

SYDNEY OLYMPIC PARK AUTHORITY

Planning Development Application Assessment Report

Application No:	DA 12-09-2016
Application Site:	2 Olympic Boulevard, Sydney Olympic Park
File No:	F16/00781
Proposal:	Replacement of building identification signage.
Applicant:	NSW Netball Association
Determining Agency:	Sydney Olympic Park Authority

1 Background / Development History

The existing building at 2 Olympic Boulevard was approved by the Minister for Planning (SSD-5207) on 9 January 2013.

The Netball Centre is the headquarters for Netball NSW and has an 800+ seating capacity Show Court, a 350 seat secondary court, four addition full sized netball courts with seating, six team change rooms, a function room, café, with provision for a sports medicine practice.

The development application was submitted on 23 September 2016.

2 Site and Surrounds

The subject site is located on the western side of Olympic Boulevard, immediately adjacent to the Sports Centre (**Figure 1**) and is within the area currently known as the 'Southern Sports' Precinct. The site is legally described as Lot 3002 DP 1182602.

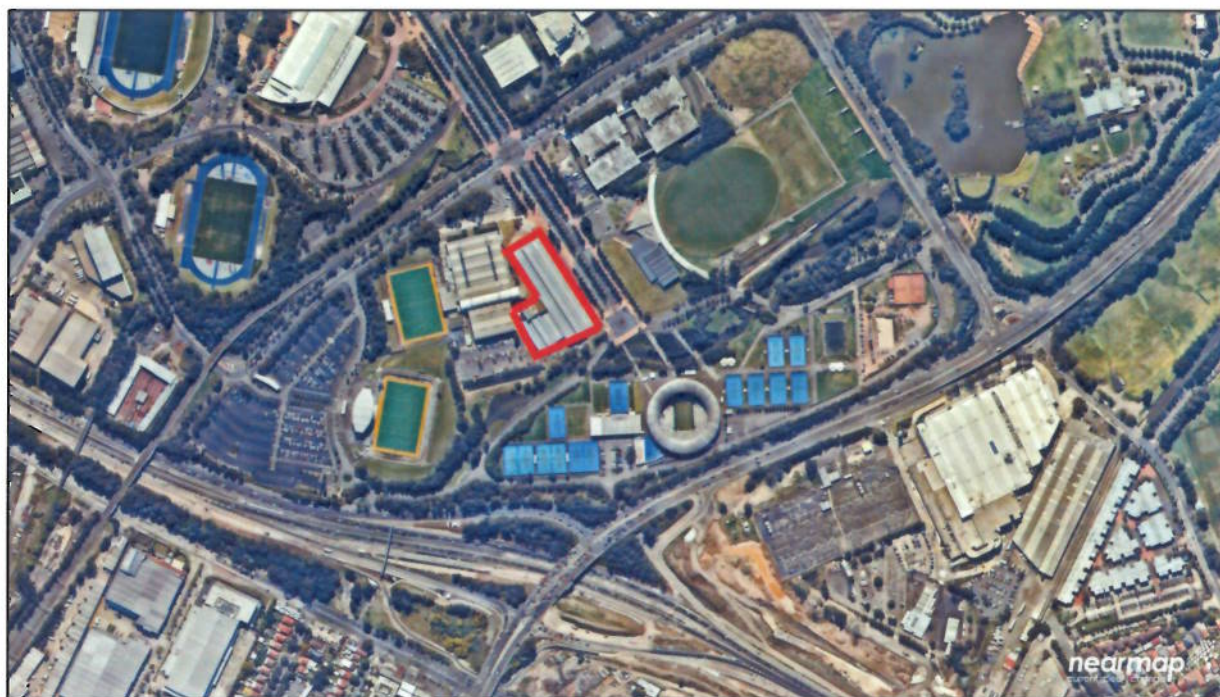


Figure 1 – Location

Development in the immediate vicinity includes the Tennis Centre to the south, Sarah Durack Avenue to the north, P3 car park and GWS Giants clubhouse and training facility to the east and the Sport Centre to the west.

3 The Proposed Development

The application seeks approval for the replacement of two (2) existing building identification signs (currently Netball Central) to include the new sponsor's name, "Genea" (**Figure 2**).

All works would be carried in accordance with the plans prepared by MAP Architecture + Interiors.



Figure 2: Proposed Building Identification Signage (photomontage northern elevation)



Figure 3: Signage detail

4 Assessment

The application has been assessed pursuant to Section 79C of the *Environmental Planning and Assessment Act 1979*, including consideration of the following matters:

4.1 Environmental Planning Instruments, DCPs and Planning Agreements

4.1.1 State Environmental Planning Policy (State Significant Precincts) 2005

The Minister for Planning is the consent authority pursuant to Schedule 6, Part 1, clause 3 of the SEPP State Significant Precincts 2005. The proposed development is permissible with consent in the B4 Mixed Use Zone pursuant to Schedule 3, Part 23 of the SEPP. The relevant provisions are addressed in Table 1 below.

Table 1 SEPP State Significant Precincts – Planning Provisions

Clause	Response	Compliance */✓/N/A
(9) Zone B4 Mixed Use	The proposed development is for building identification signage and is permissible with consent. The objectives of the B4 zone are satisfied.	✓
(23) Public infrastructure	Public infrastructure requirements have been addressed in the base building approval. This application does not require additional public infrastructure to that already approved.	✓
(24) Major event capability	The proposed building identification signage is not expected to impact on major events at SOP.	✓
(25) Transport	The proposed development is for building identification signage.	N/A
(26) Master Plan (Note: MP 2030 is a deemed DCP).	The proposed development is consistent with MP 2030 principles and controls.	✓
(29) Development in conservation area	The subject site is not in a conservation area.	✓
(30) Design excellence	Design excellence has been demonstrated in the base building. The proposed replacement building identification signage is consistent with the size and location of existing signage on the building.	✓
(31) Heritage Conservation	The subject site is not within the vicinity of a heritage item and the proposed fit out works will not impact on heritage conservation.	✓

4.1.2 State Environmental Planning Policy No. 64 – Advertising and Signage

The proposal has been assessed against the relevant provisions of SEPP 64, as set out in the table below.

Table 2 SEPP 64 Advertising and Signage – Compliance

Clause	Comments	Compliance
3. Aims and Objectives <ul style="list-style-type: none"> Compatible with desired amenity and visual character of an area; Provides effective communication in suitable locations; and Is of high quality design and finish 	<p>The proposal is to replace 2 existing building identification signs, occupying the same location on the building and comparable in size and form to existing signage. The signage is considered to be in keeping with the present, emerging and desired character of the locality and the amenity of the area. It is compatible with other examples of shapes, forms and locations of signage present within the SOP precinct.</p> <p>The replacement signage is not expected to diminish the scenic quality or visual character of the locality as it is comparable in scale and form to existing building identification signage. The signage will not protrude above the building parapet and will not adversely impact the scenic quality of the visual catchment of the public or private domain.</p>	✓
8. Granting of consent to		

Clause	Comments	Compliance
signage Consent authority must be satisfied that the signage: <ul style="list-style-type: none"> • is consistent with the objectives of this Policy; • satisfies the assessment criteria in Schedule 1 	<p>The replacement of 2 existing building identification signs is considered to be consistent with the aims and objectives of the policy.</p> <p>An assessment of the proposal against Schedule 1 of the Policy is set out below.</p>	✓
13. Matters for consideration <ul style="list-style-type: none"> • aims and objectives of Policy; • Schedule 1; • Design; • Road safety; • Public benefit 	<p>The replacement of the 2 building identification signs is considered to be consistent with the aims and objectives of the Policy.</p> <p>An assessment of the proposal against the assessment criteria set out in Schedule 1 of the Policy is set out below.</p>	✓
Schedule 1 Assessment Criteria		
1. Character of the Area	<p>The proposal is considered to be compatible with the existing and emerging character of the area which includes business and building identification signs within the Sydney Olympic Park precinct. The signage adds to the vibrancy of this part of the locality and can reasonably be expected to assist with legibility and wayfinding within the precinct.</p>	✓
2. Special Areas	<p>The proposed replacement of 2 building identification signs will not detract from existing amenity or visual quality of this locality. The site for the proposal is not a heritage item; it is not located in any heritage conservation area, natural area, open space, waterway or rural landscape. It is not visible from residential areas.</p> <p>The site is not visible from waterways or rural lands or located or visible from any environmentally sensitive area.</p>	✓
3. Views and Vistas	<p>The proposed building identification signs do not obscure or compromise any important views. The signs will not have any negative effect on local views to or from the Precinct or motorists and pedestrians on Olympic Boulevard. The signage panels are located below the line of the building parapet and will only be visible as part of the local skyline.</p> <p>The signs are not located adjacent to any other signage, will not obscure views to such items and will not visually compete with other signage within the visual context of the site.</p>	✓
4. Streetscape, setting or landscape	<p>The scale, proportion and form are appropriate in the context of the road corridor and infrastructure and within SOP</p> <p>The 2 existing (and therefore the 2 replacement) signs have a neutral effect on perceived existing visual clutter within its setting. On this basis it is considered that the proposed replacement signs will have a comparable effect as regards clutter (that is, they neither add to nor reduce).</p>	✓
5. Site and building	<p>The scale and proportion of the proposed signage is comparable with that of the existing signage which has been in situ since the building was completed in 2014 and has become an accepted and compatible feature within the visual context of the Southern Sports Precinct.</p>	✓
6. Associated devices and logos with advertisements and advertising structures	Not applicable – building identification signage	N/A
7. Illumination	<p>The signage is proposed to be internally illuminated with LED. It is not expected that illumination of this nature will result in any substantive adverse impact.</p>	✓
8. Safety	<p>The proposal entails replacement of 2 existing building identification signs located on the northern elevation (approx.</p>	

Clause	Comments	Compliance
	<p>2.38m above ground level) and on a blade wall immediately adjacent to the entry to the administration pod (known as the Hub) of the Netball Central building. It is noted that the latter is not visible from the public domain.</p> <p>Having regard to the siting and location of the signage, the proposal is not expected to reduce the safety of pedestrians, cyclists or motorists on Australia Avenue and it will not obscure sightlines of public areas.</p>	✓

Having regard to the above assessment, it is considered that the proposed replacement of the 2 building identification signs on the northern elevation of the building and on a blade wall near the entry to the administration offices of the NSW Netball Association at No. 2 Olympic Boulevard is satisfactory having regard to the relevant provisions of SEPP 64.

4.1.3 SOPA Guidelines for Outdoor Advertising Identification & Promotional Signage

The Guidelines are designed to encourage well designed and well positioned signs which make a positive contribution to the vitality and vibrancy of Sydney Olympic Park. They are also designed to protect the characteristics of significant buildings, public spaces, urban elements and landscape elements, important streetscapes and vistas and the amenity of future residents and park users.

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

Table 3 SOPA Guidelines - Compliance

Objective, control, criteria	Commentary / Compliance
2.0 Precinct Desired Character and Objectives	
2.1 General Objectives	
To promote high quality, visually interesting and appealing signage commensurate with the desired character of the local precinct;	<p>The proposed signage is a direct replacement of the 2 existing building identification signs (Netball Central) to include the new sponsor's name – "Genea Netball Central".</p> <p>The location and scale of the building identification signage dates from the approval of the base building and reflects SOPA's aspirations for development in this location.</p>
<p>To ensure that signage does not detract from the significance and amenity of:</p> <ul style="list-style-type: none"> - future residential development; - public art projects and major water features; - significant public spaces, landscape elements and urban elements; - heritage precincts; and - parklands 	<p>The signage will be visible in a local context, by virtue of its scale and form it is considered unlikely that it will have any detrimental impact on the amenity of future residential development in the vicinity (Site 9, subject to the Minister's approval) or significant public spaces.</p> <p>Furthermore, the site is physically removed from the Abattoir Heritage Precinct, which is located approximately 550 metres to the north.</p> <p>There is no direct visual interface between the subject site and the heritage precinct.</p>
To ensure signage on buildings is integrated with the architecture and responds appropriately to the scale and	The proposed signage is a direct replacement of the 2 existing building identification signs

Objective, control, criteria	Commentary / Compliance
character of the adjoining environs;	(Netball Central) to include the sponsor's name ("Genea") and is comparable in scale and character.
To ensure signage responds to the needs of people with vision impairment;	The proposed signage does not specifically respond to the needs of the vision impaired – it is assumed that this objective relates to wayfinding signage.
To support the commercial viability of venues and businesses within SOP; and	NSW Netball Association is the primary tenant at No. 2 Olympic Boulevard. The proposed building identification signage is commensurate with the scale of the building.
To enhance wayfinding and navigation around SOP.	Whilst SOPA has implemented its own system of wayfinding signage, the building identification signage can reasonably be expected to assist with general wayfinding throughout the precinct.
2.2 Town Centre Precinct – Desired Character	
Specific Objectives	
<ul style="list-style-type: none"> To encourage high quality and innovative signage for the promotion of vibrancy and viability of businesses To support the commercial viability of businesses To assist in wayfinding and navigation around the Town Centre 	The proposed signage is a direct replacement of the 2 existing building identification signs and is comparable in scale and character.
4.0 Identification Signage	
Commercial Development Controls for building name signage	
<p>Building Name Signage:</p> <ul style="list-style-type: none"> may only be allocated to a major or significant tenant of the building or its owner where the owner occupies a significant part of the premises; is not to contain any text other than the name of the significant tenant or owner (i.e. no commercial brands are to be displayed other than the approved trading name or owner's name); and may contain the corporate logo of a significant tenant or owner, but only if the design of the logo achieves a high degree of compatibility with the architectural design, materials, finishes and colours of the building 	<p>NSW Netball Association is the primary tenant at No. 2 Olympic Boulevard.</p> <p>The text for the proposed signage is "Genea Netball Centre" and adopts a neutral colour palette of blue, white, grey and black.</p>
4.3 Additional Controls for Identification Signage	
<p>All identification signage is to demonstrate design excellence and innovation.</p> <p>Identification signage visible from significant public spaces and future residential development is to be sensitively designed to protect existing and future amenity. In this regard illuminated and animated signage is to be carefully considered and be of exceptional design quality.</p> <p>Building name signage:</p> <ul style="list-style-type: none"> is to be designed to be consistent with the architecture of the building, be well designed and well proportioned; is limited to a max of 1 major building name sign per elevation at or near the roof level. 	<p>The proposed signage is a direct replacement of the 2 existing building identification signs and is comparable in scale and character.</p> <p>The signage panels will be mounted directly to the building façade, using the fixing points for the previous building identification signs where possible.</p> <p>The proposed signage is satisfactory in terms of form, design and content, particularly having regard to the context in the Southern Sports Precinct.</p>
6.0 Related Provisions	
The following controls apply to illuminated signs:	The signage is proposed to be internally

Objective, control, criteria	Commentary / Compliance
<ul style="list-style-type: none"> • illuminated signage is not to detract from the architecture of the host building during daylight; • illumination is to be provided by lighting (including cabling) concealed or integral with the sign. Illumination may also be provided by sensitively designed spot or down lighting; • exposed neon tubing is not permitted; • illumination may be prohibited or a curfew imposed where there is potential for the sign to significantly adversely impact upon the amenity of residential areas, the public domain or Parklands. 	<p>illuminated with LED.</p> <p>All cabling is concealed.</p> <p>The signage is not expected to result in any adverse impacts in terms of light spill.</p>
<p>In relation to materials and construction:</p> <ul style="list-style-type: none"> • all signage is to be built to a high standard and materials of appropriate quality and durability are to be used in the construction; • consideration is to be given to the principles of ESD in the use of materials. 	<p>Acrylic lettering has been selected for durability and quality of finish and is considered to be satisfactory in this context.</p>

Having regard to the above assessment, it is considered that the proposed replacement of the 2 building identification signs on the northern elevation and on the blade wall adjacent to the entrance to the administration offices of the NSW Netball Association at No. 2 Olympic Boulevard is satisfactory having regard to the relevant provisions of SOPA's Guidelines.

4.2 Prescribed Matters EP&A Regulation 2000

The proposed development is able to comply with prescribed matters of the *Environmental Planning and Assessment Regulation 2000* subject to fulfilment of conditions of consent.

4.3 Impact of the development

The proposed replacement of building identification signage does not alter the nature of the existing built form and is consistent with the Guidelines for Outdoor Advertising Identification and Promotional Signage and the provisions of SEPP 64. Furthermore the signage is considered to be compatible with the existing and desired future character of the Precinct and the signs will not detract from the amenity or visual quality of any environmentally sensitive areas, residential area or items of heritage significance. The signs will not detract from any existing views and will be consistent in scale, proportion and form of other similar signage in the precinct.

4.4 The suitability of the site for the development

The proposal is of a nature that is in keeping with the overall objectives and functions of the site and approved commercial building with retail tenancies on the ground floor.

The proposal is demonstrably consistent with the objectives and function of the site and zoning provisions of *SEPP Major Development 2005* and the relevant controls set out in *SEPP No 64*.

4.5 Notification, advertising and submissions received

No submissions were received from the general public as the proposal did not require advertising or notification.

4.6 The public interest

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

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

5 Sydney Olympic Park Authority Act 2001

5.1 Clause 22(2) – Consistency with Environmental Guidelines

The proposed development is generally consistent with the *Environmental Guidelines* as the proposed development is comparatively minor and does not alter the environmental performance of the base building, which is designed to achieve a high green-star rating.

6 Consultation

6.1 Internal referrals

The application was referred for review and comment on 23 August 2016. Responses were received as follows:

INTERNAL DEPARTMENT	RESPONSE
Building Services	No objection subject to conditions
Events & Precinct Co-ordination	No objection subject to work permit application for works undertaken on SOPA land

All conditions recommended by the Building Services Unit and Events and Precinct Co-Ordination have been incorporated into the recommended Conditions of Consent where appropriate and necessary.

At the time of preparing this report, no objections or comments were received from other internal stakeholders.

7 Delegations

The Minister is the consent authority pursuant to Schedule 6, Part 1, Clause 3 of the SEPP Major Development 2005 and Clause 22 of the *Sydney Olympic Park Authority Act 2001*.

On 10 November 2014, the Minister delegated his powers and functions under Section 80 of the *Environmental Planning and Assessment Act 1979 (the 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 proposal has a CIV less than \$10 million (the estimated cost of the signage is \$11,000);
- 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 and recommendations

8.1 Conclusions

The application has been considered with regard to the matters raised in section 79C of the EP&A Act. The proposed development is considered to be acceptable, in the public interest and is recommended for approval subject to Conditions of Consent.

8.2 Recommendation

- A) Consider all relevant matters prescribed under Section 79C 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 conditions** pursuant to Section 80(1) and 80(A) of the EP&A Act, having considered the relevant matters in accordance with (A) above;
- C) Authorise Sydney Olympic Park Authority to carry out post-determination notification pursuant to Section 81 of the EP&A Act

Prepared by


Contract Planner
Date: **12 October 2016**

Reviewed & Endorsed by


A/Director - Environment
Date: **12 October 2016**

Reviewed & Endorsed by


A/Chief Executive Officer
Date: **12 October 2016**