
SYDNEY OLYMPIC PARK AUTHORITY

Planning Development Application Assessment Report

Application No:	DA 09-08-2019
Application Site:	7 Murray Rose Ave, Sydney Olympic Park, NSW 2127
Proposed development:	Installation of business identification signage
Applicant:	Thales Australia
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 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 host building at number 7 Murray Rose Avenue comprises a six storey commercial building with ground based retail. The building is located within site 8D which forms part of super-lot 8 of Sydney Olympic Park.

This super-lot is characterised by 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. The shoulder height of the building is similar in height to the adjacent buildings at numbers 8 and 6 Murray Rose Avenue and features a metal frame to the top of the building which mediates between the overall height of number 8 and shoulder height of number 7. The metal frame feature is the highest element of the host building and there is

currently an existing top of building sign on the Eastern section of the building in close proximity with the boundary with number 7 Murray Rose Avenue.

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; this consent also includes provision for building identification signage within a signage zone. At the time consent was granted the owners had not yet secured a tenant for the building; accordingly indicative lettering was submitted by the proponent to demonstrate the likely size and scale of the future signage comprising a signage zone of approximately 8.9m x 2m which sits below the metal frame roof structure. At the time of the assessment the proposal was assessed against Sydney Olympic Park's Guidelines for Outdoor Advertising, Identification and Promotional Signage 2002 which was in place at the of assessment.

Planning condition B7 of consent reference MP10_0214 requires the plans of the business identification signage to be submitted demonstrating a signage zone no greater than 8.9m wide x 2m in height, side setbacks of the signage zone and dimensions of the typical signage lettering.

The Proposed Development

The proposal seeks approval for the removal of the existing outdated signage and replacement with an updated signage type in the same location. The replacement signage is commensurate with the alterations made to Thales corporate logo. The replacement signage will comprise a box lit sign with internal LED lighting. The box lit sign will be located in the same position as the signage zone approved under reference MP10_0214. The signage will measure 1.5m in height and 8.6m wide.

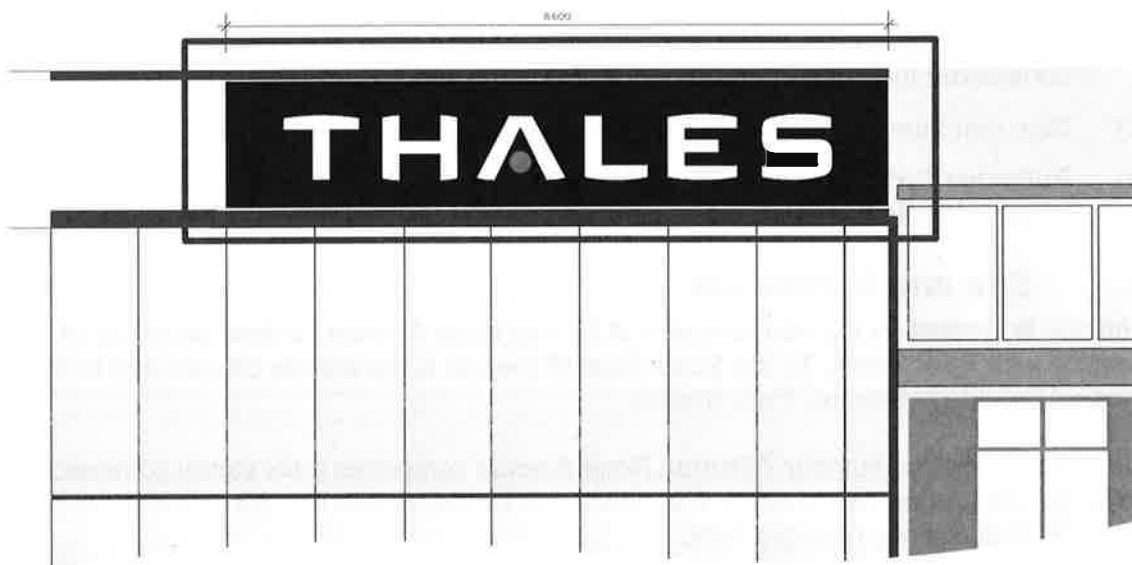


Figure 1: Location of Top of Building sign with signage detail inset

The top of building sign will be located in the left hand corner of the building in the same location as the existing building identification sign below the metal frame roof feature.



Figure 2: Location of the existing top of building sign

4 Assessment

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

4.1 Environmental Planning Instruments

4.1.1 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 x/✓/N/A
(9) Zone B4 Mixed	The proposed signage is permissible in the B4 Mixed Use zone. The	✓

Clause	Response	Compliance x/✓/N/A
Use	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.	
(19) Subdivision	This development application does not seek the subdivision of the site.	N/A
(23) Public infrastructure	The top of building sign will connect to the electricity supply of the building for the illumination of the signage; this will not impact on any public infrastructure.	✓
(24) Major event capability	The proposed signage is positioned to the top of the building and will not impede the free flow of pedestrians within the Park.	✓
(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 an Environmental Conservation Area.	✓
(30) Design Excellence	The proposed top of building sign will be located in a signage zone which formed part of the original consent for the building, as such, the location and position of the signage has been integrated into the external appearance of the building since inception. The sign is thus considered consistent with the host building and compatible with the architectural style of the building.	✓
(31) Heritage Conservation	The site is not within, or in close proximity to a heritage conservation area precinct.	✓

4.1.2 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	The proposed advertisement sign has been designed to accord with the architectural features 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. 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 existing and intended future character of the immediate area as a major event destination and emerging town centre. Nevertheless, as the proposal seeks consent for illumination of the top of building sign, a planning condition will be imposed which limits the level of luminance to an appropriate level within the town centre.	✓
(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	✓

Clause	Comments	Compliance
	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.	✓
(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.	✓

4.2 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.

This signage 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 sign 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 sign is compatible with the architectural features and scale of the host building and will be unobtrusive in the surrounding streetscape. It will be of similar appearance to the existing sign on the building.
3) Ensure signage and advertising structures are not intrusive or create an adverse impact on the visual amenity of the Park.	The sign accords with the overall design and scale of the host building. It is in-keeping in terms of size, scale and 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 advertisement is not located in proximity to any residential, open space, heritage or parkland areas.

Objective, control, criteria	Commentary / Compliance
5) Ensure signage is well designed and located so as not to create a hazard for residents, workers and visitors to the Park.	The sign will be securely fixed to 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.	Only one sign is proposed to the front of the building within an identified signage zone for the building. The sign, by virtue of its siting and location does not materially impact on the visual appearance of the host building and will not appear visually cluttered.
3.1 General Requirements for all signage	
1) Signs must be either business identification signs or on-premises advertising signs.	This proposal relates to business identification signage.
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. The building was designed to accommodate a signage zone and the location and scale of this signage does not exceed the parameters set by the signage zone.
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: a. signs located above a building roof line or parapet (e.g. sky sign) b. signs located above an awning	Given the unique location and architectural style of the host building comprising a metal frame roof feature, it is considered in this instance that the proposal will not detract from the visual amenity of the area or character of the host building.
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 site is in use as a commercial office and the sign relates to the use of the building as an office. The signage is the corporate logo of the principal occupier of the building.
3) Top of building signs are restricted to 1 sign top of building or element and 1 sign per elevation.	Only one sign would be located on the front elevation of the building.
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	Complies

Objective, control, criteria	Commentary / Compliance
circumstances changing.	
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.	Whilst the sign is located within 500mm from the lot boundary it is noted that the host building is distinctly different from the adjacent building and number 8 Murray Rose Avenue. As such, it is evident that the signage relates to the use of the lot. Furthermore, the signage is located within a defined 'signage zone' as per consent reference MP10_0214, accordingly, the location and position of the signage has previously been assessed as acceptable in terms of siting and amenity.
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 1.46m.
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 a commercial office.
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.

4.3 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.

4.4 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.

4.5 Suitability of the Site for Development

The site is currently in use as per planning approval reference MP10_0214; the suitability of the site for development was assessed under this application.

4.6 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.

5 Consultation

6.1 Public notification

The proposal did not necessitate public advertising or notification.

6.2 Internal Referrals

The proposal was referred to the Building Services Unit and several standard pre and post construction conditions were recommended.

6 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.

7 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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