the recessed front entrance and within the curtilage of the site. The pillars will be affixed to the ground and positioned as indicated in Figure 4 below to allow unimpeded movement of pedestrians on the adjacent footpath areas.

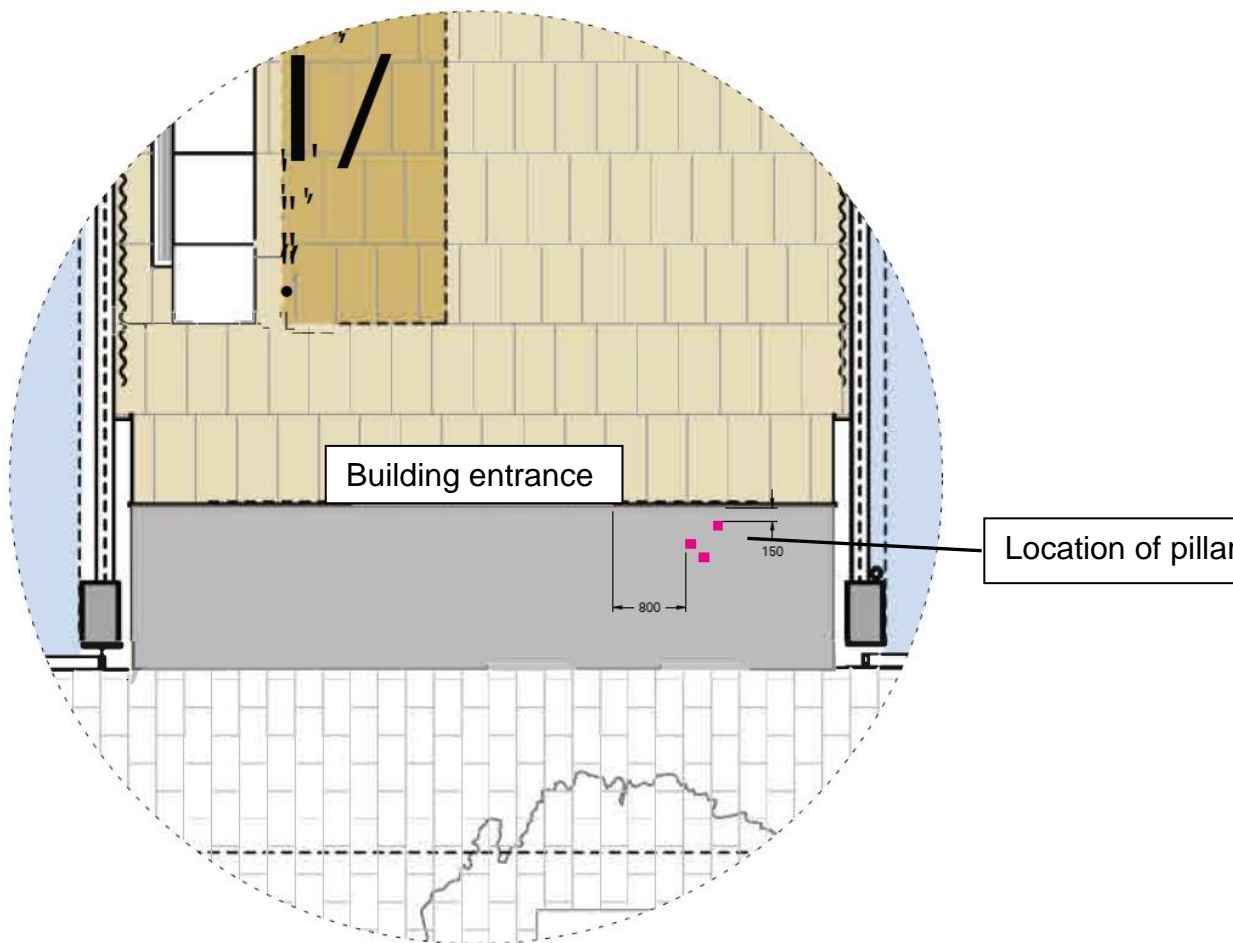


Figure 3: Proposed location of signage under awning

The application has been lodged by The Trust Company (Australia) Limited on behalf of the building owner Charter Hall. The application form submitted pursuant to this DA indicates that the applicant has not made a gift or political donation to a staff member of the Authority, a member of the SOPA Board or the Minister for Planning in the past two years.

5 Assessment

The application has been assessed pursuant to Section 4.15 of the EP&A Act, including consideration of the following matters:

5.1 Environmental Planning Instruments

5.1.1 State Environmental Planning Policy (State Significant Precincts) 2005

State Significant Precincts comprise areas that the Minister for Planning considers to be matters of State or regional planning significance, because of their social, economic or environmental characteristics.

The proposed development is permissible with consent pursuant to Schedule 3, Part 23 of SEPP (State Significant Precincts) 2005 and the relevant provisions are addressed in the table below:

Table 2 SEPP (State Significant Precincts) 2005 – Planning Provisions

Clause	Response	Compliance */✓/N/A
(9) Zone B4 Mixed Use	The proposed signage is permissible in the B4 Mixed Use zone. The signage is in relation to the use of the site as a commercial office which is consistent with the objectives for development in the B4 Mixed Use zone.	✓
(18) Height of Building	The proposal does not alter the height of the existing building.	✓
(16) Subdivision	This development application does not seek the subdivision of the site.	N/A
(19) Floor Space Ratio (FSR)	The proposal does not alter the existing gross floor area (GFA) of the building at the site.	N/A
(23) Public infrastructure	The signage is non-illuminated and will not impact on any public infrastructure.	N/A
(24) Major event capability	The proposed signage is positioned within the curtilage of the site in a recessed entrance to the building and thus will not impede pedestrian movement along the adjacent footpath.	✓
(25) Transport	The proposed development is for signage and will not impact on the uptake of public or active transport in Sydney Olympic Park.	✓
(26) Master Plan	The proposal is within an area which is subject to the Master Plan 2030 (2018 Review). The proposal does not conflict with the principles or controls within the Master Plan.	✓
(29) Environmental Conservation Area	The site is not located within or in close proximity to an Environmental Conservation Area.	✓
(30) Design Excellence	The proposal proposed pillars are building identification signage of slender design positioned within the curtilage of the site. These signs are considered commensurate with the size and scale of the site and do not detract from the design quality of the host building.	✓
(31) Heritage Conservation	The site is not within, or in close proximity to a heritage conservation area precinct. The site is also not identified as a heritage item.	✓

5.1.2 State Environmental Planning Policy No 64 – Advertising and Signage

The proposal has been assessed against the relevant provisions of SEPP 64, which relates specifically to advertisements. The relevant provisions are set out in the table below:

Table 3 SEPP 64 Advertising and Signage – Compliance

Clause	Comments	Compliance
(3) Aims and Objectives	The proposed signage pillars are unobtrusive and have been proportionately designed to accord with the architectural features of the host building. The signage is not out of character in urban areas and as such it is considered it will not adversely impact on the visual quality of the public domain. The proposal is therefore consistent with the aims and objectives of SEPP 64.	✓
(8) Granting of consent to signage	The proposal is consistent with the objectives of SEPP 64; an assessment of the proposal against Schedule 1 (assessment criteria) of SEPP 64 is set out further in this table.	✓
Schedule 1 Assessment Criteria		
(1) Character of the area	The proposed signage is considered to be compatible with the prevailing character of the area. It is located within the curtilage of the site and is considered proportionate to the scale of the building.	✓
(2) Special areas	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.	✓

Clause	Comments	Compliance
(3) Views and vistas	The location or position of the signage will not obscure, compromise or detract from any key views or vistas.	✓
(4) Streetscape, setting or landscape	The scale and proportion is considered appropriate in the context of the host building.	✓
(5) Site and building	The scale and proportion of the proposed signage is compatible with the scale and proportions of the entrance to the host building and is considered the building identification signage does not impact on the site or setting of the building.	✓
(6) Associated devices and logos with advertisements and advertising structures	The advertising signage pillar is not permitted in this location. A condition of consent is recommended to remove the advertising text and replace it with business identification sign for the major building tenants, subject to SOPA review prior to installation.	X
(7) Illumination	The signage is not illuminated	N/A
(8) Safety	The signage is set aside from the public footway within the curtilage of the site and is securely fixed to the ground. Accordingly, it will not result in any public safety concerns.	✓

5.2 SOPA Commercial Signage Policy

SOPA's Commercial Signage Policy is intended to encourage well designed and well positioned signs that make a positive contribution to the vitality and vibrancy of Sydney Olympic Park. The policy is also intended to protect the character of significant buildings, public spaces, urban elements and landscape elements, important streetscapes and vistas and the amenity of existing and future residents and park users.

The sign displaying the text 'Charter Hall' is considered an advertisement as Charter Hall are the building owner but do not occupy any of the leasable floor space within the building. SOPA's Commercial Signage Policy permits business identification signage where it relates to a tenant of the building and allows 'top of building' naming signage on commercial buildings for major tenants. As Charter Hall do not fit within either category in this instance, the freestanding advertising signage is not permitted under the Policy. Consequently, a condition of consent is recommended to remove the advertising text. To limit the need for any subsequent applications from for the applicant, the condition will allow the text to be replaced with a business identification sign for the major building tenant, subject to SOPA review prior to installation.

The following table sets out the general requirements of the guidelines and describes the manner in which the proposed development responds:

Table 4 SOPA Commercial Signage Policy

Objective, control, criteria	Commentary / Compliance
2. Objectives of this policy	
1) Provide a consistent approach to the design and location of signage and advertising structures in the Park.	The proposed signage is consistent with the desired future character of the immediate area as a major event destination and emerging town centre.
2) Ensure signage and advertising structures erected or displayed are compatible with architectural style, scale of building, surrounding built form and streetscape.	The proposed signage is compatible with the architectural features and scale of the host building and will be unobtrusive in the surrounding streetscape.

Objective, control, criteria	Commentary / Compliance
3) Ensure signage and advertising structures are not intrusive or create an adverse impact on the visual amenity of the Park.	The signage does not detract from with the overall design and scale of the base building. It is compatible in terms of size, scale and visual impact and is considered to not have an adverse impact on the visual amenity of the Park.
4) Protect residents, open space, parkland, heritage items and conservation areas from the adverse impacts of inappropriate signage.	The signage will not detract from the amenity of any adjacent open space, parkland, heritage items or conservation areas. The building owner signage is not considered to be appropriate.
5) Ensure signage is well designed and located so as not to create a hazard for residents, workers and visitors to the Park.	The signage will be securely fixed to ground within the curtilage of the host building. Subject to conditions relating to illumination, flashing and pulsating light, the signage will not create a hazard to residents, workers or visitors to the Park.
6) Ensure signage is designed and located not to create a road safety risk or compromise the safety of all road users.	In order to safeguard the amenity of the area and not impact on road safety, a condition is recommended requiring the sign to comply with the Australian Standard AS 4282 – <i>Control of obtrusive effects of outdoor lighting</i> .
7) Encourage signage that makes a positive contribution to both day and night time activities within the Park.	The signage is considered to have a neutral contribution towards the day and night time activity within the Park.
8) To minimise visual clutter through excessive signage and advertising structures by encouraging fewer more effective signage.	While this application proposes three signs, the slimline nature of the pillars is considered to result in less visual clutter than a typical freestanding board sign and is supported on this basis.
3.1 General Requirements for all signage	
1) Signs must be either business identification signs or on-premises advertising signs.	The business identification signage pillar is permitted. The pillar advertising Charter Hall as the long-term lessee of the building is not permitted, as it constitutes off-premises advertising. Accordingly, a condition of consent is recommended to remove the advertising text and replace it with business identification sign for the major building tenants, subject to SOPA review prior to installation.
3) All signage must be compatible with the architectural style and finishes of a building.	The siting of the signage beneath the awning does not detract from the prevailing architectural features of the building. The scale of these signage pillars are not out of context with the scale of the host building.
4) Signs are to be unobtrusive in design, colour and scale so as not to adversely impact on the streetscape.	The signage is not considered obtrusive in this location and is compatible with the streetscape of Murray Rose Avenue.
5) Signage should not protrude above rooflines or parapets of a building.	The proposed signage does not extend above the roofline of the host building.
3) Signage should not detract from the amenity of any residential accommodation or any other forms of hotel accommodation within the Park.	The signage is within the commercial core of the town centre and is of a scale and type which is unobtrusive to residential occupiers and hotel guests.

Objective, control, criteria	Commentary / Compliance
<p>7) The following types of signage is prohibited within the Park to protect the visual amenity and improve event management:</p> <p>c) A-frames, goods and signboards in the public domain or within footpath (excluding A-frame approved by the Authority in conjunction with a park or community event)</p>	<p>The signage pillars are fixed, rather than moveable signs types such as A-frames and signboards.</p> <p>The pillars are slimline and human scale which accord with the overall architectural features of the building entrance. The pillars are located within the entrance alcove within the curtilage of the building.</p>
<p>15) Signage must be installed and secured in accordance with the relevant Australian Standards.</p>	<p>This can be achieved by a suitably worded planning condition requiring accordance with the relevant Australian Standard.</p>

5.3 Sydney Olympic Park Local Infrastructure Contributions Framework (ICF)

The proposed development is for the installation of building identification signage and does not result in any additional gross floor area. Accordingly, the ICF does not apply to the proposed development.

5.4 Likely Impacts of the Development

Subject to suitably worded planning conditions relating to installation; the proposal will not have any environmental, social or economic impacts.

5.5 Suitability of the Site for Development

The site is currently used as commercial offices as per planning approval reference MP10_0214. As such, the site is suitable for building identification signage proposed.

5.6 The Public Interest

The proposed development is considered to be in the wider public interest as it:

- Is consistent with the applicable provisions and controls of the principal environmental planning instrument applying to the land contained in State Environmental Planning Policy (State Significant Precincts) 2005; and
- Is not expected to result in any adverse environmental affects, subject to the recommended conditions.

6 Consultation

6.1 Public notification

The proposal did not necessitate public advertising or notification in accordance with section 4.13 of the EP&A Act 1979. Accordingly, no public submissions were made or received in respect to this DA from the general public; furthermore, no submissions were made or received from the LGA, City of Parramatta.

6.2 Internal referrals

Given the proposal will have no material environmental, traffic, structural or contamination implications no internal referrals were made in this regard.

7 Findings and Recommendations

The proposed signage to 7 Murray Rose Ave, Sydney Olympic Park, comprising the installation of three (3) pillars is considered to comply with the requirements of SEPP (State Significant Precincts) 2005 which relates to development within Sydney Olympic Park. In addition, the proposal accords with State Environmental Planning Policy No 64 – Advertising and Signage.

Subject to the deletion of the advertising as described above, the proposal is considered to be consistent with SOPA's Commercial Signage Policy.

In accordance with section 4.15 part 3A (b) of the EP&A Act 1979 the standards as set out in the policy have been applied flexibly and the development is considered to meet the objectives of SOPA's Commercial Signage Policy. As such, there is no reasonable justification for the DA to be refused. Therefore, subject to suitably worded planning conditions, the application is recommended for approval.

8 Conclusion

The application has been considered with regard to the matters raised in section 4.15 of the EP&A Act and in particular part 3A (b) with regards to flexibility in the decision making process as set out above. Accordingly, the proposed development is considered to be acceptable and is recommended for **approval** subject to the recommended conditions of consent.

9 Delegations

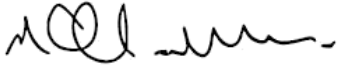
The Minister is the consent authority pursuant to Schedule 6, Part 1, Clause 3 of the SSP SEPP and Clause 22 of the *Sydney Olympic Park Authority Act 2001*.

On 2 November 2017, the Minister delegated his powers and functions under Section 80 (now section 4.16) of the EP&A Act for all development at Sydney Olympic Park which have a Capital Investment Value of less than \$10 Million. These delegations have been provided to the Chief Executive Officer of the Authority. The proposed development is consistent with these delegations as:

- The proposed development has a CIV less than \$10 million;
- SOPA is not the applicant; and
- SOPA will not derive a commercial benefit in excess of \$250,000 per year from the development

10 Endorsement

In accordance with the aforementioned delegation it is recommended that the acting Chief Executive Officer of Sydney Olympic Park Authority adopt the recommendations of this report.

A handwritten signature in black ink, appearing to read 'Nick Hubble', with a stylized, flowing script.

Nick Hubble

Acting Chief Executive Officer, Sydney Olympic Park Authority
23 December 2020