
SYDNEY OLYMPIC PARK AUTHORITY

Planning Development Application Assessment Report

Application No:	DA 07-06-2019
Application Site:	Site YP, Olympic Boulevard and Yulang, Sydney Olympic Park, NSW 2127
Proposed development:	Installation of business identification signage
Applicant:	FDC Construction
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).

2 Recommendation

It is recommended that the Chief Executive Officer of the Sydney Olympic Park Authority:

- 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) 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;
- C) Sign that attached Instrument of Approval; and
- D) 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 prominent north-eastern corner of Olympic Boulevard and the Yulang and in the south-western corner of Cathy Freeman Park. The site is within the Sydney Showground Precinct and is situated between ANZ Stadium to the west and the established commercial town centre to the east.

The Yulang is a key pedestrian space within Sydney Olympic Park, providing a direct connection between the train station, Olympic Boulevard and the Stadium.

3.1 Site History

The site has been identified as being the preferred location for a hotel in the Sydney Olympic Park Master Plan since 2002. In 2007, the Minister for Planning issued consent (DA No. 49-

9-2005) for a three level, 2000m² pub on the site. This consent was never implemented and subsequently lapsed.

A further consent for the development of the site for a two storey pub and restaurant under application reference MP 08_0174 was approved by the Minister of Planning in 2008. This consent also lapsed without being implemented.

DA 11-11-2017, involving the construction of a three storey building with a GFA of 1380m² on the site for the use as a pub, was approved by Sydney Olympic Park Authority in March 2018. Construction of the pub commenced in October 2018. The building is nearing completion, with the pub anticipated to open in September 2019.

4 The Proposed Development

The proposal seeks approval for installation of business identification signage comprising one top of building sign and one wall sign in relation to the use of the building as a pub.

The top of building / above awning sign measures 0.7m in height and 7m in length. This sign would be positioned above the main entrance of the building and orientated towards The Yulang. The sign would be constructed out of metal individual letters with a power coated copper finish and contain integrated lighting.

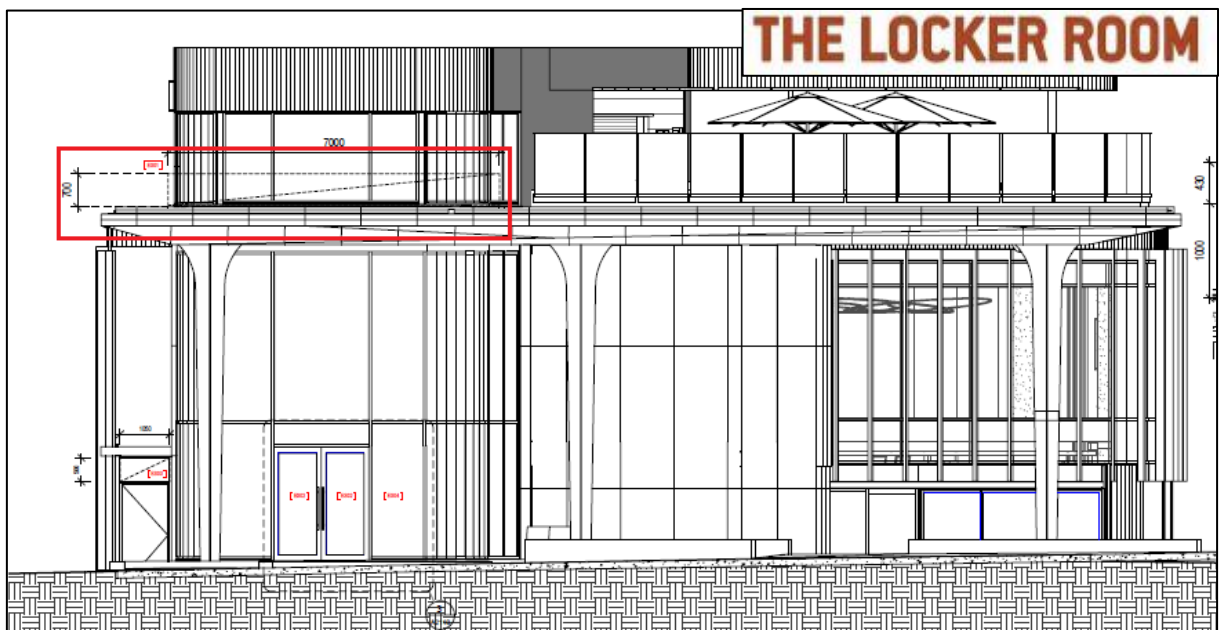


Figure 2: Location of Top of Building sign with signage detail inset

The wall sign would be located on the north-eastern side of the building facing Cathy Freeman Park. The wall sign would be 2.7m in height, 2.2m in width with a total surface area of 5.94m²; and would be hand painted.

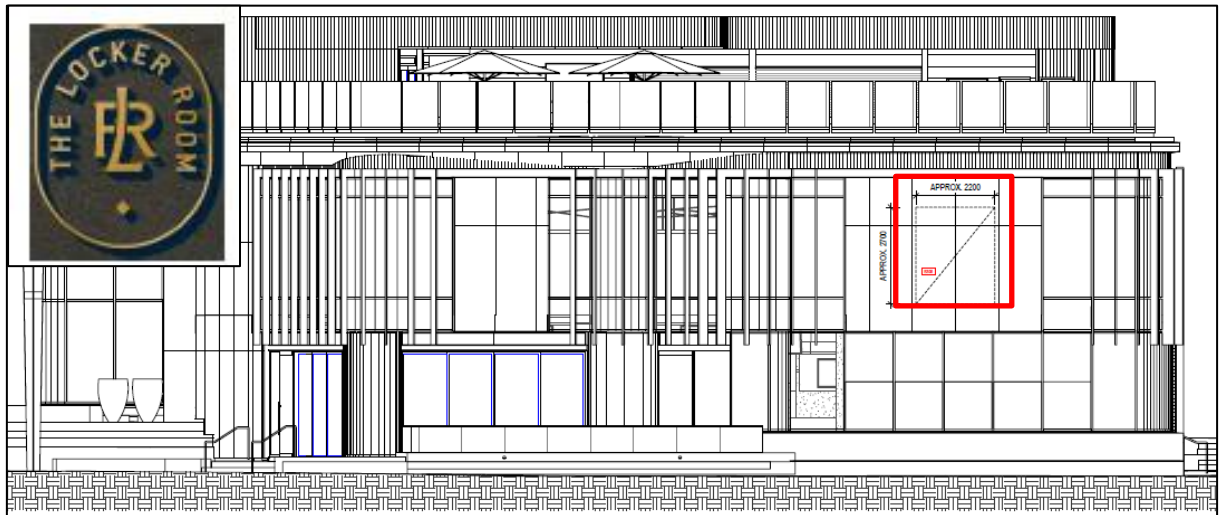


Figure 2: Location of painted wall sign with signage detail inset

The submitted plans contain five window signs which fall under Part 2, Division 2, Subdivision 7 of State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 and are exempt development as they are non-illuminated and do not cover more than 20% of the surface of the window in which they are displayed.

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 are 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 Minister for Planning is the consent authority for State Significant Precincts pursuant to Schedule 6, Part 1, Clause 3 of the SEPP (State Significant Precincts) 2005. 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 1 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 pub which is consistent with the objectives for development in the B4 Mixed Use zone.	✓
(19) Subdivision	This development application does not seek the subdivision of the site.	N/A
(23) Public infrastructure	The top of building / above awning signage will connect to the electricity supply of the building for the illumination of the signage which will be made available upon completion of building and not impact on the adjacent public infrastructure.	✓
(24) Major event capability	The proposed signage is positioned on the building and will not impede the free flow of pedestrians within the Park. The signage will assist in directing event patrons to the pub during major event and thus benefit crowd dispersal before and after major events.	✓
(25) Transport	The proposed development is for signage and will not impact on the	✓

Clause	Response	Compliance */✓/N/A
	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 an Environmental Conservation Area.	✓
(30) Design Excellence	<p>The proposed top of building / above awning sign will be located above the main entrance to the building fronting onto the Yulang. It will comprise individual internally illuminated letters with no external cabling or manifestations.</p> <p>The wall sign on the north eastern elevation of the building will not detract from any architectural features of the host building and will be compatible in terms of size and scale.</p> <p>The signs are thus considered consistent with the host building and compatible with the architectural style of the building.</p>	✓
(31) Heritage Conservation	The site is not within, or in close proximity to a heritage conservation area precinct.	✓

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 2 SEPP 64 Advertising and Signage – Compliance

Clause	Comments	Compliance
(3) Aims and Objectives	<p>The proposed advertisement signs have been designed to accord with the design of the host building. Signage such as the proposed are 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.</p> <p>The proposal is therefore consistent with the aims and objectives of SEPP 64.</p>	✓
(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	<p>The proposed signage is considered to be compatible with the existing and intended future character of the immediate area as a major event destination and emerging town centre.</p> <p>Nevertheless, as the proposal seeks consent for illumination of the top of building / above awning sign, a planning condition will be imposed which limits the level of luminance to an appropriate level within the town centre.</p>	✓
(2) Special areas	The proposed signage is not likely to 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	The location 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 host building.	✓

Clause	Comments	Compliance
(6) Associated devices and logos with advertisements and advertising structures	No external or associated manifestations to the signage are proposed to the advertisement.	✓
(7) Illumination	Given the location of the signage in the town centre, a planning condition will be imposed which limits the level of luminance to an appropriate level within the town centre.	✓
(8) Safety	Subject to planning conditions relating to illumination; and restricting flashing and/or pulsating light, it is considered the proposal would not give rise to any material safety concerns for vehicle traffic, pedestrians or cyclists.	✓

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 signage on the front (south-eastern) elevation of the building is considered a 'Top of Building' sign under the Commercial Signage Policy and has been assessed accordingly.

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

Table 3 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 signs are 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 signs are compatible with the architectural features and scale of the host building and will be unobtrusive in the surrounding streetscape.
3) Ensure signage and advertising structures are not intrusive or create an adverse impact on the visual amenity of the Park.	The top of building / above awning and wall sign accord with the overall design and scale of the host building. They are in-keeping in terms of size, scale and impact and are considered, subject to condition to not have any adverse impacts 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 advertisement is not located in or adjacent to an identified area.
5) Ensure signage is well designed and located so as not to create a hazard for residents, workers and visitors to the Park.	The top of building/ above awning signage will be securely fixed to the building and the wall sign will be painted. 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 top of building / above awning sign to comply

Objective, control, criteria	Commentary / Compliance
	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.	<p>The signage would have a positive contribution towards the day and night time activity within the Park. The signage will assist event patrons identify the pub and benefit crowd dispersal and retention both before after major events in the Park.</p> <p>The identification signage will thus serve to encourage the day and evening economy within the Park consisted with the Mixed Use land use of the town centre.</p>
8) To minimise visual clutter through excessive signage and advertising structures by encouraging fewer more effective signage.	<p>The number and scale of signs proposed are appropriate to the scale of the building and will not result in visual clutter.</p> <p>Having regard to the provisions of SEPP (Exempt and Complying) it is considered the proposed signage subject to this consent will not add any additional visual clutter to the building over and above that as provided for in the SEPP.</p>
3.1 General Requirements for all signage	
1) Signs must be either business identification signs or on-premises advertising signs.	The proposed signage is limited to business identification signage and on-premises advertising for VIP gaming areas.
3) All signage must be compatible with the architectural style and finishes of a building.	The siting of the advertisements on the building accords with the prevailing architectural features 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 advertisement would be consistent with the prevailing context of the site and will appear unobtrusive within the streetscape.
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.
7) The following types of signage is prohibited within the Park to protect the visual amenity and improve event management: <ul style="list-style-type: none"> a. signs located above a building roof line or parapet (e.g. sky sign) b. signs located above an awning 	<p>The proposed business identification sign on the south-eastern façade of the building, orientated towards The Yulang, will be located above the façade but below the roof line of the building.</p> <p>The double height awning canopy along the south-eastern façade of the building was a key element of the design from Altis Architecture winning the design competition for the subject site. In this instance, providing typical awning or under awning signage would detract from the architectural merit of the building.</p> <p>Given the unique location and architectural style of the host building, it is considered in this instance a top of building / above awning sign will not detract from the visual amenity of the area or character of the host building.</p>
4.7 Top of Building Sign	
1) Signage that projects vertically above the roof of a building are not permitted.	The signage does not project above the maximum height of the building and is consistent in terms of height and scale.
2) Top of building signs are permissible on sites identified for the purpose of hotels, serviced apartments and commercial use.	The building will be occupied as a pub.
3) Top of building signs are restricted to 1 sign top of building or element and 1 sign per	Only one sign would be located on the front elevation of the building.

Objective, control, criteria	Commentary / Compliance
elevation.	
4) Top of building signs are only to be allocated to a major tenant of the building or the building owner. Signs must be removed within 2 months of the relevant circumstances changing.	Complies
6) Top of building signs may be located anywhere within the 20% section of top of building; signage may not exceed 5% of the total building elevation.	Complies
7) Top of building signs are not to be located within 500mm from the lot boundary or building edge.	Complies
8) Top of building signs are to be similar in size and appearance with a maximum vertical height of 3m.	The vertical height of the advertisement to the front façade of the building is 700mm.
9) Top of building signs shall not to be used for on-premises advertising or third party advertisement.	The advertisement sign relates to the use of the building as pub.
10) Illumination of top of building signs is not permitted on elevations facing parklands, conservation areas or residential properties.	The advertisement will not face onto parkland, conservation areas or residential properties.
4.9.2 Painted Wall Sign	
1) Painted wall signs are not permitted in the Heritage Precinct.	The painted wall sign is not located in or adjacent to a Heritage Precinct
2) Painted wall signs must be sympathetic to the built form and character of the building on which they are attached and with surrounding built form.	The painted wall sign is located on the north eastern side of the building fronting onto Cathy Freeman Park. It relates well the architectural symmetry of the building and is of a scale and size which is consistent with the built.
3) Painted wall signs must have a minimum separation distance of 3m from any other painted sign.	Only one painted wall sign is proposed as part of this proposal.
4) Illumination of painted wall signs is not permitted	The painted wall sign will not be illuminated.

5.3 Sydney Olympic Park Local Infrastructure Contributions Framework (ICF)

The proposed development is for the installation of 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 planning conditions relating to luminance, flashing or pulsating light it is not considered the proposal would have any adverse environmental, social or economic impacts.

5.5 Suitability of the Site for Development

The site is currently under construction as per planning approval reference DA 11-11-2017. The suitability of the site for development was assessed under this application.

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.

6.2 Internal Referrals

Given the proposal is for business identification signage only, no internal referrals were required.

7 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.

It is therefore appropriate for SOPA to exercise its delegations in determining this development application.

8 Conclusion

The application has been considered with regard to the matters raised in section 4.15 of the EP&A Act. The proposed development is considered to be acceptable, in the public interest and is recommended for approval subject to the recommended conditions of consent.

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